

# An overview of exhibitions and trade shows in Japan

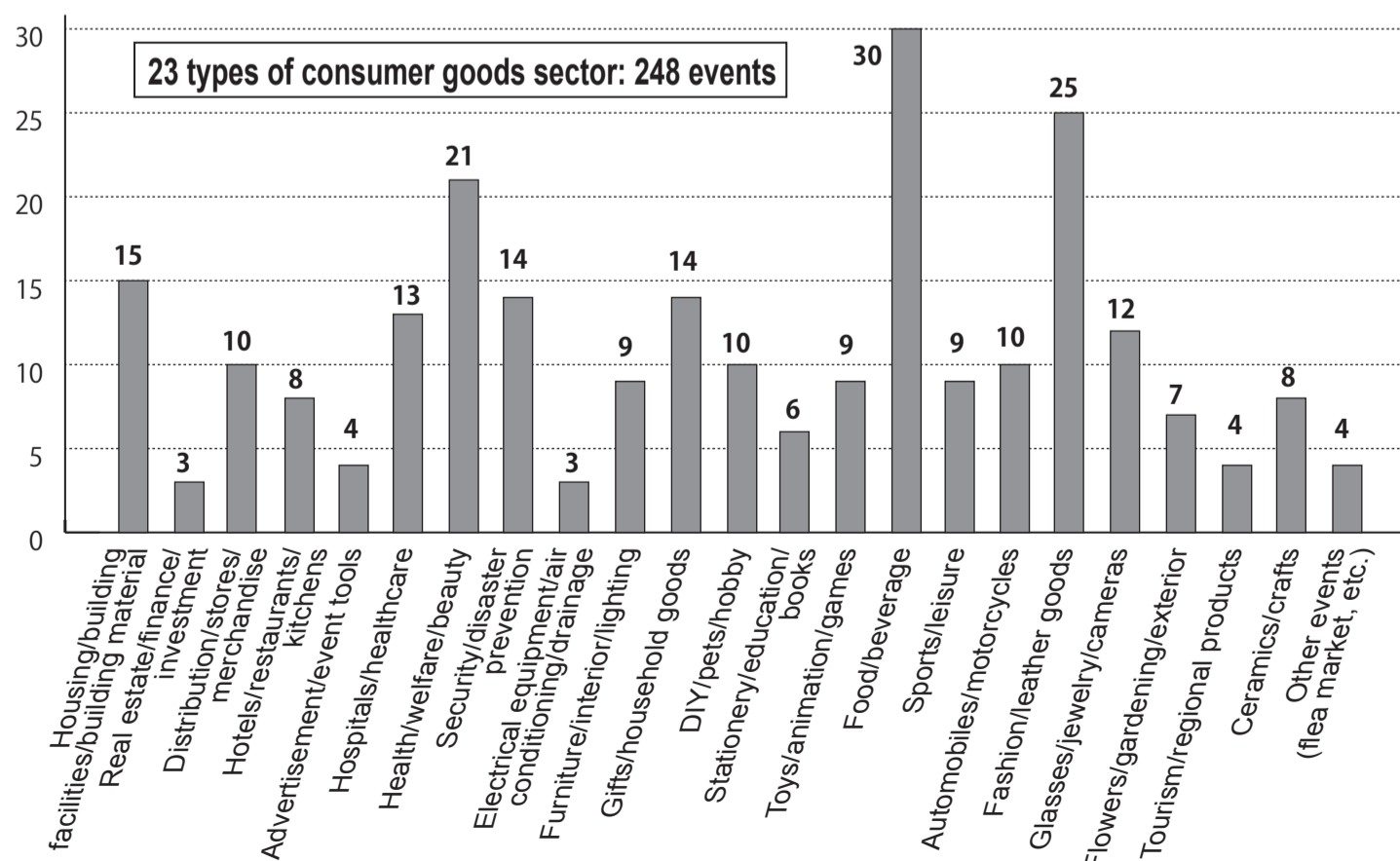
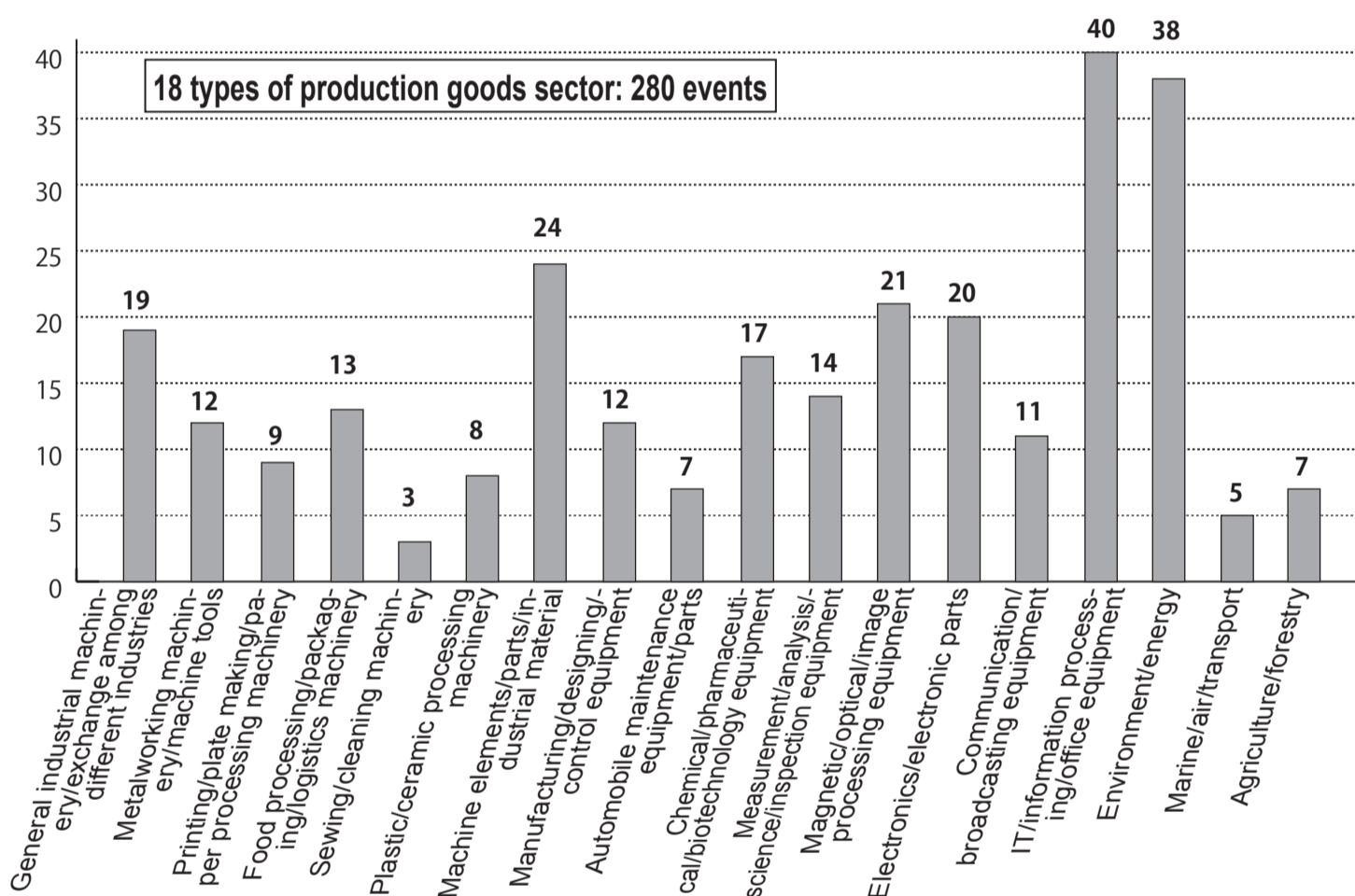
The number of exhibitions recorded in the “Exhibition Database 2016” published at the end of June stood at 528. The respective items shown below were counted and analyzed for these 528 exhibitions.

