

26th **Japan IT Week** **Spring**

Japan's Largest IT Show

Must-Attend IT Show

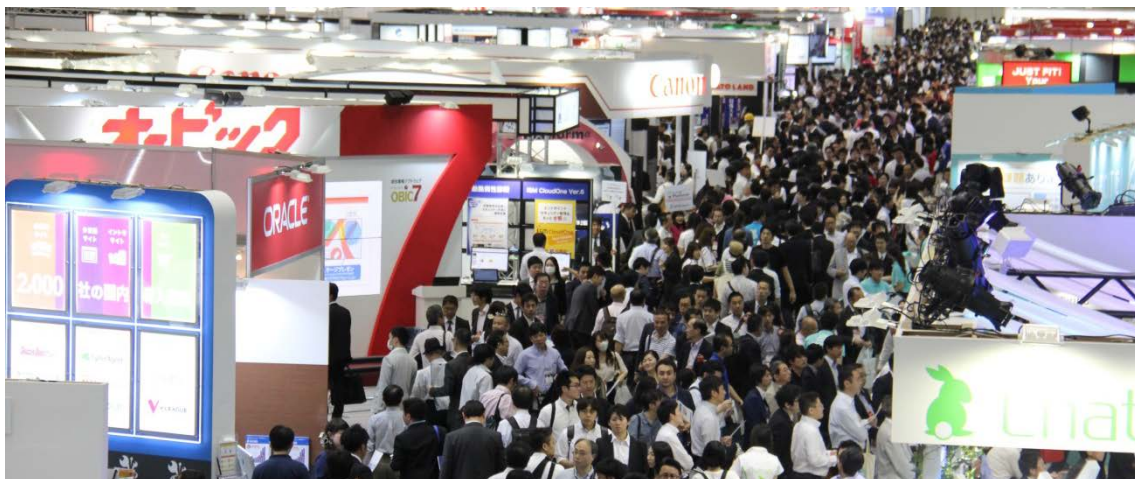
Reed Exhibitions Japan' 26th Japan IT Week Spring

April 10, 2017 - Tokyo, Japan

Reed Exhibitions Japan will be holding the 26th edition of [Japan IT Week Spring](#) from May 10-12 at [Tokyo Big Sight](#), Japan.

The show is the largest annual business platform in Japan for IT professionals, covering various sectors of IT ranging from microprocessors to the latest applications. This year 91,000 professional visitors and 1,600 exhibitors will gather across 13 exhibitions; *Software & Apps Development Expo (SODEC)*, *Big Data Management Expo (BIG DATA Spring)*, *Embedded Systems Expo (ESEC Spring)*, *Data Storage Expo (DSE)*, *Data Center Expo (DATA CENTER Spring)*, *Information Security Expo (IST Spring)*, *Web & Digital Marketing Expo (Web-Mo Spring)*, *Cloud Computing Expo Japan (CLOUD JAPAN Spring)*, *Mobile Solutions Expo (MOBIX Spring)*, *IoT/M2M EXPO (IoT/M2M Spring)*, *Direct Commerce Solutions Expo (DIREX Spring)*, *Consumer IT Products Expo (C-PEX)* and *Store & Retail IT Solutions Expo (STOREX Spring)*.

With the needs for high quality products, the latest technologies and international outsourcing increasing in the Japanese IT market, exhibitors joining [26th Japan IT Week Spring](#) from overseas have been rising. Reflecting such trend, the percentage of international firms will be 1.3 fold higher and the overall scale will be expanding by more than 10%.



New Exhibition for Store & Retail IT Solutions

One of the highlights of this year's show will be the newly launching exhibition – *Store & Retail IT Solutions Expo (STOREX Spring)* to aid business between

cooperate professionals and firms looking to invest in the field of store and retail IT solutions. Exhibits will include *Store Operations Solutions*, *Omni-Channel Retailing*, *POS Systems*, *Store Sales Promotion Solutions*, and *Customer Service Solutions*.

TSUBAKIMOTO CHAIN and **DATAVAN INTERNATIONAL** will be showcasing their latest terminals. The launch of **STOREX Spring** is one of the contributing factors for the show expansion and increasing overall participation. Since **STOREX Spring** is concurrently held with *Direct Commerce Solutions Expo (DIREX Spring)* and *Web & Digital Marketing Expo (Web-Mo Spring)*, the show is expected to gather large quantity of visitors in hospitality industry.

Next-Generation “IoT”

“*IoT/M2M EXPO (IoT/M2M Spring)*” had been serving as the platform for various chip manufacturers, firms with exhibits related to connective technologies and applications to negotiate business at 26th Japan IT Week Spring as the concept of IoT continues to spread and emerge new business. From devices, operators, solution providers to applications related to IoT and M2M, a wide range of firms will be exhibiting such as chip manufacturers including **QUALCOMM**, **MURATA MANUFACTURING**, wireless chip manufacturers such as **TOKYO ELECTRON DEVICE**, **HITACHI**, **TELIT**, **U-BLOX**, operators such as **NTT DOCOMO**, **VODAFONE**, **KDDI** and solution providers including **MICROSOFT**, **ROBERT BOSCH**, **SORACOM** will also be exhibiting.

