

Outline • Info to Exhibit

# EXPAT EXPO TOKYO 2020



# About us – Innovent, Inc.

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

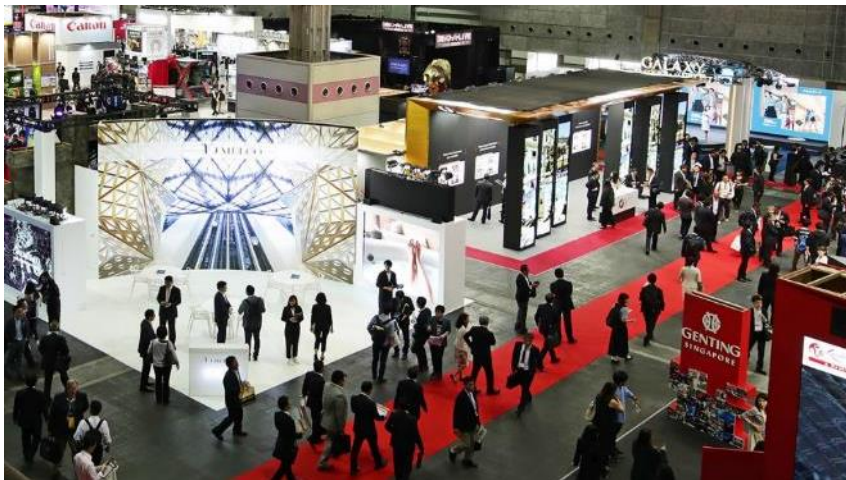


**Innovent**  
Innovation × Event

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, Chair of the Operating Consortium





# About us – Innovent, Inc. (business introduction)

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



## Eating Out Business Week

Held Tokyo and Osaka every year

Counted **55,000** visitors in Tokyo, 2019



## FOOD STYLE

BtoB trade show for the food Industry.

Held in Fukuoka and Hokkaido in 2020



## Mama&Kids Festa

Event for mothers and expecting mothers.

Held in Makuhari, Fukuoka, and Osaka in 2019 and Yokohama in 2020



## Housing Business Fair

BtoB trade show related to housing and condominium. 2020 Show is held with 150% larger scale compared with 2019 show



## Asomobi

Event to promote car-travels. A Widely known event among car-lovers



## IR Expo & IR Showcase

One and only business fair about IR (Integrated Resort) in Japan

# Outline

**N a m e** EXPAT EXPO TOKYO 2020

**D a t e** 6<sup>th</sup> and 7<sup>th</sup> November (Fri & Sat) 2020

**V e n u e** Tokyo World Gate  
(Address: 4-24-6 Toranomom, Minato-ku Tokyo)

**O r g a n i z e r** Innovent, Inc.

**C o l l a b o r a t o r** PLAZA HOMES, LTD.

**S u p p o r t e r** Minato City  
Tokyo Metropolitan Government, Ministry of Foreign Affairs, Embassies (Applying)



# Collaborator: PLAZA HOMES, LTD

Specialist of properties for international residents and luxury properties. Real estate company not only of property rental, buy and sell, office and property management, but does support international residents in English. Strong supporter and adviser for Expat Expo Tokyo 2020.

