

JAPAN BUILD

– International Building & Home Week –



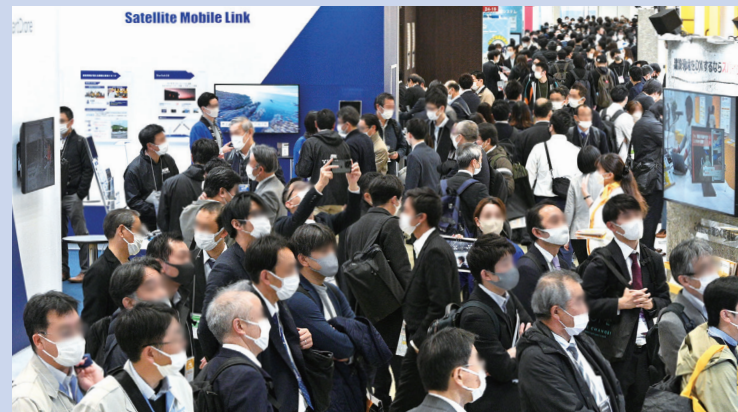
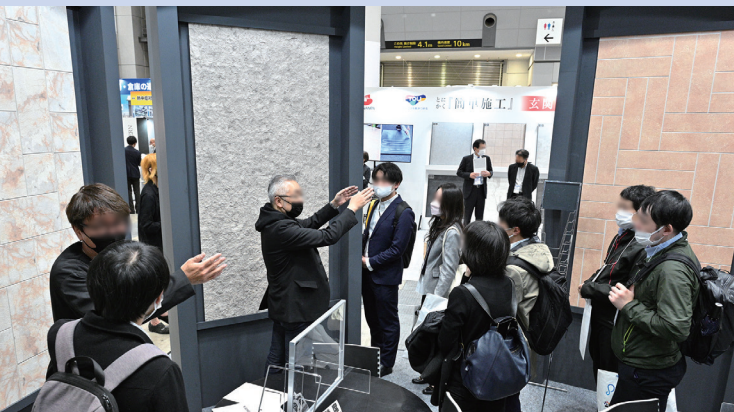
8th JAPAN BUILD OSAKA

September 11 (Wed) - 13 (Fri), 2024 INTEX Osaka, Japan

9th JAPAN BUILD TOKYO

December 11 (Wed) - 13 (Fri), 2024 Tokyo Big Sight, Japan

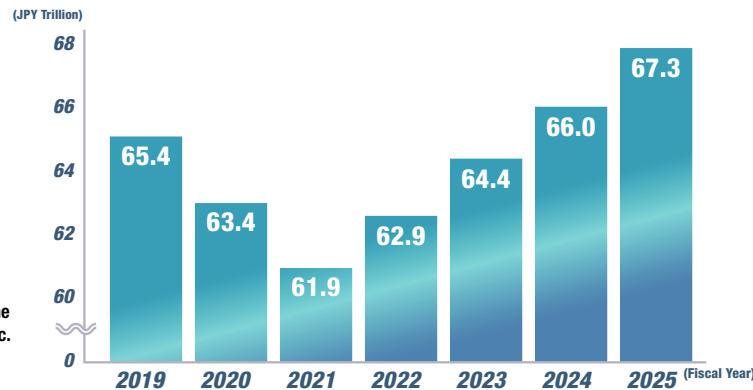
Organiser : RX Japan Ltd.



Market Info: Japan is the attractive market to expand your business

Japan's building investment rises steadily!

*Graph is a prediction of the government economic scenario in the case of early recovery from pandemic.



Source: Construction Economy Report No. 73 from Research Institute of Construction and Economy (RICE®)

The Japanese Government has announced a target to raise

The renovation market to **JPY 12 trillion in 2025.**

(JPY 7 trillion in 2018)

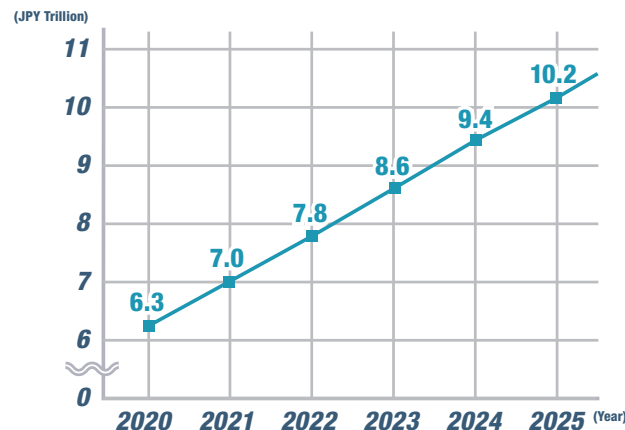
Increased investment in renovation is considered necessary to increase the asset value and performance of housing.

