

The 47th International Exhibition  
for Shop Systems and Fixturing

**POST SHOW REPORT**

# JAPAN SHOP

# 2018

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

Organizer: Nikkei Inc.

March 6 (Tue.) → 9 (Fri.), 2018 **TOKYO BIG SIGHT**  
(Tokyo International Exhibition Center)

## ■ Outline

- Title: JAPAN SHOP 2018 (The 47th)
- Dates: March 6 (Tue.) – 9 (Fri.), 2018 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 2018	189 (186)	604 (586)
ARCHITECTURE + CONSTRUCTION MATERIALS 2018	248 (295)	686 (764)
LED NEXT STAGE 2018	128 (151)*	300 (504)*
RETAILTECH JAPAN 2018	211 (211)	1,004 (978)
SECURITY SHOW 2018	194 (201)	623 (668)
Commercial & Living Space NEXT 2018	50	155
<b>NIKKEI MESSE Total</b>	<b>1,020</b>	<b>3,372</b>

\* Figure in parenthesis indicates last year's number of exhibitors and booths. "LED NEXT STAGE" convenes in every other year, the figure in parenthesis is from 2016.

## ■ Number of Visitors

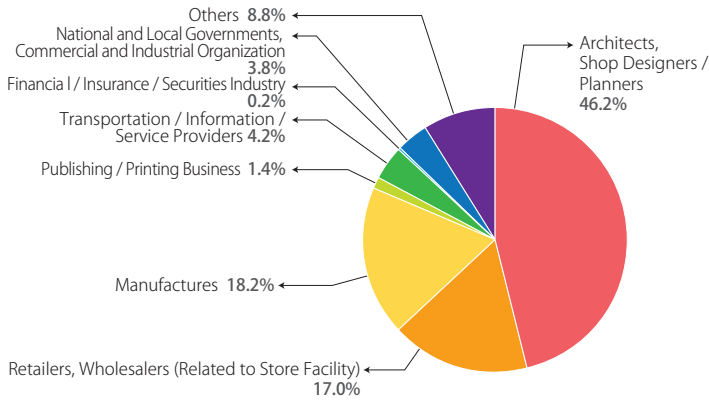
Date	Weather	JAPAN SHOP 2018 / ARCHITECTURE+CONSTRUCTION MATERIALS 2018 2 exhibitions total	NIKKEI MESSE
March 6	Cloudy , fine later	17,905 (19,011)	34,984 (37,601)
March 7	Cloudy	24,268 (25,513)	48,821 (51,607)
March 8	Rainy	25,652 (28,448)	53,476 (56,750)
March 9	Rainy, cloudy later	28,847 (29,723)	57,237 (59,358)
<b>Total</b>		<b>96,672 (102,695)</b>	<b>194,518 (205,316)</b>

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

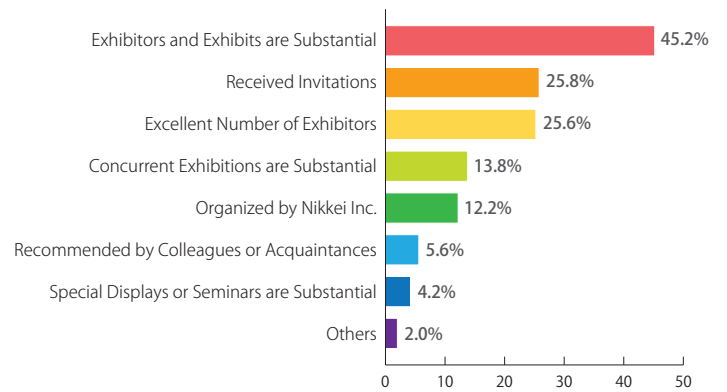


# Visitor Questionnaire [Questionee 500]

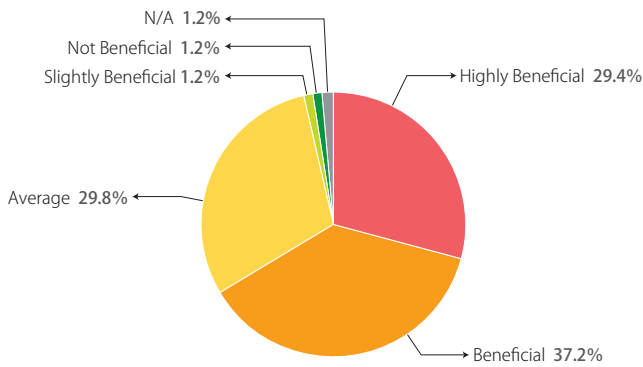
## Visitor Profile [Type of Industry]



