



2019 Post Show Report

28th **Japan IT Week** **Spring**

Japan's Leading IT Show

[Part 1] April 10 – 12
[Part 2] May 8 – 10
Tokyo Big Sight, Japan

Organised by



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Show Outline

- ◆ Title: 28th Japan IT Week Spring
- ◆ Dates: [Part 1] April 10-12 / [Part 2] May 8-10
- ◆ Hours: 10AM – 6PM (Last day closed at 5PM)
- ◆ Venue: Tokyo Big Sight, Japan
- ◆ Organiser: Reed Exhibitions Japan Ltd.
- ◆ Web : <https://www.japan-it-spring.jp/en-gb.html>

The ASUS logo is displayed in a bold, black, sans-serif font.

IoT Solutions
Alliance



“ We are planning to exhibit at Japan IT Week every year and we always book a location for next year before this year's show starts because the show is the largest in Japan and reliable to get new and big clients. ”

ASUS, Taiwan



Facts & Figures

This year's Japan IT Week Spring was held twice as Part 1 & 2, and was a great success with:

[Part 1]

2 Specialised Exhibitions

23 Seminars

507 Exhibitors

34,285 Visitors

12,188 Conference Attendees

176 Press Delegates

Floor Map



[Part 2]

11 Specialised Exhibitions

31 Seminars

1,059 Exhibitors

66,205 Visitors

20,948 Conference Attendees

215 Press Delegates

Floor Map



Part 1: **507** Exhibitors
Part 2: **1,059** Exhibitors

Part 1: **34,285** Visitors
Part 2: **66,205** Visitors

Part 1: **135.9** million USD*
Part 2: **253.6** million USD*

Number of Exhibitors

Number of Visitors

On-site Business

* The value in USD is calculated by USD 1=JPY 110.39, as of June 2018 (Expected).

[Part 1]

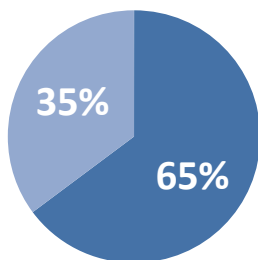
[Part 2]

◆ Top 10 Countries/Regions of International Visitors

1. China
2. Korea, Republic of
3. Taiwan
4. United States
5. Singapore
6. Hong Kong
7. Iran
8. Germany
9. Philippines
10. Malaysia

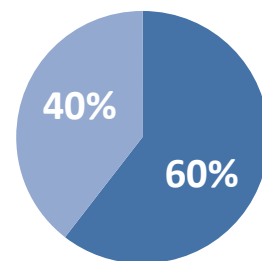
1. Korea, Republic of
2. China
3. Taiwan
4. Bangladesh
5. Viet Nam
6. United States
7. Thailand
8. Hong Kong
9. Sri Lanka
10. Philippines

◆ Breakdown of Visitors by Job Function



■ Management Level ■ Others

65% of attendees hold
Management Level positions



■ Management Level ■ Others

60% of attendees hold
Management Level positions



“ We had 60 concrete inquiries during the show, and we expect it to lead at least USD 75,000 order after the show. We are satisfied with the result of the show, and we are coming back both in Autumn and next Spring Show. ”

Advantal Technologies, India

National Pavilions



BANGLADESH Pavilion



CANADA Pavilion



CHINA Pavilion



HOLLAND Pavilion



HUNGARY Pavilion



KOREA Pavilion



PHILIPPINES Pavilion



VIET NAM Pavilion



SRI LANKA Pavilion

TWO BRAND-NEW PAVILIONS JOINED THIS YEAR!



SINGAPORE Pavilion



SHE TRADES Pavilion

<National Union International Trade Center>



“ We were amazed with the traffic of the show, and we were able to have more than 100 meetings. We met IT giants such as NTT, Nomura, SoftBank and Rakuten, and we are starting business with major automotive components suppliers. ”

Dataperformers, Canada Pavilion

JAPAN IT WEEK SPRING 2019 CONFERENCE



Topics discussed at the Japan IT Week Conference Included:

The Latest Digital Technology Defines Next Enterprise Platform - Changing business drastically with cloud ERP equipped AI / IoT –

*Mr. Tomohiro Hara, Vice President, Japan Solution Engineering, **Oracle Corp. Japan***

IoT Platform and Industry-Wise Case Studies

*Mr. Feng Jin, IoT Platform Department, Senior Product Manager, **Alibaba Cloud***

Impact of "Developer first" on business High performing teams collaborate to ship world class software

*Ms. Kathy Simpson, Senior Director of Product Management, **GitHub, Inc.***

Next Generation Software Development

*Mr. Tetsuya Nikami, Global Business Service, GBS Japan CTO, Distinguished Engineer, **IBM Japan, Ltd.***

