



**Japan Exhibition Association**

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<https://www.nittenkyo.ne.jp>

# Japan Exhibition Association

# Japan Exhibition Association, the Largest Exhibition Industry Group in Japan

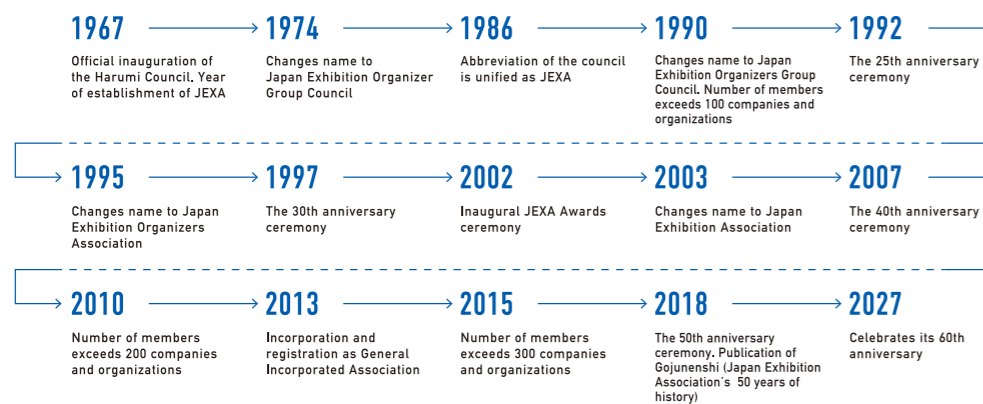
The Japan Exhibition Association (JEXA), with roots in the Harumi Council established in 1967, is an exhibition industry group with approximately 280 member companies and organizations. Our members consist of organizers, venue management and services, and exhibition support companies. JEXA's extensive range of activities include sharing exhibition-related information, resolving exhibition-related issues, holding social gatherings among members, and human resource development.

The main purpose of an exhibitions is to create a platform to promote products / services and offer opportunities for information gathering, and in today's digital age, the role fulfilled by exhibitions is becoming more important than ever. JEXA's functions include enhancing and promoting the value of exhibitions to society.

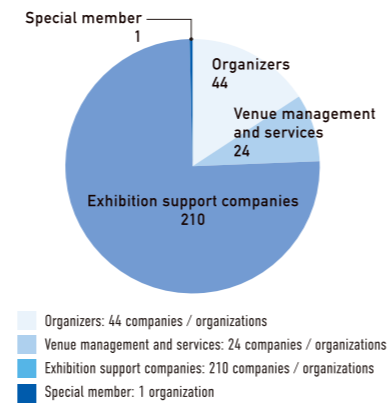
## JEXA's BASIC POLICY

1. Create exhibitions that bring significant business benefits to exhibitors and visitors.
2. Promote the creation of exhibitions that bring economic benefits to the nation and the host city of the exhibition.
3. Create international exhibitions that attract attention from overseas countries.
4. Promote the status of the exhibitions as an industry and a profession.
5. Work collaboratively to solve a wide range of industry issues.

## JEXA's History



## Member Composition



## MESSAGE FROM THE CHAIRMAN



**Masato Hori**  
Chairman

Firstly, I would like to express my sincere appreciation for everyone's continuous support of the Japan Exhibition Association.

Overcoming the COVID-19 pandemic, exhibitions have regained their energy as a catalyst for supporting growth of industry and economy. In 2024, 927 exhibitions were held in Japan, which is 121% compared to the number of exhibitions held in 2019. In 2025, further expansion to 980 exhibitions is expected. Exhibitors and visitors have completely returned, and exhibitions have raised their social and economic presence more than in the past.

On the other hand, the exhibition industry is undergoing transformation. Exhibitors are pursuing higher returns on investment and even more value. The industry is also facing unprecedented developments such as AI and digital technology use and strict standards including sustainability and net zero. At the same time, challenges including safe operation, development of statistical data, human resource development, globalization, and the holding of exhibitions in regional areas must be proactively worked on.