This time, the number was tallied by the following 11 items: 1) The number of exhibitions by type of industry, 2) The type of organizers, 3) Frequency, 4) How to enter, 5) Host cities, 6) How to decide a hall layout, 7) The number of days for installation and setup, 8) Events concurrently held, 9) The number of exhibitors, 10) The number of booths and 11) The number of visitors. The trends in exhibitions to be organized down the road are described using graphs.

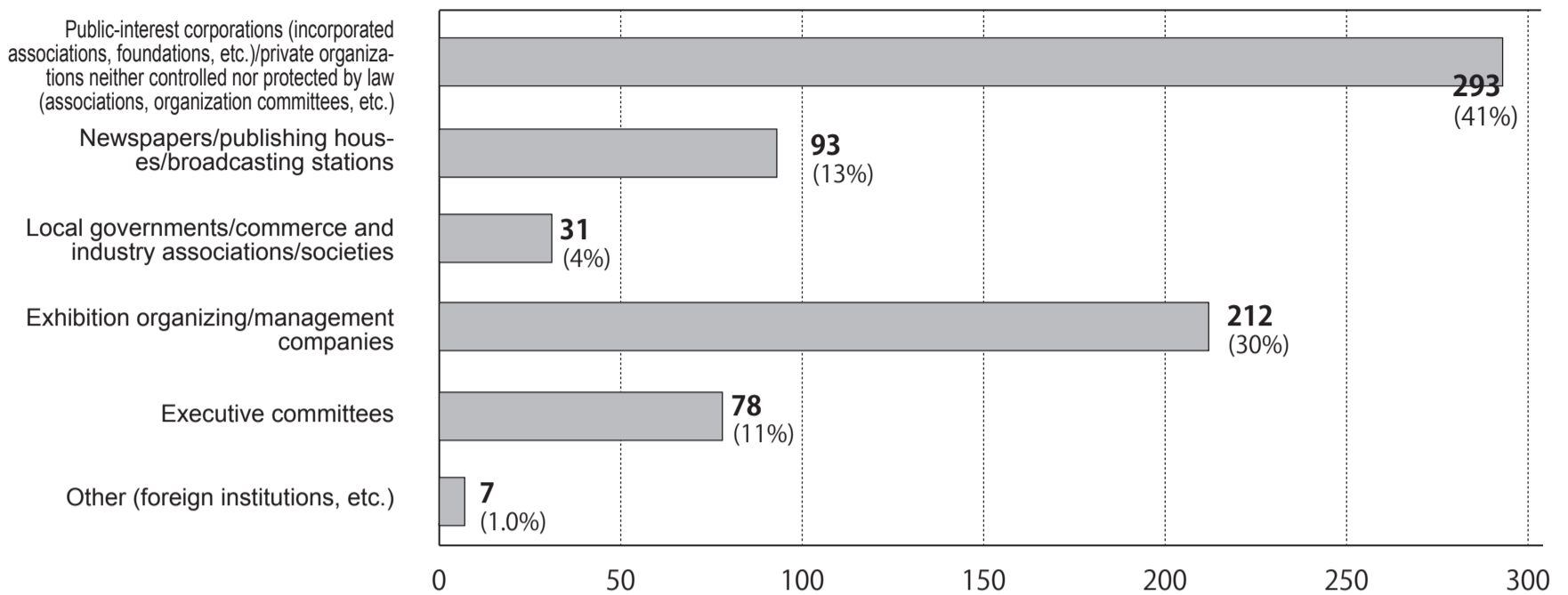
For Graph 1 “The number of exhibitions by type of industry,” main exhibits are divided into 41 types; 18 types of production goods and 23 types of consumer goods.

