

Outline • Info to Exhibit

Only exhibition show for international residents and companies of multinational employees in Japan

EXPAT EXPO

TOKYO 2022



About us – Innovent, Inc.

“a leading Exhibition Organizer, a Key Player in MICE industry”

An Exhibition Organizer specializing in planning, organizing, and managing “international trade fairs, exhibitions, and business meetings,” that revitalize their industrial fields.



Masato HORI, COO and president of Innovent, Inc., takes important roles in the Exhibition industry.

- Director of Japan Exhibition Association, Representative of MICE Expo Cooperation Promotion Working Group
- Adviser to INTEX OSAKA



About us – Innovent, Inc. (business introduction)

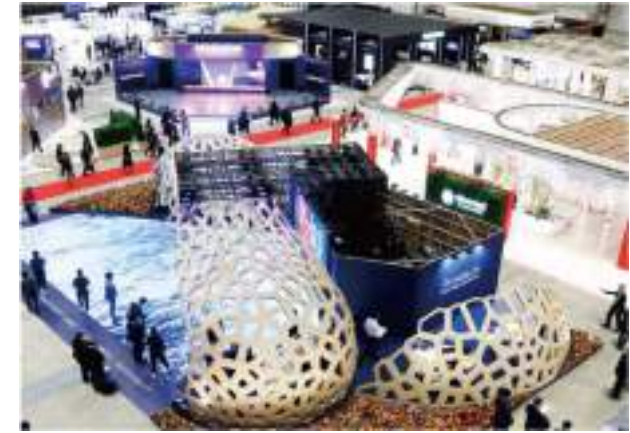
We Host and Manage Exhibitions with Many Tens of Thousands of Visitors Every Year.



Eating Out Business Week



Housing Business Fair



IR Expo & IR Showcase



Digital · DX Propulsion EXPO



Japan Clean Air EXPO



2025 Osaka Kansai Business Support EXPO

Outline

Name : The 3rd EXPAT EXPO TOKYO 2022

Date : 25-26 November 2022 (10:00-17:00 on 25 Nov, 10:00-16:00 on 26 Nov)

Venue : Tokyo Metropolitan Industrial Trade Center,
HAMAMATSU-CHO KAN

Organizer : EXPAT EXPO TOKYO Committee (Organizer : Innovent, Inc.)

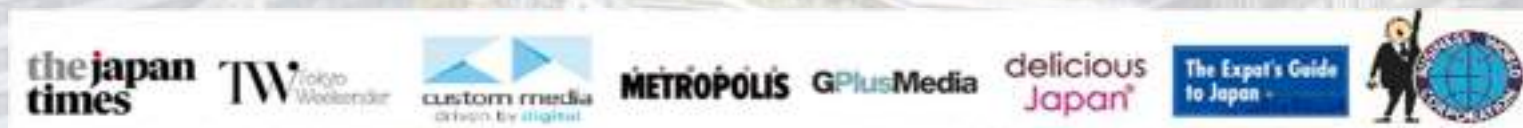
Parallel Exhibition : The 2nd International Job Fair Tokyo 2022

~ A job fair for international residents and foreign students ~

Supporters :

