

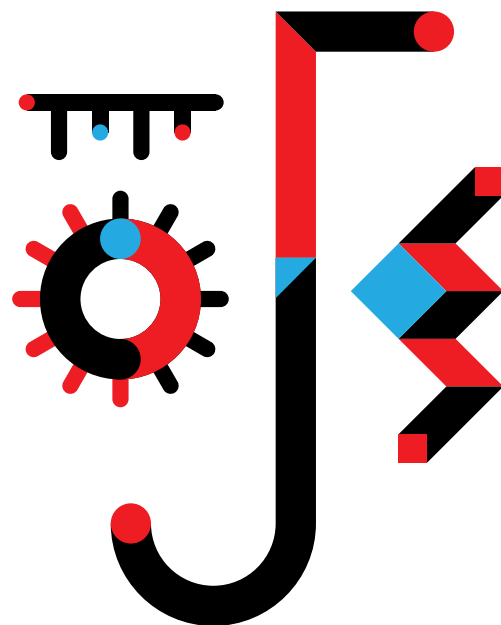
## POST SHOW REPORT

The 48th International Exhibition for Shop Systems and Fixturing

# JAPAN SHOP 2019

March 5(Tue.)-8(Fri.), 2019 TOKYO BIG SIGHT  
(Tokyo International Exhibition Center)

<http://messe.nikkei.co.jp/en/js/> | Organizer: Nikkei Inc.



## ■ Outline

- Title: JAPAN SHOP 2019 (The 48th)
- Dates: March 5 (Tue.) – 8 (Fri.), 2019 10:00 a.m. – 5:00 p.m. (10:00 a.m. – 4:30 p.m. on the last day)
- Venue: TOKYO BIG SIGHT (Tokyo International Exhibition Center) East Hall 4 & 5
- Organizer: Nikkei Inc. (NIKKEI)

## ■ Number of Exhibitors & Booths

Exhibition	Number of Exhibitors	Number of Booths
JAPAN SHOP 2019	182 (189)	598 (604)
ARCHITECTURE + CONSTRUCTION MATERIALS 2019	312 (248)	735 (686)
RETAILTECH JAPAN 2019	235 (211)	1,034 (1,004)
SECURITY SHOW 2019	190 (194)	595 (623)
LIGHTING FAIR 2019	170 (212)*	545 (712)*
JAPAN INTERNATIONAL FRANCHISE SHOW 2019	208 (227)*	465 (498)*
Future Office Tech & Facility 2019	11	56
<b>NIKKEI MESSE Total</b>	<b>1,308</b>	<b>4,028</b>

\* Figure in parenthesis indicates last year's number of exhibitors and booths. "LIGHTING FAIR" is convened every other year, the figure in parenthesis is from 2017.

## ■ Number of Visitors

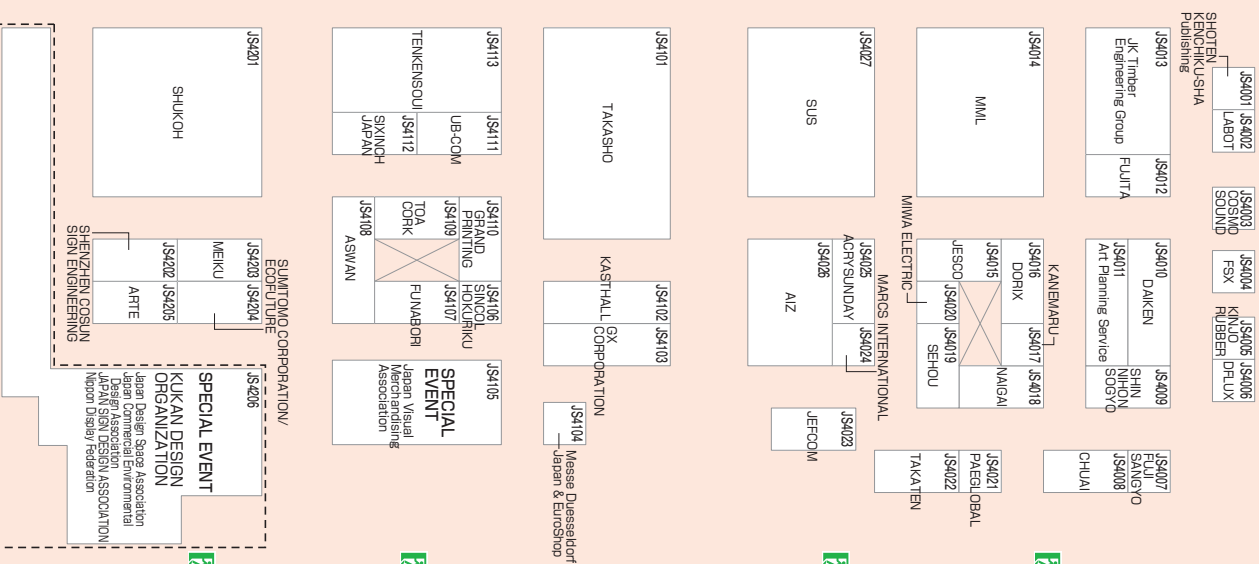
Date	Weather	JAPAN SHOP 2019 / ARCHITECTURE+CONSTRUCTION MATERIALS 2019 2 exhibitions total	NIKKEI MESSE
March 5	Sunny	18,067 (17,905)	34,484 (34,984)
March 6	Cloudy	24,469 (24,268)	51,268 (48,821)
March 7	Rain sometimes cloudy	27,655 (25,652)	52,993 (53,476)
March 8	Sunny	31,546 (28,847)	61,468 (57,237)
	<b>Total</b>	<b>101,737 (96,672)</b>	<b>200,213 (194,518)</b>