By type of industry, “IT/information processing/office equipment” topped the list with 40 exhibitions. This is followed by “Environment/energy” with 38 and “Food/beverage” with 30. Compared with statistics from two years ago, the number of “IT/information processing/office equipment”-related exhibitions rose, surpassing that of the then top-ranked “Environment/energy” but overall, the trends in the respective areas were more or less the same as in the past with no significant increase or decrease.

## 1 The number of exhibitions by type of industry

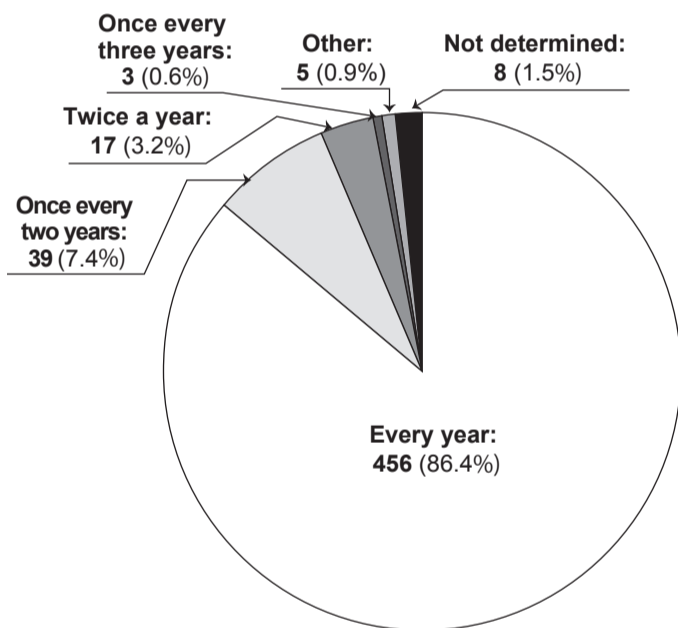