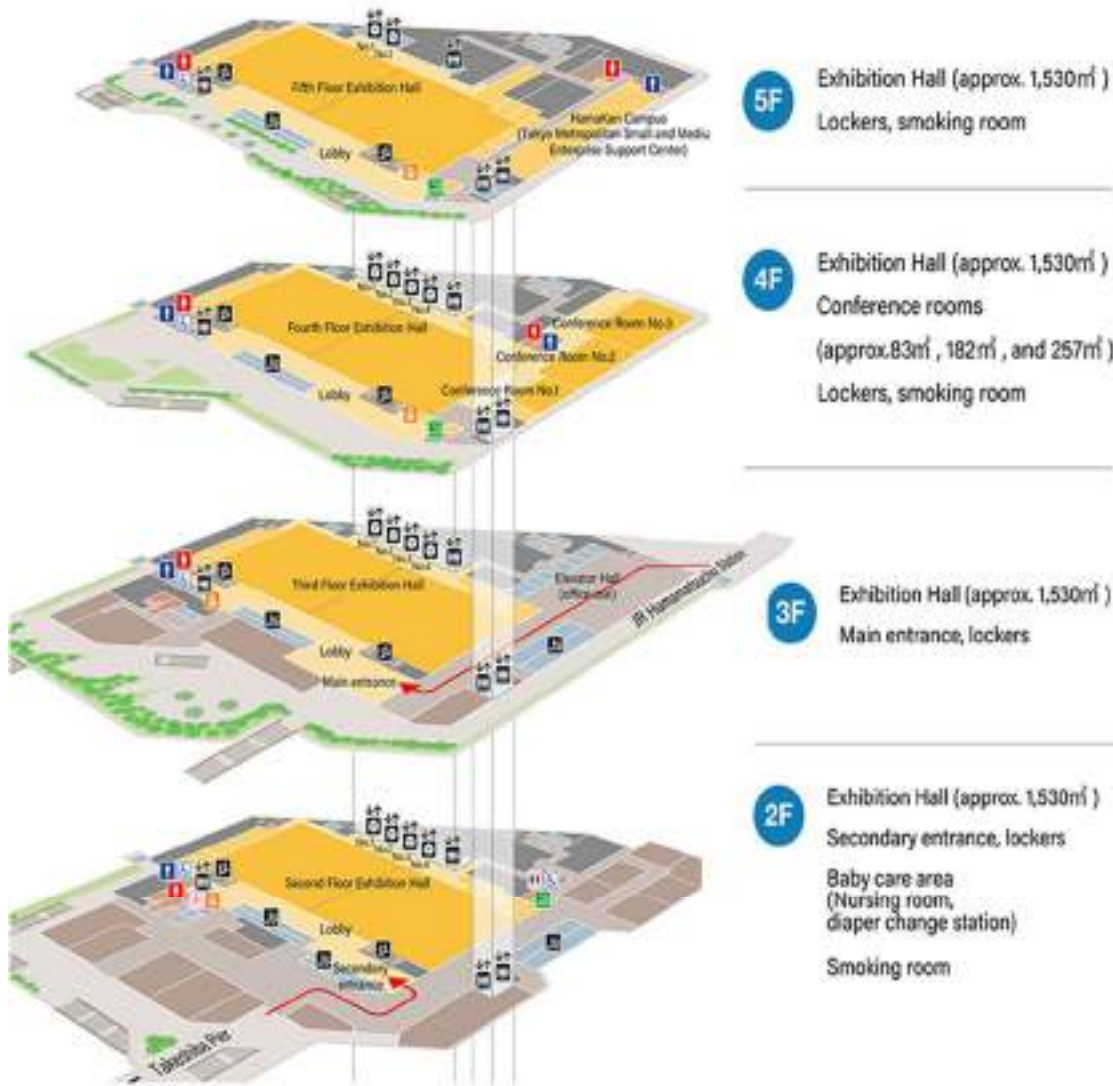


Media Partners :



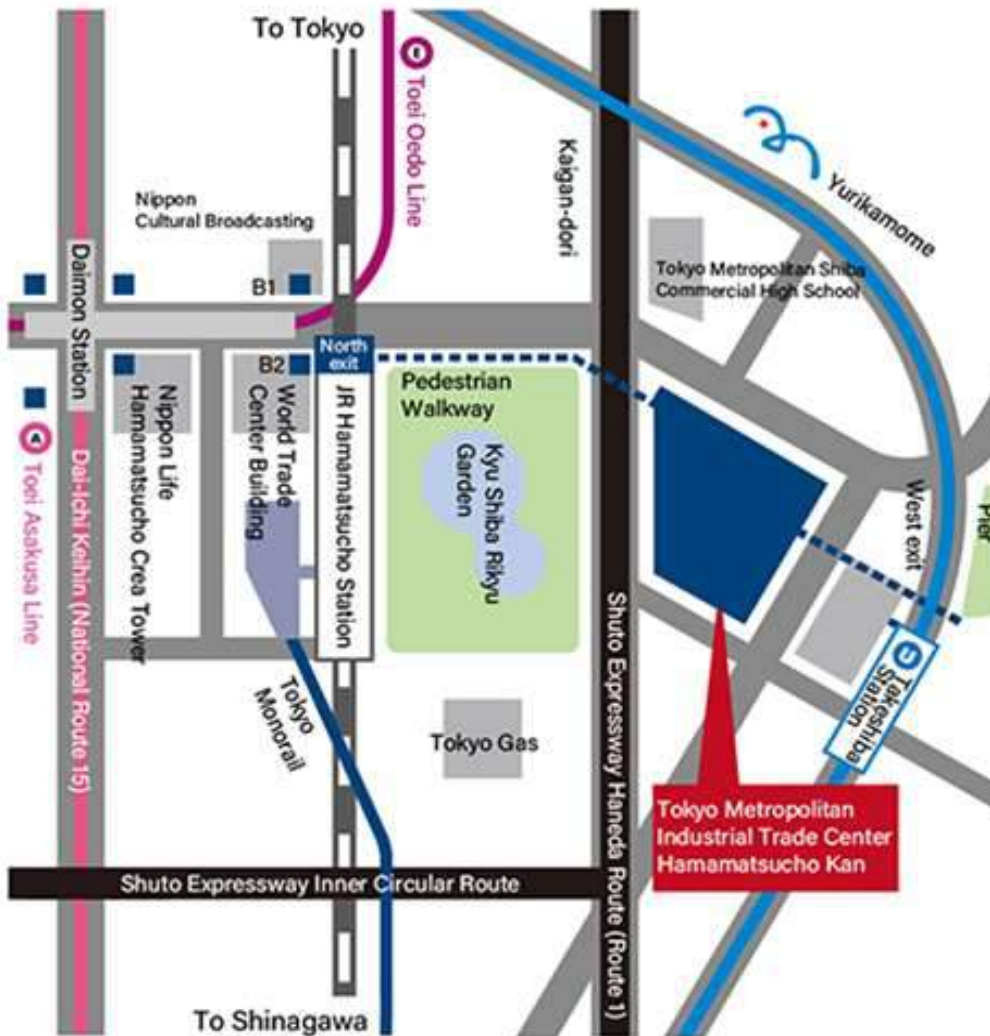
Supporters and media partners are from 2021 EXPO

