

# Japan IT Week

Japan's Largest\*!

**Autumn 2020**

Oct. 28 (Wed) – 30 (Fri), 2020  
Makuhari Messe, Japan

**Osaka 2021**

Jan. 27 (Wed) – 29 (Fri), 2021  
INTEX Osaka, Japan

**Spring 2021**

April 26 (Mon) – 28 (Wed), 2021  
Tokyo Big Sight, Japan

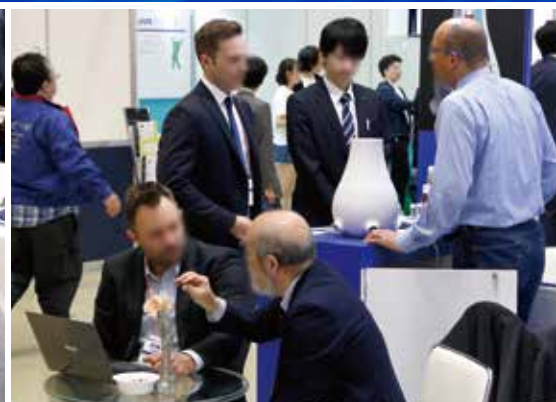
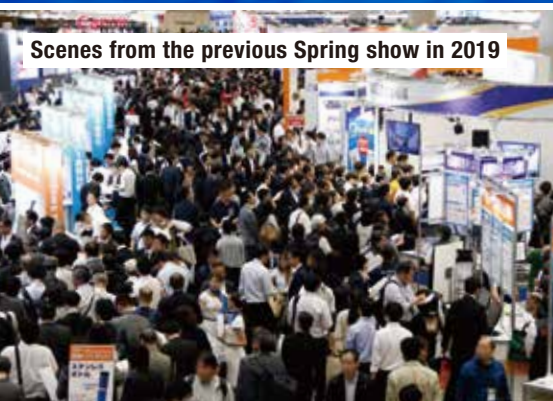
NEW

**Nagoya 2021**

July 28 (Wed) – 30 (Fri), 2021  
Portmesse Nagoya, Japan

Organiser: Reed Exhibitions Japan Ltd.

\* "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.



# What is Japan IT Week ?

## 1 All Kinds of IT Solutions & Professionals Gather

Japan IT Week is a B2B exhibition where the latest IT products and solutions gather in one place. Many IT professionals visit the show to implement new IT technologies and engage with optimal business partners.

### Exhibitor Profile

Companies dealing in:

- IoT/5G
- AI
- Embedded/Edge Computing
- Software & Apps
- Information Security
- Cloud & BPR
- E-Commerce Solutions & Web
- Store & Retail Solutions
- Data Center/Storage
- Sales Automation & CRM etc.

### Active Business Meetings



### Visitor Profile

Professionals from:

- Manufacturer
- Software Vendor/ System Integrator
- Distribution/Logistics
- Telecommunication
- Government/ Public Institute, Education
- PC, Computer Peripherals Manufacturer
- Enterprise etc.

## 2 Japan's Largest\* IT Show

Japan IT Week is evaluated to be very well known in the Japanese IT industry because of the large number of exhibitors and visitors.

\* "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

\*1 expected

\*2 Please refer to the following URL for details on the counting method.

▶▶▶ [https://www.japan-it-spring.jp/doc\\_declaration\\_visitorscount\\_en/](https://www.japan-it-spring.jp/doc_declaration_visitorscount_en/)

### Autumn Edition

2020:  
**950 Exhibitors**<sup>\*1</sup>  
(2019: 714 Exhibitors)

2020:  
**60,000 Visitors**<sup>\*1</sup>  
(2019: 48,217 Visitors<sup>\*2</sup>)

### Osaka Edition

2021:  
**430 Exhibitors**<sup>\*1</sup>  
(2020: 316 Exhibitors)

2021:  
**25,000 Visitors**<sup>\*1</sup>  
(2020: 19,917 Visitors<sup>\*2</sup>)

### Spring Edition

2021:  
**980 Exhibitors**<sup>\*1</sup>

2021:  
**80,000 Visitors**<sup>\*1</sup>

### Nagoya Edition

2021:  
**250 Exhibitors**<sup>\*1</sup>

2021:  
**18,000 Visitors**<sup>\*1</sup>

## 3 Japanese Distributors Seek New Connection

Conducting business in Japan through distributors is essential to succeed in Japan as overseas companies, as they connect your services and solutions to Japanese end users.