## 2 The type of organizers 714 \*All multiple answers were counted.



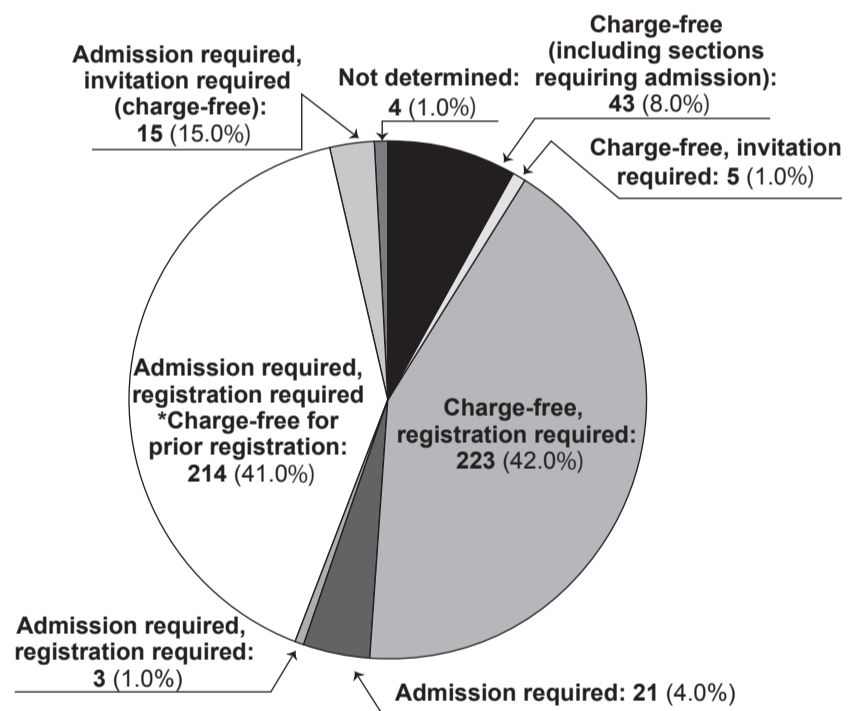
## 3 Frequency

528



## 4 How to enter

528

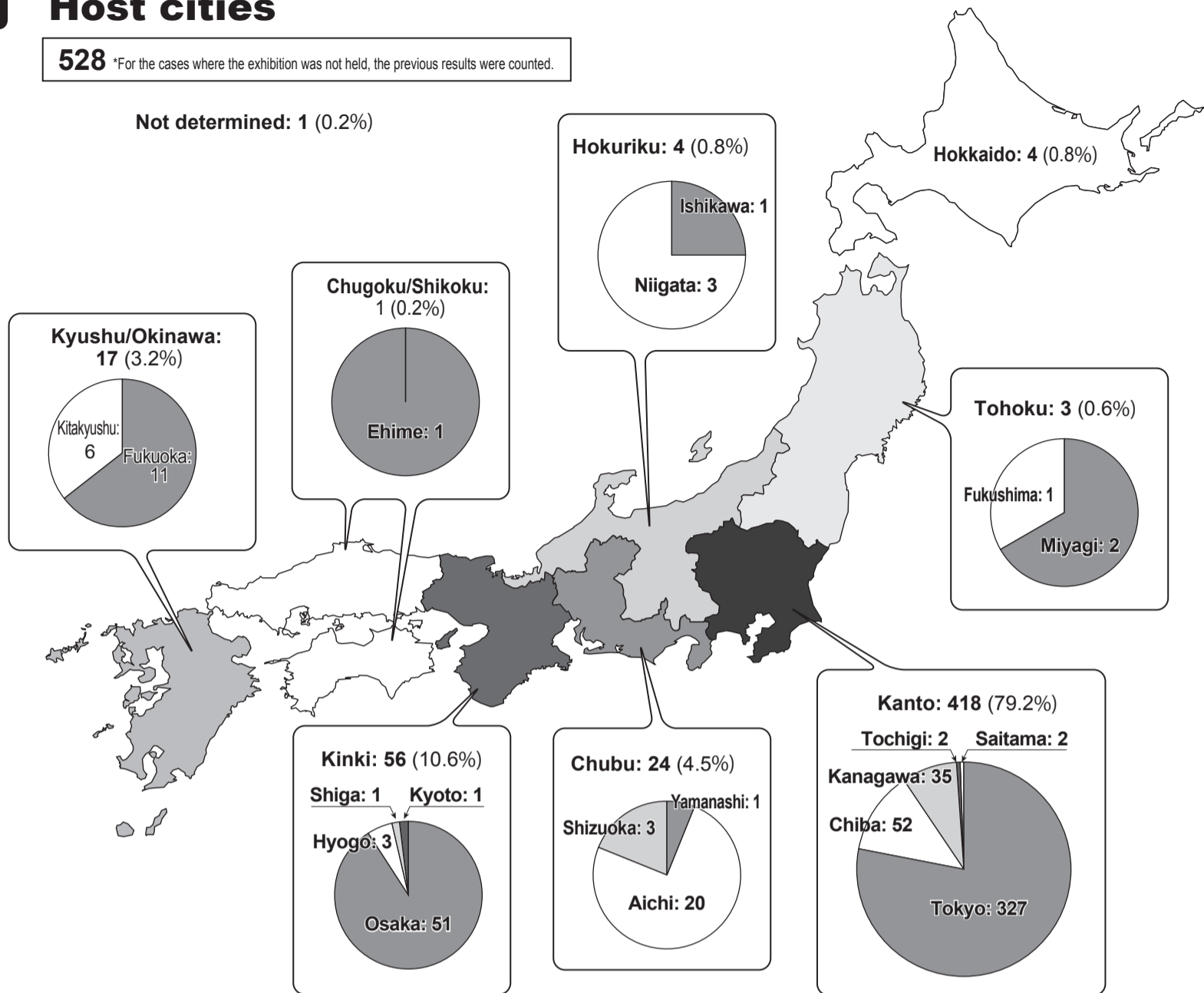


In terms of Graph 2 “The type of organizers,” the number of organizations such as “Public-interest corporations” was 293, accounting for roughly 40%. This was followed by “Exhibition organizing/management companies” totaling 212 and accounting for 30% and “Newspapers/publishing houses/broadcasting stations” totaling 93 and accounting for about 15%. The overall trend remained much the same as before.