\* Figure in parenthesis indicates last year's number of visitors.

## East Hall 5

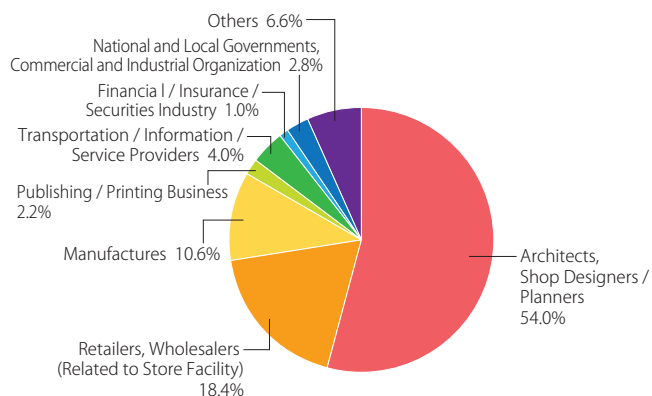


## East Hall 4

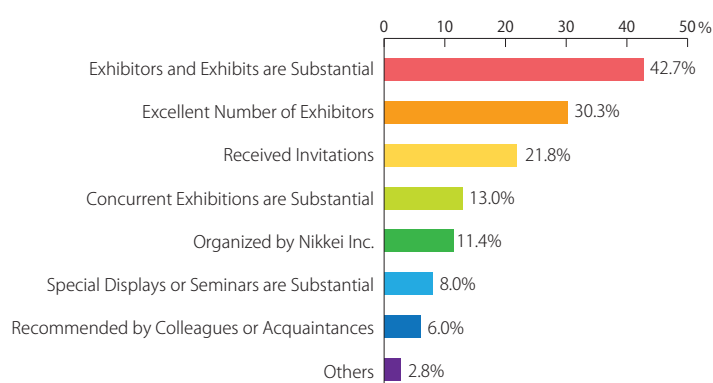


# Visitor Questionnaire [Questionee 499]

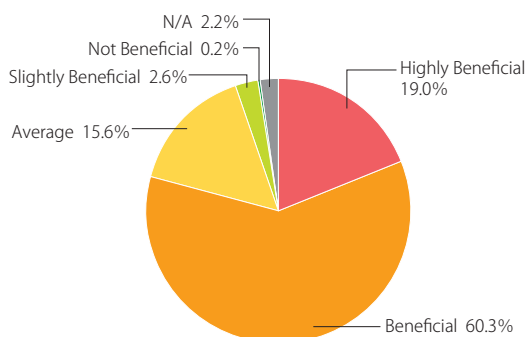
## Visitor Profile [ Type of Industry ]



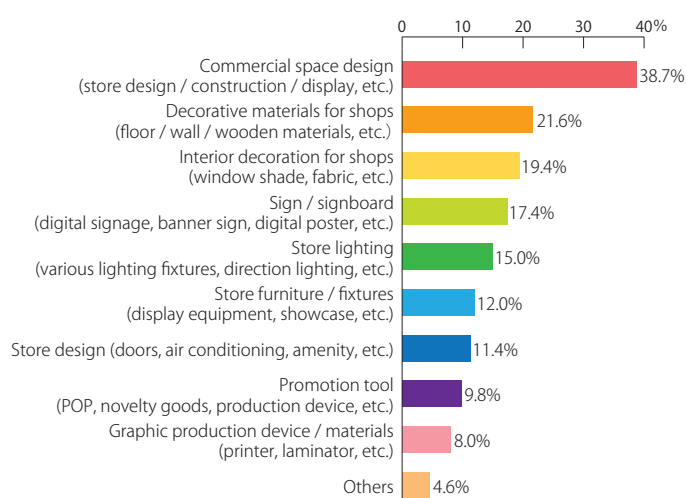
## Visiting Purpose (Multiple answers allowed)