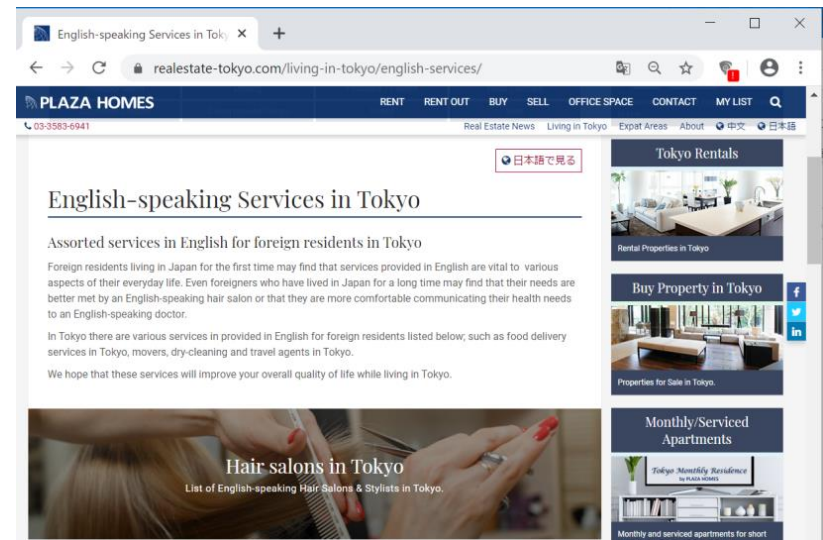
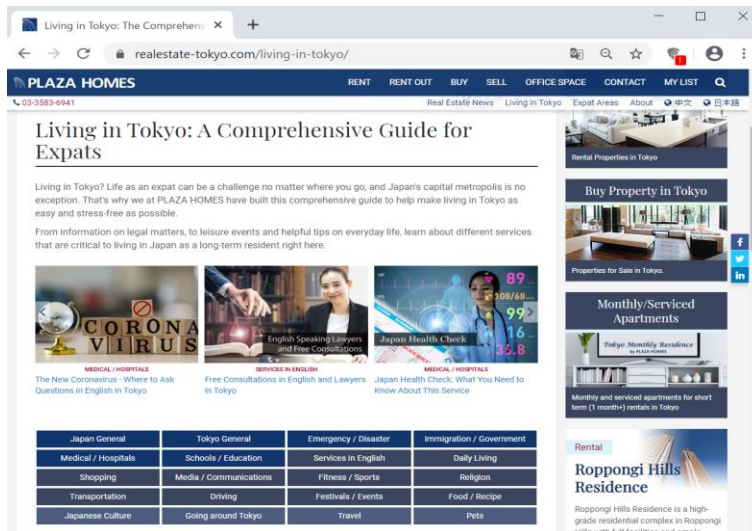


Name PLAZA HOMES, LTD.

Address 1-9-12 Azabudai, Minato-ku Tokyo 106-0041

Establishment Year 1969

Official Website (<https://www.plazahomes.co.jp/>) has lots of useful information for international residents living in Japan



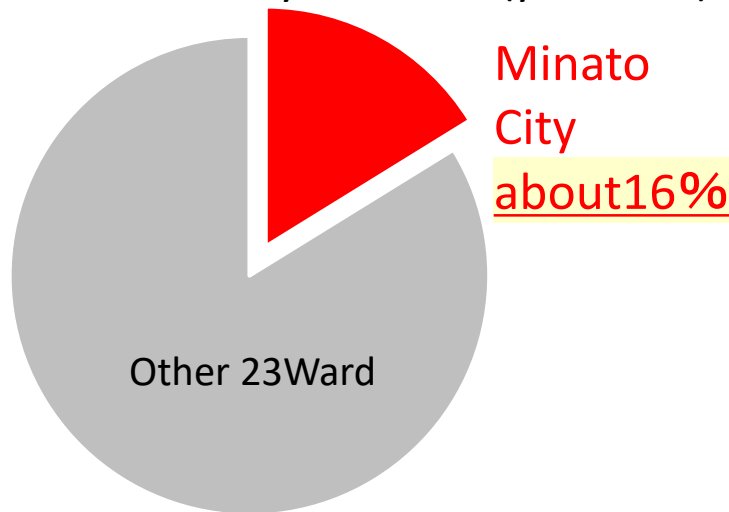
# EXPAT EXPO TOKYO 2020 Objectives

To create an opportunity for international residents to get information of products and 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 community by direct meetings with HR and GA from foreign affiliated companies.

