



www.orgatec-tokyo.jp

#ORGATECTOKYO

26 - 28 April 2023

Tokyo Big Sight, West Halls, Tokyo Japan

ORGATEC TOKYO SHIFT DESIGN

**International Trade Exhibition
for Office Furniture and
Workplace Design**

Organisers: Koelnmesse Co., Ltd. / Japan Office and Institutional Furniture Association

interzum Showcase



JOIFA



Emerging Innovations through Design-Driven Workplace

Everything exists by design.

From the objects around us to our daily lives,
and even society has been carefully crafted.

The same holds true for the way we work.

Great workplace designs create possibilities
for diverse workstyles and to supercharge a culture of innovation.

That's why ORGATEC TOKYO is on a mission to bring together

furniture and spaces that inspire creativity
to be Asia's hub for tomorrow's workplace solutions.

The dedicated branding
and communication

Platform

for the Asia-Pacific market

ORGATEC TOKYO is the only highly-design focused trade exhibition in Japan and the APAC region for office furniture, and workplace design and solutions, modelled on the Orgatec conceptual trade fair in Cologne with a long history of 70 years.

In anticipation of the post-COVID-19 era, companies are conducting various trials in search of ideal work styles. "ORGATEC TOKYO" is an international business platform that offers a one-stop sourcing opportunity for products and know-how necessary for workplace

designs, including furniture, components, interior materials, lighting technology, audio visual technology and IT etc. It also aims to embody wellbeing, which motivates workers and improves productivity, in diversified workplaces. At the 2nd ORGATEC TOKYO, the wisdom of the industry and the latest solutions will be unveiled on an expanded scale, bringing to the market once again the value of design that can only be experienced at a physical event.



Exchange

your ideas and knowledge with the key industry players

ORGATEC TOKYO offers you the best platform for suppliers to network and keep up to date on upcoming trends of the industry. This is where you'll meet the key industry players: architects, designers, planners, and interior decorators as well as leading retailers and wholesalers and buyers from all the major companies and representatives and dealers from Japan and the region.



Visitor Target Groups

- Architects
- Designers
- Interior Designers
- Consultants
- Facility Planners
- Facility Managers
- Office Furnishing Trade
- Project Developers
- Developers
- Investors
- Real Property
- Wholesalers
- Dealers
- Retailers
- Government and Education Bodies
- Public Institutes
- Hospitals
- Hotel and Restaurants
- Company Owners and Executives
- HR Professionals
- Other related sectors



Product Segments

- Office Facility Planning, Construction, Extension and Management
- Office & Office Facility Equipment
- Lighting
- Flooring
- Acoustics
- A/V Technology
- Furnishing for Office and Facilities
- Dry Kitchen Systems
- Organisational Systems
- IT, Telecommunication, Software and Services
- Other Systems and Services



interzum Showcase

- Materials
- Components
- Textiles
- Furniture and interior accessories



Growth potential

of the global and regional office and institutional furniture market

Traditional to Versatility

The COVID-19 outbreak has brought about huge changes to our lives and the traditional office industry – more companies are changing their current office setup to one that is more versatile, with flexible co-working spaces.

2022 >> 2027

CAGR of 5.1%

Asia Pacific market size in the world

42%

Growing Market

The global office and institutional furniture market is still expected to grow at a CAGR of 3 – 5 % around the world and CAGR 5.1% (2022 - 2027) in the APAC region due to new streams of Covid-19 and post covid conditions.

Largest Region

APAC is the largest region in the global office and institutional furniture market, accounting for 42% of the market in 2021.

5 Reasons for your participation in Japan

- Japan is the third-largest economy in the World after U.S. and China.
- Tokyo is an ideal trend-setting platform to launch new product solutions to the demanding Japanese market and the region.
- The Office Furniture market in Japan has the second highest volume of high-end products after the North American market.
- Japan is part of the RCEP agreement, which came into effect on 1 January 2022, the region's first mega-FTA covering 30% of the world economy.
- Japan's office furniture market alone is worth over JPY 800 billion (USD 7 billion).



Supporting Programmes

Design Awards & Seminars

ORGATEC TOKYO THE BEST PRESENTATION AWARDS

Supported by ELLE DECOR

The Best Presentation Awards is a competition honouring the most attractive designed booths. This award aims to discover new ideas and solutions for a wide variety of workplace designs and present them to the emerging global market. Winners are determined by their product display and how well the entire design philosophy serves tomorrow's workplace environment and experiences. The nominees will be introduced at the exhibition halls and the award ceremony. At the same time, the winners will also have a chance for product PR coverage to promote their brand through various media interviews.

*There is no additional fee to participate in the competition, but prior application is required.

Grand Prix Winners



KOKUYO

Second Prize



CASSINA



QUON



TESERA

Seminars

- Keynotes
- Panel Discussions & Seminars
- Exhibitor Talks



Keynote speaker (2022): Mr. Sou Fujimoto

Sponsorship Packages

These sponsorship packages are designed to increase brand exposure and be one step ahead of the competition. Event sponsors have a chance to do corporate and product branding through various tools such as the official event website, digital platform, stage programmes, Xperience Area, newsletters, and logo placement on the official social media platforms.

