

JEXA wishes for a successful 2020 Tokyo Olympic Games. Nevertheless, we request that all exhibitions in Tokyo Big Sight are to be held in the same scale as usual also in 2020.

## 1. Outline

Tokyo Big Sight is planned to be used as the Olympic Media Center for 20 months from April 2019 to November 2020, and concerns are raised that many exhibitions will be reduced or cancelled. To solve this issue, Tokyo Metropolitan Government (TMG) announced building a temporary exhibition center (1/4 of the size of Tokyo Big Sight) to relieve the burden. (Refer to past background on Official Statement 1 -3)

However, the restriction is still huge. Even limited to 5 months from May to September 2020 (the period that the damage is most serious), 125 exhibitions will be cancelled, and it will cause huge damage as below.

- ① Among 41,000 companies exhibiting usually, **37,000 companies (mostly SME's) can't exhibit, and they are expected to lose JPY 1.012 trillion (US\$ 9.2 billion) in revenue. (\*1)**
- ② **Around 1,000 services 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 113 billion in revenue.**

Thus, cancelling exhibitions will cause serious damage to the Japanese economy, and will reduce Japan's international competitiveness.

Therefore, JEXA submitted 80,000 petitions to solve the issue to Tokyo Governor Ms. Koike on January 20<sup>th</sup>, 2017. The number of petition continues to increase, and **now it reaches over 147,000**. This is a fact that **"The issue isn't solved fundamentally, and more people feel the issue more seriously as the Olympic is approaching"**.

JEXA wishes for a successful 2020 Tokyo Olympic Games, and at the same time, deeply appreciates those efforts of TMG. However, to solve the issue completely, we strongly request to **"Make it possible to hold all exhibitions held at Tokyo Big Sight in the same scale also in 2020"**

## 2. The restriction period lasts for 20 months. For 5 months in 2020 it will be completely closed.

### Available Space of Tokyo Big Sight

(as of May 31, 2017)

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 (67,380㎡)	Not Available (Used as Media Center)																						
West Hall (29,280㎡)													Not Available (Used as Media Center)										
South Hall (20,000㎡)	Construction												Not Available										
Available Exhibition Space (sqm)	29,280			49,280									0					49,280					
Rate of available space for total exhibition area before restriction (96,660㎡)	30%			50%									0%					50%					
<b>Average available space of 20 months : 35%</b>																							

### 3. Construction of a temporary exhibition center is planned as a countermeasure, but most people are concerned that it is not solving the problem.

- ① The size of the temporary exhibition center is just one quarter of Tokyo Big Sight, and there are voices that there is serious lack of space.

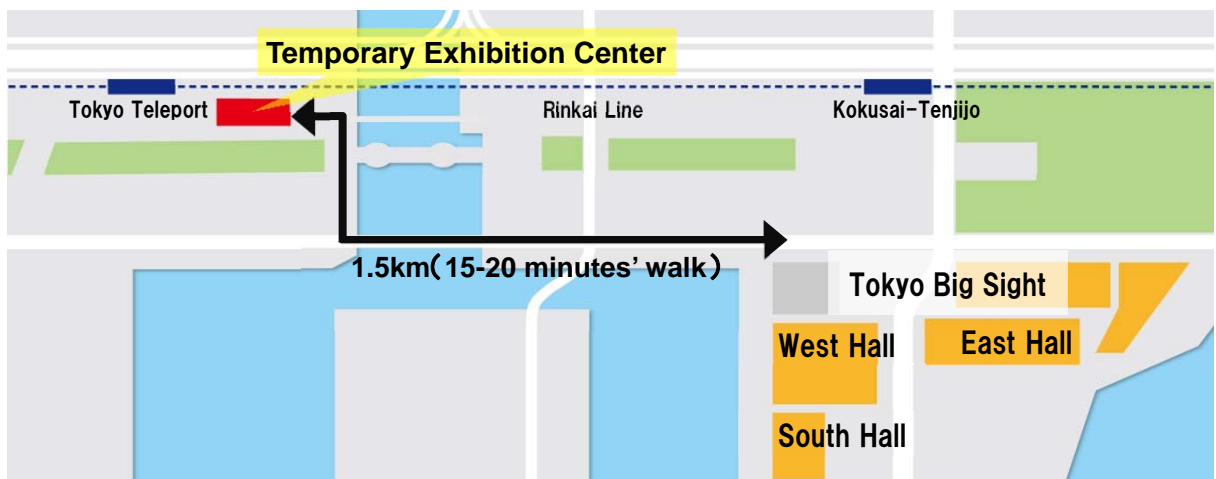
As shown in the figure below, the total available space is around half (average of 20 months) of current (96,660 sqm) even summing the space of temporary exhibition center and available space of Tokyo Big Sight, and it will be zero for 3 months in 2020 including the temporary exhibition center.

