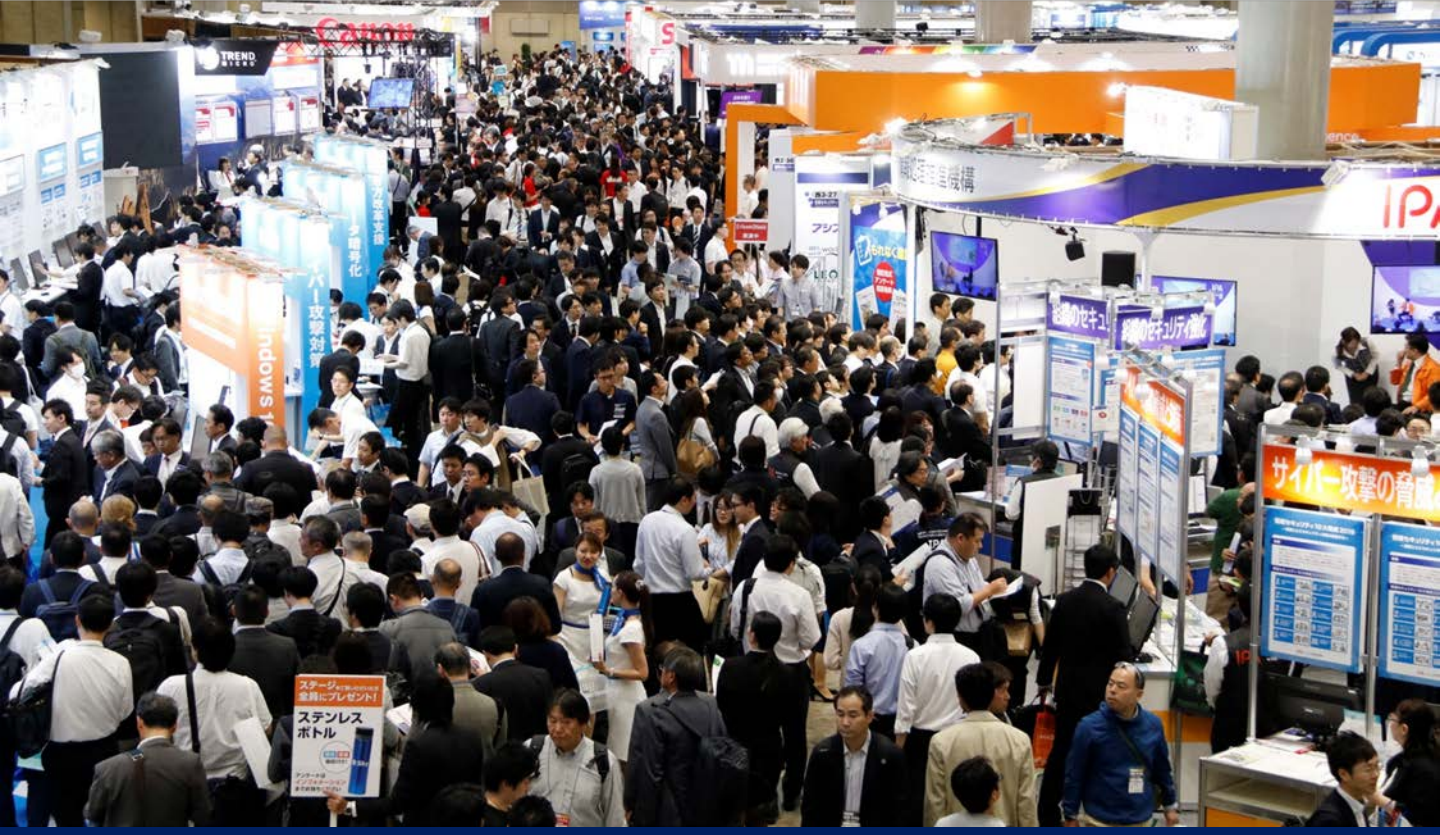


2019 Post Show Report

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

Reed Exhibitions®

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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

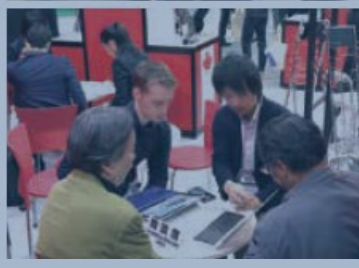


“We are planning to exhibit at Japan IT Week every year and we always book a location for next year before this year's show starts because the show is the largest in Japan and reliable to get new and big clients.”

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

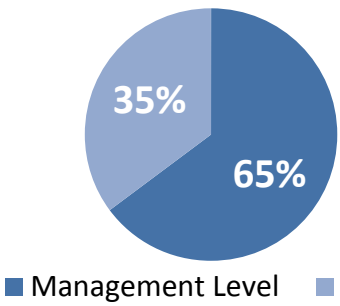
Number of Exhibitors	Number of Visitors	On-site Business
Part 1: 507 Exhibitors	Part 1: 34,285 Visitors	Part 1: 135.9 million USD*
Part 2: 1,059 Exhibitors	Part 2: 66,205 Visitors	Part 2: 253.6 million USD*

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

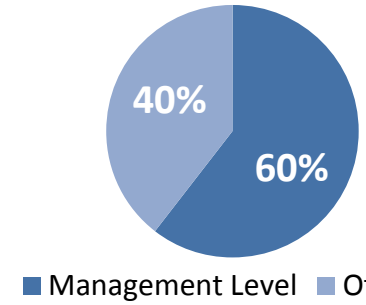
◆ Top 10 Countries/Regions of International Visitors

