JAPAN BUILD

– International Building & Home Week –

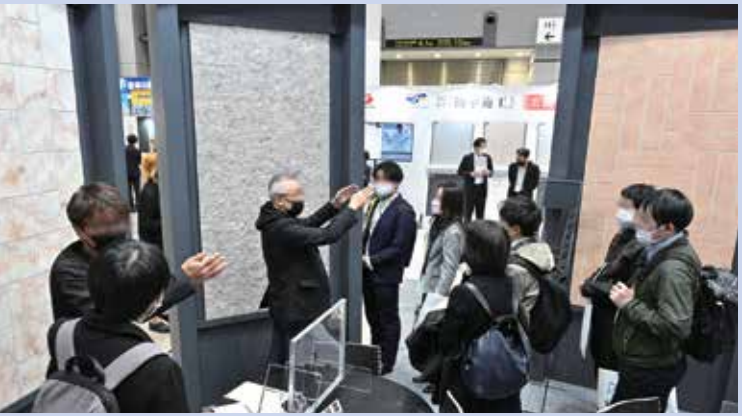
11th JAPAN BUILD OSAKA

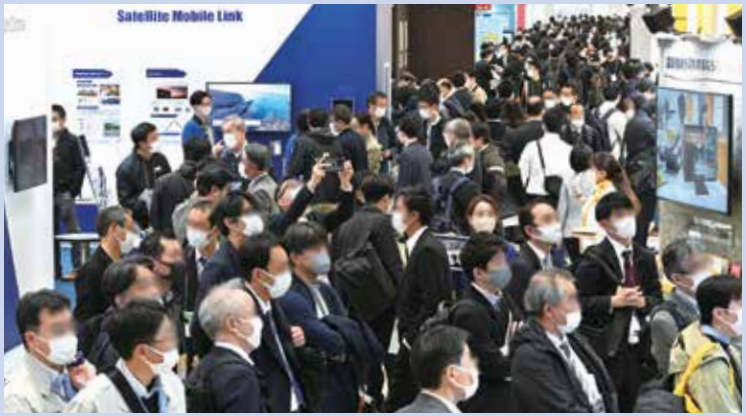
August 25 (Wed) - 27 (Fri), 2027 INTEX Osaka, Japan

12th JAPAN BUILD TOKYO

December 8 (Wed) - 10 (Fri), 2027 Tokyo Big Sight, Japan

Organiser : RX Japan GK

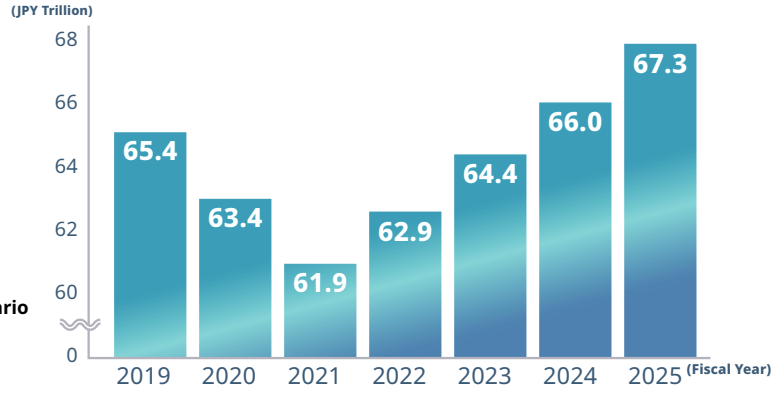






Market Info: Japan is the attractive market to expand your business

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)

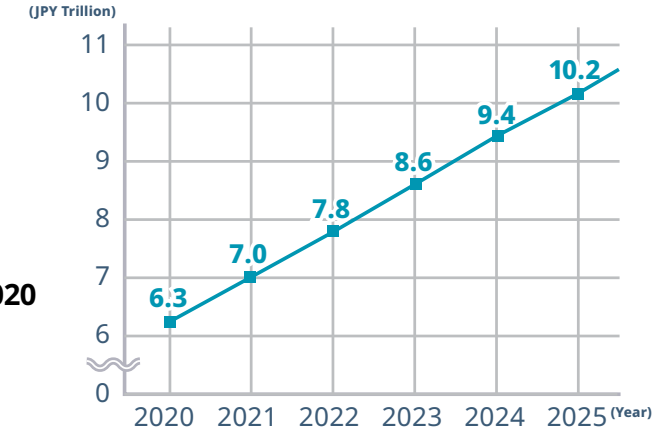
Increased investment in renovation is considered necessary to increase the asset value and performance of housing.