Special Session will be delivered at the conference held parallel to the exhibition where **ROBERT BOSCH**, **SIEMENS**, **QUALCOMM** and **FANUC** will explain newly generated market values, technical developments and essential next steps will be addressed. The 3 major Japanese operators **DOCOMO**, **SOFTBANK** and **KDDI** will also hold Special Sessions.



Key Technology - Embedded Systems

With the expansion of *IoT/M2M EXPO (IoT/M2M Spring)*, **Embedded Systems Expo (ESEC Spring)** is also growing as supporting technologies of IoT and M2M. Major firms exhibiting from Japan include **MITSUBISHI, SONY, TOSHIBA, RICOH, CANON** and from overseas **INTEL, ADLINK, ADVANTECH, CONGATEC, TRANSCEND, BECKHOFF AUTOMATION, PHOENIX CONTACT** etc.

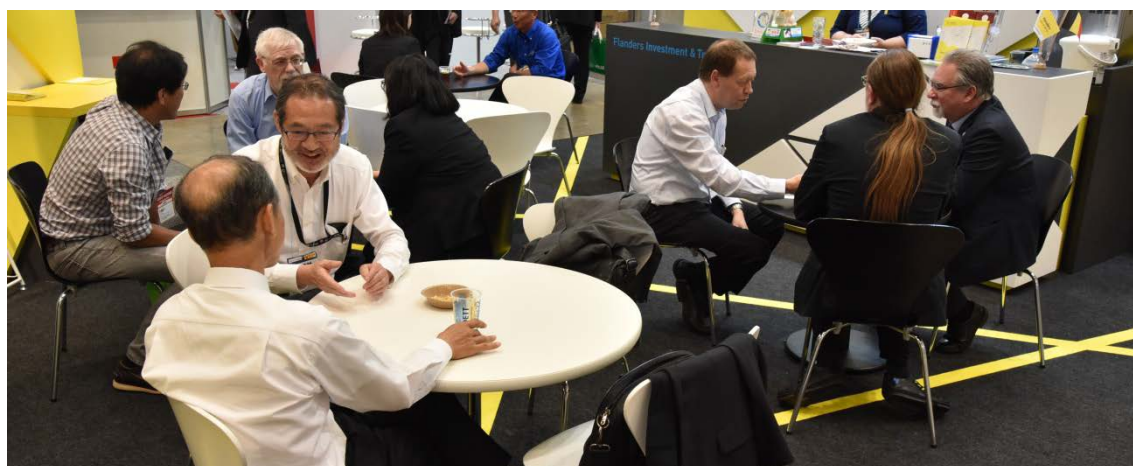
On the topic of embedded systems, **DeNA** and an expert from the **UNIVERSITY OF TOKYO** will be holding talks on autonomous driving technologies at the Keynote Session.

Solutions for Information Security

With the rise in identity fraud, unauthorized access and cyber-attacks in Japan, information security is a major area of interest. The trending concept of IoT also inevitably addresses the need to direct attention towards security issues for connectivity. Major firms exhibiting include **TREND MICRO, IBM, DOCOMO SYSTEMS, HITACHI SOLUTIONS, CANON IT SOLUTIONS, NTT SOFTWARE, KYOCERA, CYLANCE** etc. will be showcasing various exhibits such as hacking preventions, DoS preventions, anti-virus solutions, internet intrusion protections, data delete/recovery, IT asset management products and services.

At the Keynote for Information Security Expo (IST Spring), **TREND MICRO** will hold a talk on the current status and future of ICT security and **SYMANTEC** will speak on Cyber security of the Rio Olympic Games as an official security sponsor. **MICROSOFT** will also be discussing the role and responsibility of IT department inside firms regarding security strategies.

To search for exhibitors and exhibit information: www.japan-it.jp/en/haru/eguide/



26th Japan IT Week Spring is Expanding Internationally

26th Japan IT Week is Japan's largest trade show with established presence in Japanese

IT industry and the show has been growing consistently attracting more and more IT professionals around the world. This year, the show is expecting to welcome 350 international exhibitors from 21 different countries with several national pavilions. The show truly serves as the best platform to connect with the latest IT solutions from all over the world.

In addition to the must-see exhibition, 26th Japan IT Week Spring holds a total of 56 conference sessions conducted by globally renowned speakers in the industry such as IBM, MICROSOFT and QUALCOMM covering wide range of the latest topics.

For details of the conference:

www.japan-it.jp/en/Conference/Conference-Program/

Full program in Japanese: www.japan-it.jp/haru/seminar/

26th Japan IT Week Spring is inarguably a must-attend show that provides solutions for all global IT experts.

Free visitor registration can be made online for free at:

www.japan-it.jp/en/haru/inv/

For IT professionals with job titles above manager, **VIP visitor registrations** with privileges can be made online at: www.japan-it.jp/en/haru/vip/

For more information about **26th Japan IT Week Spring**, visit the official website:

www.japan-it.jp/en/haru/

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