Japan IT Week Spring

Japan DX Week Spring

Sales & Digital Marketing Week Spring

E-commerce & Store Week Spring

POST-SHOW REPORT

Spring 2025

April 23–25, 2025

Tokyo Big Sight , Japan

1 OVERVIEW

Show Outline

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

April 23 (Wed) – 25 (Fri), 2025 | Tokyo Big Sight, Japan
Organised by RX Japan Ltd.

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

Sales & Digital Marketing Week Spring
Sales Digital Transformation Expo
Digital Marketing Expo

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

Summary

The 2025 edition saw Japan IT Week Spring's evolution into four specialised shows—Japan IT Week, Japan DX Week, Sales & Digital Marketing Week, and E-commerce & Store Week. The event was held from April 23–25 at Tokyo Big Sight and attracted 57,802 visitors and 1033 exhibitors, including 296 international participants from **38** countries.

It highlighted innovations in IT, digital transformation, marketing, and e-commerce, providing attendees with opportunities to explore solutions, exchange ideas, and build strategic connections with like-minded professionals.

OVERVIEW

Across its three-day stretch, the event served as a hub for tech innovation across various fields, including system development, DX, marketing, e-commerce, and more.

The event also featured an engaging series of conferences led by industry experts, offering attendees thought-provoking discussions and deep insights into the latest advancements in IT, AI, cloud computing, cybersecurity, and more, shaping the future of the tech industry.

Exhibitor Profile

Companies dealing in:

- AI
- IoT/M2M
- Cloud Computing
- Mobile Solutions / Devices
- Information Security
- Data Centre
- Store & Retail Solutions
- E-commerce Solutions

…and more

Visitor Profile

Professionals from:

- Manufacturing
- Finance
- Distribution / Logistics
- Telecommunication
- Government / Public Institutes
- Software Vendor / System Integrator

…and more

2 BY THE NUMBERS*

Exhibitors

1033* Exhibitors—all under one roof!

Participating Companies (in alphabetical order)

Advantech
ASUS
BYD Electronics
Dell Technologies
Google Cloud
Notion
Micro-Star-International
LG CNS
SAP
Shopify
Supermicro Computer
Trend Micro
Ubuquiti

…and more!

Visitors

57,802 Visitors from different parts of the world

*Preliminary results
*The number including concurrent shows

Pavilions

The event featured a variety of international pavilions showcasing innovative solutions from leading tech hubs.

International Pavilion Directory (in alphabetical order)

- Armenia Pavilion
- Bangladesh Pavilion
- China Pavilion
- EU Pavilion
- India Pavilion
- Korea Pavilion
- Pakistan Pavilion
- Poland Pavilion
- Sri Lanka Pavilion
- Taiwan Pavilion
- Vietnam Pavilion

Pavilions

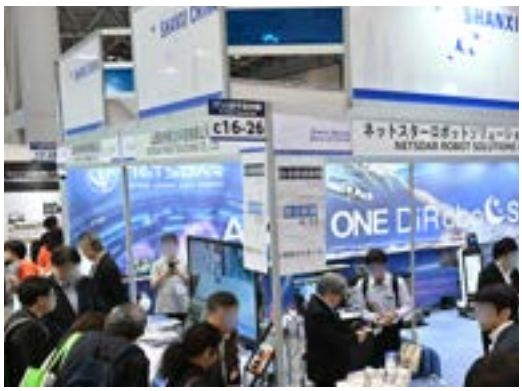
The event featured a variety of pavilions showcasing innovative solutions from leading tech hubs.

The Korea ICT Association (KICTA) Pavilion featured Generative AI, AI video analysis, XR/AR content, IoT routers, edge AI systems, metaverse platforms, and ESG monitoring tools.