In terms of 5) Host cities, “Tokyo” totaled 327, standing out from all the others. This was followed by “Chiba” with 52, “Osaka” with 51 and “Kanagawa” with 35. Of 528 in total, those held in the Kanto region accounted for roughly 79.2%.

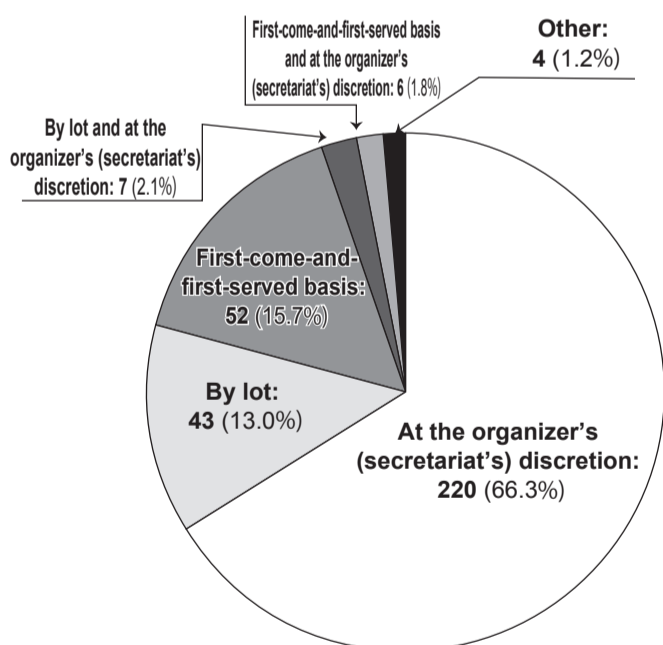
## 5 Host cities

528 \*For the cases where the exhibition was not held, the previous results were counted.