## Extent of Reference

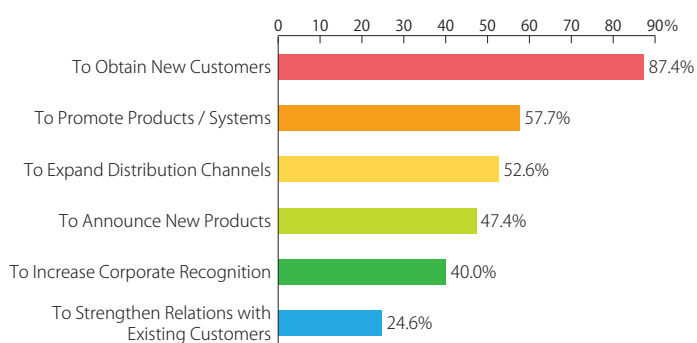


## Product / Service Field of Interest (Multiple answers allowed)

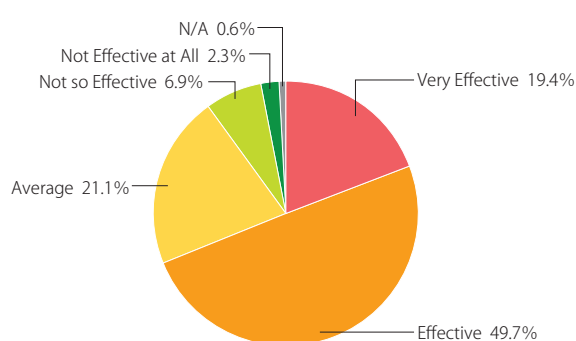


# Exhibitor Questionnaire [Questionee 175]

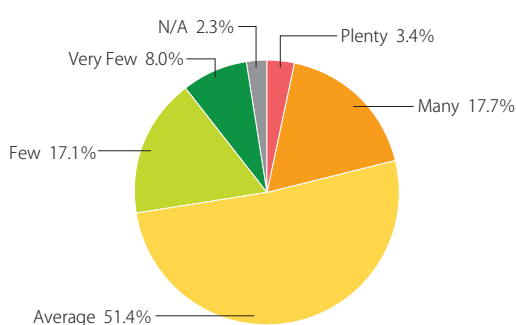
## Purpose of Exhibiting (Multiple answers allowed)



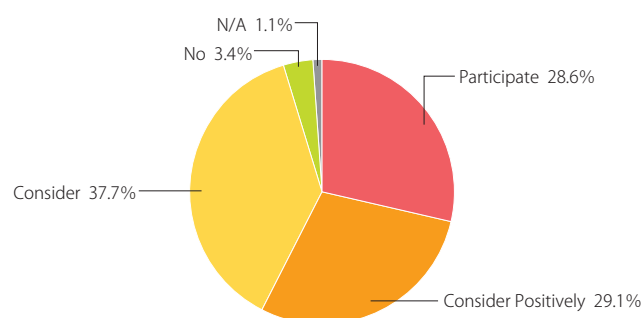
## Feedback on the Exhibition



## Number of Business Meeting



## Intention to Attend the Next Exhibition



# Promotional Campaign

## Nikkei Media Group

The exhibition will be effectively advertised and promoted through a various mediums of the Nikkei Media Group. Among them are The Nikkei, The Nikkei Business Daily, The Nikkei MJ, NIKKEI.com (the group's news site), TV Tokyo's regular and satellite broadcasting networks.



The Nikkei



TV CM

## Official Website

Up-to-date show information as well as the current trends of the industry offered through the official website all year long.

<https://messe.nikkei.co.jp/en/js/>



## Direct Mail & E-mail Magazine

Direct mail ads sent to prospective visitors. Promotions through e-mail magazine, sent to pre-registered visitors and visitors to the previous events.



## Next Show Information

# JAPAN SHOP (49th)

## March 3(Tue.)- 6(Fri.), 2020

### TOKYO BIG SIGHT West Hall, JAPAN

(Tokyo International Exhibition Center)

## Overseas Contact Office

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