

1st JAPAN IR EXPO in Yokohama

Press Release

September 5th, 2019

JAPAN IR EXPO in Yokohama Executive Committee

1st JAPAN IR EXPO in Yokohama

To be held at PACIFICO Yokohama on January 29 (Wed) & 30 (Thu), 2020

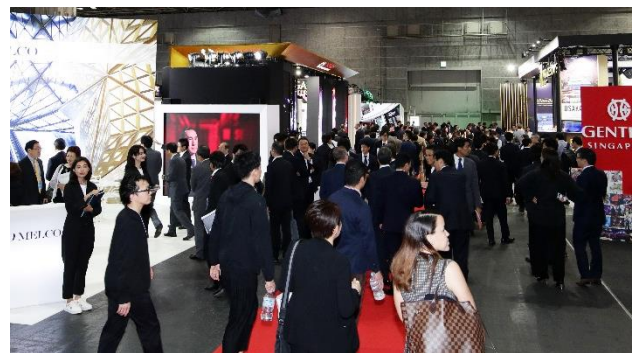
JAPAN IR EXPO in Yokohama Executive Committee (chairman: Masato Hori / Secretariat: Innovent, Inc.) will hold the “1st JAPAN IR EXPO in Yokohama” at PACIFICO Yokohama on January 29th (Wed) and 30th (Thu), 2020.

An industrial trade fair specializing in Integrated Resorts, held for the first time in the Tokyo metropolitan area

In July 2018, the Specific Complex Tourism Facilities Area Development Bill, the so-called IR Bill, passed and was approved by the Diet. As a result, the development of complex tourism facilities including casinos will progress in Japan, which promote stay-type tourism. The other day, Fumiko Hayashi, Mayor of Yokohama, announced the invitation of IR to Yamashita Pier. Local governments aiming to be selected as three IR areas are becoming more active. While the birth of the “IR Market” is approaching, we have decided to hold an exhibition that brings together products and services indispensable for Japanese IR in response to the growing demand for trade fairs from the business world. This is an industrial trade fair specializing in Integrated Resorts that will be held for the first time in the Tokyo metropolitan area, following Osaka (held in May 2019) and Hokkaido (to be held in December 2019).



1st JAPAN IR EXPO in Osaka
Opening Ceremony (May 15, 2019)



1st JAPAN IR EXPO in Osaka
Exhibition Hall

Integrated Resort (IR)

Integrated Resort (IR) refers a complex tourist facility that includes casinos and other entertainment facilities as well as accommodation facilities, conference facilities, eating and drinking facilities, and merchandise sales facilities. It is a high-standard facility for tourists, business travelers, ordinary citizens, etc. in cities and sightseeing spots. IR is expected to enhance the attractiveness of cities and tourist destinations, attract tourists and business travelers, and revitalize the local economy through various synergies such as construction, employment, tax revenue, and consumption associated with facility development. (Excerpt from "Basic Ideas on IR Implementation Bill" by the All-party parliamentary group of International Tourism Industry Promotion)

Opportunity to enter the huge IR market

An economic ripple effect of about 750 billion to 1.2 trillion yen is expected for the construction of IR, and about 630 billion to 1 trillion yen per year after opening (*). This exhibition specializing in "IR", which is expected to become a huge market, creates opportunities for domestic and foreign companies to enter the IR industry. (*From Fumiko Hayashi Yokohama Mayor's regular press conference on August 22, 2019)

Recruiting exhibitors

JAPAN IR EXPO in Yokohama is currently looking for exhibitors. Please seize this opportunity to enter the IR industry and to acquire new sales channels (the application will close when the space is sold out).

[Contact info for inquiry] TEL : 03-6812-9422

JAPAN IR EXPO in Yokohama Executive Committee Secretariat (Innovent,Inc.)

<"JAPAN IR EXPO in Yokohama" Exhibition Outline>

Title : 1st JAPAN IR EXPO in Yokohama
Date : January 29th (Wed) 10:00~17:00 & 30th (Thu) 10 : 00~16 : 00
Venue : PACIFICO Yokohama (1-1-1 Minatomirai, Nishi-ku, Yokohama city, Kanagawa)
Organizer : JAPAN IR EXPO in Yokohama Executive Committee
Secretariat : Innovent,Inc.
(2F Minami-Aoyama Bldg. 3-1-31 Minami-Aoyama, Minato-ku Tokyo 107-0062)
Official web : <https://www.ir-expo.jp/yokohama-ir/>

【Contact details for Press】

JAPAN IR EXPO in Yokohama Executive Committee
Secretariat (Innovent,Inc.)

Tel: 03-6812-9422 (Person in charge : Tomoko Kato) Email : v-ir-expo@innovent.co.jp

If you need to collect information about the exhibition in advance or during the exhibition, please contact the above-mentioned person in charge or register from the "Press registration" form on the official website.