- Platinum Sponsor
- Gold Sponsors
- Silver Sponsors
- Programme Sponsors

Post Show Report

ORGATEC TOKYO 2022

Number of visitors

Total: **21,958**

Day 1

26. April

7,154



Day 2

27. April

7,758



Day 3

28. April

7,046



63 exhibitors from
8 countries / regions
(Local: 47 / International: 16)

representing over **80** brands
from around the world

Country/region of origin



Japan



USA



Italy



Taiwan



Spain



Switzerland



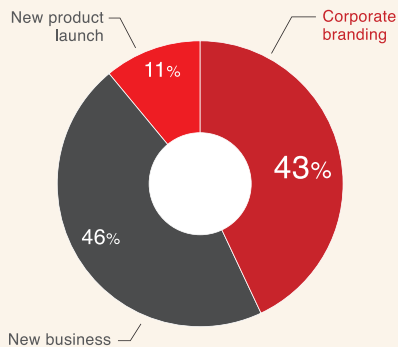
Denmark



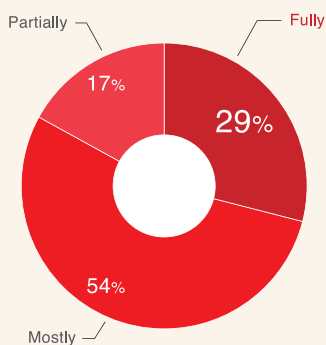
Germany

Exhibitors' Feedback

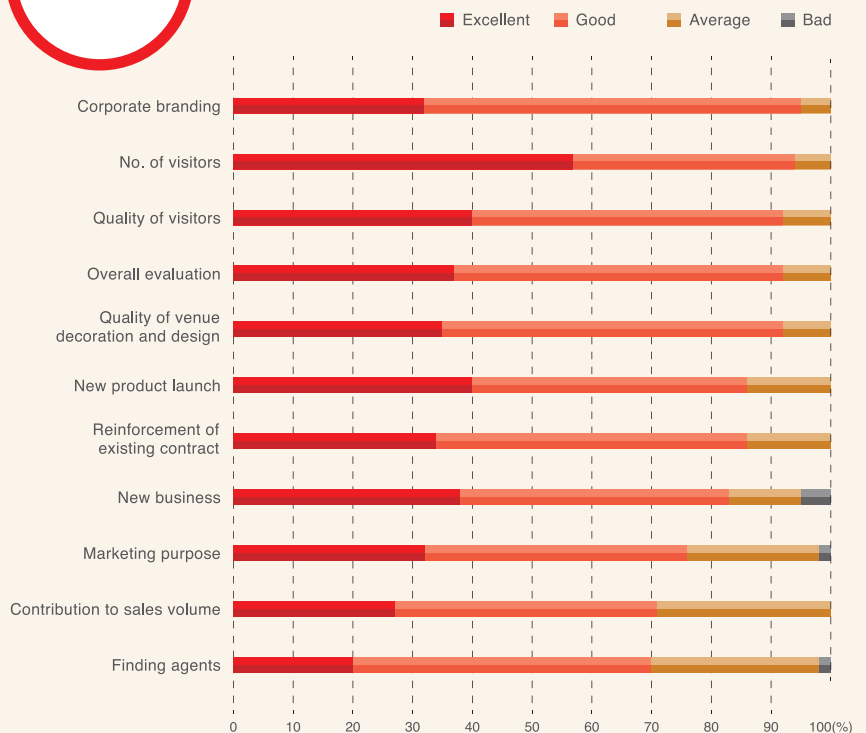
Purpose of participation



Achievement in Participation



Exhibitors' evaluation



Exhibitors' Voice

I felt that it was of great significance to present "the future working environment". The exhibition was so powerful. Many companies created designs around the theme, and I sensed the great potential for workplace designs to change in the post-Corona environment. We plan to return to the next edition to turn this potential into reality.

Mr Hiroaki Ninoyu,
General Manager, Marketing Division of ITOKI

Companies are just now beginning to explore new ways of working after COVID-19. Thus it is of significance that we present practical solutions for companies to adopt creative and highly productive hybrid working styles.

Mr. Masayuki Nakamura,
President and CEO of OKAMURA CORPORATION

The event gave us a hint of how furniture and design will be involved in the "way of working," which is one of the major changes brought about by Corona. As a company specialising in customising furniture for commercial spaces, we discovered new possibilities in this field. We will do our best again next time so that people worldwide can experience our strengths!

Mr Hirotaka Kajiwara,
Representative Director, Otsu Co., Ltd.