Using Advanced Analytics to Reveal the In-Store Shopper Journey

*Ms. Lauren Bitar, Head of Retail Consulting, **RetailNext, Inc.***

How to take advantage of AI, Robot, and IoT - Future of the store management

*Mr. Naomi Tomita, President & CEO, Director/Chief Technology Officer, **Huis Ten Bosch Co., Ltd./hapi-robo st, Inc.***

Realization of customer satisfaction and productivity with IT

*Mr. Eiji Hisamoto, Unit Leader, Information System Group, **Hoshino Resorts Inc.***

Next-generation digital transformation for enterprise -Customer experience platform is the key to success-

*Mr. Jim McCready, President, Japan and Asia Pacific, **Adobe Systems Co., Ltd.***

Business change brought by customer perspective in today's digital transformation era - From the planning of service marketing strategy to the settlement

*Mr. Katsumasa Yagi, Executive Officer/Managing Director, Digital Transformation Division **Dentsu Digital Inc.***

Challenges of Communication Apps - Platform Conception and Full Funnel Marketing

*Mr. Yuki Ikehata, LINE Corporation Executive Officer — Ads Business, **LINE Corporation***

Teamwork, Technology, and Preparing for the Future of Work

*Mr. Cal Henderson, CTO, **Slack Technologies, Inc.***

DeNA's work style reform with IT

*Mr. Daewoo Choi, General Manager Human Resources Planning dept. and Business Unit Head Human Resources Unit Executive Officer, **DeNA Co., Ltd.***

Visitor's Comments

-Part 1-

Here are some feedbacks from the international visitors from around the world.



We have experienced many IT exhibitions and seminars since we are involved in IoT business and by far Japan IT Week is one of the most helpful exhibitions we have ever visited. It was very impressive to see many actual cases that helped consider implementing to business. Also, experienced engineers explained about their products/solutions in detail and we found it very helpful. We all enjoyed the show very much that we hope to attend the Japan IT Week regularly. From next year, we will visit the show for three days to meet more exhibitors.

Samsung Electronics, Korea



We have visited the show a couple of times before since it is the biggest IT show in Asia. This time, we discussed about a cooperation opportunity for the new business of HMI embedded products with our good partner, TouchTEK on-site and for sure it was the most beneficial result for us from this visit. It was nice to be able to find a lot of new device modules for the development of our new products as well. I believe the relationship with the Japanese manufacturers will increase from now on for our cooperation. We appreciate all the supports from the show management and will visit the show again next year.

YoungJi Electronic, China

Visitor's Comments

-Part 2-

Here are some feedbacks from the international visitors from around the world.



All 24 members of my group were very impressed by the show and they learned a lot about the IT trends in Japan. Thank you very much for the kind hospitality of the show management. We wish to visit the show again in the future.

**China International Cultural Exchange Center,
China**



We visited as a group of 19 members from Lotte Corporation. We were very impressed by the scale of the show since it was larger than we expected. Overall, we are satisfied with the exhibition and want to visit the show again. Especially we are pleased with the smooth process of group visit, thanks to the support of show management.

Lotte, Korea



Overall, it was a pleasant experience for us to attend Japan IT Week Spring 2019. I could tell that Japanese exhibition continues to grow in its size and substantiality and especially, Japanese IT companies are making progress on AI, ML, IoT, and Cloud. It was great to see Korean companies exhibiting at the show and hopefully we can also exhibit at the next Japan IT Week Spring show with our products.

IR Link, Korea

Partners

Platinum Media Partners



Gold Media Partners



Tour Partners



See details on our [tour partners page](#).

Upcoming Show Series

Japan IT Week Autumn 2019

Dates: October 23-25, 2019

Venue: Makuhari Messe, Japan

<https://www.japan-it-autumn.jp/en-gb.html/>

Forecast Figures: 780 exhibitors / 55,000 visitors

Japan IT Week Osaka 2020

Dates: January 29-31, 2020

Venue: INTEx Osaka, Japan

<https://www.japan-it-osaka.jp/en-gb.html/>

Forecast Figures: 400 exhibitors / 25,000 visitors

Japan IT Week Spring 2020

Dates: April 8-10, 2020

Venue: Tokyo Big Sight, Japan

<https://www.japan-it-spring.jp/en-gb.html/>

Forecast Figure: 1,400 exhibitors / 85,000 visitors

EXHIBIT AT JAPAN IT WEEK

Exhibit Spaces are Almost Sold Out!

70 to 90 percent of exhibit spaces of the next editions – 10th Japan IT Week Autumn, 4th Japan IT Week Osaka, and 29th Japan IT Week Spring have been already booked on-site reflecting the exhibitors' satisfactory on business outcomes. Below are photos of the floor plans at the reservation counter on the final day of the show.

(The red squares represent the reserved booth spaces.)