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

◆ Breakdown of Visitors by Job Function



65% of attendees hold Management Level positions



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



SHETRADES 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



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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

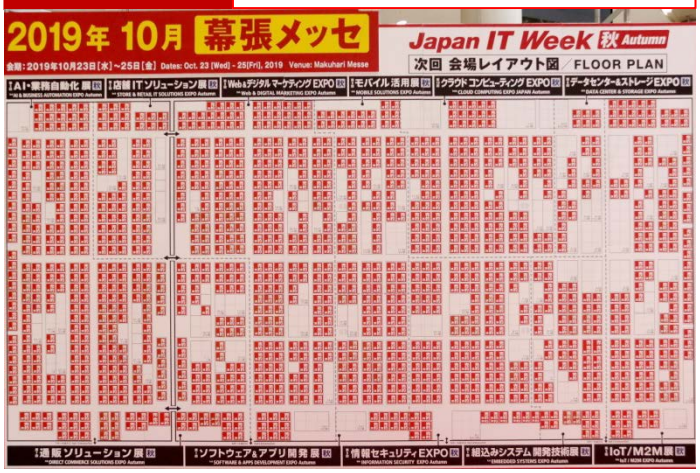
Exhibit Spaces are Almost Sold Out!

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.

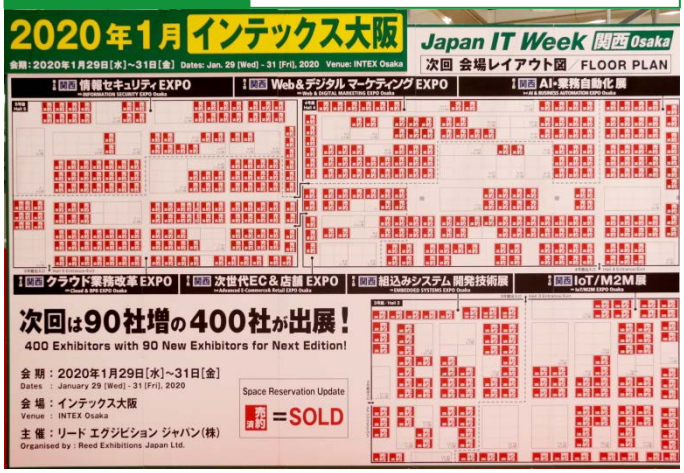
(**The red squares** represent the reserved booth spaces.)

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

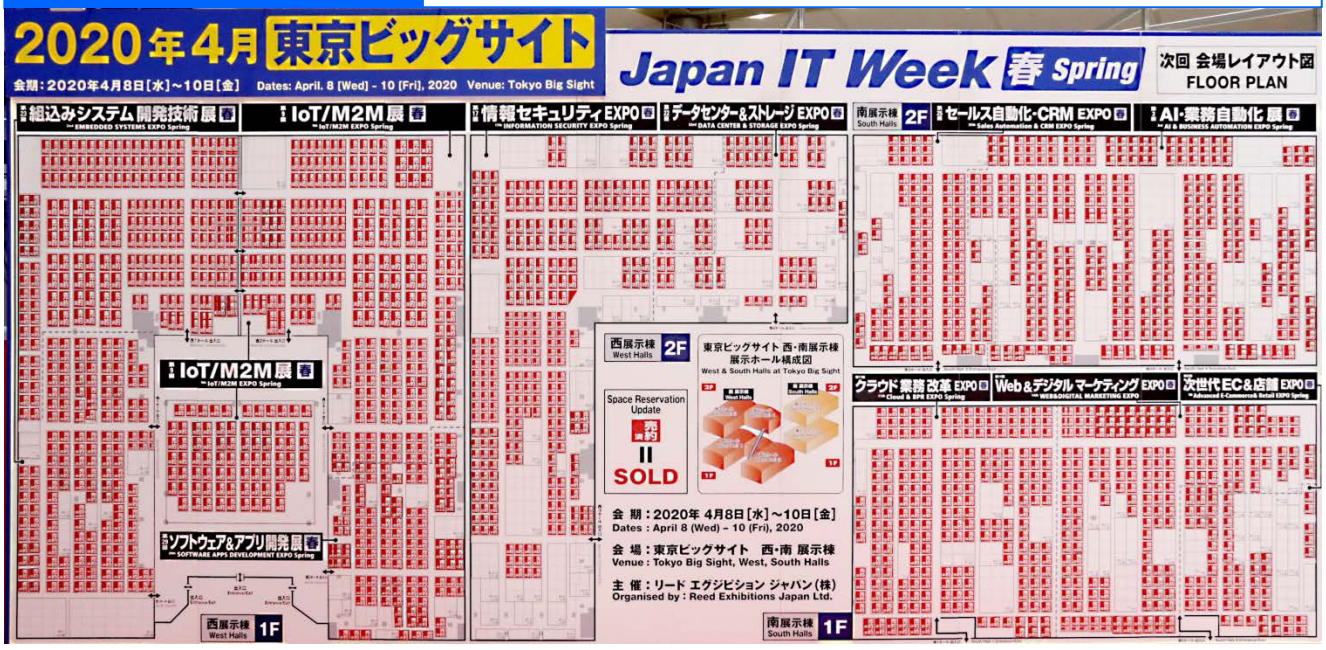
Oct. 2019 Japan IT Week Autumn



Jan. 2020 Japan IT Week Osaka



April 2020 Japan IT Week Spring



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

Contact

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

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