

ASCC

Asia
Smart City
Conference
2025

Towards a Circular Society



25 - 27 Nov.
PACIFICO YOKOHAMA
NORTH
CITY OF YOKOHAMA

Asia Smart City Conference 2025

Event Summary

November 25-27, 2025
PACIFICO Yokohama North



明日をひらく都市
OPEN x PIONEER
YOKOHAMA

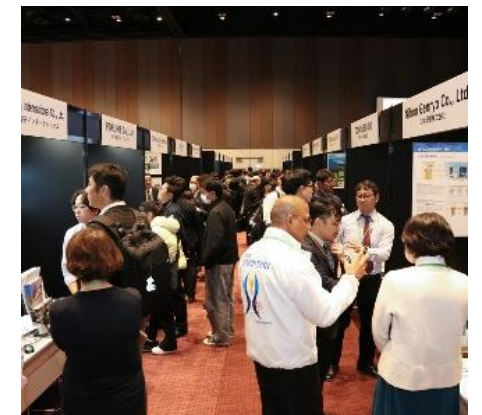
ASCC Asia Smart City Conference 2025

An international conference and exhibition gathering insights, ideas, and solutions from Japan and abroad under the theme of a circular society in Asia



※What is the Asia Smart City Conference?

The Asia Smart City Conference (hereinafter referred to as “ASCC”) is an international conference that brings together representatives from Asian cities, national governments, international organizations, academic institutions, and private companies, aiming to discuss on the realization of a sustainable city where economic growth and a favorable urban environment are compatible.



Asia Smart City Conference 2025

■ Theme : Towards a Circular Society

~Promoting the Circular Economy, Carbon Neutrality, and GREEN × EXPO 2027~

■ Dates : November 25-27, 2025

■ Venue : PACIFICO Yokohama North

■ Organizer : City of Yokohama

■ Session Organizers : Asian Development Bank/Asian Development Bank Institute CITYNET ICLEI Japan
JICA Smart City Institute Japan Yokohama City University
World Bank Tokyo Development Learning Center Yokohama City

■ Supporters : Cabinet Office Ministry of Foreign Affairs Ministry of Finance
Ministry of Economy, Trade and Industry Ministry of Land, Infrastructure, Transport and Tourism
Ministry of the Environment CITYNET

■ Sponsorship :



■ Media Partner :  Harch



■ Results

2,000+ Participants

52 Cities / Organizations

15 Sessions

100+ Speakers

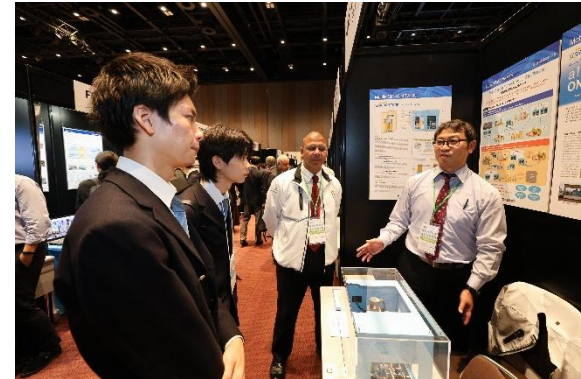
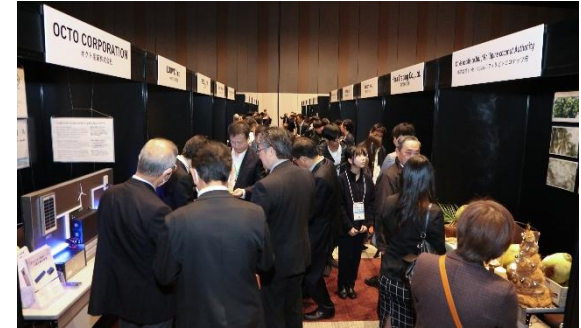
45 Exhibitors