### List of Distributors visiting Japan IT Week Spring 2019 (excerpts)

- ABeam Consulting
- Accenture
- CTC
- Daiwa Institute of Research
- FUJITSU FSAS
- Hitachi
- INFOCOM
- International-Dentsu
- Internet Initiative Japan
- Itochu Techno-Solutions
- JFE Systems
- JSOL

- KANEMATSU Electronics
- KOBELCO Systems
- Macnica Networks
- Marubeni Information System
- Mitsubishi Electric
- Mitsubishi Research Institute DCS
- Mitsubishi UFJ Trust Systems
- MITSUI Knowledge Industry
- Mizuho Information & Research Institute
- MS&AD Systems
- NEC Networks & System Integration
- NEC Solution Innovators

- Net One Systems
- Nihon Unisys
- Nikko Systems Solutions
- NISSAY Information Technology
- NISSHO Electronics
- NOCHU Information System
- NS Solutions
- NTT Advanced Technology
- Panasonic Information Systems
- SAISON Information Systems
- SCSK
- Simplex

- Somo Systems
- Sony Global Solutions
- TECHMATRIX
- The Dai-ichi Life Information Systems
- TIS
- Tokio Marine & Nichido Systems
- TOSHIBA Digital Solutions
- Toyo Business Engineering
- TSUZUKI Denki
- UNIADEX

⋮

etc.



# National Pavilions from All Over the World

< Scenes from the previous show in 2019 (excerpts) >



Bangladesh



Canada



China ①



China ②



Sri Lanka



Hungary



Philippines



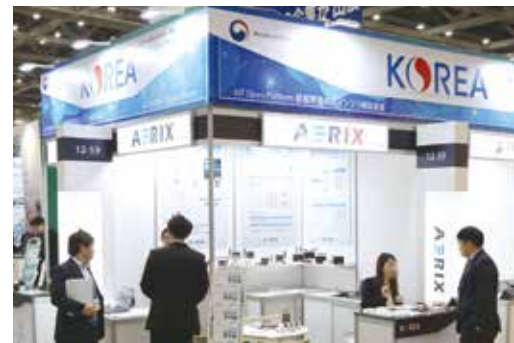
The Netherlands



Singapore



National Union International Trade Center



Korea



Vietnam

Dates: **October 28 (Wed) – 30 (Fri), 2020** Venue: **Makuhari Messe**

\*1 expected

- ◆ Expanding its size for 10 consecutive years.
- ◆ Visitors with annual budget for IT projects select suitable IT vendors before the fiscal year ends. (Japan's fiscal year: April-March)
- ◆ Visitors discuss IT investment to estimate next fiscal year's budget for IT projects.