**Available space including Temporary Exhibition Center** (as of May 31, 2017)  
(23,200m<sup>2</sup>)

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				
Tokyo Big Sight	East Hall (67,380m <sup>2</sup> )	Not Available (Used as Media Center)																							
	West Hall (29,280m <sup>2</sup> )												Not Available (Used as Media Center)												
	South Hall (20,000m <sup>2</sup> )	Construction											Not Available												
Available Exhibition Space (sqm)		29,280			49,280								0											49,280	
Temporary Exhibition Center 23,000sqm (near Tokyo Teleport Sta.)		23,200											0 (Not Available)											23,200	
Sum of Tokyo Big Sight & New Temporary Exhibition Center(m <sup>2</sup> )		52,480			72,480								23,200											0	72,480
Rate of available space for total exhibition area before restriction (96,660m <sup>2</sup> )		54%			74%								24%											0%	74%
		Average of 20 months: 54%																							

- ② The temporary exhibition center is far from Tokyo Big Sight, and there are many voices that it is difficult to use together.

Because the temporary exhibition center is 1.5km away from Tokyo Big Sight, there are many voices as "Even though we held an exhibition using both the temporary exhibition center and Tokyo Big Sight, it is difficult to attract visitors. That is to say it loses the largest merit of exhibitions to gather at once. As a result, the number of exhibitors will decrease drastically, and the exhibition might be cancelled."



#### 4. The issue can't be solved by “Downsizing exhibition scale”, “Holding in other venues”, etc.

There are voices such as “Downsizing exhibition scale”, “Moving the dates after the Olympics”, “Holding in other venues” etc. but they can't solve the issue for the reasons below.

- If exhibitions would be reduced largely, the number of visitors would decrease drastically because of the smaller number of exhibitors. That would inevitably cause exhibitors to cancel their participation, and even the exhibition itself would need to be cancelled.
- Tokyo Big Sight that is currently fully occupied. It is not realistic to move the exhibition period before/after the restricted period.
- Other exhibition venues are also mostly fully occupied, and that makes it very difficult for most exhibition organizers to move their exhibitions to regional venues. Makuhari Messe will also be used as the Olympic Arena, and it is difficult to be an alternative.

#### 5. Suggestion for Complete Solution

From reasons above, there are many voices as “**We request all the relevant authorities to come up with a complete solution as below**”

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

- For example, building a temporary exhibition center in an appropriate area such as Tsukiji or the vicinity of Haneda Airport.
- If it cannot be built in Tokyo, building it in Minatomirai, Yamashita Futou, or Makuhari Messe, etc.
- If suitable public land was provided, it would be possible to build such facilities within two years and for less than JPY 10 billion.
- The exhibition industry could partly bear the construction cost, or it can be built by major developers.

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

- The economic damage of the current plan to use Tokyo Big Sight as the Media Center of Tokyo Olympics is extremely vast. It is estimated that the conversion of Tokyo Big Sight into a media center, and then restoring it back to an exhibition facility would cost a huge amount of money. Therefore, this suggestion is widely supported also as an idea to consider.
- 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.
- Media Center is to be built at Tokyo Rinkai Disaster Prevention Park in the north side of Tokyo Big Sight, given that the current situation can be considered to be an emergency.
- There is also an idea that New Toyosu Fish Market is to be used as the Media Center until Olympics which could take long time to be used as a fish market.

## 6. Unless this issue is solved, it will seriously damage the entire Japanese economy

- Reason 1** The current plan will damage the SMEs that support the Japanese economy and lose business visitors from abroad. Consequently, it will cause significant damages to Tokyo and Japan.
- Reason 2** We fully respect the activities led by Tokyo Governor Ms. Koike to “Decrease the cost of the Tokyo Olympics”. However, we are afraid that even though we decrease JPY 100 billion, if we lose JPY 1 trillion sales, the efforts for reduction will not be rewarded, and the economic effect of Olympics will decrease by half.
- 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 contribute huge sales and economic effect to Japan to disappear, and this will cause serious disadvantages to Tokyo residents and the Japanese people.

## 7. Exhibitions has never been reduced or canceled during the past Olympics.

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 there was an idea that cancelling exhibitions would interfere with the regular business activities of exhibitors and other related parties, and would cause serious damages to their economies.

### Finally

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

- End of Statement -

(General Incorporated Association) Japan Exhibition Association

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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.