1000+ Business exchanges

52 Cities/Organizations

No.	Country	Cities/Organizations	No.	Country	Cities/Organizations
1	India	Andhra Pradesh Capital Region Development Authority	27	Philippines	Santa Rosa City
2	India	Habitat Forum, India (INHAF)	28	Philippines	STO Tomas City
3	Indonesia	Ministry of National Development Planning	29	Philippines	Tayabas City
4	Indonesia	Makassar City	30	Philippines	LEAGUE OF CITIES OF THE PHILIPPINES
5	Indonesia	Government of South Sulawesi Province	31	Philippines	PHIVIDEC INDUSTRIAL AUTHORITY
6	Korea	Seoul Metropolitan Government	32	Singapore	Centre for Liveable Cities, Ministry of National Development
7	Malaysia	Kuala Lumpur City	33	Sri Lanka	Colombo Municipal Council
8	Mongolia	Hunnu City	34	Taiwan	Taipei City
9	Mongolia	Ulaanbaatar	35	Tajikistan	Dushanbe City
10	Nepal	Lalitpur Metropolitan City	36	Thailand	Bangkok Metropolitan Administration
11	Nepal	Pokhara Metropolitan City	37	Uzbekistan	Authority of Namangan
12	Nepal	National Society for Earthquake Technology-Nepal (NSET)	38	Uzbekistan	Tashkent Conosrt Group LLC
13	Netherlands	Amsterdam City	39	Uzbekistan	Yangiyul City
14	Pakistan	Karachi City	40	Vietnam	Da nang City
15	Philippines	Metropolitan Manila Development Authority	41	-	Asian Development Bank
16	Philippines	Baybay City	42	-	Circle Economy Foundation
17	Philippines	Calamba City	43	-	CityNet Secretariat
18	Philippines	Cavite City	44	-	European Union
19	Philippines	El Salvador City	45	-	ICLEI Europe
20	Philippines	Mandaue City	46	-	Leiden University
21	Philippines	Manila City	47	-	OECD
22	Philippines	Marawi City	48	-	UNDP
23	Philippines	Quezon City	49	-	UNESCAP
24	Philippines	Samal City	50	-	UN-HABITAT
25	Philippines	San Carlos City	51	-	World Bank
26	Philippines	San Fernando City	52	-	World Economic Forum

45 Exhibitors from a wide range of genres



R2 Co.,Ltd, I.A. Energy Corporation, AGRI Oh Inc., Asian Development Bank (ADB), Azbil Kimmon Co.,Ltd., AGC Inc., OCTO CORPORATION, Kaiyotoshiyokohamaumikyogikai, KAJIMA CORPORATION Kaman inc., Galdieria Co. Inc., kitafuku,Inc, Kyosan Electric Mfg. Co., Ltd., Quickry Co. Ltd. GUUN Co.,Ltd., Clivia nobilis Co., Ltd./Philippine coconut Authority, CTI Engineering International Co., Ltd., International Fund for Agricultural Development (IFAD) / IFAD Youth Club Japan (IYCJ), Circularise Japan K.K., Circloop inc., Sansei Corporation, JFE Engineering Corporation, JICA Yokohama, World Bank Tokyo Development Learning Center, ALL NIPPON AIRWAYS CO., LTD., TIMEWELL Inc., TAKENAKA CORPORATION, TOHO LEO CO, Nihon Genryo Co., Ltd., BIOTECHWORKS-H2 CO.,LTD., Hara Trading Co.,Ltd., Hundredths Inc., People Port Corp., PEEL Lab, HINODESANGYO co.,Ltd., Finetech co.,Ltd., FORUM8 Co., Ltd., Mizu to kominka co., Ltd., Murata Manufacturing Co., Ltd., Yokohama Water Co., Ltd., Yokoham Engineering Works, Ltd., PACIFIC CONVENTION PLAZA YOKOHAMA (PACIFICO Yokohama) , LOOVIC Inc., RECOTECH, City of Yokohama

Program Overview

GREEN
STAGE(G2)

Policy Dialogue

Representatives from cities worldwide, international and governmental organizations, city networks, corporations, and universities will convene to share global trends and case studies toward a circular society.