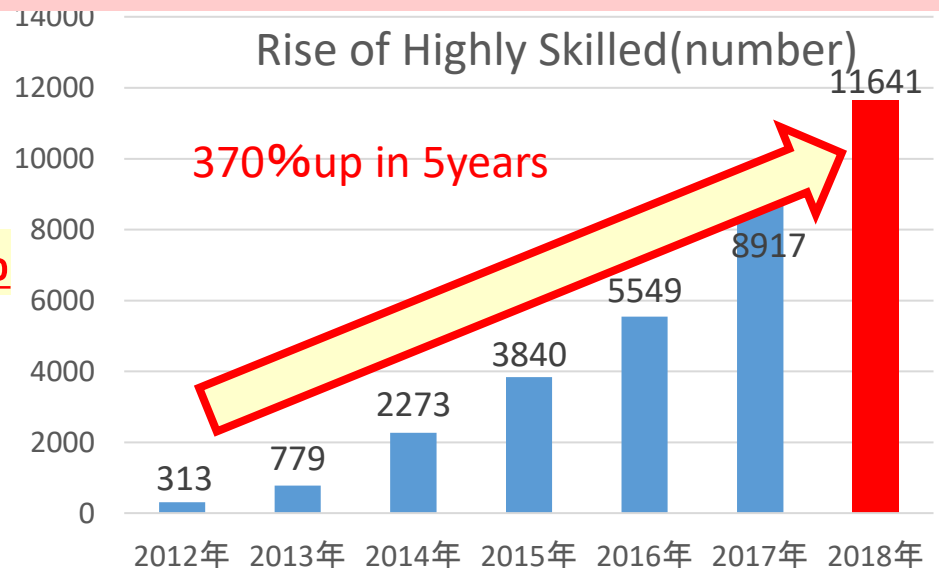
To contribute to globalization by supporting companies and the local and national governments that promote employment of international residents, especially so called "Highly-Skilled Foreign Professionals."

Population of Tokyo 23 Ward(year2020)



\*US, Canada, and European Nationality

Rise of Highly Skilled(number)



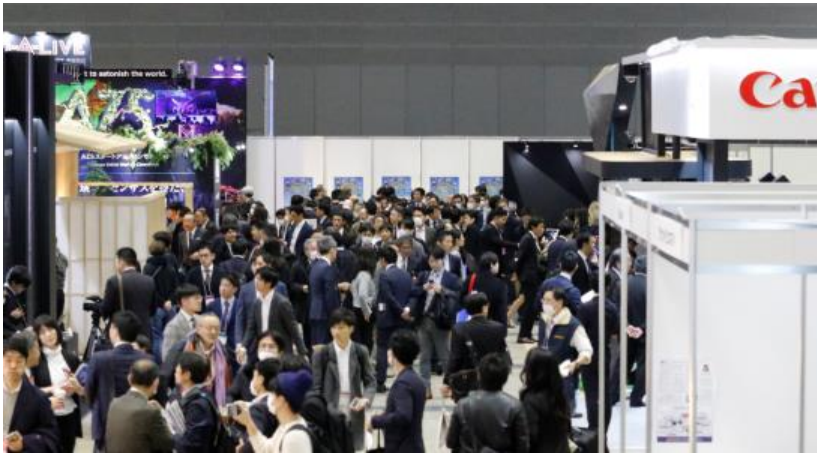
\*Refer to the data of the Immigration Bureau \* Created based on the statistics of foreign residents

\* The number of residents is the number of residents of "Highly specialized occupations" No. 1 and 2, and "Specific activities (highly skilled human resources)"

# What is Exhibition?

Exhibition is an event where companies showcase and demonstrate their products/services to potential customers.

They are also called Trade Show, Trade Fair, Exhibition, Expo, etc.



## <Types of Exhibition>

### 1. Business Trade Show (BtoB Exhibition Show)

Visitors are from purchasing/material division of companies and visit for the purpose of introducing new products to the companies

E.g. Housing Business Fair

### 2. Exhibition for Public (BtoC Exhibition Show)

Visitors are general consumers who are interested in purchasing new goods and services as well as getting information.

E.g. Motor Show

EXPAT EXPO has both characteristics!

Day1: BtoB

Day2: BtoC



# What to do in Exhibition? What is possible?

In Exhibition,

- 1. Acquire New Client**
  - 2. Improve Recognition in Industry**
  - 3. Re-Approach Existing Clients**
- are possible.

Effective booth examples:

- Tasting (food/drink), Free merchandise
- Demonstration of Products
- Hands-on Displays



Flyers Distribution at Booth



Many Photos at Booth



Interactive Exhibition at Booth



Tasting at Booth

\*Photos are sample image



# Benefit to Exhibit [EXPAT EXPO]

## 1 1<sup>st</sup> Exhibition for International Residents (incl. EXPAT) in Japan!

1<sup>st</sup> EXPAT EXPO in Japan, whereas EXPAT EXPOs have already been held in Many European and Asian countries. During the exhibition, you can do promotional activities to increasing international residents including Expats and their family members.