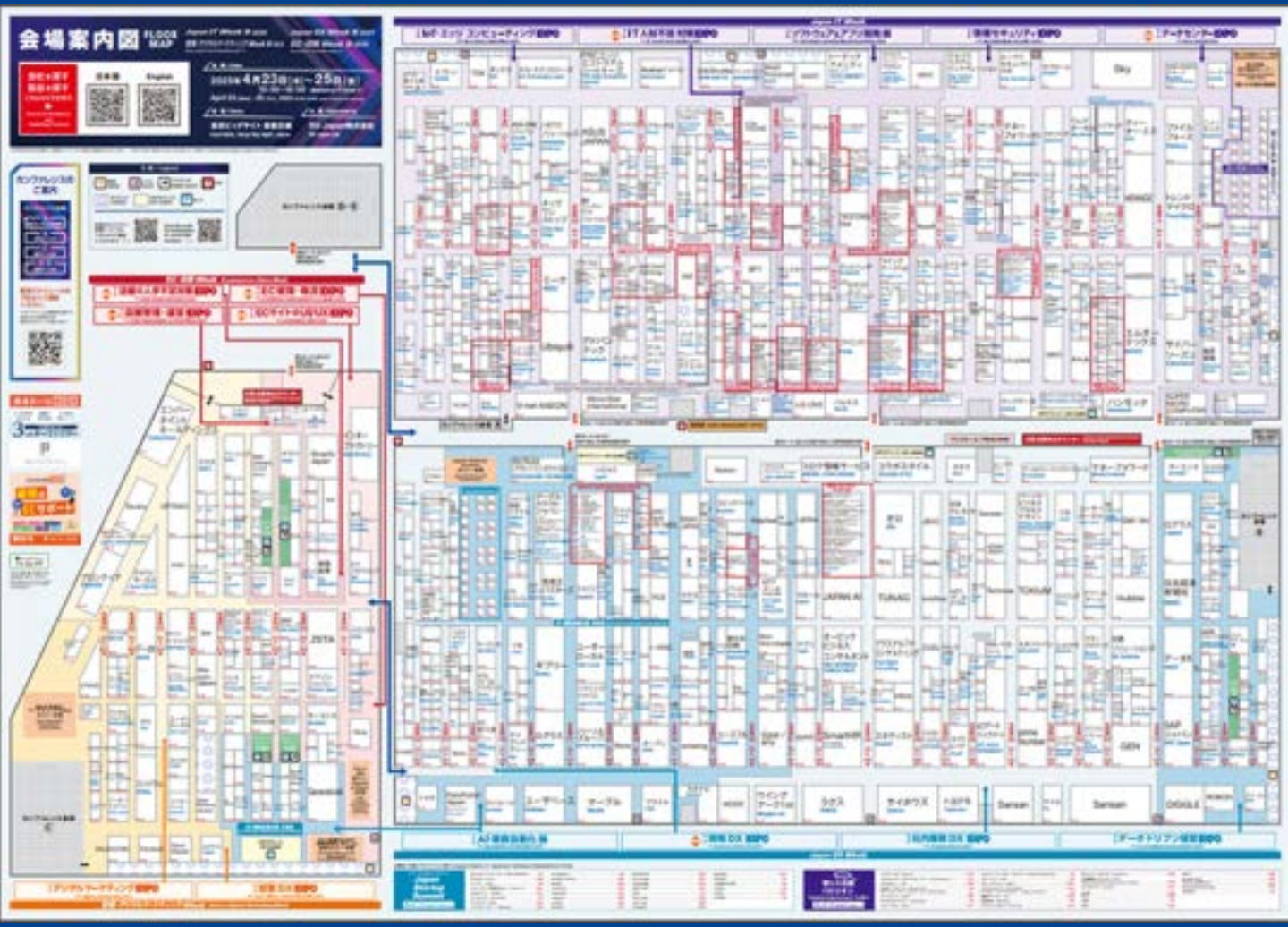
The China Pavilion focused on software development, AI solutions, outsourcing, and IT services, while the India Pavilion displayed IT talenting, IoT, applications development, and consulting services.

The EU Pavilion brings together leading innovators from 22 European countries, including Italy, Estonia, Greece, Croatia, Spain, Slovenia, Czech Republic, Denmark, Germany, Hungary, Finland, France, Bulgaria, Belgium, Poland, Portugal, Lithuania, and Romania.