Through the commitments of city leaders and international organizations, the event aims to initiate a movement to promote circular cities in Asia.

Opening Session (11/25)

- ▶ Presentations by city promotion of circular cities in Asia
- ▶ Keynote speeches by representatives from international and governmental organizations

Plenary Session (11/25)

- ▶ Presentations of case studies and other initiatives by ADB, World Bank, and CITYNET

Urban Session (11/26)

- ▶ Presentation of ideas and concrete actions aimed toward a green society by representatives of cities, businesses, universities, etc.

Closing Session (11/26)

- ▶ Presentations by representatives from international organizations and city leaders on concrete actions toward the implementation of circular cities in Asia

BLUE
STAGE
(G3,G4)

Business Session

Leading experts and practitioners from industry, academia, and government will be invited to exchange a wide range of ideas and solutions concerning the circular economy, decarbonization, and the resolution of urban challenges, thereby fostering cross-border and cross-sectoral synergy.

Business Session (11/26)

- ▶ Panel discussions about circular economy, carbon neutrality, and urban challenges by representatives from the private sector

City × Company Pitch (11/26)

- ▶ Mutual pitches by representatives from cities and companies on policies, challenges, technologies, and solutions related to urban challenges

Booth Exhibition (11/26)

- ▶ Technology exhibitions by companies and policy exhibitions by Yokohama city and int'l institutions

Networking (11/26)

- ▶ Networking facilitated by participants, speakers, and exhibitors within an integrated space featuring sessions, exhibitions, and meeting tables

GREEN STAGE G2

DAY1 November 25th (Tue)

9:00	<p>1 9:00-10:30</p> <p>Opening Session: Promoting Circular Cities (Part 1)</p> <p>Keynote Speeches by City Leaders and representatives from international organization on Promoting Circular Cities in Asia</p>
10:00	
11:00	<p>2 11:00-12:30</p> <p>ADB/ADBI Session : Circular Cities for a Sustainable Future</p> <p>Panel Discussion with City Representatives and Experts from Asia</p>
12:00	
13:00	
14:00	<p>3 13:45-15:15</p> <p>Addressing urban waste issues to promote a circular economy in Asia</p> <p>City Leaders and Experts from Asia Discuss Circular Approaches to Urban Food Waste Management</p>
15:00	
16:00	<p>4 15:30-17:00</p> <p>CITYNET Cluster Seminar 2025 Urban Policy and Resilience in the Era of Climate Change</p> <p>CITYNET Member City Representatives Discuss Climate Resilience and Promoting Circular Cities</p>
17:00	

DAY2 November 26th (Wed)

9:00	<p>5 9:00-10:15</p> <p>Joint proposals for the future of the city by students from universities in the city and abroad</p> <p>University Students and Asian City Practitioners Discuss Sustainable Urban Development</p>
9:30	
10:00	
10:30	<p>6 10:30-12:00</p> <p>Co-Creation for a Circular Society in Asia</p> <p>JICA, Cities, and Companies Discuss Collaborative Approaches to Building a Circular Society</p>
11:00	
11:30	
12:00	
12:30	

