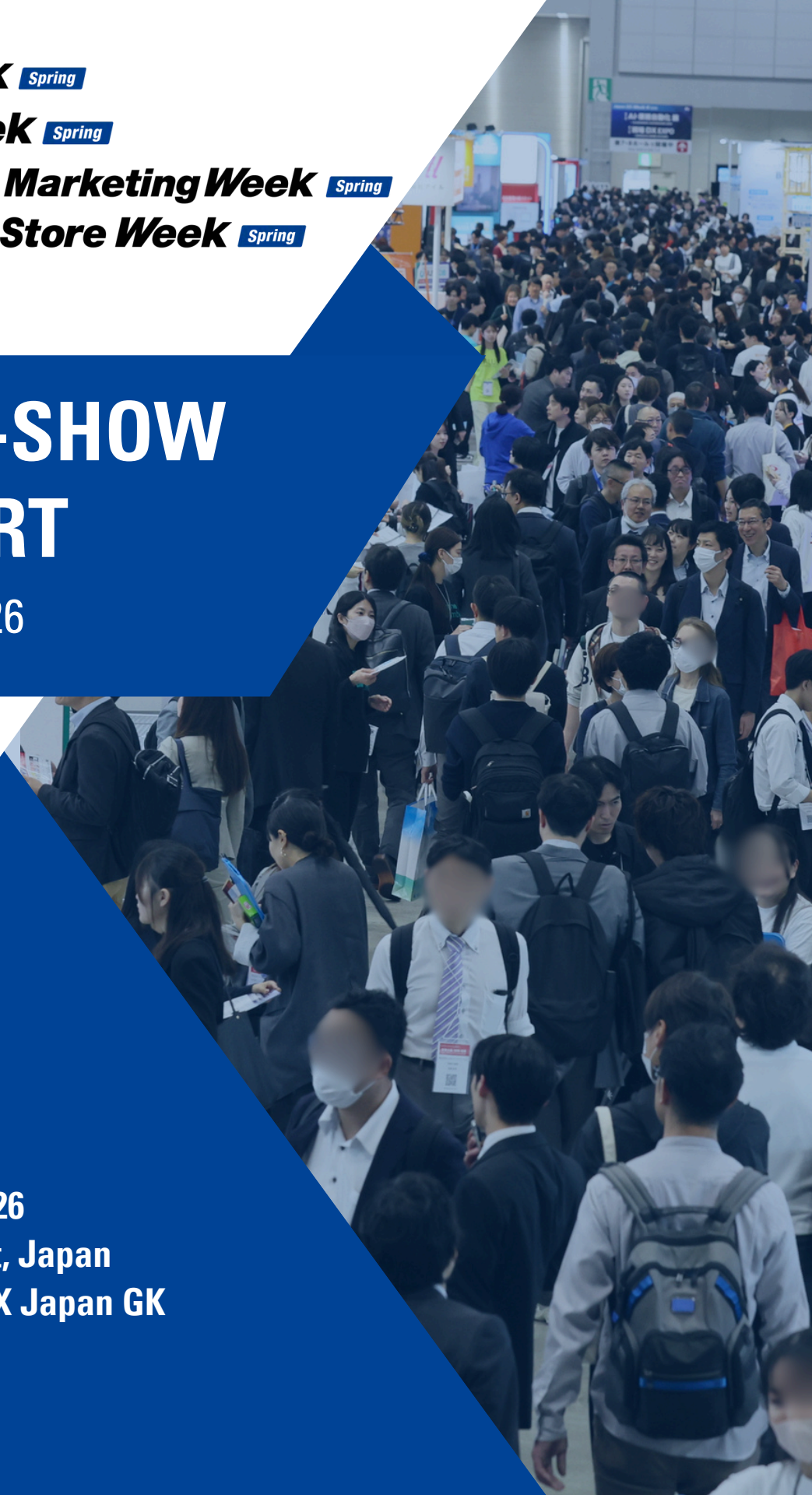
Japan IT Week Spring
Japan DX Week Spring
Sales & Digital Marketing Week Spring
E-commerce & Store Week Spring