(Booth availability as of May 10th, 5PM)

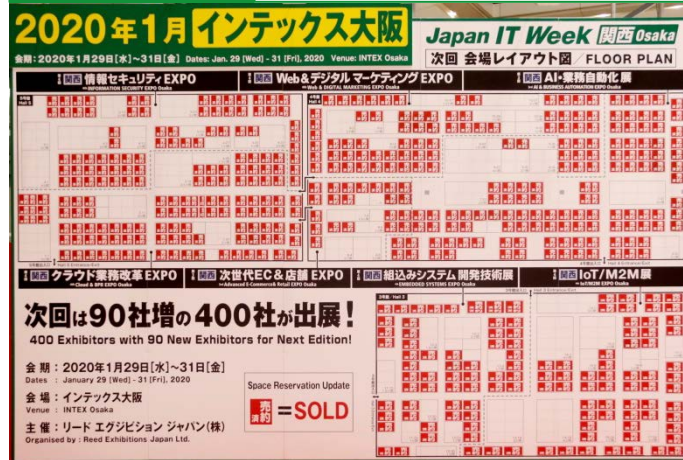
Oct. 2019

Japan IT Week Autumn



Jan. 2020

Japan IT Week Osaka

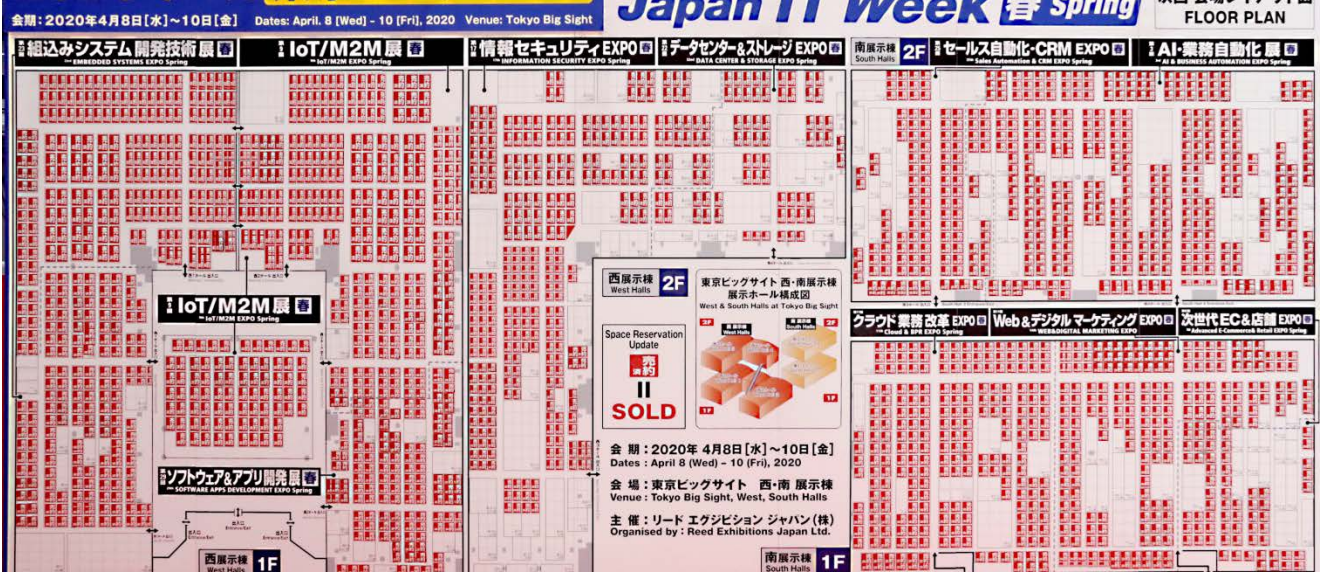


April 2020

Japan IT Week Spring

2020年4月 東京ビッグサイト

Japan IT Week 春 Spring



For the latest space availability,
Contact Show Management >> itweek-spring@reedexpo.co.jp

Contact

Organiser: Reed Exhibitions Japan Ltd.

Exhibiting Inquiries: itweek-spring@reedexpo.co.jp

(Hajime SUZUKI / Yoshiko OGURA / Jun QU / Daeyoung KIM)



Hajime SUZUKI
(APAC)



Yoshiko OGURA
(America, Europe)



Jun QU
(China)



Daeyoung KIM
(Korea)

Visiting Inquiries: visitor-eng.it@reedexpo.co.jp

(Chisato KAMIYA (Ms.) / Jiwon KIM (Ms.))

Press/Partnership Inquiries: jiw-pr-eng@reedexpo.co.jp

(Chisato KAMIYA (Ms.) / Jiwon KIM (Ms.))

* * *

Tel: +81-3-3349-8504

Address: 18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku,
Shinjuku-ku, Tokyo 163-0570, Japan