13:00	<p>7 13:00-13:30</p> <p>Connecting Businesses for a Circular Future:Yokohama City Platform for Resource Circulation</p> <p>Exploring Collaborative Approaches toward a Circular Economy through Innovative Cases in Resource-consuming and Resource-recovering Industries</p>
13:30	
14:00	<p>8 13:45-14:30</p> <p>Decarbonizing the infrastructure that supports urban life</p> <p>Companies that support the infrastructure of urban life will share examples of their work in Yokohama, as well as cutting-edge technology and knowledge that can be deployed in Asia.</p>
14:30	
15:00	<p>9 14:45-15:35</p> <p>A circular society promoted at GREEN×EXPO 2027</p> <p>This session will share the latest updates on the EXPO, which reached the 500-day milestone on November 4, along with initiatives to promote a circular society at the venue and approaches to engaging with visitors.</p>
15:30	
16:00	<p>10 16:00-17:30</p> <p>Closing Session: Promoting Circular Cities (Part 2)</p> <p>International organization representatives and city leaders will discuss opportunities and actions to advance circular initiatives in Asia.</p>
16:30	
17:00	
17:30	





BLUE STAGE

G3/G4

DAY2 November 26th (WED)

9:00 ① 9:00-9:50
Realizing a Decarbonized Society from the Ocean Perspective
 -Trends in the Expansion of Floating Offshore WindPower Deployment-

Exploring Offshore Wind Energy for a Decarbonized Society: Technological Trends and Policy Perspectives

10:00 ② 10:00-10:50
Semiconductor Technologies Driving the Future of AI and Energy

This session will present the latest trends and research in semiconductor-related technologies aimed at achieving carbon neutrality. It will highlight initiatives by leading industry companies and explore the potential for innovation in Yokohama.

11:00 ③ 11:00-12:00
Mutual pitches between city and company representatives on urban issues and technological solutions (Part 1)

Interactive Pitches on Urban Issues and Technological Solutions by City and Industry Leaders

12:00 12:00-12:50
Networking Lunch

13:00 ④ 13:00-14:30
Mutual pitches between city and company representatives on urban issues and technological solutions (Part 2)

Interactive Pitches on Urban Challenges and Solutions with City and Corporate Representatives

14:45-15:30 ⑤
Balancing Environmental Sustainability, Circular Economy, and Citizen Well-being

Exploring the Coexistence of Urban Sustainability, Circular Economy, and Citizen Well-Being



Sustainable International Conference

Sustainable Venue



- ▶ Achieved **net-zero** CO2 emissions from energy consumption
- ▶ Aiming for **100%** waste recycling, with current rates reaching approximately **90%**



- ▶ Recyclable aluminum-lined paper cartons
- ▶ Achieved decarbonization by increasing the ratio of renewable resources through plant-based caps

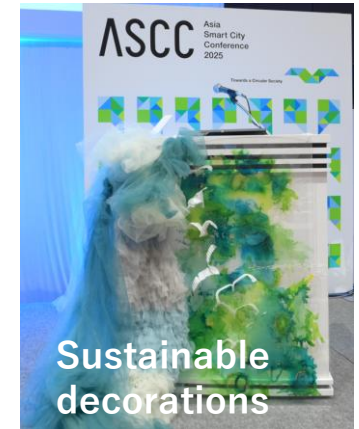
- ▶ Used reusable cups for coffee service
- ▶ Reduced Waste and CO2 Emissions