Venue - HAMAMATSUCHO-KAN



On September 14, 2020, Hamamatsucho-Kan opened on the second to fifth floors of the new Tokyo Portcity Takeshiba office tower. As a core venue for small and medium-sized enterprises to make contacts and develop domestic and international markets, Hamamatsucho-Kan is available for exhibitions, trade fairs, seminars, and other events, supporting industry in Tokyo. (from website)

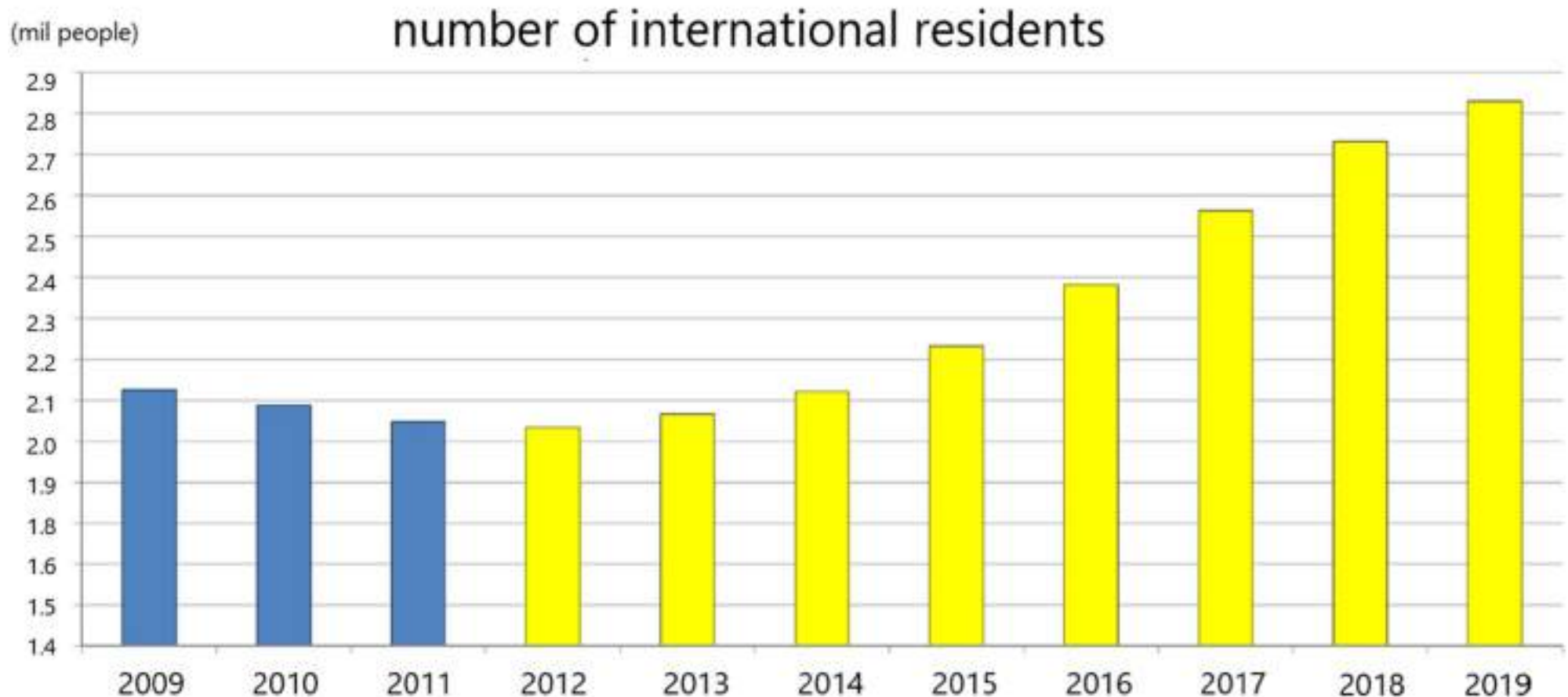
Venue - HAMAMATSUCHO-KAN (Access)