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

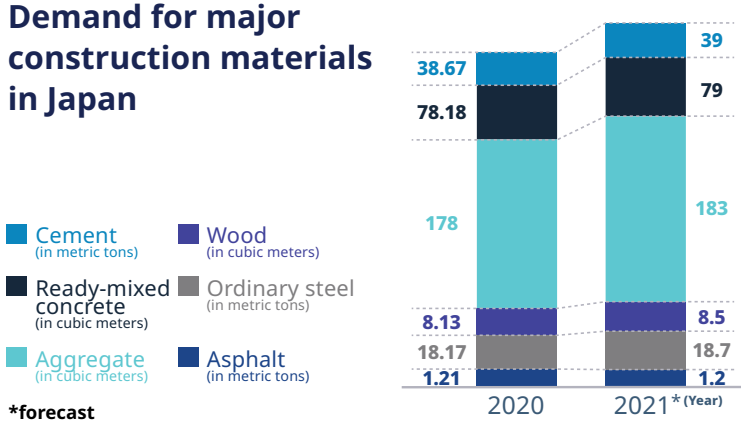
The compound annual growth rate (CAGR) from 2020 to 2025 will be 10.1%*.

*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 shows to enter the Japan market!

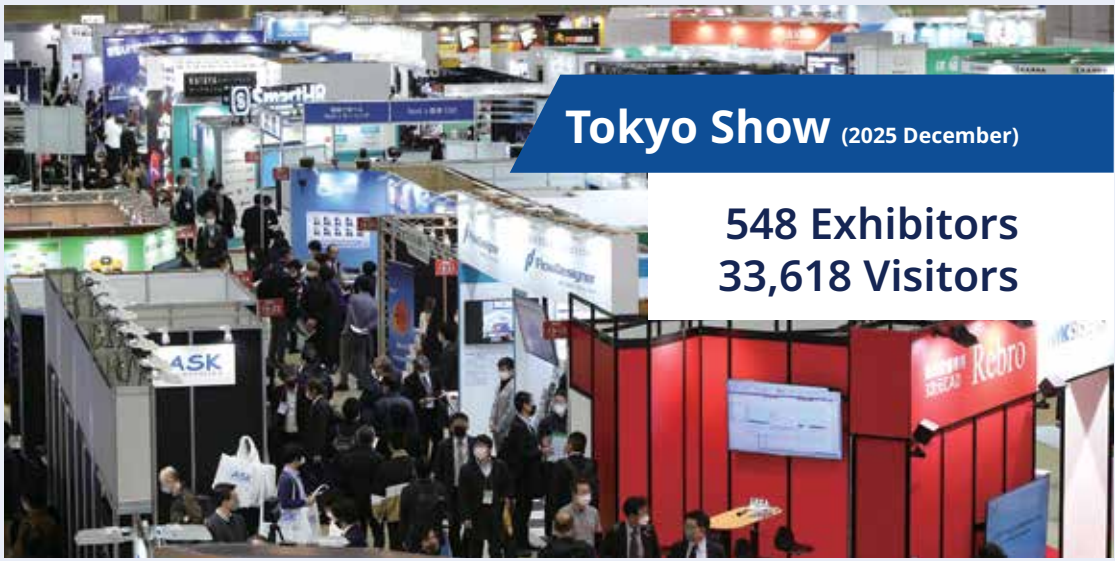
Osaka Show (2026 August)

201 Exhibitors
12,339 Visitors

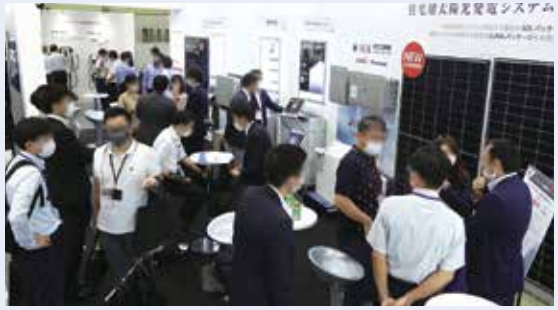


Tokyo Show (2025 December)

548 Exhibitors
33,618 Visitors



















Click to watch Exhibitor Comments



JAPAN BUILD consists of 11 expos

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
- 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 consists of 11 expos

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.

JAPAN BUILD consists of 11 expos

9 Housing DX Expo

Exhibit Profile
- DX solutions for home builders
- Construction management systems
- Housing presentation VR
- Housing CAD
- BIM
- Customer acquisition/ sales support systems
- Quotation/estimation systems
- Customer management systems
- Web production/access analysis etc.

You can sell/export to
- Home Builder
- Renovation companies
- Housing manufacturers
- Architectural firms
- Distributor/Agency etc.

10 Apartment Management Support Expo

Exhibit Profile
- Apartment owner support systems
- Apartment facilities and building materials
- Large-scale repair and renovation solutions
- Smart Locks
- Facial Recognition Access Control
- AI Surveillance Cameras
- Property Management SaaS
- Remote Building Management Platforms etc.

You can sell/export to
- Apartment management companies
- Apartment owners
- Real estate companies
- Property developers
- Construction renovation companies etc.

11 Building Maintenance Expo

(Held only at the Osaka Show)

Exhibit Profile
- Renovation design & construction
- Water supply & drainage pipe repair
- Drone-based exterior wall inspections
- Decorative/Design building materials
- Security robots etc.