Against this background, JEXA created the Open JEXA slogan. This phrase demonstrates our attitude of broadly working with related organizations on exhibitions, displays, and MICE industries beyond the border of members and non-members as well as sharing and tackling challenges together. We will support the activities of the next generation and, as an open association that anyone can easily take part in, represent the industry and support its growth.

Currently, the members of JEXA have reached 279 companies and organizations. Seven committees are dedicated to specific fields, namely, safety, sustainability promotion, international exchange, human resource development, member interaction, public relations, and general affairs. Each of these committees is enthusiastically working hard on practical initiatives. Furthermore, the full-scale launch of a survey project on the exhibition industry by the Ministry of Economy, Trade and Industry is taking place in the fiscal year 2025. The groundwork of a foundation to visualize the value of the exhibition industry of Japan as data and promote the industry's value to the world is being laid.

Our goal is to build an industry that the next generation can admire by unifying the efforts of the exhibition industry. We will realize more appealing and more sustainable exhibitions by combining every single voice we receive into one.

Thank you very much for your continuous understanding and participation in the activities of Open JEXA.

(September 1, 2025)

## Executive Board Members

Chairman	Masato Hori / Innovent, Inc.
Vice-Chairmen	Koji Sako / Nikkei Events Pro Co., Ltd. Nobuyuki Haga / Business Guide-Sha, Inc. Takeshi Tanaka / RX Japan Ltd. Akiko Ohara / Messe Düsseldorf Japan Ltd. Christopher Eve / Informa Markets Japan Co., Ltd.
Directors	Daisuke Nagato / ZEAL Associate Corp. Eiyu Hayashi / THE NIKKAN KOGYO SHIMBUN LTD. Hideki Kondo / OSAKA INTERNATIONAL BUSINESS PROMOTION CENTER Koji Ikehata / Japan Association of Travel Agents Koji Sugano / Japan Automobile Manufacturers Association, Inc. Morikatsu Yoshida / TOHGASHI CO., LTD. Naoki Shimamura / JTB Communication Design, Inc. Yasushi Kajiwara / Messe Frankfurt Japan Ltd.
Auditors	Nao Kozuka / Tradelink Co., Ltd. Takeya Yamamoto / KEN&STAFF CO.,LTD.
Advisor	Norihisa Hamada
Assistant to Chairman	Katsutoshi Morishima / Innovent, Inc.

# COMMITTEE ACTIVITIES

At JEXA, seven committees discuss various matters regarding the holding of exhibitions and JEXA operation. By utilizing up-to-date and diverse information in Japan and overseas and mobilizing knowledge in the industry, the committees also formulate and implement plans.

## GENERAL AFFAIRS COMMITTEE

The committee holds general discussions on various matters including JEXA's operations and supports the planning and implementation of various events.



## PUBLIC RELATIONS COMMITTEE

In addition to providing useful information to members, the committee strives to increase the recognition of JEXA and the exhibition industry in the industrial community, politics, and administrations through promotional materials, media outlets, and websites.



## SAFETY COMMITTEE

The committee formulates guidelines by deploying knowledge within the industry for the purpose of holding and operating exhibitions safely where everyone involved feels

## JEXA's MAIN ACTIVITIES

### 1. MEMBER INTERACTION

JEXA holds social gatherings and other events to increase interaction and expand contact points among the members.

### 2. TRAINING AND EDUCATION

JEXA hosts seminars and provides training opportunities for younger personnel in the industry for human resource development.

### 3. INTERNATIONAL EXCHANGE

JEXA interacts with its counterpart organizations overseas.

### 4. RESEARCH AND SURVEY

JEXA conducts surveys on exhibitions and releases the results.

- Surveys of Exhibitions Held

### 5. GUIDELINE CREATION

JEXA creates various guidelines and works on diffusing the guidelines among exhibition related personnel.

- Safety guidelines for exhibition installation and removal
- Guidelines for preventing the spread of infectious diseases at exhibitions

## MEMBER INTERACTION COMMITTEE

The committee engages in activities with the theme of member interaction. The committee plans and holds events such as competitions and social gatherings for members.



## INTERNATIONAL EXCHANGE COMMITTEE

The committee stimulates interaction primarily with our counterpart organizations overseas. Through information gathering and sharing on the global stage, the committee works on keeping the exhibition industry of Japan up to date at the global level.