## 2 Possible to Meet with Lots of International Residents and their Family Members at a Time

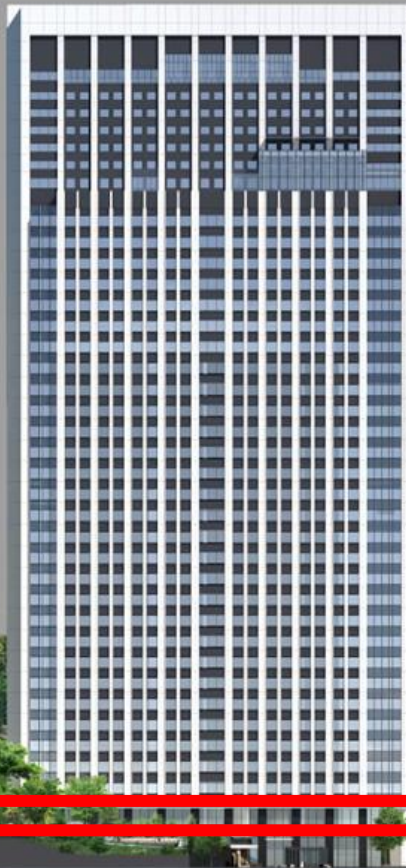
About 3,000 international residents (including Expats and their family members) mainly from Minato City. It is a precious opportunity to contact those target clients directly!

## 3 A Place to Meet with Business Clients

We expect many HR or general affairs representatives of foreign affiliated companies. Expat Expo Tokyo is your first stop of business contract!

# Venue

## Tokyo World Gate Kamiyacho Trust Tower



最高高さ 約 180m

37-38F Residence

31-36F Hotel & Serviced Apartments

3-30F Office

総貸室面積  
約107,613㎡ (約32,553坪)

2Fラウンジスペース

2F 医療施設・ラウンジ・バンケット

1F ショップ&レストラン・オフィスロビー

B1F 地下鉄連絡通路・車寄せ

B2-B3F Parking

※特殊階層：3F、16F、23F、30F

**Completion: June (planned)**  
**Developer: MORI TRUST CO.,LTD.**

38 floors above ground, a landmark building.

Since it is within the "Asia Headquarters Special Zone", a project to attract foreign companies promoted by Tokyo Metropolitan Government, many overseas companies' tenants are expected in the office space.

On the lower floors, there are lounge spaces, multilingual clinics, lifestyle concierges, etc. Perfect for the EXPAT EXPO concept!

# Access



- Hibiya Line Kamiyacho sta. : Direct Access
- Hibiya Line Toranomom Hills sta. : Open June 6 2020
- Ginza Line Toranomom sta. : 8 min walk from Exit 2
- Nanboku Line Roppongi-ichome sta. : 9min walk from Izmi Garden Tower Exit
- Ginza Line, Nanboku Line, Marunouchi Line, and Chiyoda Line Tameike-sanno sta. : 7 min walk from Exit 13
- Toei Mita Line Onarimon Sta. : 9min walk from Exit A5



# Exhibitors & Visitors

Possible to Approach Different Types of Visitors on Day1 (6<sup>th</sup> Fri.) & Day2 (7<sup>th</sup> Sat)

## Visitors

### Exhibitors

- Companies, Schools, Organizations who are willing to Offer their own Services and Products to Visitors

DAY1

6<sup>th</sup> Nov(Fri)

DAY2

7<sup>th</sup> Nov(Sat)

- Responsible/Representative Person in Charge of HR and General Affairs in Companies that have Expats

- International Residents who can Communicate in English (who are working in Embassy or Foreign Affiliated Companies, and their family Members)

- International Residents who Needs Support in English



\*The photo is a sample image.