You can sell/export to
- General contractors / Subcontractors
- Construction companies / Contractors
- Architectural design offices
- Condominium & building management companies
- Developers
- Commercial facilities
- Local government
- Hotels / Resorts etc.

Click to see the movie



Why JAPAN BUILD is expanding every year?

Reason 3

Procedures for exporting/selling to Japan

1 Importer

- Give advice to make it Japanese specification
- Take the certification for JIS, JEM, etc. instead of you
- Have established sales channel

2 Design Office

- Incorporate the product directly into the blueprint reason
- Have possibilities to be used in facilities and houses Japan nationwide

3 Contractor/ Housing Manufacturer

- Find new and innovated products/services from overseas to differentiate from competitors
- Introduce your products for building, new facilities, houses and renovating buildings

4 End User

- You can directly sell/export your products to the end users, such as building owners and developers
- Reaching them is easier way to have a direct client

Direct sales to all targeted segments!

Why JAPAN BUILD is expanding every year?

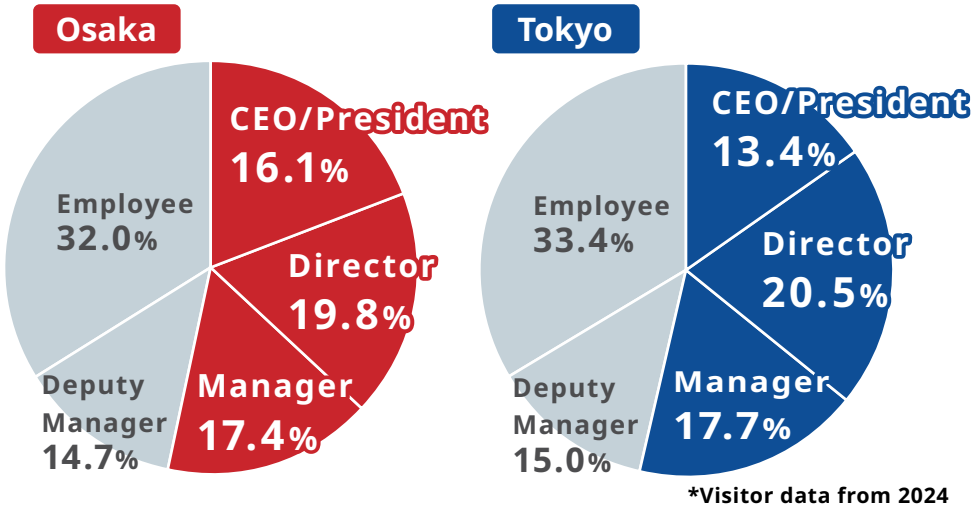
Reason 1

Direct business meetings with the decision makers

52.5% 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.

52.5% is above Management level

*Average rate from Osaka and Tokyo show



*Visitor data from 2024

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
- We 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



Banner Ads on Official Show Website | Banner Ads on Conference Webpage | Ads in Visitor Promotion E-mail | Digital Incentive Coupons | Floor Map Ads | Digital Signage Ads on the Hallway | Show Entrance Floor Ads | Hanging Banner Ad above Your Booth | Booth

Booth Only

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

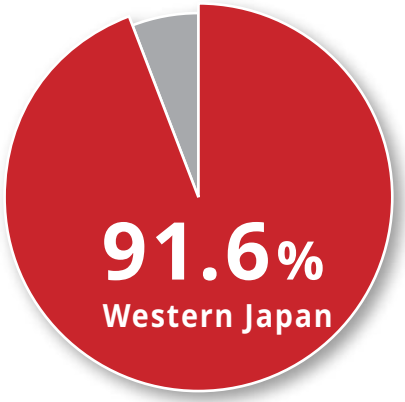


Direct sales to two markets in Japan, exhibit both in Osaka and Tokyo!

Osaka **91.6%** visitors were from Western Japan

Tokyo **87.7%** visitors were from Eastern Japan

Regional Breakdown of Visitors in 2025



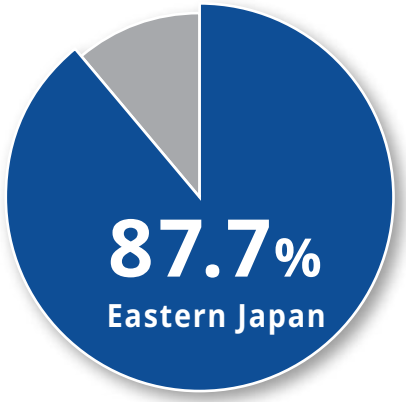
Breakdown of Visitors in 2025

Visited only Osaka Show
14,124 Visitors

Visited 2025 Tokyo Show
33,618 Visitors

Only 1.2% of all visitors came to both shows
(556 visitors)

Regional Breakdown of Visitors in 2025



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Book your space NOW!

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