- **JR**
A five-minute walk (350 m) from Hamamatsucho Station (north exit)
Exit to Takeshiba-dori and proceed toward Takeshiba Pier.
- **Tokyo Monorail**
A five-minute walk (350 m) from Hamamatsucho Station (north exit)
After exiting the monorail ticket gate, turn right at the front entrance of the World Trade Center Building and proceed toward Takeshiba Pier.
- **Yurikamome**
A two-minute walk (100 m) from Takeshiba Station
After leaving the ticket gate, go out the west exit and proceed toward Hamamatsucho Station.
- **Toei Asakusa Line (Subway)**
A seven-minute walk (450 m) from Daimon Station Leaving the Daimon/ Hamamatsucho Station ticket gate, go out the B2 exit. When outside, go past JR Hamamatsucho Station (north exit) toward Takeshiba Pier.
- **Toei Oedo Line (Subway)**
A seven-minute walk (450 m) from Daimon Station Leaving the Daimon/ Hamamatsucho Station ticket gate, go out the B2 exit. When outside, go past JR Hamamatsucho Station (north exit) toward Takeshiba Pier.

Background to Launch EXPAT EXPO TOKYO

According to data from Ministry of Justice, currently 2.8mil. International residents are living in Japan and the number has been increasing. The number is expected to be dramatically increased after COVID-19!



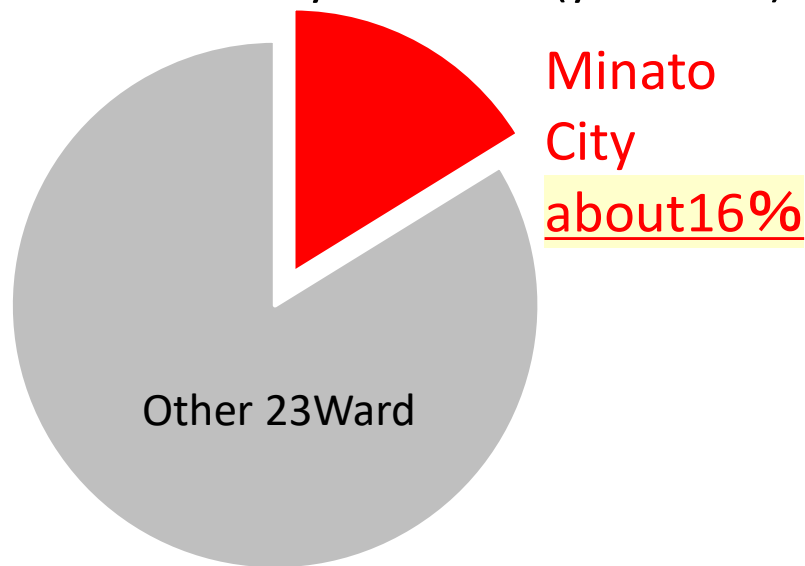
EXPAT EXPO TOKYO Objectives

To create opportunities for international residents and expats and their families especially living in Minato Ward, Tokyo to get information for the companies and municipalities, and associations to provide them life support services offered in English for their comfortable lives in Japan.