Reusable cups

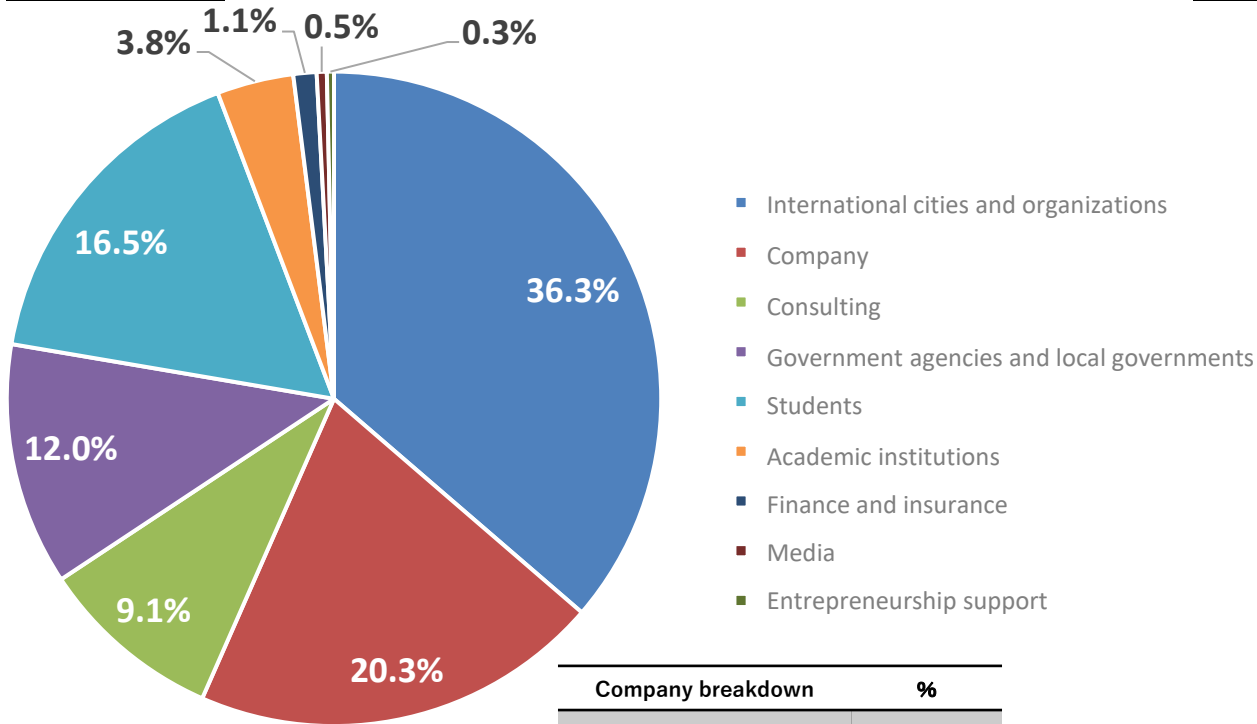


- ▶ Sustainable decorations crafted from everyday waste materials, such as "loss flowers" and discarded cardboard. This initiative gave form to a "small first step" toward a sustainable future, encouraging attendees to rediscover the value of resources



