



# POST-SHOW REPORT

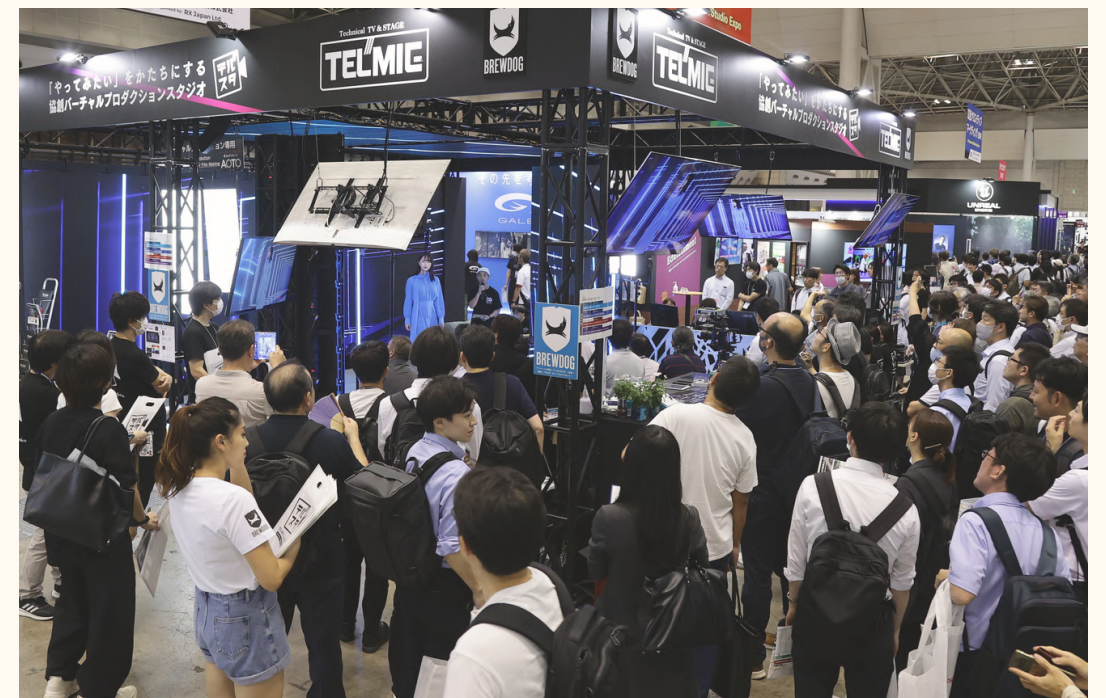
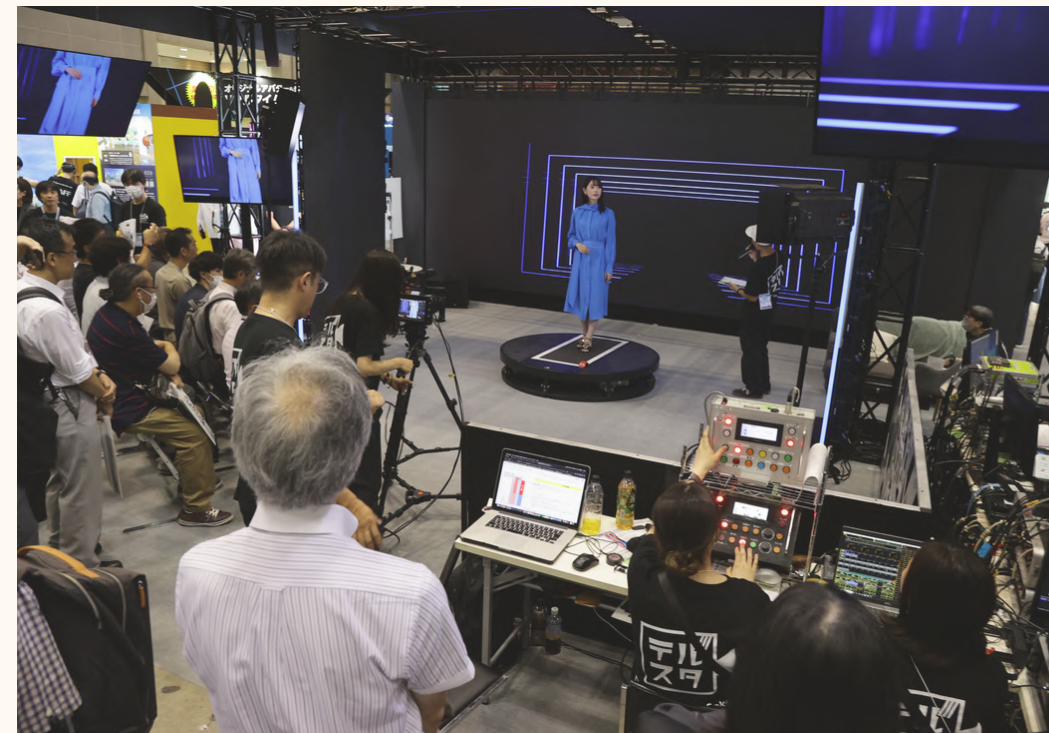
3rd **XR Fair Tokyo** **SUMMER**

—VR/AR/MR—

1st **Metaverse Expo Tokyo** **SUMMER**

**meta NEXT**

June 28-30th, 2023 | @Tokyo Big Sight, Japan | Organised by RX Japan Ltd.