Other notable pavilions included the Taiwan Information Security Association, featuring leading cybersecurity innovations; the Bangladesh Hi-Tech Park Authority, presenting the country's growing digital infrastructure and investment potential; and the Vietnam Software & IT Services Association (VINASA), showcasing Vietnam's rising strengths in software development and IT services.



Japan’s Largest*
IT/DX/AI Show!



Japan IT Week Spring 2025 hosted 1033* Exhibitors, including industry-leading companies such as Google Japan, DELL, Hitachi, SAP Japan, and more!

**Largest* in reference to the exhibitor number of Spring-edition trade shows with the same concept.
***The number including concurrent shows*

3 SHOW HIGHLIGHT

Show Video

Day 1 of Japan IT Week Spring 2025 was a buzz with energy. Attendees witnessed the newest advancements in IT through dynamic product demonstrations, informative conferences, and networking opportunities.

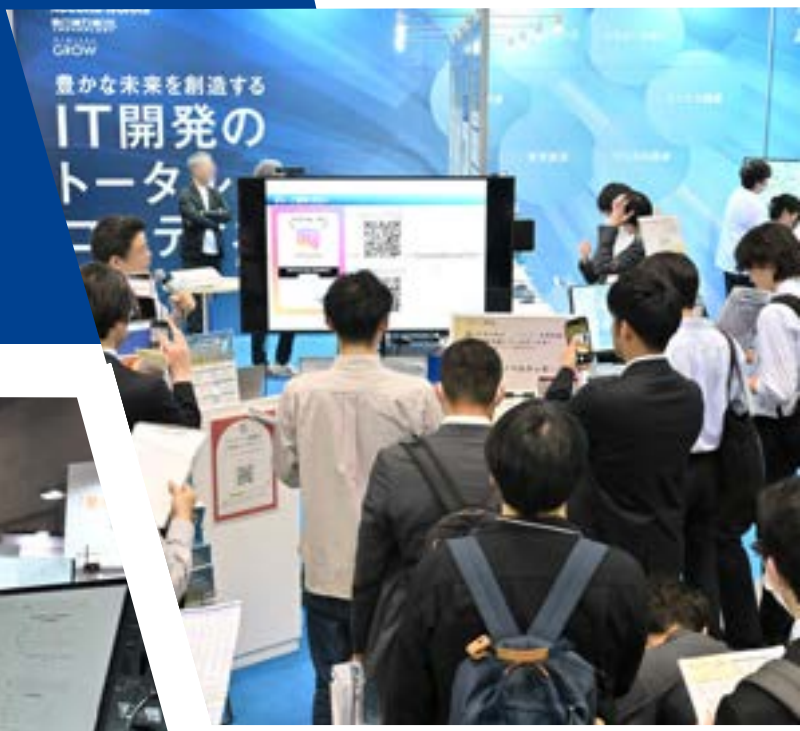
Watch the Day 1 Highlights Video and see how Japan IT Week Spring kicked off with a blast.

Expanded exhibition themes

Your one-stop platform for IT innovations.

The exhibition’s rebranding into Japan IT Week, Japan DX Week, Sales & Digital Marketing Week, and E-commerce & Store Week brought together an expanded audience across IT, digital transformation, marketing, and e-commerce sectors.