POST-SHOW REPORT

Spring 2026



Spring 8- 10, 2026
Tokyo Big Sight, Japan
Organised by RX Japan GK



1 OVERVIEW

Show Outline

Japan IT Week Spring

Software & Application Development Expo
IoT & Edge Computing Expo
Information Security Expo
Data Center Expo
IT Talent Resourcing Expo

E-commerce & Store Week Spring

E-commerce UI/UX Expo
E-commerce Management & Logistics Expo
Store Human Resource Expo
Store Management and Operation Expo

Japan DX Week Spring

AI & Business Automation Expo
Office-work DX Expo
Data-Driven Management Expo
Deskless Work DX Expo

Sales & Digital Marketing Week Spring

Sales Digital Transformation Expo
Digital Marketing Expo

Scenes from the exhibition hall



OVERVIEW

Japan IT Week Spring 2026 reaffirmed its position as Japan's largest comprehensive IT & DX exhibition, bringing together cutting-edge technologies, solution providers, and business leaders across four major co-located shows: Japan IT Week, Japan DX Week, Sales & Digital Marketing Week, and E-Commerce & Store Week.





Across the three days of the exhibition, 929 companies from 21 countries/regions showcased their latest innovations, while 51,370 visitors from 53 countries/regions attended the event to explore new technologies, conduct business meetings, and discover solutions to their digital and operational challenges.

Held from April 8–10, 2026 at Tokyo Big Sight, the event delivered active business discussions, live demonstrations, and hands-on experiences with the latest advancements in IT infrastructure, cybersecurity, AI, digital transformation, marketing technologies, and e-commerce operations. Special programs such as startup showcases, international pavilions, and technical seminars further enriched the experience for both exhibitors and visitors.





2 SHOW HIGHLIGHTS

Floor Plan

Japan IT Week Spring hosted 929* Exhibitors, including industry-leading companies such as Salesforce, Unity Technologies, Hitachi, Sony, and more!



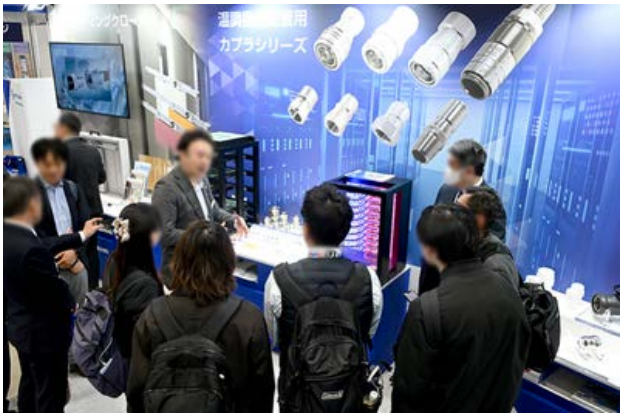
Japan IT Week Spring

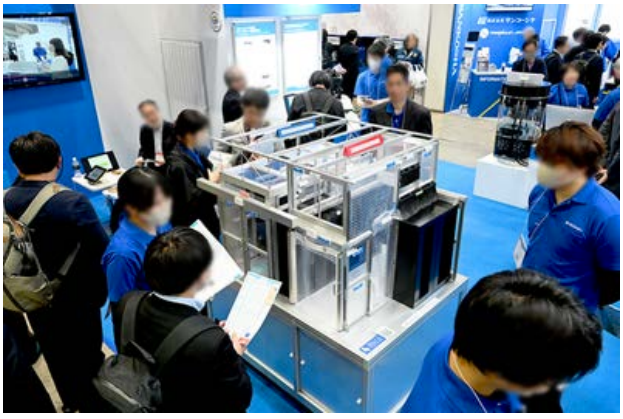
Japan IT Week served as the core of the exhibition, presenting the future of IT systems through a wide range of technologies and solutions.