Source: The policy review by the Ministry of Land, Infrastructure
Ministry of Land, Infrastructure, Transport and Tourism, Japan

Japanese IoT for smart building/home market

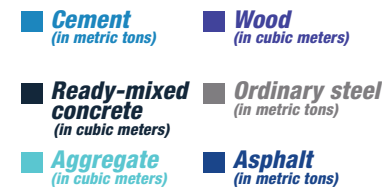
The compound annual growth rate (CAGR) from 2020 to 2025 will be 10.1%*.

*forecast



Source: Japanese IoT market forecasts by industry sector, 2021-2025 from IDC Japan

Demand for major construction materials in Japan



*forecast

Source: Statista 2021

Best show to enter the Japan market!

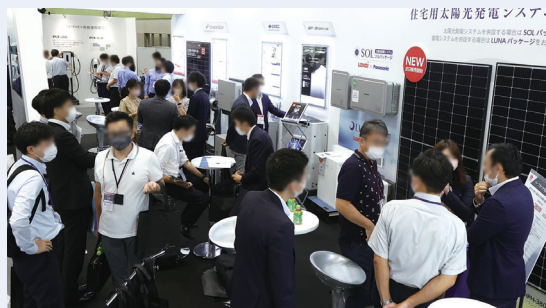
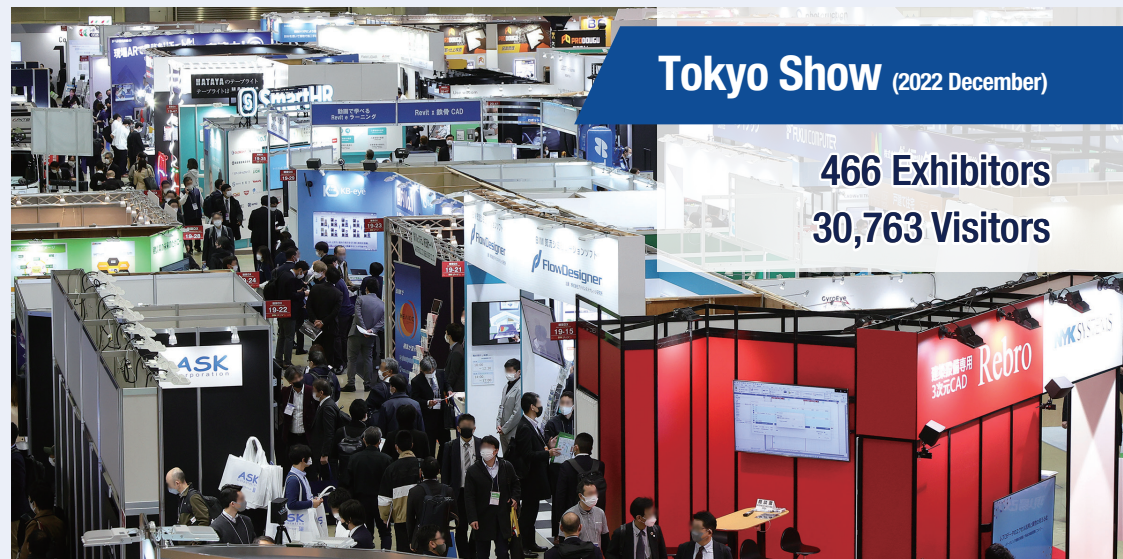
Osaka Show (2023 September)

180 Exhibitors
13,437 Visitors



Tokyo Show (2022 December)

466 Exhibitors
30,763 Visitors



Click to watch Exhibitor Comments



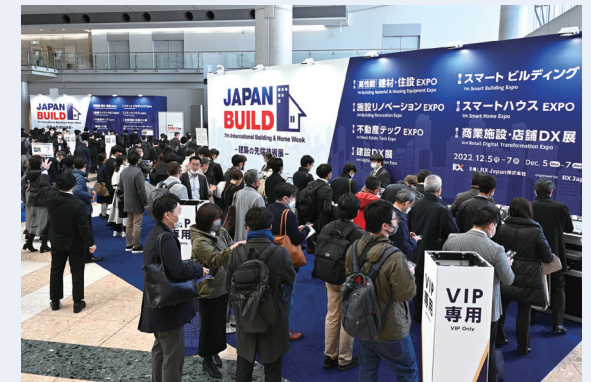
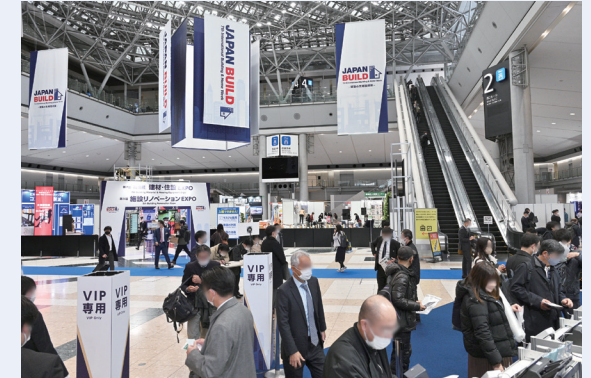
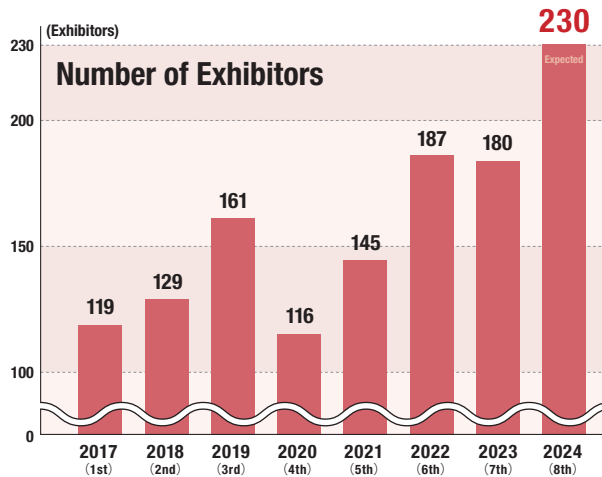
The next editions will be much larger!

"Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.
The numbers of exhibitors include co-exhibiting partners, group companies and association members.

Osaka Show

Western Japan's Largest!

Expected 230 exhibitors / 17,000 visitors



Tokyo Show

Japan's leading!

Expected 600 exhibitors / 40,000 visitors



JAPAN BUILD is consisting with 8 expo

1 Building Material & Housing Equipment Expo

Exhibit Profile

- Interior/Exterior Materials
- Doors/Windows
- Air Conditioning
- Architectural Hardware
- Kitchen/Bath Room
- Remodel/Renovation etc.

You can sell/export to

- Housing Manufacturers
- Building Constructors
- Architect Offices
- Wholesalers
- Corporate Users
- Distributors/Agents etc.

2 Building Renovation Expo

Exhibit Profile

- Spatial Design/Interior
- Maintenance Services/Equipment
- Energy-saving
- Antidisaster Products
- Building Materials
- Robots etc.

You can sell/export to

- Commercial Facilities
- Office Building
- Hotels
- Educational Facilities
- Public Facilities
- Airports
- Hospital/Welfare Facilities etc.

3 Smart Home Expo

Exhibit Profile

- Smart Appliance
- Management/Operational Services
- Net Zero Energy Systems
- Crime/Disaster Prevention Systems
- Services for Smart Wellness Housing
- Home-care/Medical Services etc.

You can sell/export to

- Housing Manufacturers
- Retail Stores
- Building Constructors
- Wholesalers
- Distributors/Agents
- Architect/Design Offices etc.

4 Smart Building Expo

Exhibit Profile

- BEMS/BAS
- HVAC/Lighting
- Security/Disaster Management
- Building Management Systems
- Building Materials/Facilities
- IoT Solutions etc.

You can sell/export to

- Developers
- Sub Contractors
- Building Management Companies
- Municipalities/Local Governments
- Building Owners
- Corporate Users etc.

JAPAN BUILD is consisting with 8 expo

5 Digital Construction Expo

Exhibit Profile

- BIM/CIM/CAD
- AR/VR/MR
- i-Construction/IoT
- Management System
- 3D Printing/Scanners
- Tracking Software etc.

You can sell/export to

- General/Sub Contractors
- Architects & Design Offices
- Operators
- Engineers
- Government Offices
- Planners etc.

6 Green Building Expo

Exhibit Profile

- GX Solution Services
- Solar Power Generation
- BEMS/HEMS/FEMS
- Energy-saving Air Conditioning
- ZEB Certification
- Thermal Insulation Materials etc.

You can sell/export to

- Facility/Building Owner
- Commercial Facilities
- Construction Companies
- Design Firms
- General Contractors
- Sub Contractors etc.

7 Real Estate Tech Expo

Exhibit Profile

- IoT in Real Estate
- Property Management Support
- Property Mediation Support
- VR/AR
- Matchmaking Services etc.

You can sell/export to

- Property Management Companies
- Real Estate Agencies
- Building Management Companies
- Building Owners
- Developers etc.

8 Retail Digital Transformation Expo

Exhibit Profile

- Digital Signage
- Virtual Reality
- Robots for Customer Services
- Data Collection
- Inventory Management
- Store Digitalisation etc.

You can sell/export to

- Developers
- Hotels
- Shopping Centers
- Department Stores
- Convenience Stores
- Retail Stores etc.

You can meet all at JAPAN BUILD

Procedures for exporting/selling to Japan



Why JAPAN BUILD is expanding every year?