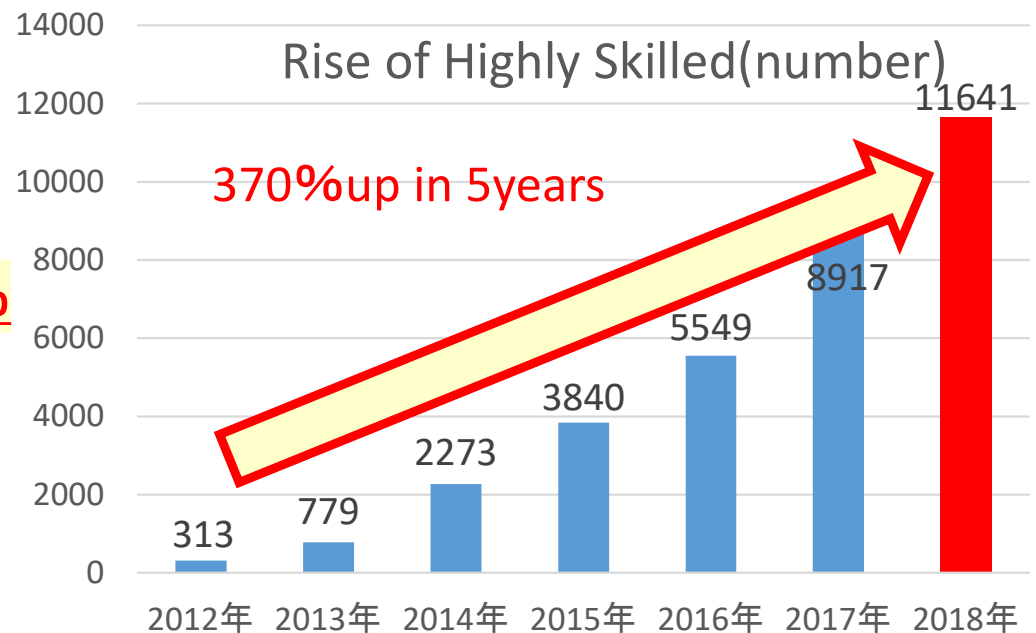
To support local businesses to build their brand awareness in the growing inbound/international residents and communities by direct meetings with HR and GA from foreign affiliated companies.

To contribute to globalization of local companies and the society by supporting companies and the local and national governments that promote employment of international residents.

Population of Tokyo 23 Ward(year2020)



*US, Canada, and European Nationality



*Refer to the data of the Immigration Bureau * Created based on the statistics of foreign residents
 * The number of residents is the number of residents of "Highly specialized occupations" No. 1 and 2, and "Specific activities (highly skilled human resources)"

Benefit to Exhibit [EXPAT EXPO]

1 The only Exhibition specialized for International Residents in Japan!

1st EXPAT EXPO in Japan, whereas EXPAT EXPOs have already been held in overseas. During the exhibition, you can do promotional activities for your products and services to increasing international residents including Expats and their family members.

2 Possible to meet a number of International Residents and their Family members at once

A great chance to meet about 5,000 international residents (including Expats and their family members) mainly from Minato Ward. It is a precious opportunity to contact those target clients directly!

3 A great B to B sales opportunity

We expect many management or HR or general affairs representatives of foreign affiliated companies. There are lots of communications and businesses among exhibitors. Expat Expo Tokyo is your first stop of business contract!

Exhibitors & Visitors

Possible to Approach Different Types of Visitors on Day1 (25th Fri.) & Day2 (26th Sat.)

Exhibitors

Companies, Organizations, municipalities and associations related to..

- ① Life support services
- ② Made in Japan Products
- ③ Tourism • Leisure



Visitors

Mainly for 【B to B】 business

- Companies and organizations hiring international employees
- Schools and educational organizations
- Business related people in charge of international residents

Mainly for foreign residents 【B to C】

- International residents working in Embassies and their family members
- Expats and their family members
- International residents
- Foreign students

DAY1

25th Nov (Fri)

DAY2

26th Nov (Sat)

*The photo is a sample image.

Exhibitors' Products and Services

① Life Support Services

◆ Schools, Education

International Schools, Japanese Language Schools, Others

◆ Housing, Furniture

Real Estate (rental and sales), Sales for property to invest ,Furniture leasing

◆ Housekeeping Service

House Cleaning, Maid service, Baby Sitting

◆ Transportation, Moving Service

Taxi, Limousine, Domestic and International Moving service

◆ Connection, Broadcast

Telephone, Wifi service, Pay-per-view-TV service

◆ Financial Services

Bank, Credit Card, Payment services, Insurance

◆ Legal · Tax-related Services

Attorney Office, Accountant Office, Insurance, Visa related-service

◆ Medical, Healthcare, Beauty

Hospital, Massages, Clinics, Orthopedics, Hair and Nail Salons, Esthetic Salons

◆ Other Services

Renting cars, Concierge services, Asset Managements, Donations

Etc..