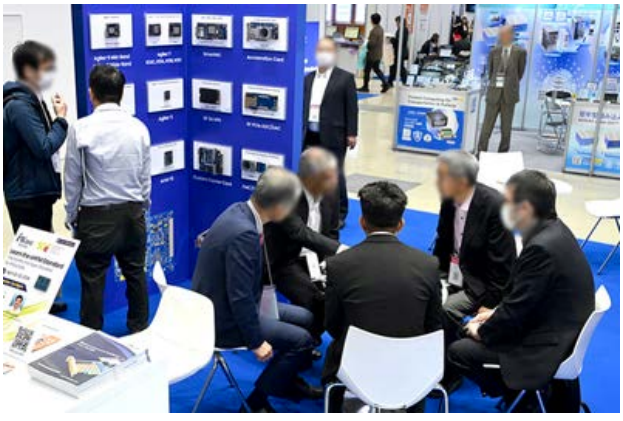
Key Highlights

- System Development, Operation & Maintenance: Tools and platforms supporting modern software development lifecycles and operational efficiency.
- Cybersecurity Solutions: Advanced countermeasures against cyberattacks, including edge security and AI-driven threat detection.
- AI & IoT Platforms: Practical demonstrations of AI agents, IoT devices, and next-generation infrastructure.
- Cooling, Power & Facility Systems: Equipment supporting stable and efficient IT environments.

The show attracted professionals seeking to evaluate real products, test systems firsthand, and consult directly with engineers and solution experts.









Japan DX Week Spring

Japan DX Week focused on digital transformation across industries, highlighting technologies that accelerate business modernization and operational efficiency.

Key Highlights

- Generative AI & AI Agents: Practical applications for business automation, content generation, and workflow optimization.
- Data & Knowledge Sharing Platforms: Solutions enabling seamless data integration and organizational knowledge management.
- Task & Project Management Tools: Systems supporting progress tracking, collaboration, and productivity improvement.

The show highlighted the fast-changing world of digital transformation and gave visitors hands-on experience with the latest DX tools.









Sales & Digital Marketing Week Spring

This section delivered insights into modern sales strategies and digital marketing innovations, offering tools to boost customer acquisition and revenue growth.

Key Highlights

- Marketing DX Solutions: Platforms for marketing automation, customer journey optimization, and data-driven decision-making.
- SNS Utilization & Advertising Tools: Solutions for social media marketing, ad optimization, and video content production.
- Sales DX Platforms: Tools supporting sales process automation, lead management, and customer engagement.

Visitors gained access to the latest trends and practical strategies for enhancing sales performance and marketing effectiveness.







E-commerce & Store Week Spring

E-Commerce & Store Week brought together solutions that support online retail growth and efficient store operations.

Key Highlights

- EC Site Construction & Operation: Platforms and services for building and managing e-commerce websites.
- Logistics, Packaging & Fulfillment: Solutions addressing inventory management, shipping efficiency, and packaging optimization.
- EC Mall Optimization: Special consultation programs with major marketplaces such as Amazon, Rakuten, and Yahoo! Shopping.
- Practical Seminars & Networking: Sessions offering actionable insights for EC operators, plus networking opportunities with exhibitors and peers.

The show provided a comprehensive view of the tools and strategies needed to increase sales and streamline e-commerce operations.








3 Figures

Exhibitors

929* Exhibitors—all under one roof!

Participating Countries and Regions

- Armenia
- Australia
- Belgium
- Canada
- China
- Denmark
- Finland
- Hong Kong
- Hungary
- Italy
- Japan
- Kyrgyzstan
- Pakistan
- Poland
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- United Arab Emirates
- United States
- Vietnam