Endorsed by Ministry of Economy, Trade and Industry, Association of Kitchen & Bath, Economic and Commercial Office, Embassy of Spain, Japan Construction Material & Housing Equipment Industries Federation, Japan External Trade Organization, Japan Facility Management Association, Japan Federation of Interior Planner's Association, Japan Furniture Industry Development Association (JFA), Japan Interior Architects/Designers' Association, Japan Interior Industry Association, Japan Society for Office Studies, Manufactured Imports and Investment Promotion Organization (MIPRO), New Office Promotion Association, The Federation of Japan Safe, Furniture cooperatives, Embassy of Malaysia, Tokyo, Royal Danish Embassy, The Embassy of The Federal Republic of Germany in Tokyo, The Japan Institute of Architects, The Textile Design Association of Japan

On-site Impressions

>Entire halls

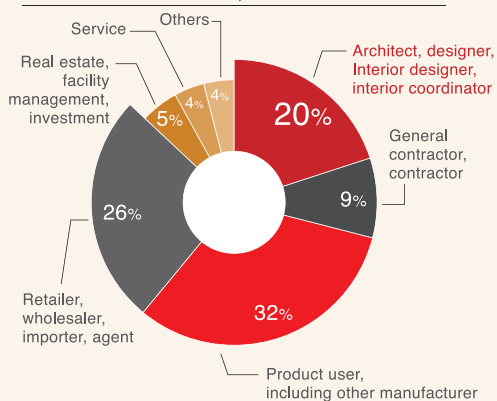


>Xperience Area

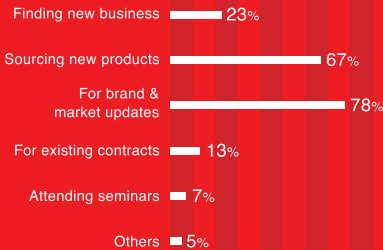
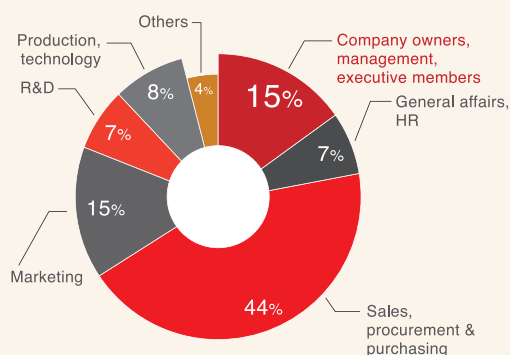


Visitors' Feedback

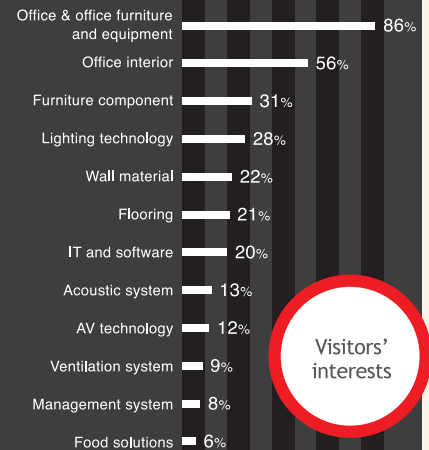
Visitor profile



Visitor's job category

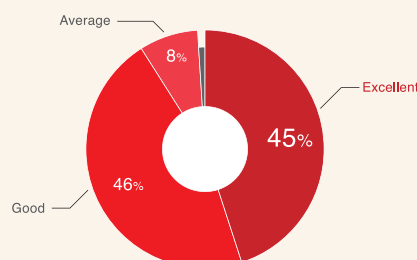


Purpose of visit

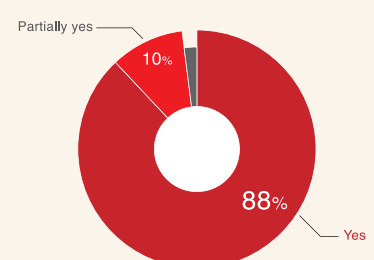


Visitors' interests

Overall Evaluation of ORGATEC TOKYO


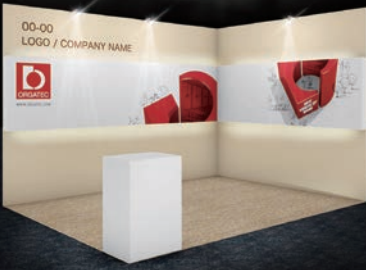





Recommendation to colleagues



Participation options

All prices are inclusive of consumption tax

 <p>Standard</p>	 <p>Premium A</p>	 <p>Premium B</p>
 <p>Premium C</p>	 <p>Premium D</p>	
<p>Raw Space: JPY51,700/m² (incl. consumption tax) min. 24m²</p>	<p>Standard Package: JPY75,900/m² (incl. consumption tax) min. 12m²</p>	<p>Premium Package: JPY95,700/m² (incl. consumption tax) package A, B, C: min. 12m² package D: min. 24m²</p>

Country pavilion packages

We offer various type of country pavilion packages based on the request.



Application deadline: 30 November 2022

Follow us for the latest #orgatectokyo updates!



@orgatectokyo



<https://www.koelnmesse.com/current-dates/all-trade-fairs/#20>