

# JAPAN BUILD

– International Building & Home Week –



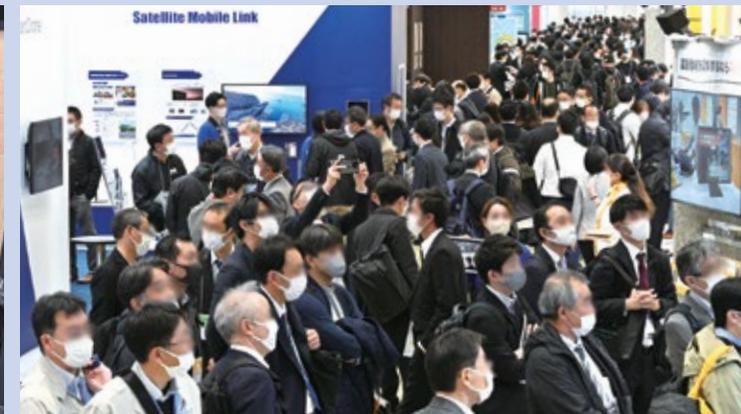
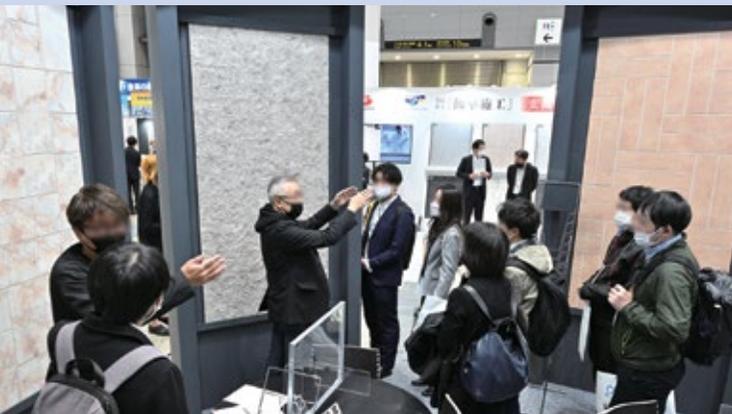
10th **JAPAN BUILD** OSAKA

August 26 (Wed) - 28 (Fri), 2026 INTEX Osaka, Japan

11th **JAPAN BUILD** TOKYO

December 2 (Wed) - 4 (Fri), 2026 Tokyo Big Sight, Japan

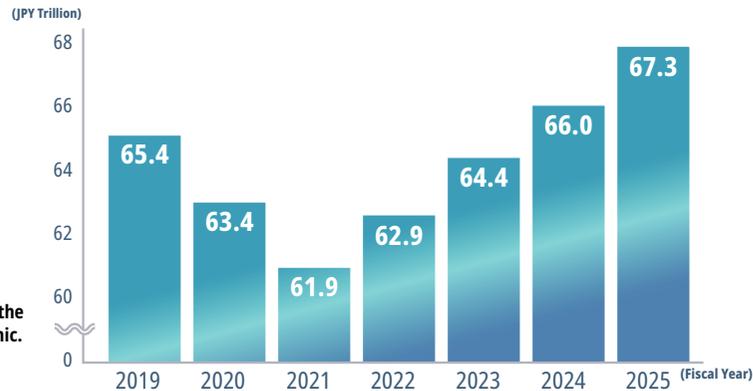
Organiser : RX Japan GK



# Market Info: Japan is the attractive market to expand your business

## Japan's building investment rises steadily!

\*Graph is a prediction of the government economic scenario in the case of early recovery from pandemic.



Source: Construction Economy Report No. 73 from Research Institute of Construction and Economy (RICE®)

## The Japanese Government has announced a target to raise

The renovation market to **JPY 12 trillion in 2025.**

(JPY 7 trillion in 2018)

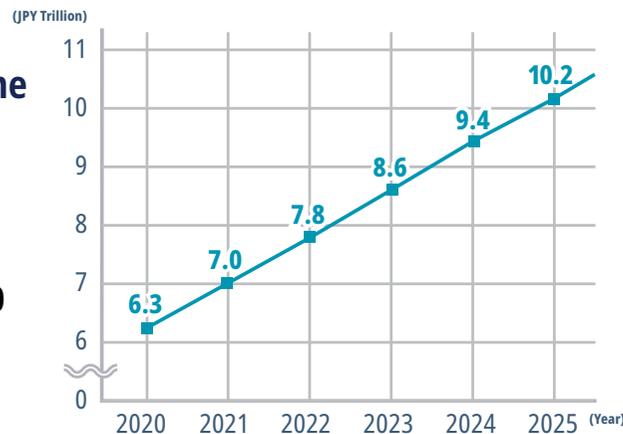
Increased investment in renovation is considered necessary to increase the asset value and performance of housing.

Source: The policy review by the Ministry of Land, Infrastructure Ministry of Land, Infrastructure, Transport and Tourism, Japan

## Japanese IoT for smart building/home market

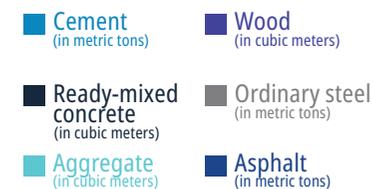
The compound annual growth rate (CAGR) from 2020 to 2025 will be 10.1%\*.