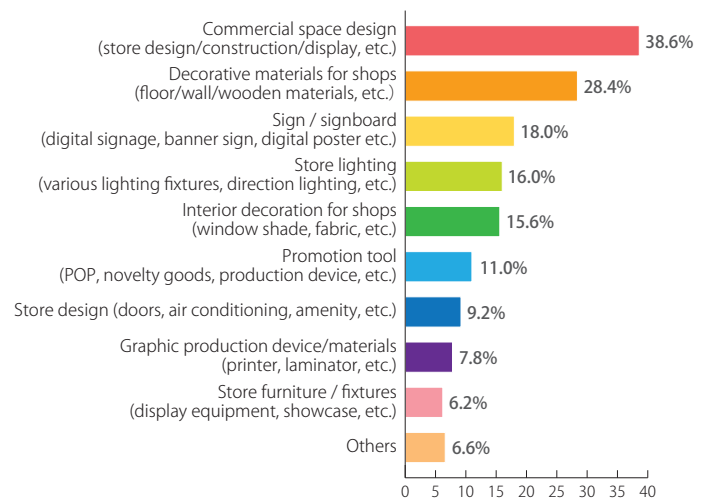
## Visiting Purpose (Multiple answers allowed)



## Extent of Reference

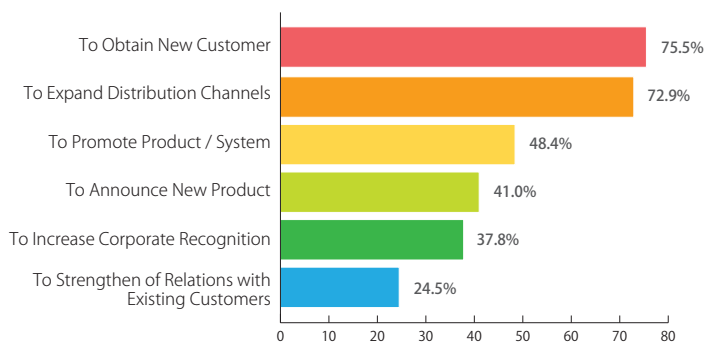


## Product / Service Field of Interest (Multiple answers allowed)

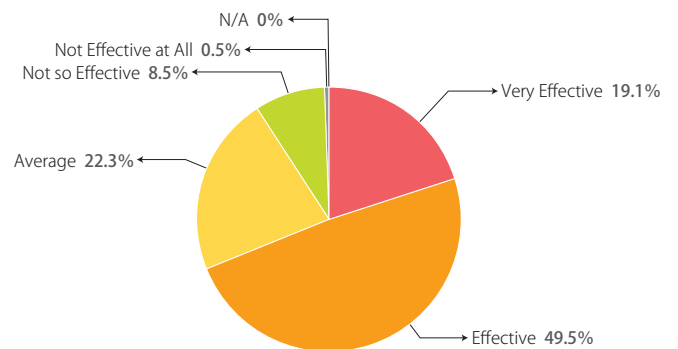


# Exhibitor Questionnaire [Questionee 188]

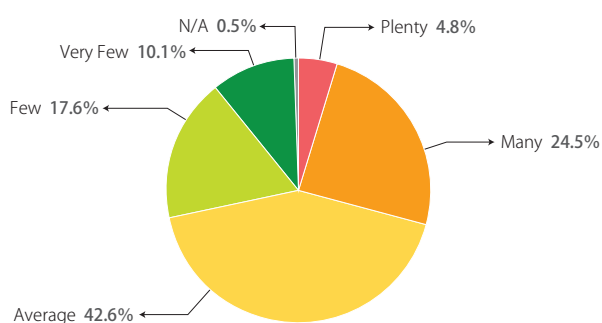
## Exhibiting Purpose (Multiple answers allowed)



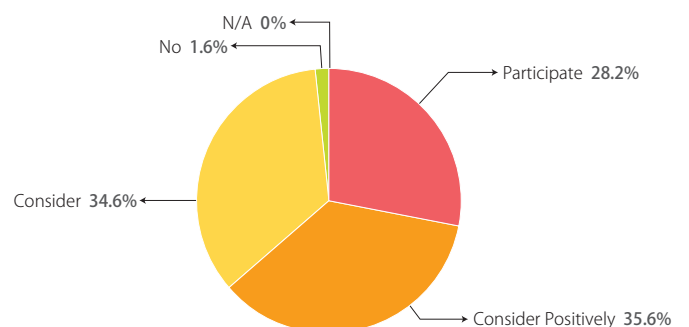
## Exhibiting Impression



## 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 (48th)

## March 5 (Tue.) - 8 (Fri.), 2019

### TOKYO BIG SIGHT East Hall, JAPAN

(Tokyo International Exhibition Center)

### Overseas Contact Office

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