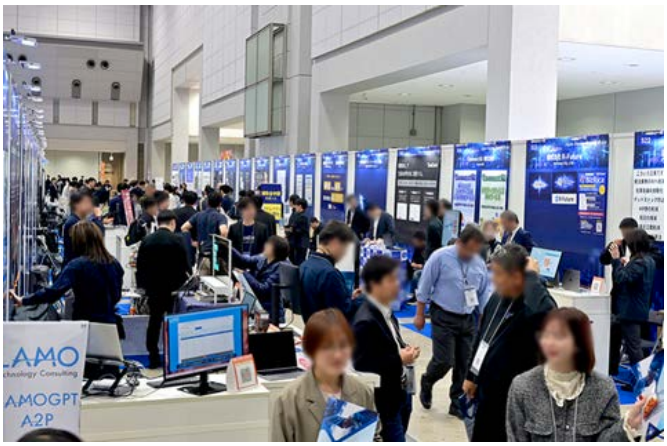
Pavilions

- Armenia Pavilion
- Cyber Taiwan Pavilion
- EXCO KOREA Pavilion (EXCO)
- High Technology Park of the Kyrgyz Republic
- KODICA KOREA Pavilion (KODICA)
- KOREA Pavilion (KCA)
- Pakistan Pavilion
- Poland Pavilion
- Silesian Voivodeship Pavilion (Poland)
- Sri Lanka Pavilion
- Taiwan Tech Pavilion
- Vietnam Pavilion

Special Events & Zones

During the exhibition, several Special Events and Special Zones were organized. In the Japan Startup Summit area, numerous startup companies gathered to showcase their strengths and present their innovative solutions. The Discover Korea and Meet China programs featured dedicated information counters designed to support business matching between Japanese visitors and exhibitors from Korea and China, attracting many attendees throughout the show. The EC Mall Consultation Corner offered practical seminars and direct advice from major marketplace operators, helping participants identify effective strategies to increase sales and optimize their online store operations.