# Exhibitors' Products and Service



## Schools, Education

International Schools mainly in Minato City, Japanese Language Schools



## Restaurants

Coffee Shops, Café, International Cuisine, Japanese Restaurants



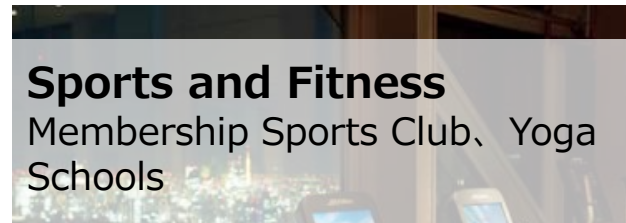
## Beauty

Beauty Salon, Nail Salon, Massage



## Travel

Travel Agencies, Limousine Taxi



## Sports and Fitness

Membership Sports Club, Yoga Schools



## Medical

General Hospitals, Dentists, Specialized Clinics including Orthopedics and Dermatology





## Housekeeping Service

House Cleaning, Maid Service, Baby Sitting



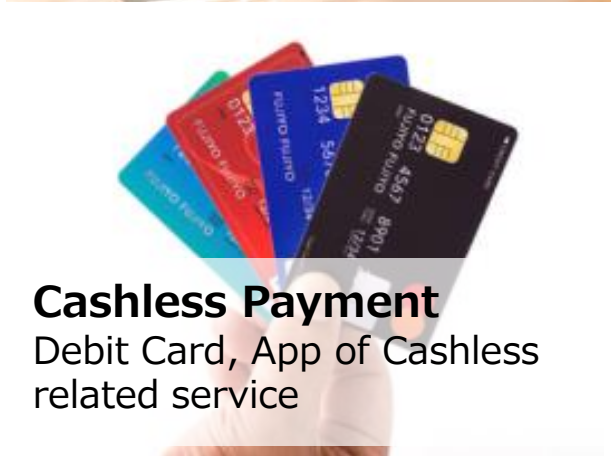
## Shopping

Supermarket, Shopping Mall



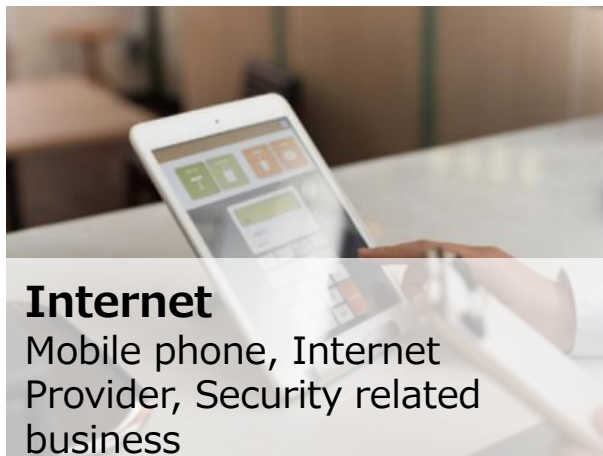
## Moving Service

Domestic and International Moving Service



## Cashless Payment

Debit Card, App of Cashless related service



## Internet

Mobile phone, Internet Provider, Security related business



## Legal Services

Attorney Office, Accountant Office, Insurance, Counseling Service



## Pet

Pet Sales, Pet Goods, Support Service for Moving with Pets



## Schools, Lesson

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

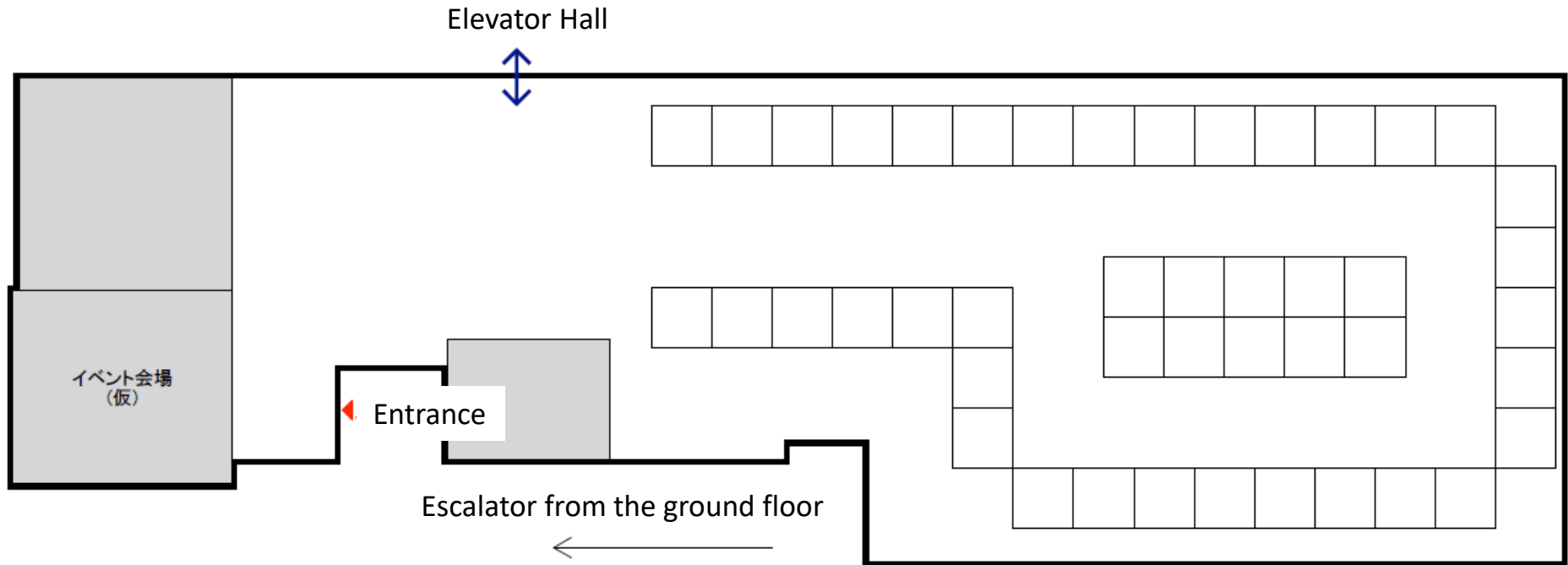


## Communities

Charity, International Exchanges



# Floor Layout



**\*Layout is Subject to Change**

# Visitor Promotion Planning

**Our Target : 3,000pax (2days total)**

1. Promotion through supporting organization and embassies
2. Special events about Japanese culture experience