## HUMAN RESOURCE DEVELOPMENT COMMITTEE

The committee plans and holds events including seminars to encourage interaction beyond the framework of JEXA under the theme of developing the human resources of the industry.



## SUSTAINABILITY PROMOTION COMMITTEE

The committee gathers information, conducts research, and makes recommendations so that exhibitions can grow in a more sustainable manner in an environmentally-friendly society. The committee also discusses actions regarding waste from the exhibitions, food loss, and so on.



# Data and analysis of BtoB Exhibitions in Japan

POP Inc. annually conducts surveys of BtoB exhibition organizers in Japan and releases annual data. According to the data, 927 BtoB exhibitions were held in 2024 and a total of 109,687 companies and organizations participated in the exhibitions as exhibitors.

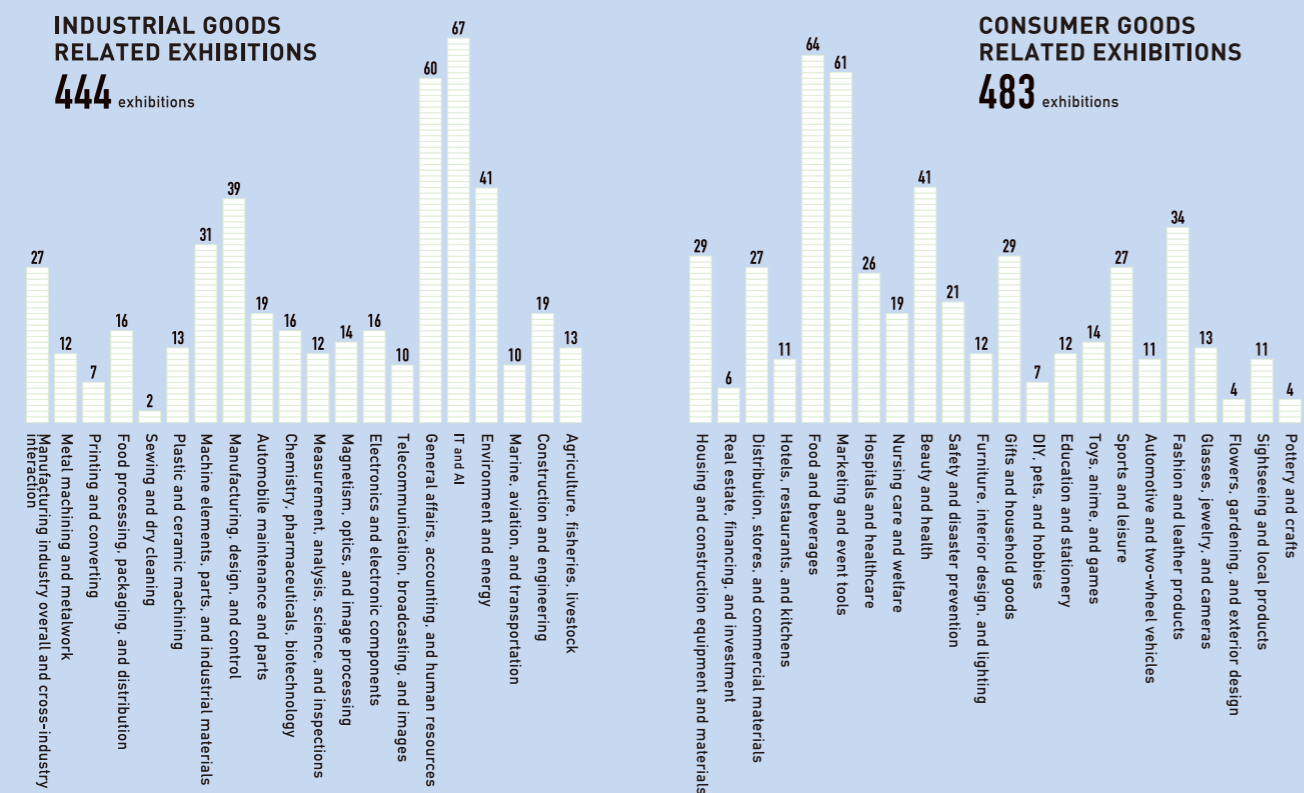
The number of exhibitions illustrates the recovery since 2020 when the number dropped due to the COVID-19 pandemic to the highest number on record. The numbers of exhibitors and booths have also been on a steady recovery track.