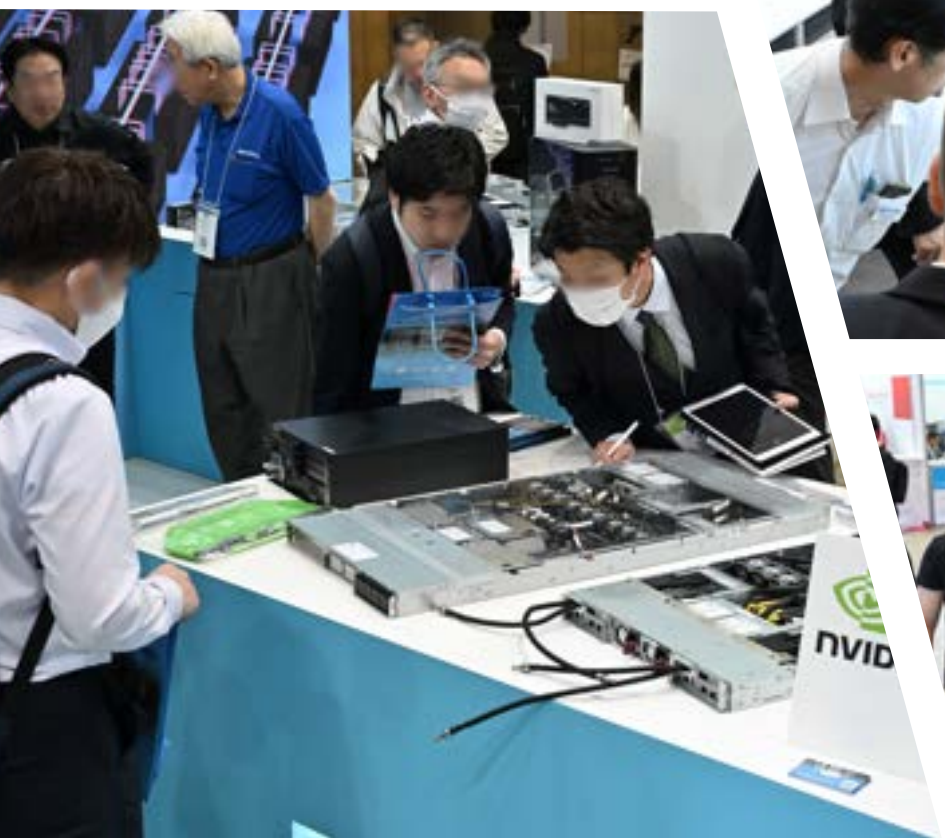
This provided attendees with a tailored focus of each show, enabling more specialised networking and exploration of targeted solutions.



Groundbreaking technologies

Exhibitors showcased groundbreaking technologies, including AI-driven tools, DX solutions, advanced e-commerce platforms, and logistics systems. Attendees experienced live demos and product launches that are shaping the future of IT and digital transformation.

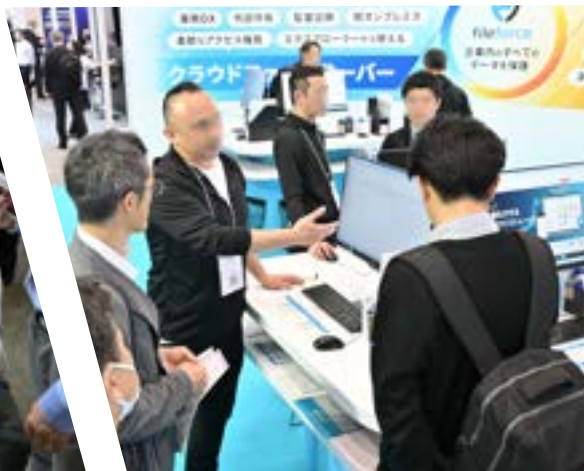
Join us to witness innovations driving the DX revolution.



Endless networking opportunities

Your hub for building valuable business relationships.

The 2025 Spring edition drew thousands of professionals from diverse industries, including retail, IT, hospitality, and manufacturing. This turnout created countless networking opportunities, fostering new business collaborations and partnerships across all four shows.



