



Makoto Dave YOSHIDA

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A mechanical engineer by training and having been involved in electric vehicles over a decade, Makoto Dave YOSHIDA brings to table his expertise in Zero Emission Vehicle (ZEV) technology and Vehicle Safety including especially dedicated to ZEV safety as well in the technical standardization and legislation fields.

Makoto Dave YOSHIDA is a joined Nissan Motor Co., Ltd. as mechanical engineer in 1989. In 2001, he was assigned to the CEO/Alliance Office of Nissan when Mr. Carlos Ghosn took office as CEO. Having spent 4 years in Brussels (Technical Centre Europe) and 4 years in the U.S.A. (Chief of Office, Washington D.C. Office of Nissan North America), Mr. Yoshida is now General Manager of External and Government Affairs Department at Nissan, while taking on a variety of external roles, not only representing his company and its organization such as Secretary General of CHAdeMO Association and Vice Chair of EV International Standardization Subcommittee at JAMA (Japan Automobile Manufacturers Association), he also sometimes representing his country, Japan, including APEC Automotive Dialog, APEC Sub-Committee on Standards and Conformance, AMEICC Auto Industry Committee, Japan-China bi-lateral charging Workshop, Japan-German Future Charging infrastructure Dialog, and Secretary of EV Safety GTR Informal Working Group Committee at United Nations ECE WP29 on behalf of Ministry of Land, Infrastructure, Transport, and Tourism and Ministry of Economy, Trade, and Industry.