

## 1. Background and Outline of this Official Statement

- ① On October 22, 2015, the Tokyo Metropolitan Government (TMG) announced for the first time that “Tokyo Big Sight would be requisitioned for a period of 20 months for use as the media center for the 2020 Tokyo Olympic and Paralympic Games (hereafter, “Tokyo Olympics”). In November 2015, JEXA released **Official Statement Vol.1** requesting **“The Olympic Media Center be built at Tokyo Rinkai Disaster Prevention Park or other appropriate location so that all exhibitions can be held in Tokyo Big Sight as planned.”** A petition was started that subsequently received around 81,000 signatures from all around the world.
- ② In February 2016, TMG announced a revised plan to construct a temporary exhibition venue. While JEXA was delighted and appreciated the efforts of TMG, the new plan still meant that Tokyo Big Sight would be used as the Olympic Media Center for 7 months from April 2020, and concerns were raised again among exhibitors and related people. In April 2016, JEXA announced **Official Statement Vol. 2** and requested to all related parties **“To build a temporary exhibition center the same size as Tokyo Big Sight so that all of the exhibitions could be held in Tokyo Big Sight as planned.”**
- ③ On November 10<sup>th</sup> 2016, TMG announced that the usage period of the Temporary Exhibition Center would be extended until November 2020. The exhibition industry deeply appreciated those efforts; however, because the Temporary Exhibition Center would be only one quarter of the size of Tokyo Big Sight, there would be space for only one quarter of the exhibitors to exhibit. This in turn would lead to the work of exhibition services companies being reduced to just one quarter of their normal workload. After receiving a large volume of feedback from the industry, such as **“Unfortunately, the problem has still not been solved. We request that all of the exhibitions be held in Tokyo Big Sight as planned”**, JEXA decided to announce **Official Statement Vol.3**.

JEXA wishes for a successful Tokyo Olympics. Nevertheless, we ask all related parties to resolve this problem and not to lose the JPY 1 trillion in sales that the exhibitions have been generating every year for decades.

## 2. Many voices requesting “Full Solutions” and their reasons

With the revised plan for the usage of Tokyo Big Sight as of Nov. 10<sup>th</sup> 2016, the availability of Tokyo Big Sight will be as below.

Unavailable Period of Tokyo Big Sight (as of Jan. 2016)

Exhibition Halls	April 2019 - March 2020												April - November 2020										
	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11			
East Hall 1-6 (50,000㎡)	<b>Media Center</b>												<b>Media Center</b>										
New East Halls (16,000㎡)																							
West Hall 1-4 (30,000㎡)													<b>Media Center</b>										
Extensive Halls (20,000㎡)	Under Construction												Unavailable for Security Reasons										
Temporary Exhibition Hall (23,000㎡) ( at Tokyo Teleport 1.5km away from Tokyo Big Sight )																							
Available exhibition space (㎡)	53,000			73,000									23,000				←73,000						
Rate of available space for total exhibition area (96,000㎡※)	55%			76%									24%				←76%						
Rate of available space for total exhibition area before Oct. 24th, 2016 (80,000㎡)	67%			91%									29%				91%						

**Reason 1: The restriction period lasts for 20 months. Especially in 2020, the availability of exhibition space will be just one quarter of what it is today.**

- A) For a period of three months from April to June 2019, around 45% of Tokyo Big Sight's total hall space of 96,000sqm will be unavailable for use for exhibitions.
- B) For a period of nine months from July 2019 to March 2020, some 24% of Tokyo Big Sight will be unavailable for use.
- C) For a period of seven months from April to October 2020, Tokyo Big Sight will be completely closed and only the Temporary Exhibition Center (23,000 sqm) located 1.5 km from Tokyo Big Sight will be available for use for exhibitions. This means that **only 1/4 of the current capacity will be available. Therefore, only 12,000 exhibitors, or 1/4 of the current 50,000 companies which have been exhibiting every year, will be able to participate in exhibitions.** This is equivalent to just 250 of the 1,047 shops in Tokyo's famous Tsukiji fish market being allowed to move to the new market. From this point of view, there are many voices saying "Just like Tsukiji, we ask that all of the exhibitions be allowed to take place on the same scale as they currently are."

**Reason 2: It will cause a huge economic damage (Huge as below even though just the 7 months of 2020)**

- A) **Exhibiting companies are expected to lose JPY 1.2 trillion (US\$ 10.4 billion) in revenue**  
If 170 exhibitions are cancelled or downsized to just one quarter of their normal size during the 7 months of total closure of Tokyo Big Sight, it is estimated that 38,000 companies will be unable to participate in exhibitions. As a result they stand to lose some JPY 1.2 trillion in sales, resulting in serious damages to them. (\*1)
- B) **38,000 small and medium-sized enterprises(SMEs) will face economic ruin**  
SMEs account for over 95% of the exhibitors participating in the tradeshows held at Tokyo Big Sight. SMEs do not have strong sales channels, and rely on exhibitions to generate a significant proportion of their annual sales because these events allow them to meet tens of thousands of potential buyers in a single location. If they cannot exhibit in exhibitions, it will sharply reduce the revenues of these SMEs, leaving many in financial difficulties.
- C) **Business with overseas companies will decrease, and it will lead to a decrease in the number of businessmen visiting Japan**  
By cancelling or reducing the size of exhibitions to one quarter of their current size, some 8,000 international exhibitors will not be able to exhibit, and 70,000 international attendees will not visit Japan to purchase at trade shows. This will decrease the business of Japanese companies with overseas companies, and at the same time, it will be an obstacle for the Japanese government to achieve its target to increase the business visitors to Japan.
- D) **Exhibition servicing companies will lose JPY 133 billion (US\$ 1.15 billion) in potential revenue**  
If the number or size of exhibitions is reduced to just one quarter of the current volume for a period of seven months, around 1,000 companies that provide booth

construction, electricity, temporary staffing and a variety of other support services to the local exhibition industry, will lose an estimated JPY 133 billion in revenue. This will threaten the viability of many of these service companies.