Exhibitors' Products and Service

② Shopping, Made in Japan Products

◆ Restaurants

Restaurants, Café, Bar

◆ Food, Fruits, Sweets

Local specialties, Local confectionery, Agricultural Products, Meat, Fish, Sweets, Processed Foods, Frozen Foods

◆ Fashion, Cosmetics

Fashion, Cosmetics, Beauty Goods, Supplements

◆ Shopping

Supermarkets, Department Store, Shopping Malls

◆ Interior, Bedding

Furniture, Lighting, Interior Goods, Bedding, Living Goods

◆ General Goods, Gifts

General Goods, Gifts, Souvenirs, Promotional Goods

◆ Drinks

Tea, Juice, Soft Drinks, Japanese Sake, Wines, Other Drinks

◆ Home Electrical Appliance, Housewares

Electrical devices, Health care devices, Beauty equipment, Other electrical devices, Housewares

◆ Traditional Crafts, Arts

Traditional Crafts, Made-in-Japan Products, Paintings, Antiques, Etc..



Exhibitors' Products and Service

③ Sightseeing, Leisure

◆Sightseeing, Tour

Travel agency, Tour agency

◆Tourist facilities

World heritages, Historical heritages, Nature, Parks, Theme parks, Museums

◆Events

Experiences, Festivals, Fireworks display, Music, Sports, Cultural events

◆Transportation

Flights, Trains, Bus, Ships, Limousine taxi, Other transportations

◆Hotels

Hotels, Ryokan, Cottages, Glamping facilities

◆Sports&Fitness

Membership Sports Club, Yoga Schools

◆Municipality

Tourism Association

Local Government, Tourism Association, DMO, Workation

◆Lessons

Dance, Martial Arts(Judo, Kendo, Karate) Japanese Culture, (Flower Arrangements, Tea Ceremony, Kimono Wearing)

◆Hot Springs, Ski Resorts

Location for Hot Springs, Ryokan, Ski Resorts



Visitor Promotion Planning

Target : 5,000 pax (2 days total)

1. Promotion through supporting organizations including chamber of commerce in Japan and embassies
2. Promotion through announcement and advertisements from media partners
3. Promotion through Events/Seminars in the EXPO such as Embassies Liaison Meeting
4. Promotion through Seminars on site
5. Promotion through Performances/Experience-based events on site
6. Announcement by SNS
7. Promotion through “International Job Fair Tokyo 2022” which is held on the same days
8. DM and newsletters to the related people listed by administrative office
9. Announcements by supporters and cooperating organizations, and exhibitors

and more

Confidential

International Job Fair Tokyo 2022 (Parallel Exhibition)

International Job Fair Tokyo 2022 will be also held for international residents and foreign students. There will be a variety of seminars as well.

All visitors will be able to access both exhibitions.

◆ **Exhibitors** : Companies, recruit agencies, schools, and educational organizations which are willing to hire international employees

◆ **Visitors** : International residents who are looking for a job, schools and educational organizations, and companies which are hiring international employees



Stage Events & Workshops to enjoy Japanese Culture



Price -Regular booth-

All prices are exclusive of tax

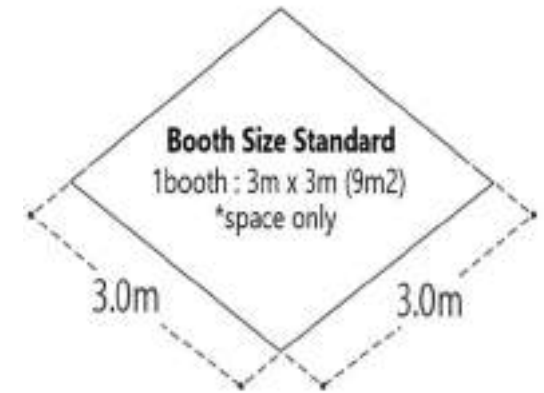
For exhibition, it is necessary to arrange decorations on top of the fee of the booth(s).

◆Regular booth ¥450,000/booth

※Please apply with the number of the booth you want

<Including in the price>

- Exhibit space 3m×3m/booth
- Online Exhibition Oct 2022 ~ Sep 2023 (planned)



◆Price for decorations ※Please choose A or B below

A : Apply for rental decorations

- 4 booths ¥270,000
- 3 booths ¥230,000
- 2 booths ¥180,000
- 1 booth ¥120,000

→Details for rental decorations (2 booths · 1 booth) are on following pages

B : Ask for a decoration company specified by organizer (Self decorations)

→ No extra charge from the organizer.

