

7th Events & Amusement Expo TOKYO

Dates: Feb. 5 (Wed) – 7 (Fri), 2020

Venue: Makuhari Messe, Japan Organised by: Reed Exhibitions Japan Ltd.

PRE-SHOW REPORT <https://www.eventexpo.jp/en/>

Events & Amusement Expo TOKYO is coming back with the Larger Scale in 2020!

Events & Amusement Expo TOKYO, Japan's largest B-to-B exhibition for the event & amusement industry is coming back at Makuhari Messe, Japan from Feb. 5 – 7, 2020. The show has been known as one of the key business venues in Japan for the past 6 years. This year, 650* exhibitors & 30,000* visitors are expected to gather.

(*Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept *Including concurrent shows)



Wide Variety of Event-Related Products are Gathering Under One Roof!

This show covers various products for Event and Amusement, such as Equipment & Tools (Tent, Truss, Stage), Theme Park Rides & Playground Equipment, Design & Decoration, Event Items, Event Marketing, Security Solutions and Artist & Entertainers, etc. It is the best place to showcase your products and services to enter attractive market in Japan.

Join the World 2nd Largest* Market for Your Business Expansion!!

Japan's Amusement & Leisure Market is the World 2nd Largest, and still growing for upcoming Tokyo Olympics 2020 & WORLD EXPO Osaka 2025. Also, Japan's IR Bill passed into law in 2018 which allows new gambling resorts at designated areas. Thus, demand for the new products, technologies and services related to the event business is increasing in Japan. Clearly, the show will be a good opportunity to network with new customers and make new business. Experts from Amusement Parks, Malls & Attractions, Kids & Family Entertainment Centers, Equipment Rental Companies, Event Organisers, Hotel & Resorts and Museums & Zoo, etc. are expected to visit the show. Exhibit at Events & Amusement Expo TOKYO for further business opportunity in Japan's Market! (*Source: Mitsui & Co. Global Strategic Studies Institute (2015))

Synergistic Effect from Concurrent Shows

One of the positive aspects of Events & Amusement Expo TOKYO is that it is co-held with Live Entertainment Expo TOKYO, Sports Business Expo TOKYO and Local Value Creation Expo. Since these powerful concurrent shows are held in one place, a synergistic effect appears in purchasing from various industries. Exhibitors can also find the business partners from meetings with a wide range of industry leaders throughout the show.

Newly Launching Zone "Amusement World"

Show Management is happy to announce that a new special zone, "Amusement World" will be launched inside Events & Amusement Expo TOKYO. Professionals from Leisure Facilities, Shopping Centers & Outlet Malls, Resort Facilities & Hotels, Historical & Sightseeing Spots, Local Governments and Developers, etc. are expected to visit! Showcase your products and services for the leisure and amusement industry to find ideal business partners!



Mark Your Calendars!

Events & Amusement Expo TOKYO will be held from February 5-7, 2020 at Makuhari Messe, Japan. For more information, please contact below.

>> To Exhibit



https://www.eventexpo.jp/ex_en/

>> To Visit



https://www.eventexpo.jp/inv_en/

Events & Amusement Expo TOKYO Show Management
TEL: +81-3-3349-8510 Email: eventexpo.eng@reedexpo.co.jp