### **3. We request all the relevant authorities to come up with a complete solution that will enable every exhibition to be held in Tokyo Big Sight in 2020 as planned.**

To minimize the effect of cancelling or decreasing the size of the exhibitions, various efforts have been made, and JEXA is cooperating as best we can. Nevertheless, we are faced with the following obstacles:

- Because Tokyo Big Sight is already fully occupied, it is difficult for individual exhibitions to move to a different time-slot before or after the restricted period.
- Dividing an exhibition between two separate venues (Tokyo Big Sight and the Temporary Exhibition Center) is not a viable option, because that would make it would severely disrupt the flow of visitors, and the number of exhibitors would sharply decrease. These factors could cause the cancellation of some exhibitions.
- Even if each exhibition could be reduced to just one quarter of its current size, the number of visitors would decrease drastically because the smaller number of exhibitors. That would inevitably cause exhibitors to cancel their participation, and even the exhibition itself would need to be cancelled.
- It is not only Tokyo Big Sight that is currently fully occupied. Other exhibition venues are also mostly fully occupied, making it very difficult for exhibition organizers to move their exhibitions to regional venues.

Faced with the above difficulties, many related people are concerned that “ We will run out of time to construct a venue even though a judgment is made that a new exhibition venue is necessary”, because it takes a long time for adjustment.

Therefore, we receive many voices to “Request full solutions to all related parties as follows”.

#### **Suggestion 1 Building a temporary exhibition center approximately the same size as Tokyo Big Sight (80,000 SQM) in the Tokyo Metropolitan Area.**

- For example, we request that a temporary exhibition center is built in an appropriate area such as Tsukiji or somewhere near to Haneda Airport.
- If it cannot be built in Tokyo, the temporary exhibition center should be built in Minatomirai, Yamashita Futou, or Makuhari Messe, etc.
- If suitable land was provided, it would be possible to build such facilities within two years and for less than JPY 10 billion.
- There are private companies, including those within the exhibition industry both domestic and international, who have said they could bear the construction costs.

#### **Suggestion 2 Building the Media Center in a location other than Tokyo Big Sight**

- It is proposed that the Media Center should be built at Tokyo Rinkai Disaster Prevention Park, given that the current situation can be considered to be an emergency.
- It has also been proposed that the New Toyosu Market should be used as the Media Center, given that it is unlikely to be used as a fish market until the Tokyo Olympics

due to the need to ensure its safety. It is estimated that the conversion of Tokyo Big Sight into a media center, and then restoring it back to being an exhibition facility, will cost a huge amount of money. This same money could be spent on converting the New Toyosu Market for use as the Media Center.

- The host countries of the three most recent Olympic Games (Beijing, London and Rio de Janeiro) all constructed purpose-built media centers and none of them used exhibition centers as their media centers.

#### **4. The ultimate victims are Tokyo residents and Japanese citizens.**

**Reason 1** This problem will damage the SMEs that support the Japanese economy, lose business visitors from abroad, and decrease the economic benefits that Tokyo enjoys from exhibition services such as booth construction, electrical contracting, security and printing. Consequently, it will cause significant damages to Tokyo and Japan. Therefore, Tokyo residents and Japanese citizens will be the ultimate victims.

**Reason 2** We fully respect the activities led by Tokyo Governor Ms Koike to “Decrease the cost of the Tokyo Olympics”. On the other hand, unless we solve the Olympics issue, we stand to lose JPY 1 trillion sales that has been recurring every year for decades. And we worry this will cause severe disadvantages to Tokyo residents and Japanese citizens.

**Reason 3** If exhibitions held in Japan are cancelled or reduced, many exhibitors switch to exhibitions held in China, Korea, Singapore, Europe and USA, and they might never come back to Japan. This will cause many exhibitions that currently generate huge sales and economic impact to Japan to disappear, and this will cause serious disadvantages to Tokyo residents and Japanese citizens.

During the 2016 Rio de Janeiro Olympics, the 2012 London Olympics and the 2008 Beijing Olympics, not a single exhibition was forced to be cancelled. This is because the authorities recognized that cancelling exhibitions would interfere with the regular business activities of exhibitors and other related parties, and would cause serious damages to their economies.

We sincerely wish to ask leaders in the political, governmental and economic circles to consider the matter not as an “issue just for the exhibition venue and exhibition industry”, but as an “issue involving the acceleration and development of Japan's economy”, and to commit themselves to resolving this issue from this wider perspective.

- End of Statement –

(General Incorporated Association) Japan Exhibition Association

Chairman,	Tad Ishizumi	
Vice-Chairman,	Kazunori Arai, Shigeo Koshino,	
Director of the Board,	Christopher Eve, Nobuyoshi Haga, Nobuyoshi Shimizu, Masato Hori, Noriyoshi Hamada,	Shinichi Kondo Yoshinori Ochi Makiko Noda Yasuhiro Shimabara Nao Kozuka
Auditor,	Tokuhiisa Taguchi,	Masaaki Yamamoto

And its member companies (excluding exhibition venues)

\*1 "Sales" refers to Tokyo Big Sight's official reports in which "Sales Amount at Exhibition" is defined as the sales amount generated through new business opportunities created at exhibitions. The figures in this statement are calculated based on such official reports.