The price in USD is calculated by USD 1 = JPY 105.03, as of Sep. 2020

Number of Exhibitors

**950 Exhibitors** \*1

714 Exhibitors in 2019

Number of Visitors

**60,000 Visitors** \*1

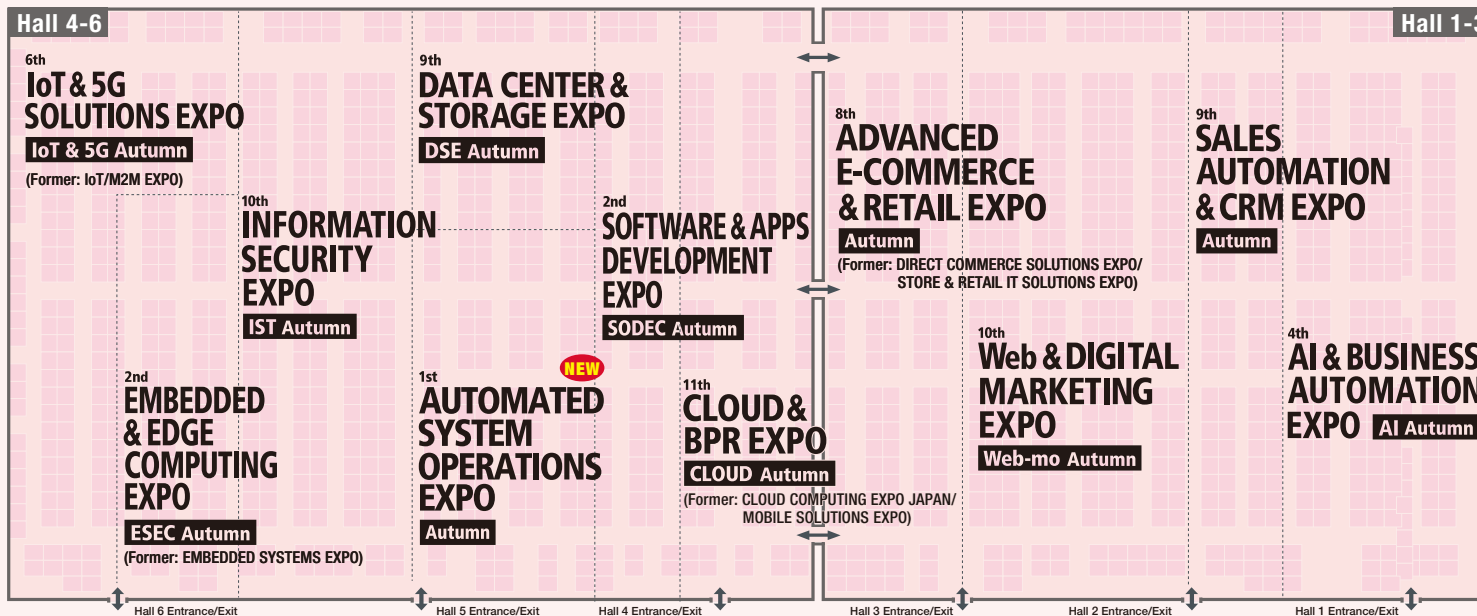
48,217 Visitors in 2019

On-site Business

**142.8 million USD** \*1

106 million USD in 2019

## < Floor Plan (preliminary) > Makuhari Messe Hall 1 - 6





Osaka Edition

January

# Western Japan's Largest\* IT Show

Dates: January 27 (Wed) – 29 (Fri), 2021

Venue: INTEX Osaka

\* "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept. \*1 expected

- ◆ Largest\* IT trade show in Western Japan.
- ◆ 430 exhibitors\*1 - 110 more exhibitors than the previous show.
- ◆ Approx. 90% of visitors come from Western Japan.

## Why Held in Osaka?

Osaka is the 2nd largest metropolitan area in Japan and it has been the center of economic development in Western Japan.