Japan Startup Summit



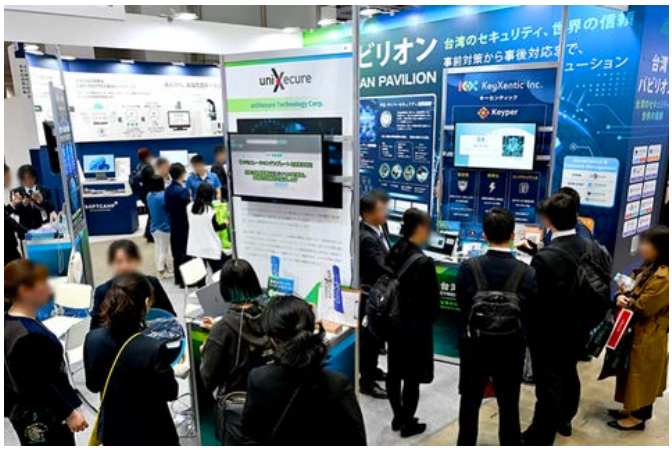
Discover Korea



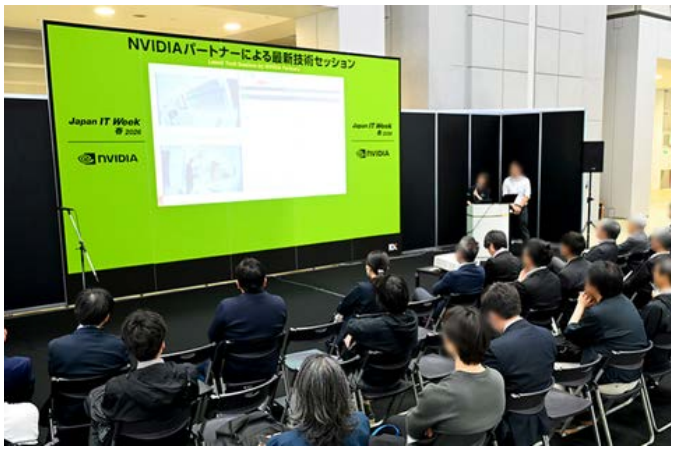
Meet China



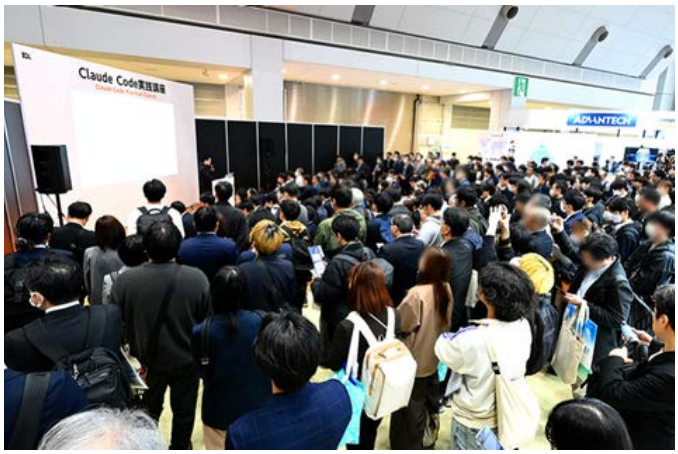
Taiwan Security Fair



Latest Technology Session by NVIDIA Partners



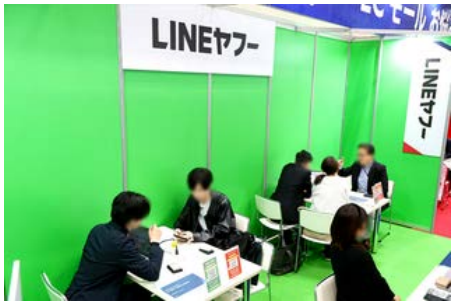
Claude Code Workshop



The “EC Mall Consultation Corner” provided opportunities for attendees to seek advice from Amazon, Rakuten Ichiba, and Yahoo! Shopping







Industry leaders spoke at the conference every day





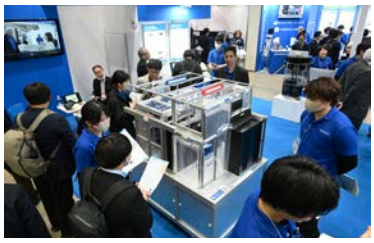
2026 ~27

SAVE THE NEXT SHOW DATES

Oct. 2026

Japan IT Week Autumn
Japan DX Week Autumn
Sales & Digital Marketing Week Autumn
E-commerce & Store Week Autumn

Dates : October 21 (Wed) - 23 (Fri), 2026
Venue : Makuhari Messe, Japan



Nov. 2026

Japan IT Week Osaka
Japan DX Week Osaka

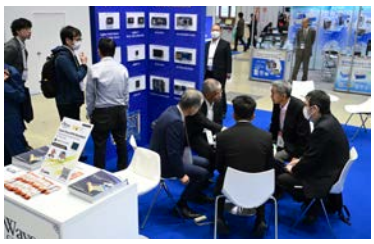
Dates : November 18 (Wed) - 20 (Fri), 2026
Venue : INTEX Osaka, Japan



April 2027

Japan IT Week Spring
Japan DX Week Spring
Sales & Digital Marketing Week Spring
E-commerce & Store Week Spring

Dates : April 7 (Wed) - 9 (Fri), 2027
Venue : Tokyo Big Sight, Japan

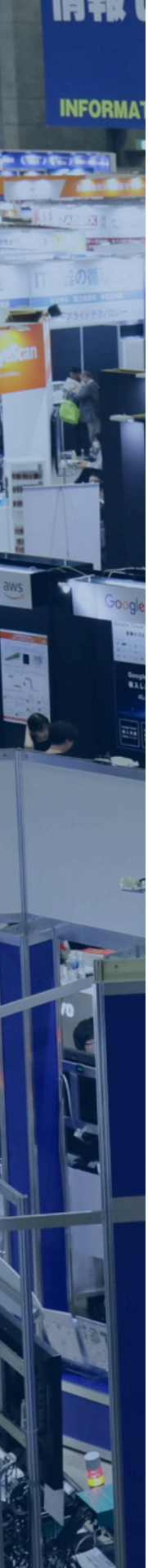


July 2027

Japan IT Week Nagoya
Japan DX Week Nagoya

Dates : July 21 (Wed) - 23 (Fri), 2027
Venue : Port Messe Nagoya, Japan

Organised by RX Japan GK



CONTACT US

EXHIBITING

https://www.japan-it.jp/hub/en-gb/exhibit.html

itweek-spring.jp@rxglobal.com

VISITING

https://www.japan-it.jp/hub/en-gb/visit.html

itweek-spring.jp@rxglobal.com

PRESS INQUIRIES

For coverage on the show, media partnership, etc.

visitor-eng.it.jp@rxglobal.com

Japan IT Week Spring Show Management, RX Japan GK

https://www.japan-it.jp/hub/en-gb.html

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