

Dr. Toyoda is one of the founders of ITS World Congress back in 1994. Since then Dr. Toyoda has constantly participated in ITS World congresses as the chairman of VERTIS and ITS Japan. As the most enthusiastic and most influential contributor to ITS, Dr. Toyoda has been aggressively promoting participation from industries, government officials, academia, and policy makers.

His leadership in collaboration between Asia-Pacific countries and Japan has led to establish ITS Asia-Pacific and its successful progress to date.

In 2004, as the chairman of the Organizing Committee of ITS World Congress Aichi-Nagoya, Dr. Toyoda set a new dimension in ITS activities referred to as 'sustainable mobility,' which has become the core concept of the ITS over the successive world congresses.