Number of Exhibitors

**430 Exhibitors** \*1

316 Exhibitors in 2020

Number of Visitors

**25,000 Visitors** \*1

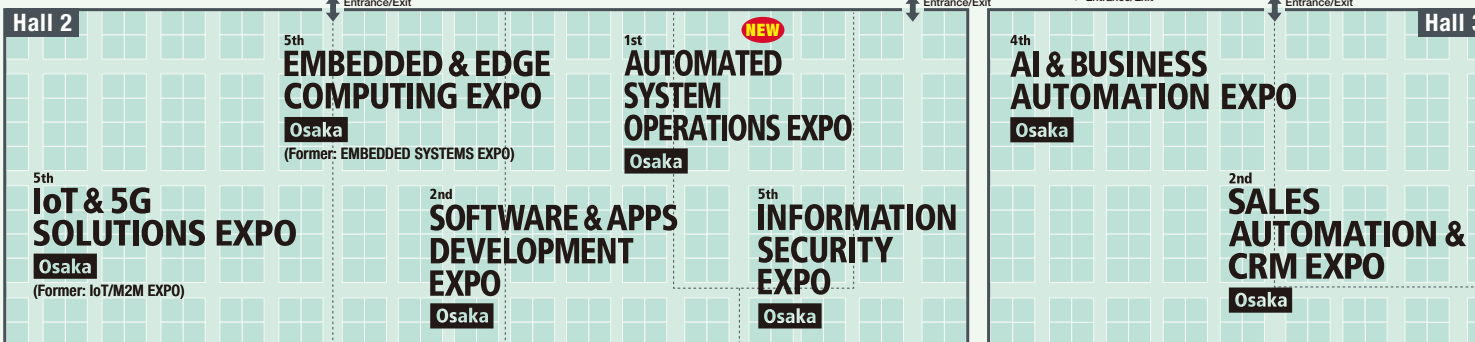
19,917 Visitors in 2020

On-site Business

**80.9 million USD** \*1

The price in USD is calculated by USD 1 = JPY 105.03, as of Sep. 2020

## < Floor Plan (preliminary) > INTEX Osaka Hall 2 - 4

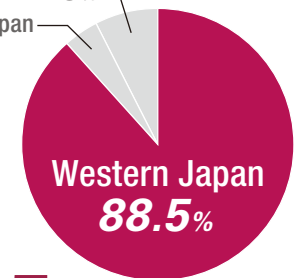


## Exhibit at Osaka Show to Cover Western Japan

Visitor Geographic Analysis

Osaka Edition \*2

Central Japan 7.5%  
Eastern Japan 4.0%



**88.5%**  
Visitors from Western Japan

\*2 Based on Japan IT Week Osaka Domestic Visitors in 2020

Spring Edition

April

# Japan's Largest\* IT Business Platform

Dates: April 26 (Mon) – 28 (Wed), 2021