A Wide Range of Special Events

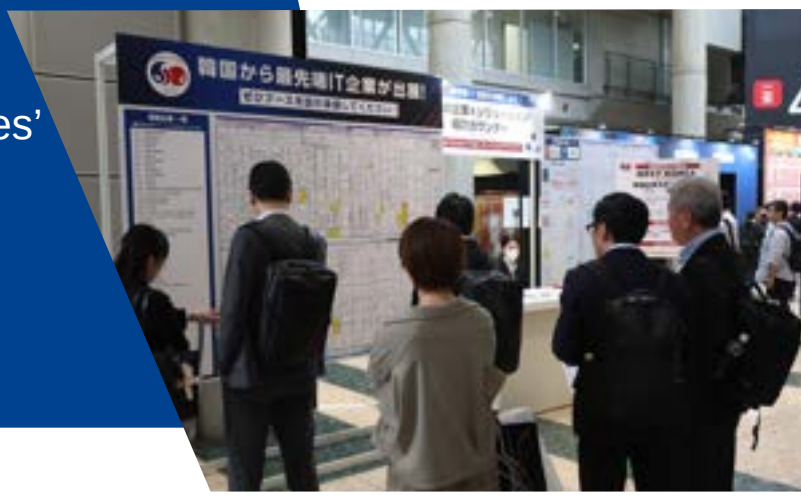
Your hub for building valuable business relationships.

The 2025 Spring edition presented a diverse array of special programs. including MEET KOREA to support Korean companies entering the Japanese market, the Japan Startup Summit to support startups founded within the past eight years, and the SysAdmin Empowerment Expo, showcasing solutions for real-world IT challenges.

MEET KOREA

Your hub for building valuable business relationships.

MEET KOREA was a special event held to commemorate the 60th anniversary of normalized diplomatic relations between Japan and South Korea
and supporting
Korean leading tech companies' expansion
into the Japanese market.



South Korea Exhibitor Directory

(in alphabetical order)

AhnLab
AICU Inc.
AM Co., Ltd.
ANDOPEN CO.,Ltd.
Buptle
CADian Inc.
CrowdWorks, Inc.
Dabeeo, Inc
Deep Hearing
Douzone Bizon
ENERZAi Inc.
EXCO
FARMITY Co.,Ltd.
FT ENERGY
HANKOOK-CREA
IAAN CO., LTD.
IJB Inc.
INFINIQ
IntelliKorea
KOREA ICT ASSOCIATION (KICTA)
KOREAN DIGITAL CONVERGENCE ASSOCIATION (KODICA)
Lablup Inc.
LG CNS
MDA Co.,Ltd.
MOBILINT
NAMUTECH
NTS Microsystems Co., Ltd.
Opensurvey
Polaris Office Corp.
RECON Labs
Sillasystem Co.,Ltd.
SoftCamp CO.,LTD.
Squeezebits Inc.
STCLab
SUPERB AI
TEAMPLAYER
The POS Inc.
THERMOEYE
TiCON System Co., Ltd.
Tilda
TILON Co., aLtd.
VESSL AI Korea, Inc
ZIOVISION Co., Ltd.

Japan Startup Summit

Your hub for building valuable business relationships.

Japan Startup Summit is a dedicated platform for startups established within the last eight years and aiming to enter the Japanese market.
The program offers support such as free opportunities to showcase at exhibitor seminars, helping young companies gain visibility and connect with potential partners in Japan.

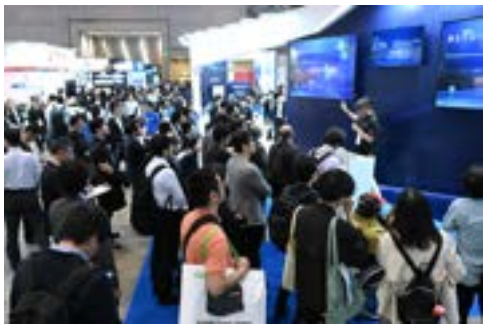
This year, the summit welcomed participants from countries including Singapore, Hungary, and South Korea.