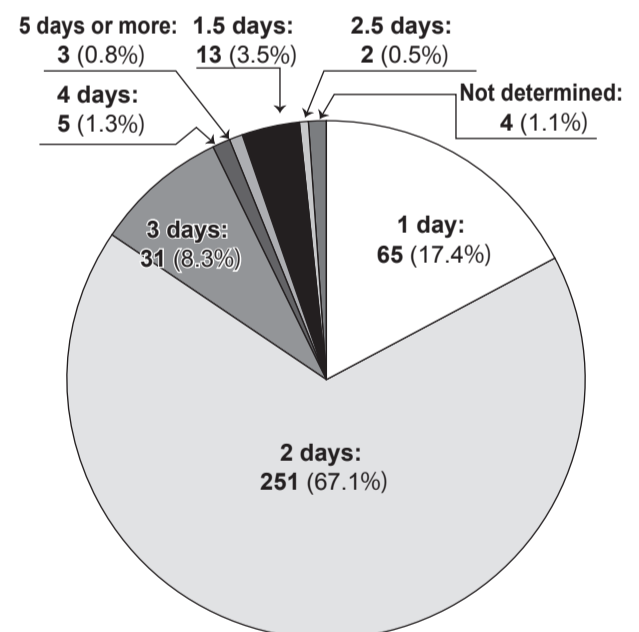
## 6 How to decide a hall layout

332 Note) Counted based on the latest results, excluding cases with no answer.



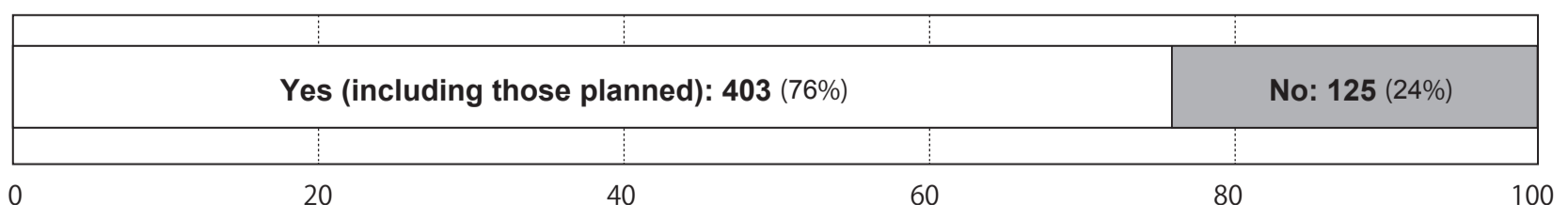
## 7 The number of days for installation and setup