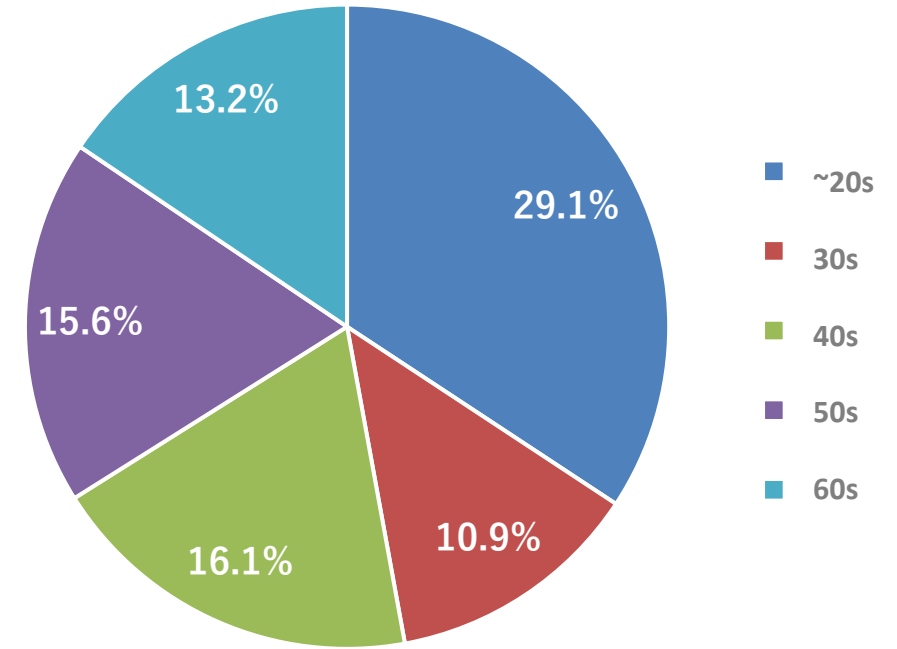
Attributes of Participants

Industry



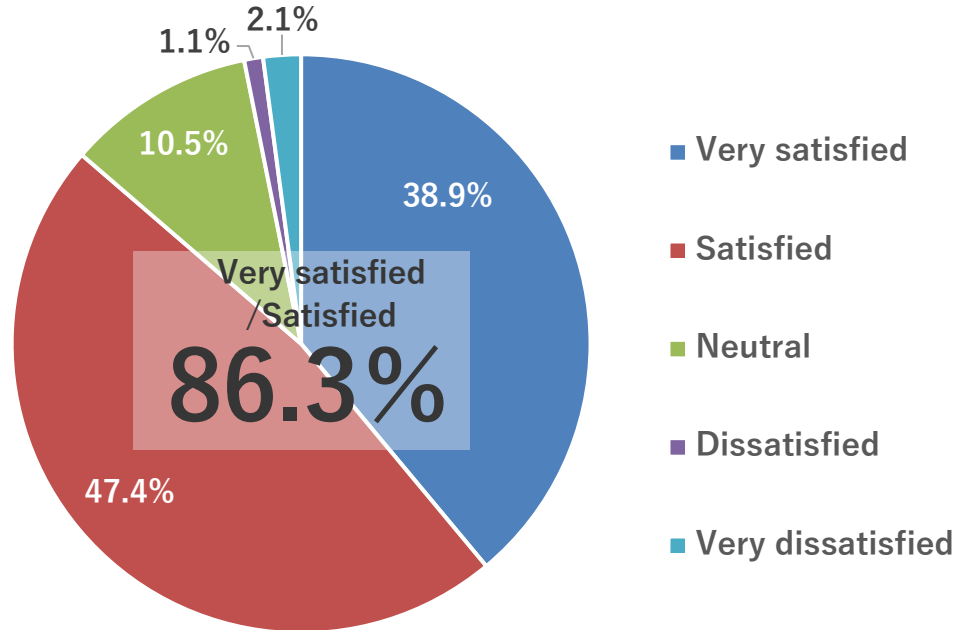
Company breakdown	%
Manufacturer	30.7
Services	24.1
Construction	19.0
Software/Information and Communications	12.5
Trading company	6.8
Wholesale/Retail	2.3
Transportation	4.5