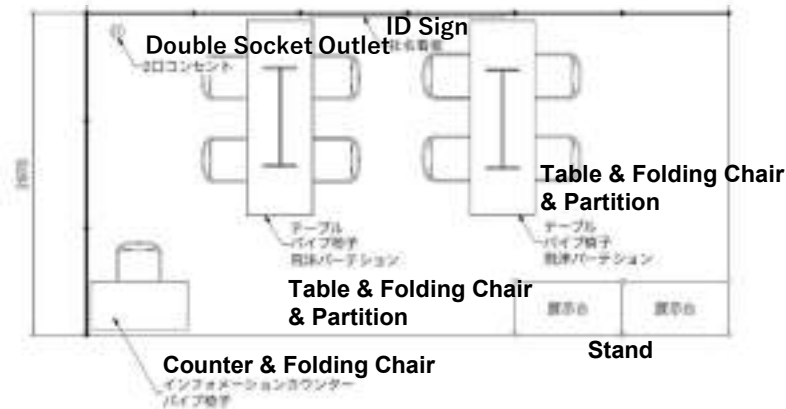
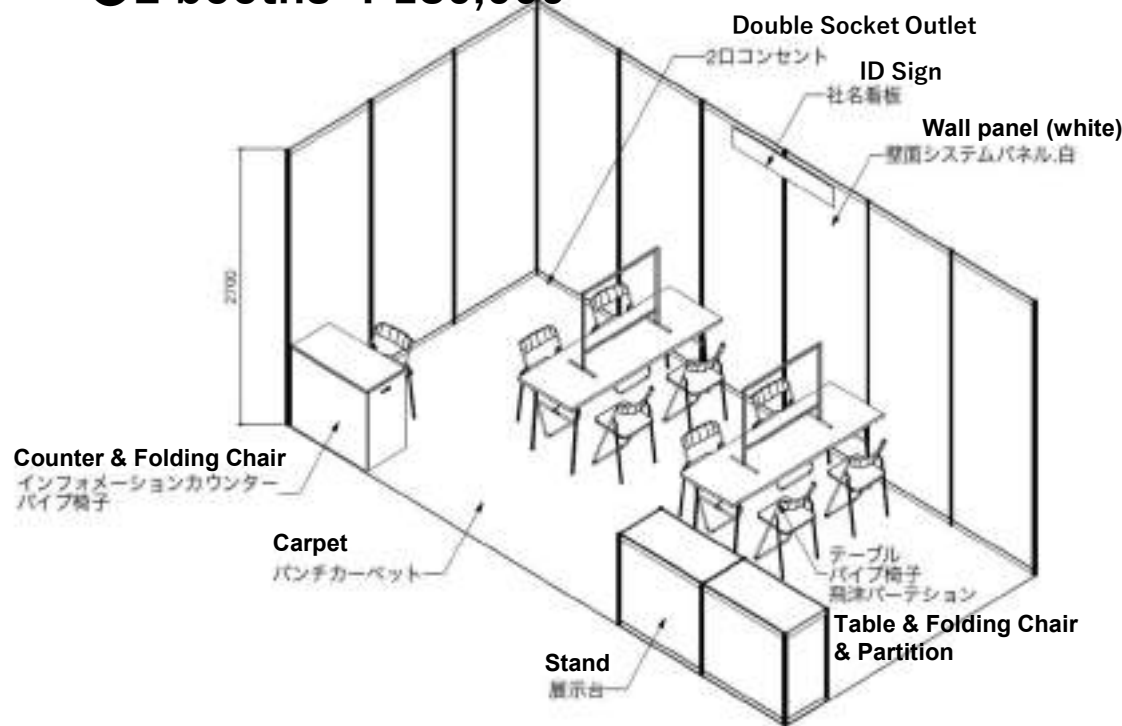
Please make a direct contract after the arranging with your decoration company.

We will inform you the regulations and offer the decoration company later.