# Japan's Largest Scale VR/AR/MR/Metaverse Trade Shows concluded with a great success!

\Feel the on-site excitement/





# SHOW OUTLINE

The 3rd XR Fair Tokyo [SUMMER] and 1st Metaverse Expo Tokyo [SUMMER] were successfully held from June 28th - 30th, 2023 at Tokyo Big Sight, Japan.

They have firmly established themselves as ideal places to appeal services/technologies related to VR/AR/MR/Metaverse, to the Japanese and Asian market.



## Concurrent Show:

### CONTENT TOKYO

consists of 5 shows:

- LICENSING JAPAN
- Creators' Expo
- Production/Studio Expo
- Ad Creative & Marketing Expo
- Advanced Digital Technology Expo

Professionals from various fields visited the show and active meetings were conducted everywhere.

# FIGURES

## Visitors

Including Concurrent shows:



**47,092**

Last Year: 44,643 (+2,449)

## Exhibitors

Including Concurrent shows:



**943**

## Conference Attendees

Including Concurrent shows:



**8,555**

## Press Attendees

Including Concurrent shows:



**198**



# INTERNATIONAL EXHIBITORS & VISITORS

In this show, exhibitors and visitors from **41 countries** took part, indicating a clear resurgence in international participation.

※Number of countries including concurrent shows, including Japan.



and more...



Excerpts

# EXHIBITOR'S COMMENTS

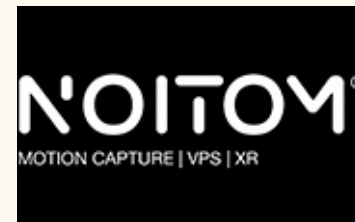
Many exhibitors were satisfied with our show, and will participate in the upcoming editions. Here are some comments that we received from international exhibitors.



“

...It was excellent! It helped us collect so many customers and their information. It also helped our company to expand our business in Japan...

”



“

...We had clients not only from Japan, but also from Taiwan, Malaysia, Singapore, Norway, Sweden and more. It was a successful show for us...

”



“

...There were a lot of interesting technologies and it was very impressive. We loved the exhibition and we look forward to exhibiting again...

”

※Comments including concurrent shows.



Excerpts

# CONFERENCE SESSIONS

Renowned experts and thought leaders from various companies took the stage as speakers, sharing their invaluable knowledge and experiences in the field. A total of **8,555 people** attended the conference sessions and got inspired, educated, and fostered meaningful discussions about the present and future of the content industry. ※Number of attendees including concurrent shows.

## Themes:

Evolving Virtual Communication

The Future of Metaverse

Metaverse Utilisation in the Industrial Sector

Social Implementation of Metaverse led by Local Authorities

Here we are! Latest Virtual Exhibitions

Japan's World-leading Metaverse Industrial Policy.

Metaverse × AI

and more...

## Speakers:



Facebook Japan  
Representative  
Director  
Masahiro Ajisawa



Microsoft Japan  
Mixed Reality Product  
Marketing Manager  
Yoshinori Ueda



Future Design Shibuya  
Director  
Secretary General  
Shinko Osada



Liberal Democratic Party  
Head of the LDP's Digital  
Society Promotion Unit /  
Member of the House of  
Representatives  
Takuya Hirai



H2L  
Representative  
Director  
Emi Tamaki



※honorifics omitted

and more...

# MORE DETAILS

[Exhibitor List](#)



[Conference Program](#)

※Conference only in Japanese



[Floor Map](#)



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Next Edition: Oct. 25-27, 2023

[Receive Exhibiting info](#)





# NEXT SHOWS

Save the date for the upcoming shows!

2023

OCT  
25 - 27

📍 Makuhari Messe, Japan

3rd ***XR Fair Tokyo*** **AUTUMN** 2nd ***Metaverse Expo Tokyo*** **AUTUMN**

2024

JUL  
3 - 5

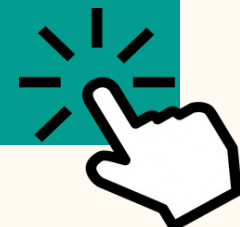
📍 Tokyo Big Sight, Japan

4th ***XR Fair Tokyo*** **SUMMER** 2nd ***Metaverse Expo Tokyo*** **SUMMER**

***XR Fair Tokyo***

[Receive Exhibiting info](#)

Visitor Registration is coming soon...



***Metaverse Expo Tokyo***

[Receive Exhibiting info](#)

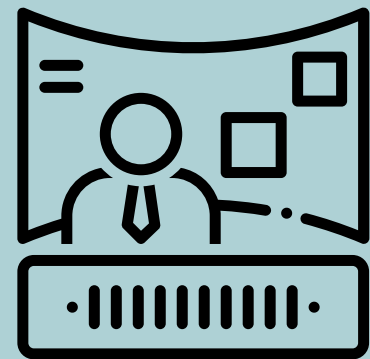
Visitor Registration is coming soon...





**CONTACT US NOW**

**Join as an  
Exhibitor?**



**For Press**



**[XR Fair Tokyo/ Metaverse Expo Tokyo Show Management](#)**

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