Reason

1

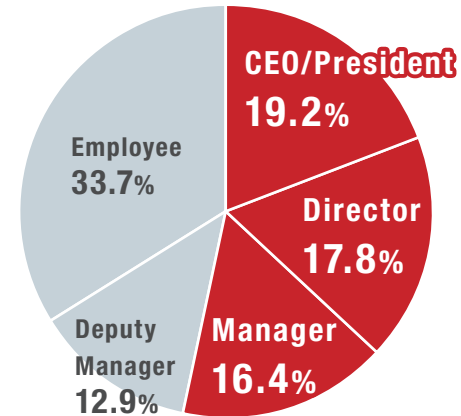
Direct business meetings with the decision makers

53.6% of visitors are above management level.
You can have intensive business discussions
with decision makers who are highly motivated
to install new system and services.

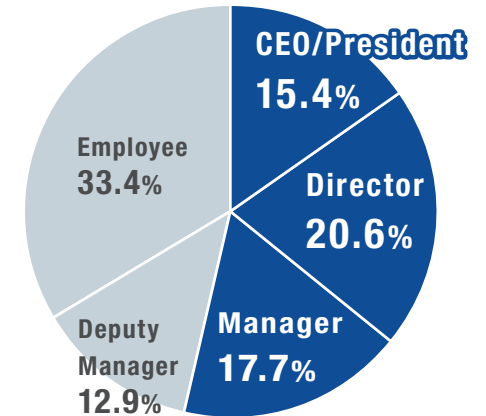
53.6% is above Management level

*Average rate from Osaka and Tokyo show

Osaka



Tokyo



*Visitor data from 2022

Reason

2

Support system to increase exhibit result

To make the most out of exhibition,
ES (Exhibitor Success) team will provide you tips to
conduct business meetings that lead to successful results.

Example

- Don't know what to prepare for the first time exhibiting
- How to attract visitors?

* ES (Exhibitor Success) is RX Japan's unique partnership that leads to successful exhibiting.



Packaged exhibiting plans to maximise your show results

Special packaged plans containing both “Digital & On-site Advertisement”.

Digital and real approach two months before the show can help you to attract visitors during 3-day show.

Premium Available only for 3 exhibitors. This plan gives you maximum exposure before and during the show.



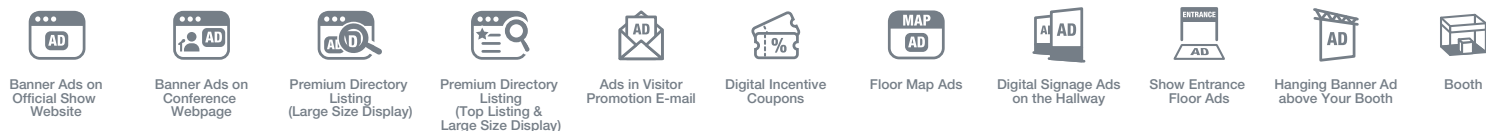
Business Activation Plan This helps you attract high quality visitors to your booth.



Starter Plan II This helps you have more exposure and more visitors at your booth.



Meaning of icons



Booth Only

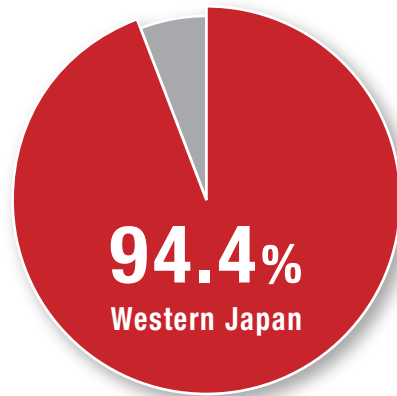
You can exhibit with only the on-site booth for 3-day show



Direct sales to two markets in Japan, exhibit both in Osaka and Tokyo!

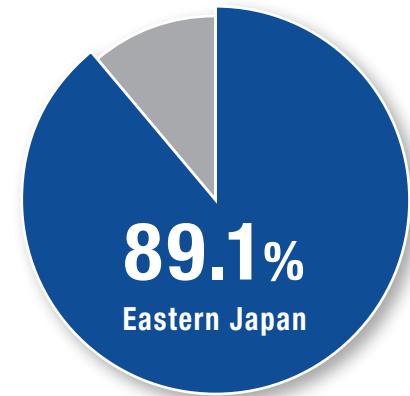
Osaka **94.4%** visitors were from Western Japan

Regional Breakdown of Visitors in 2022



Tokyo **89.1%** visitors were from Eastern Japan

Regional Breakdown of Visitors in 2022



Breakdown of Visitors in 2022

Visited only Osaka Show
13,260 Visitors

Visited only Tokyo Show
30,763 Visitors

Only **0.3%** of all visitors came to both shows
(128 visitors)

For more information

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Book your space NOW!

Organiser: RX Japan Ltd. JAPAN BUILD Show Management

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