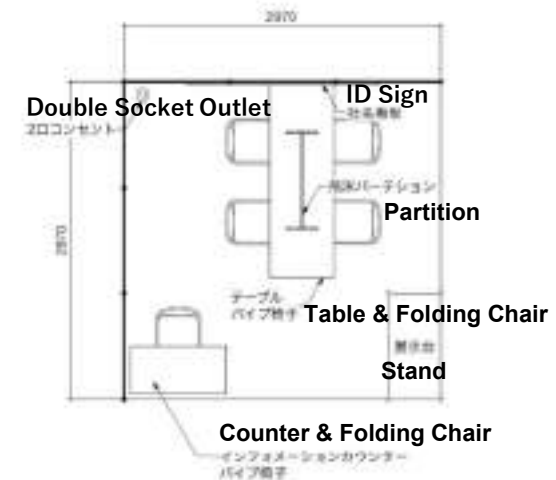
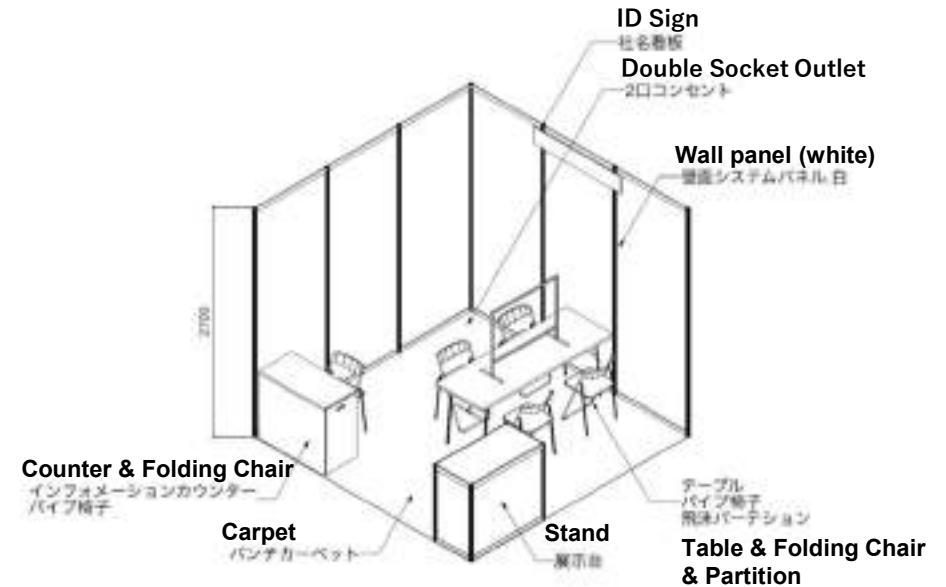
Layouts for rental decorations

All prices are exclusive of tax

● 2 booths ¥ 180,000



● 1 booth ¥ 120,000



Price -A mini booth-

All prices are exclusive of tax

- For exhibition, it is necessary to arrange decorations on top of the fee of the booth.
- For a mini booth, rental decoration is selected by the organizer only.

Total price ¥ 370,000/1 booth

◆ Price for mini booth ¥ 280,000/1 booth

< Including in the price >

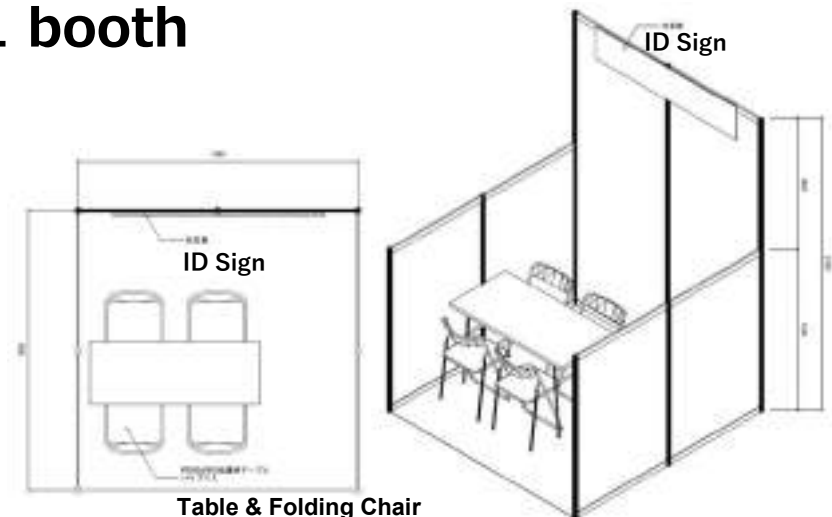
- Exhibit space 1 booth 2m×2m
- Online Exhibition Oct 2022 ~Sep 2023 (planned)



◆ Price for rental decorations ¥ 90,000/1 booth

< Including in the price >

- ID Sign
- Wall panel
- Table and folding chairs (with a partition on the table)
- Socket Outlet



Measurements against COVID-19

- 1 "Basic Policy for Countermeasures against COVID-19" established by the government / Ministry of Health, Labor and Welfare
- 2 Guidelines set by the local government (Tokyo Metropolitan City)
- 3 Guidelines, "Prevention of COVID-19 in the exhibition industry" set by the Japan Exhibition Association
- 4 Guidelines set by the venue, Tokyo Metropolitan Industrial Trade Center, HAMAMATSU-CHO KAN

We will take measures to comply with all of 1 to 4 and hold the expo safely and securely.





Contacts

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