Venue: Tokyo Big Sight

\* "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept. \*1 expected

- ◆ Japan's Largest\* IT Show.
- ◆ Generate sales from visitors with new annual budget. (Most of Japanese companies' fiscal year starts in April)
- ◆ Network with newly appointed project managers at the beginning of fiscal year.

The price in USD is calculated by USD 1 = JPY 105.03, as of Sep. 2020

Number of Exhibitors

**980** Exhibitors \*1

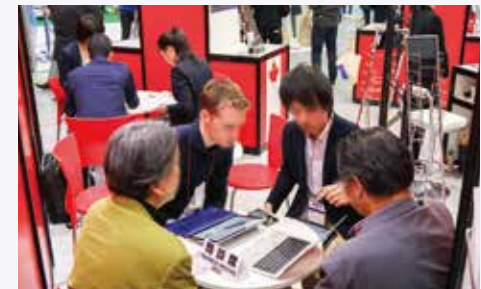
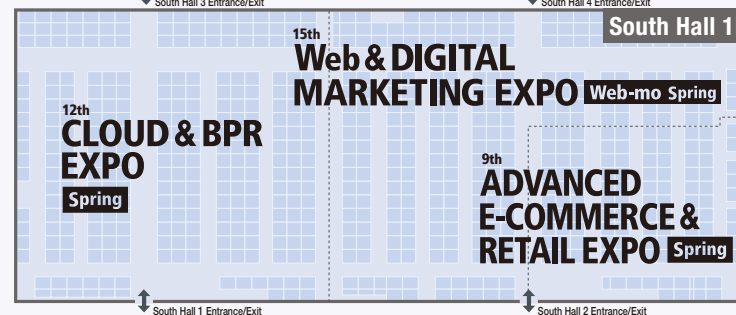
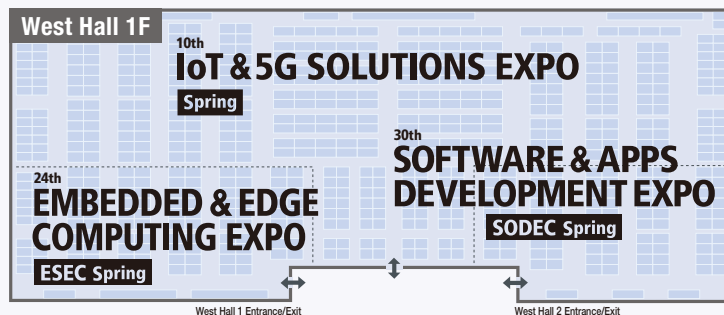
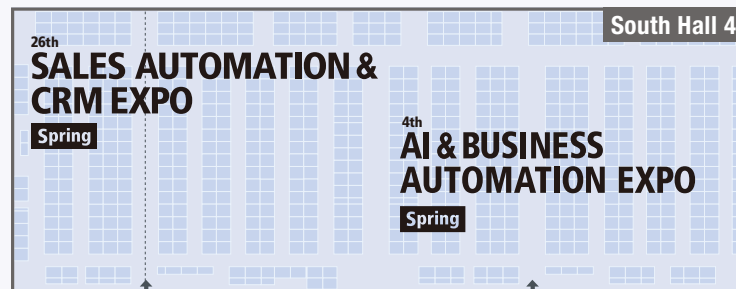
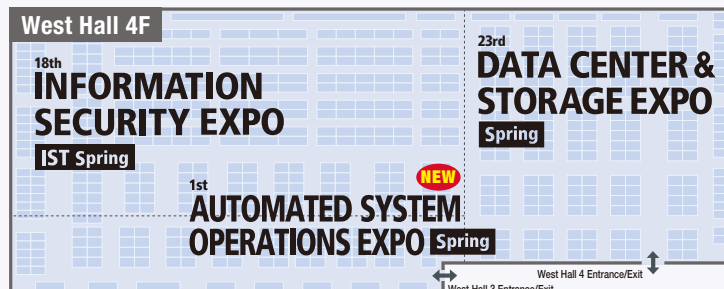
Number of Visitors