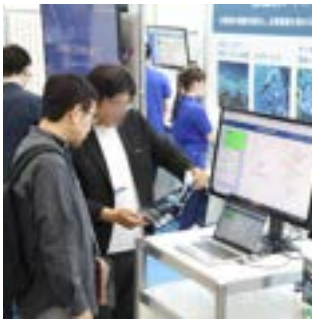
Japan Startup Summit Exhibitor Directory

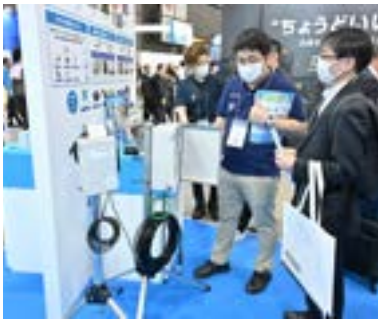
(in alphabetical order)

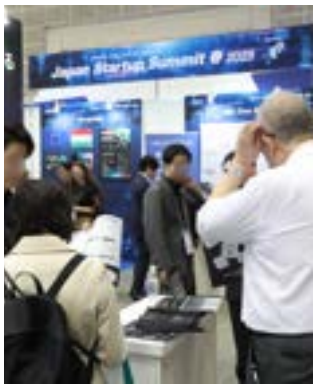
Acompany Co., Ltd.
AI Best Partners
Another works Inc.
Bocek, Inc.
Catorce Co., Ltd.
Corpy&Co., Inc.
Dknowledge
FirstShift
freecracy co., ltd.
HiManager co.,ltd.
Leapsec, Inc
Locofy Pte. Ltd.
Nishika, Inc.
One StepS
openpage Co.,Ltd.
OSR TECH LTD
PAY, Inc.
Recursive Inc.
sai X aid
Scriptide Ltd.
SolvifAI
Spready Inc.
Startup Inc.
SYSLEA, Inc.
TEAMPLAYER
TECHBIZ Inc.
Things,Inc
To22
UKABU