Age



Impressions from participants

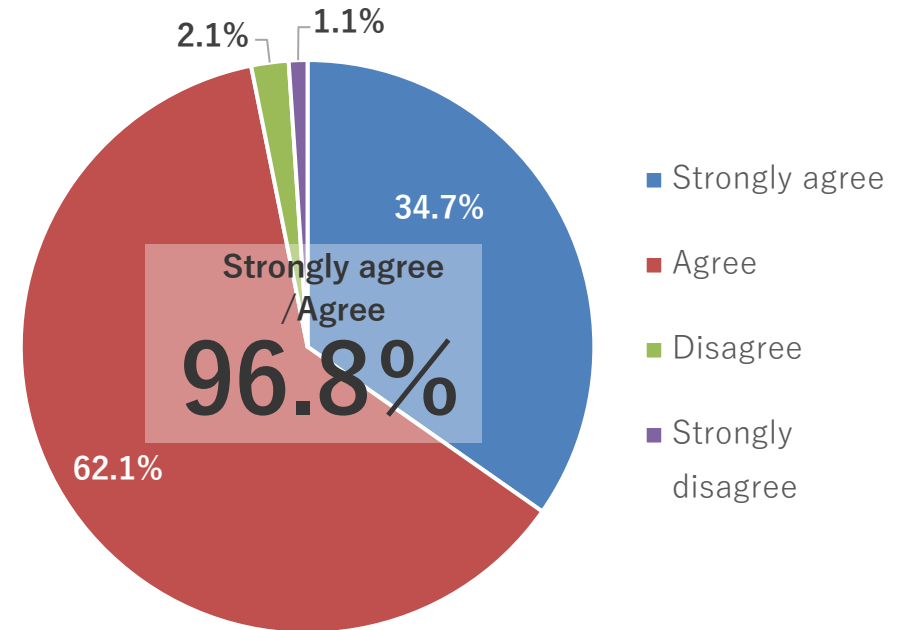
Degree of satisfaction



【Reason】

- The introductions to Yokohama companies that are working on sustainable initiatives were very good, and I was able to find some businesses that I could potentially do business within the future.
- Each of the wide-ranging sessions delved deeply into interesting topics and were very meaningful.
- In addition to being easy to participate in (access, free admission, atmosphere), the content was also great.
- Opportunity to learn new things and be able to share knowledge. Also it would be helpful if webinar or live board cast of such program was done.
- I found the ASSC interesting and engaging. I love how different organizations across the globe are gathered either in-person or online.

Did it lead to business development?