3. Announcement from partner companies including PLAZA HOMES, LTD.
4. Promotion support from Mori Trust Co., Lt d.- the developer of the venue, Tokyo World Gate. (refer to next page)
5. Flyer distribution at schools, hospitals, and language schools.
6. Announcement by SNS.
7. Media exposure through coverage before the expo.

and more....

# Supported by Mori Trust Co., Ltd.

Expat Expo Tokyo is going to be supported strongly by Mori Trust, the leading developer of not only Tokyo World Gate, but office buildings and condominiums that International Residents are working and living.



<Office Buildings>

<Office Buildings>

- Posting posters in each building
- Distribution of flyers on the pamphlet rack at each building
- Notification on SNS with in-house account (<https://www.facebook.com/KamiyachoGodValley/>)
- Information to tenants of Tokyo World Gates (expected employees on Nov 2020: about 5,000people)
- Information to tenants in Tokyo (about 410 tenants, about 47,000employees)

\*the number of employee includes Japanese residents.

<Residents>

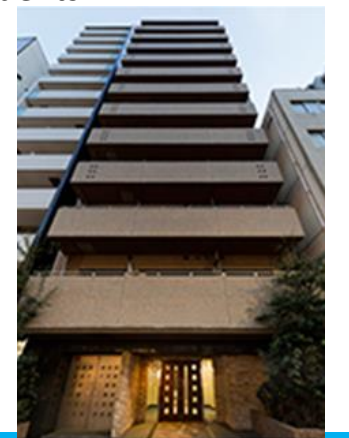
- Information to the residents of their own properties.

Number of property: 200

\* The number includes Japanese residents



<Residents>







## Contact us

Organizer: Innovent, Inc.

PC: Akiko MIYAZAKI (Ms)

Address: NBF Minami-Aoyama Bldg. 2F, 3-1-31 ,  
Minami-Aoyama,

Minato-ku, Tokyo, 107-0062

Tel: +81(3)-6812-9422

FAX: +81(3)-5413-8830

E-mail address: [expat\\_expo@innovent.co.jp](mailto:expat_expo@innovent.co.jp)