4 SCENES FROM THE SHOW FLOOR





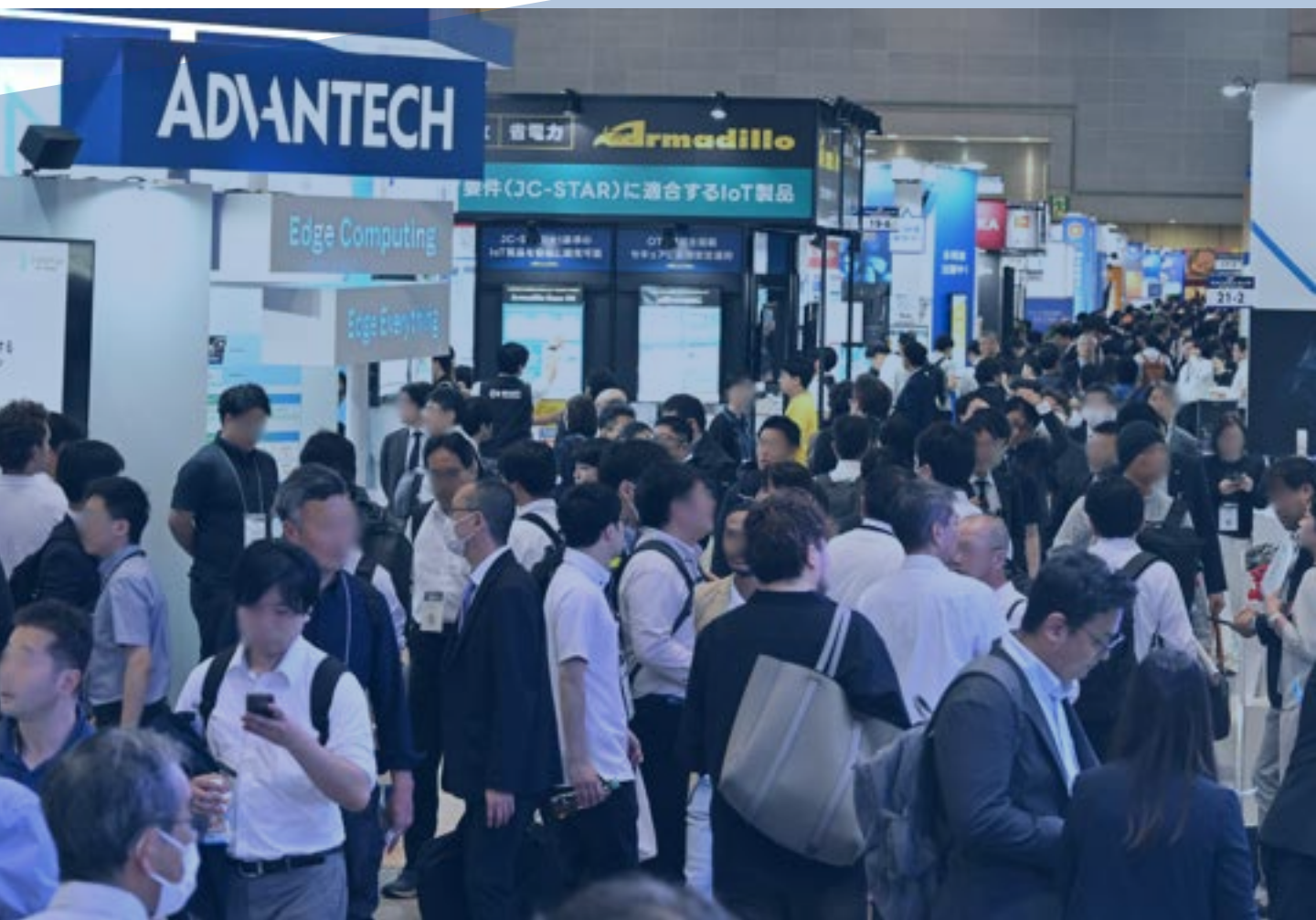




(Photos include concurrent shows)

5

COMING UP IN THE NEXT EDITIONS



2025/26

SAVE THE DATES

October 2025

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

Dates : October 22 (Wed) - 24 (Fri), 2025
Venue : Makuhari Messe, Japan

Nov. 2025

Japan IT Week Osaka
Japan DX Week Osaka

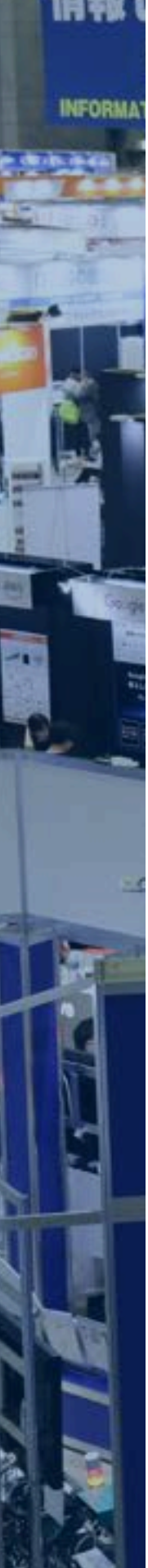
Dates : November 19 (Wed) - 21 (Fri), 2025
Venue : INTEX Osaka, Japan

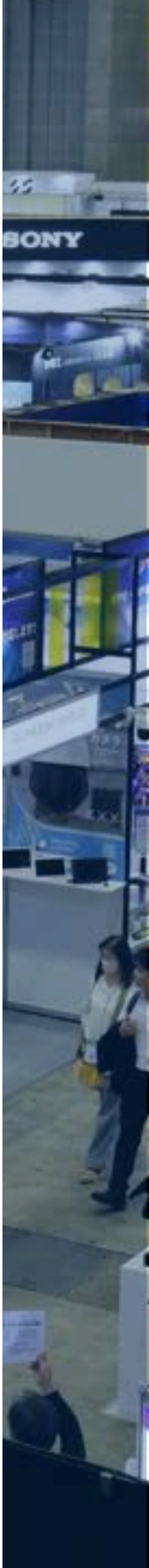
April 2026

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

Dates : April 8 (Wed) - 10 (Fri), 2026
Venue : Tokyo Big Sight, Japan

Organised by RX Japan Ltd.





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 Ltd.

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

Address:
11F Tokyo Midtown Yaesu, 2-2-1
Yaesu, Chuo-ku, Tokyo 104-0028 Japan
TEL: +81-3-6739-4104

Built by RX In the business of building businesses