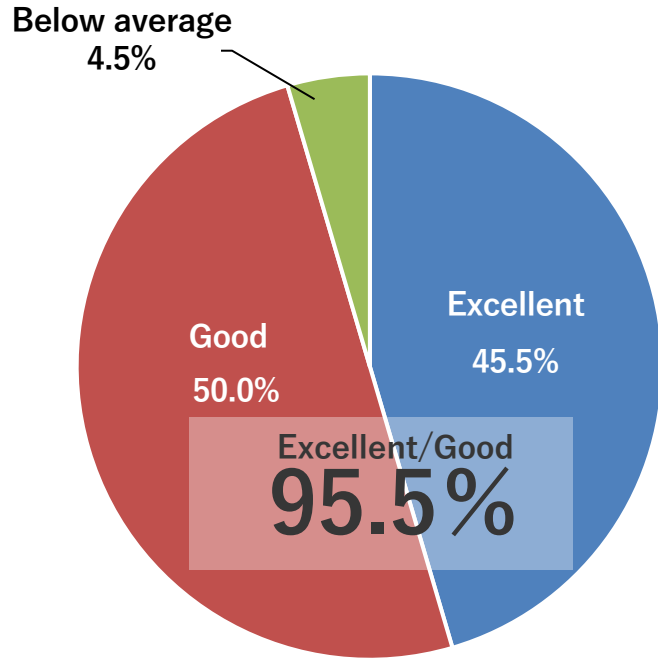


【Reason】

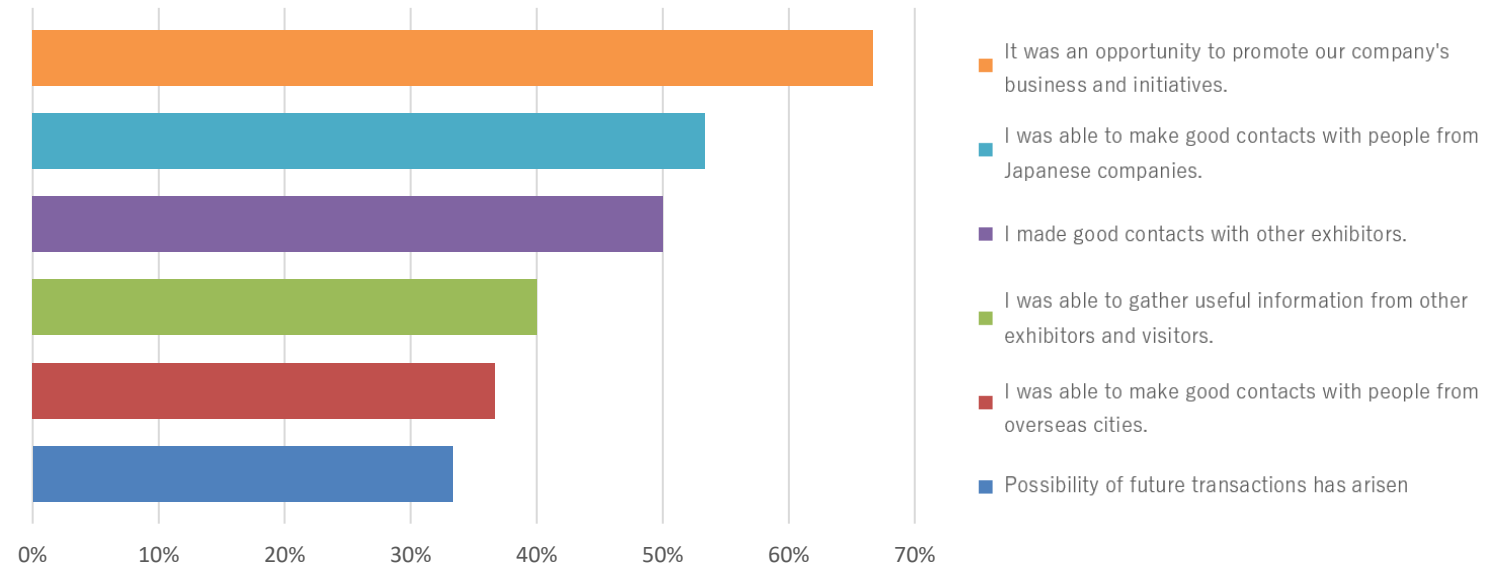
- I wanted to connect with companies in Yokohama that provide sustainable services, and I found several companies.
- I was able to meet and talk face-to-face with people from many cities in the Philippines, learn about their challenges, and propose solutions, which led to future business negotiations.
- There were booths from a variety of industries, which provided a good opportunity to learn about new solutions and initiatives.
- I was able to communicate with many international guests and learn from experts about smart cities and sustainability.

Exhibitors' impressions

Meeting satisfaction




What was good about the conference



Thoughts

- I was able to directly interact with city officials and companies from various Asian countries and get a grasp of the latest issues and trends.
- We were able to build a network with officials and companies from overseas cities, and concrete discussions were also held regarding future collaboration.
- It was a place where we could effectively communicate our company's initiatives.
- I was able to network with other exhibitors.
- We were also able to promote our company's activities to students.



Public Relations & Media Coverage

Summary

1. **ASCC Website : 75,000 Views**
<https://ascc.city.yokohama.lg.jp/en/index.html>
2. **Global Website : 210 Views, LinkedIn Post 【897 followers】**
<https://businessyokohama.com/blog/2025/11/26/ascc2025/>
3. **Social Media Reach via International Partners New reach to 370,000 followers**(CLC, EU, UNDP, Circle Economy, etc.)
4. **Newsletters by International Organizations Distributed to 80,000 recipients** (ICLEI, Circle Economy, etc.)
5. **Domestic Newspaper Coverage 9 articles across 5 major newspapers Total circulation: 250,000 copies** (Asahi, Yomiuri, Sankei, Nikkei, and Kankyo)
6. **SNS** (International Affairs Bureau · LinkedIn, Y-PORT · FB · LinkedIn)
International Affairs Bureau, City of Yokohama · Facebook : <https://www.facebook.com/city.yokohama.kokusai/>
Y-PORT · Facebook : <https://www.facebook.com/AsiaSmartCityAlliance/>
Y-PORT · LinkedIn : <https://www.linkedin.com/company/asiasmartcityalliance>
7. **Major Online Media (and 5 others)**
Nov. 27 | Circular Yokohama
https://circular.yokohama/en/2025/11/27/asian_circular_cities_declaration/