## 1 2024 Number of BtoB Exhibitions

Month	No. of Exhibitions	Exhibitors (Companies and Organizations)	No. of Booths	Exhibition Space for Private Exhibitions (m <sup>2</sup> )	No. of Visitors
January	80	8,616	10,976		749,751
February	86	11,655	12,540	268,220	975,993
March	42	6,659	10,188		757,415
April	91	11,048	8,645		986,450
May	66	7,978	10,452	399,639	911,052
June	64	8,755	5,163		644,504
July	152	8,309	6,888		702,111
August	9	3,124	5,303	173,974	312,046
September	74	12,032	15,074		1,181,516
October	161	17,168	11,493		1,065,365
November	75	11,620	14,209	306,220	613,545
December	27	2,723	4,223		171,150
<b>Total</b>	<b>927</b>	<b>109,687</b>	<b>115,154</b>	<b>1,148,053</b>	<b>9,070,898</b>

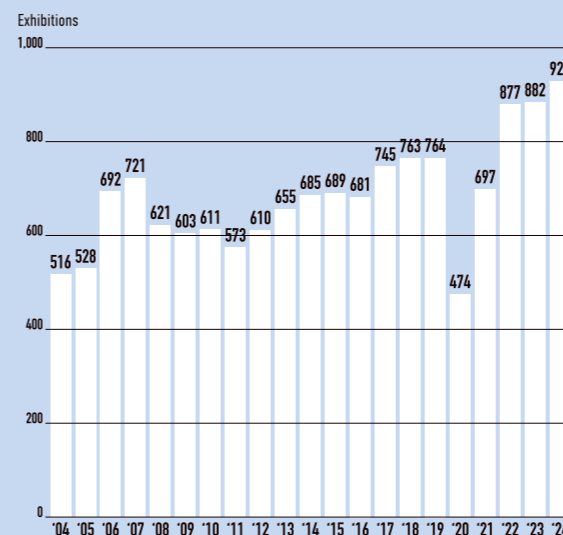
Total Exhibition Space Estimate 2,184,439 (m<sup>2</sup>)