**80,000** Visitors \*1

On-site Business

**342.5** million USD \*1

## < Floor Plan (preliminary) > Tokyo Big Sight West Hall 1 - 4, South Hall 1 - 4



Nagoya Edition

July

# Central Japan's Largest\* IT Show

Dates: July 28 (Wed) – 30 (Fri), 2021

Venue: Portmesse Nagoya

\* "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept. \*1 expected

- ◆ Launching in response to strong requests of holding Japan IT Week in Central Japan as well.
- ◆ 85% of visitors come from Japan's central region.
- ◆ 250 exhibitors\*1 from the first edition.

## Why Held in Nagoya?



Nagoya is the administrative, economic and cultural hub of Central Japan, and is especially known for its concentration of these industries.

Number of Exhibitors

**250 Exhibitors** \*1

Number of Visitors

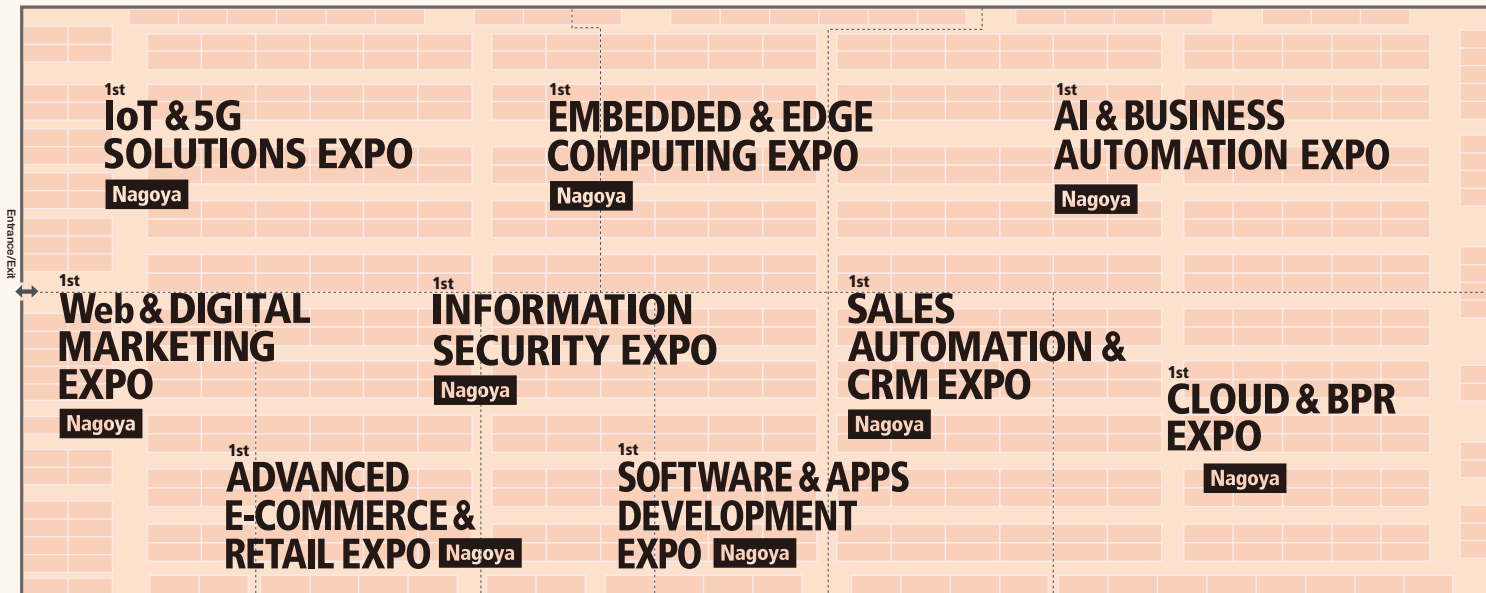
**18,000 Visitors** \*1

On-site Business

**52.3 million USD** \*1

The price in USD is calculated by USD 1 = JPY 105.03, as of Sep. 2020

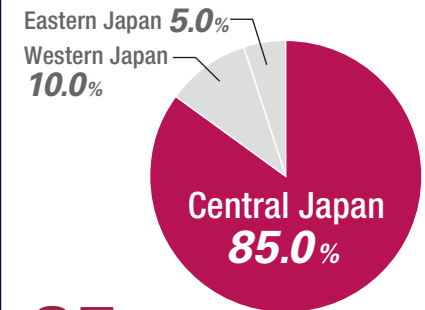
## < Floor Plan (preliminary) > Portmesse Nagoya Hall 3



## Exhibit at Nagoya Show to Cover Central Japan

Visitor Geographic Analysis

Nagoya Edition \*2



**85%**  
Visitors from Central Japan

\*2 Based on other shows held in Nagoya by Reed Exhibitions Japan

# Japan IT Week Show Schedule for the Next 3 Years

Held 4 times a year in Osaka, Tokyo, Nagoya & Makuhari !

	Japan IT Week Osaka	Japan IT Week Spring	Japan IT Week Nagoya	Japan IT Week Autumn
2021	Jan. 27 (Wed) – 29 (Fri) INTEX Osaka	Apr. 26 (Mon) – 28 (Wed) Tokyo Big Sight	July 28 (Wed) – 30 (Fri) Portmesse Nagoya	Oct. 27 (Wed) – 29 (Fri) Makuhari Messe
2022	Jan. 26 (Wed) – 28 (Fri) INTEX Osaka	May 11 (Wed) – 13 (Fri) Tokyo Big Sight	July 27 (Wed) – 29 (Fri) Portmesse Nagoya	Oct. 26 (Wed) – 28 (Fri) Makuhari Messe
2023	Jan. 25 (Wed) – 27 (Fri) INTEX Osaka	May 10 (Wed) – 12 (Fri) Tokyo Big Sight	July 26 (Wed) – 28 (Fri) Portmesse Nagoya	Oct. 25 (Wed) – 27 (Fri) Makuhari Messe

(expected)

## Japan's Largest\* IT Show Series !

\*\*Largest\*\* in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

Available space is limited. Contact us TODAY !



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**Yoshiko Ogura**

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**Daeyoung Kim**

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Korea

For inquiries about exhibit space, cost, and more:

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**TEL** **+81-3-3349-8504**

**Web** [www.japan-it.jp/en/](http://www.japan-it.jp/en/)

**Organiser: Reed Exhibitions Japan Ltd., Japan IT Week Show Management**

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