374 Note) Counted based on the latest results, excluding cases with no answer.

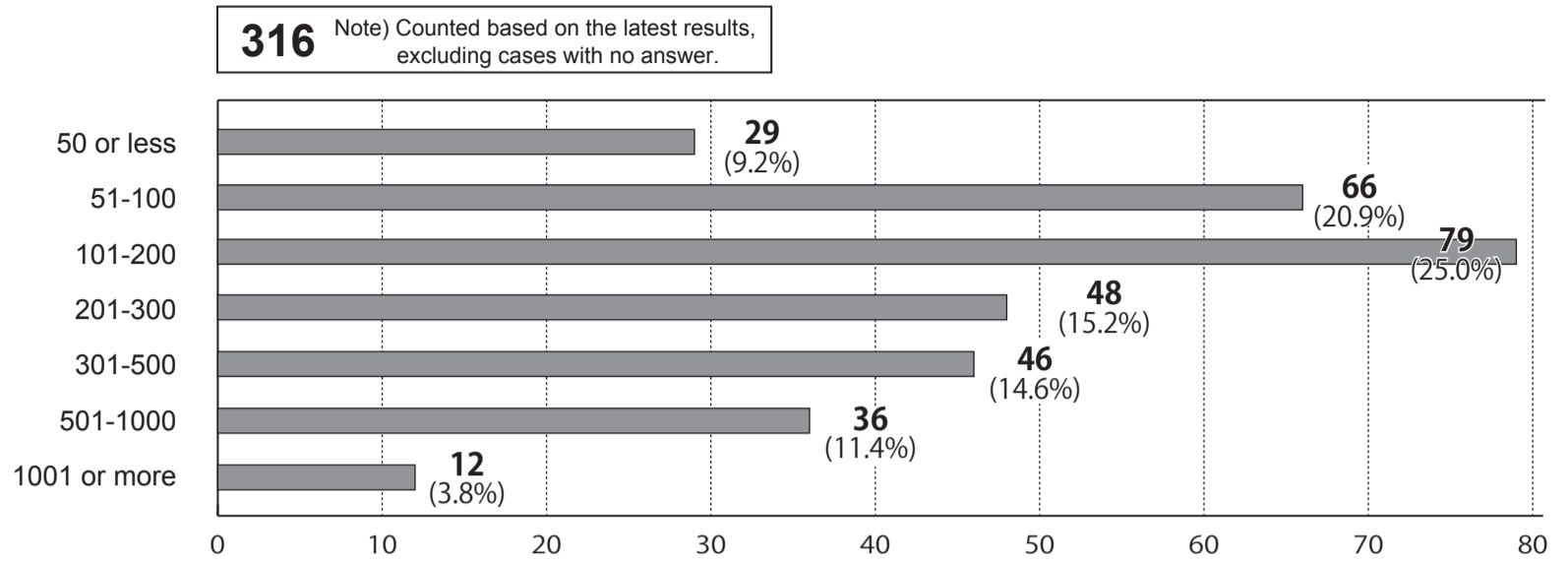


## 8 Events concurrently held

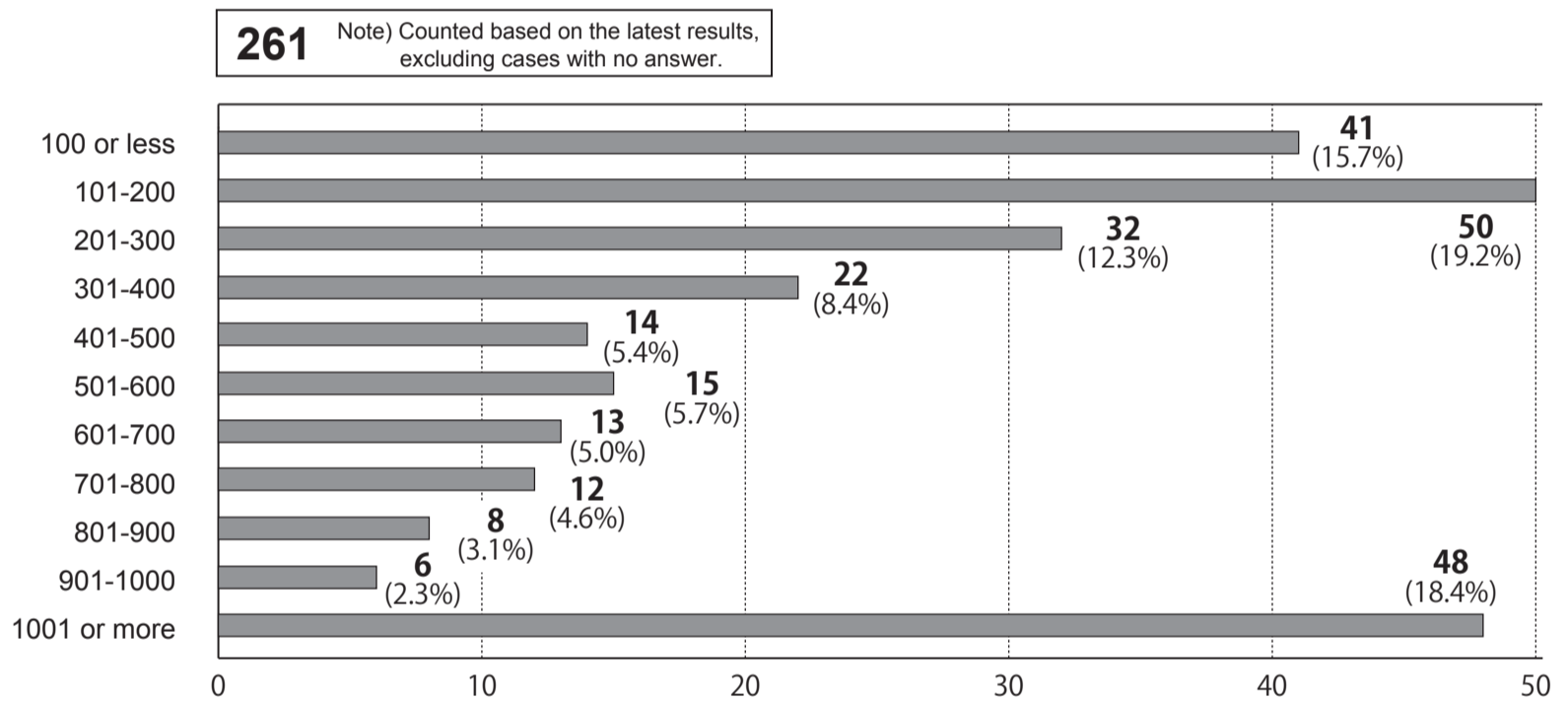
528



## 9 The number of exhibitors



## 10 The number of booths



## 11 The number of visitors