## 2 2024 BtoB Exhibitions by Business Category

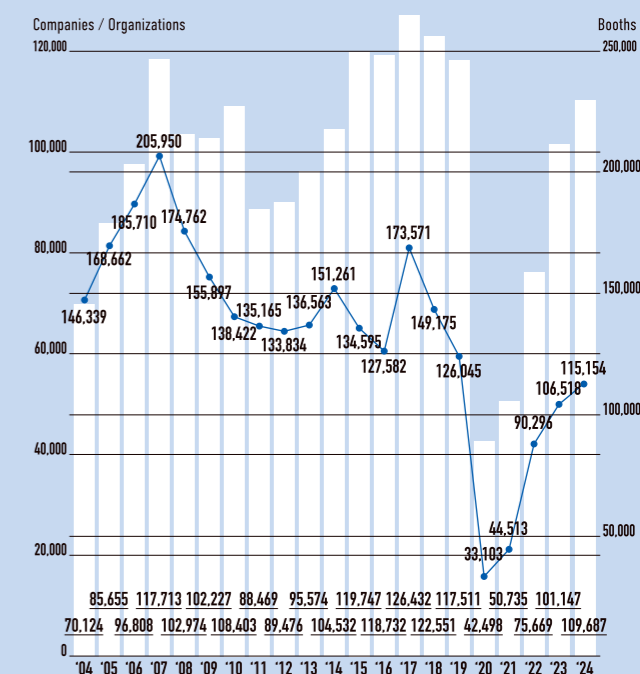


## 3 Trends in the BtoB Exhibition industry from 2004 to 2024

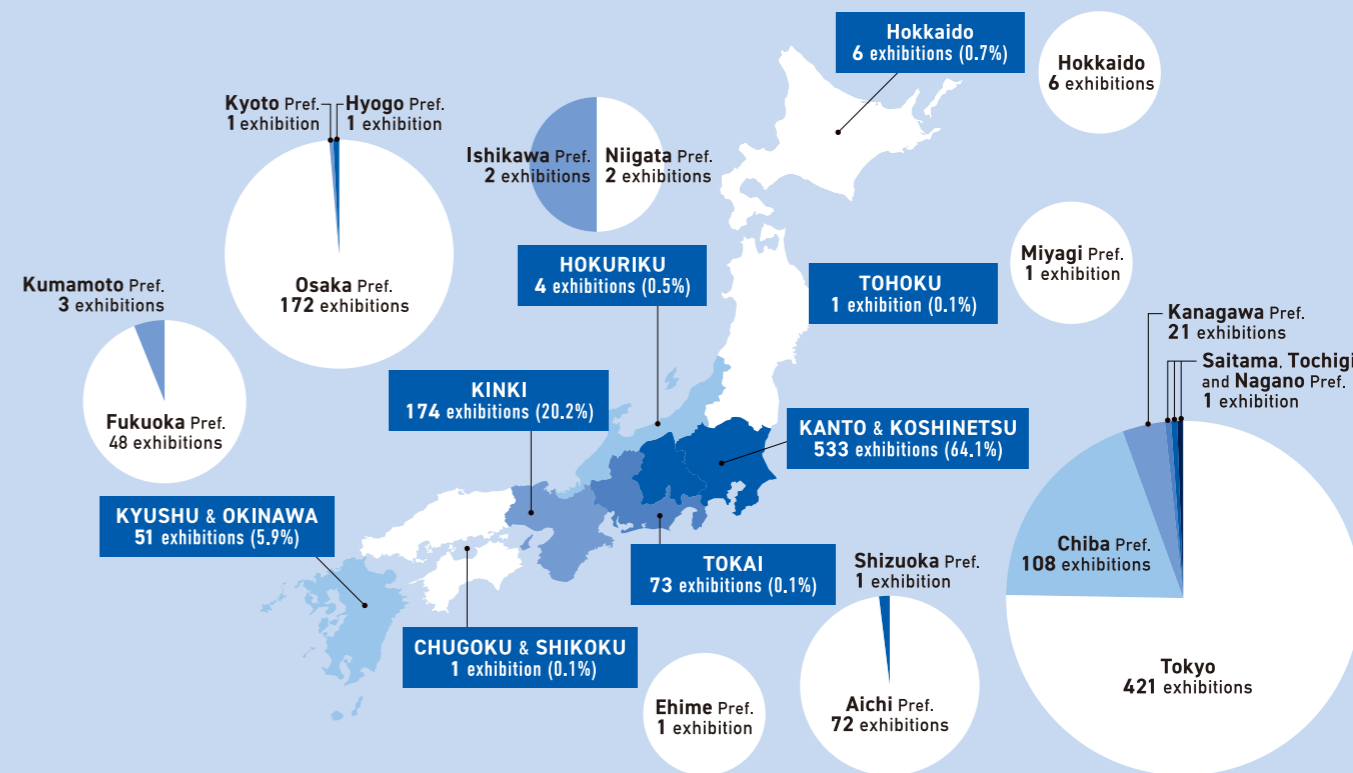
Number of Exhibitions Held



Numbers of Exhibitors and Booths



## 4 2023 BtoB Exhibitions by Location



Analysis of the exhibitions listed in Exhibition Database 2026 published by POP Inc. (on July 1, 2025) shows that most BtoB exhibitions in Japan were held in the Kanto region where Tokyo Big Sight, Makuhari Messe, and Pacifico Yokohama are located. The second most popular venue was the Kinki region with Intex Osaka. Regionally-based BtoB exhibitions were held in regional areas such as the Tokai region with Port Messe Nagoya and Aichi Sky Expo and the Kyushu region with West Japan General Exhibition Center.

Sources: Mihanichi tenjikai Tsushin (The Japan exhibition news), EventBiz (EventBiz), Ibento ando maisu sapoto kigyō gaido 2025-2026 (Event & MICE support company guide 2025-2026), Tenjikai detabesu 2026 nen ban (Exhibition Database 2026) (Published by POP Inc.)