\*forecast



Source: Japanese IoT market forecasts by industry sector, 2021-2025 from IDC Japan

## Demand for major construction materials in Japan



\*forecast

Source: Statista 2021

# Best shows to enter the Japan market!

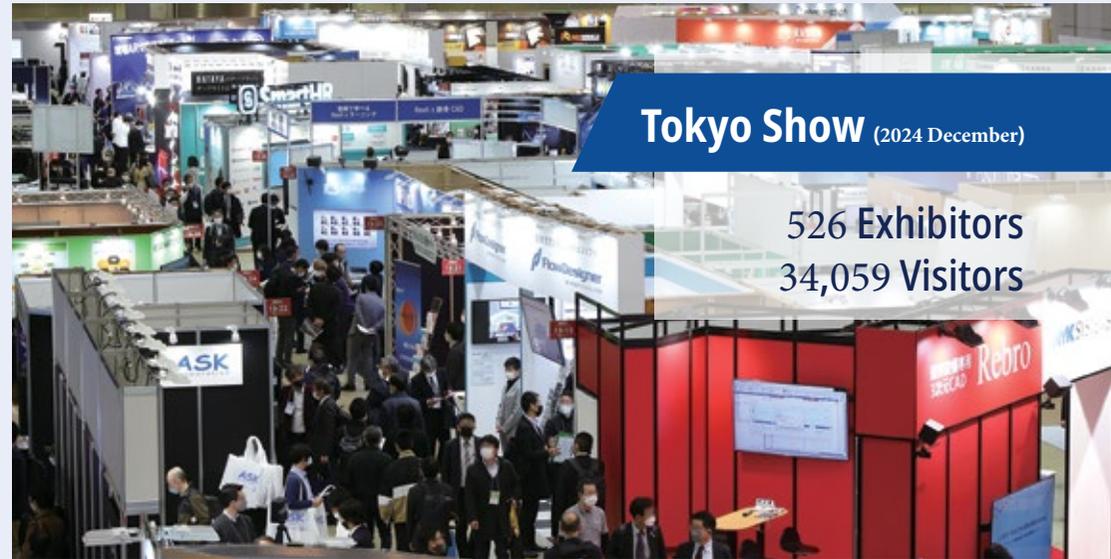
## Osaka Show (2025 August)

190 Exhibitors  
14,124 Visitors



## Tokyo Show (2024 December)

526 Exhibitors  
34,059 Visitors



Click to watch Exhibitor Comments



# JAPAN BUILD consists of 8 expos

## 1 Building Material & Housing Equipment Expo

### Exhibit Profile

- Interior/Exterior Materials
- Doors/Windows
- Air Conditioning
- Architectural Hardware
- Kitchen/Bath Room
- Remodel/Renovation etc.

### You can sell/export to

- Housing Manufacturers
- Building Constructors
- Architect Offices
- Wholesalers
- Corporate Users
- Distributors/Agents etc.

## 2 Building Renovation Expo

### Exhibit Profile

- Spatial Design/Interior
- Maintenance Services/Equipment
- Energy-saving
- Antidisaster Products
- Building Materials
- Robots etc.

### You can sell/export to

- Commercial Facilities
- Office Building
- Hotels
- Educational Facilities
- Public Facilities
- Airports
- Hospital/Welfare Facilities etc.

## 3 Smart Home Expo

### Exhibit Profile

- Smart Appliance
- Management/Operational Services
- Net Zero Energy Systems
- Crime/Disaster Prevention Systems
- Services for Smart Wellness Housing
- Home-care/Medical Services etc.

### You can sell/export to

- Housing Manufacturers
- Retail Stores
- Building Constructors
- Wholesalers
- Distributors/Agents
- Architect/Design Offices etc.

## 4 Smart Building Expo

### Exhibit Profile

- BEMS/BAS
- HVAC/Lighting
- Security/Disaster Management
- Building Management Systems
- Building Materials/Facilities
- IoT Solutions etc.

### You can sell/export to

- Developers
- Sub Contractors
- Building Management Companies
- Municipalities/Local Governments
- Building Owners
- Corporate Users etc.

# JAPAN BUILD consists of 8 expos

## 5 Digital Construction Expo

### Exhibit Profile

- BIM/CIM/CAD
- AR/VR/MR
- i-Construction/IoT
- Management System
- 3D Printing/Scanners
- Tracking Software etc.

### You can sell/export to

- General/Sub Contractors
- Architects & Design Offices
- Operators
- Engineers
- Government Offices
- Planners etc.

## 6 Green Building Expo

### Exhibit Profile

- GX Solution Services
- Solar Power Generation
- BEMS/HEMS/FEMS
- Energy-saving Air Conditioning
- ZEB Certification
- Thermal Insulation Materials etc.

### You can sell/export to

- Facility/Building Owner
- Commercial Facilities
- Construction Companies
- Design Firms
- General Contractors
- Sub Contractors etc.

## 7 Real Estate Tech Expo

### Exhibit Profile

- IoT in Real Estate
- Property Management Support
- Property Mediation Support
- VR/AR
- Matchmaking Services etc.

### You can sell/export to

- Property Management Companies
- Real Estate Agencies
- Building Management Companies
- Building Owners
- Developers etc.

## 8 Retail Digital Transformation

### Exhibit Profile

- Digital Signage
- Virtual Reality
- Robots for Customer Services
- Data Collection
- Inventory Management
- Store Digitalisation etc.

### You can sell/export to

- Developers
- Hotels
- Shopping Centers
- Department Stores
- Convenience Stores
- Retail Stores etc.

# You can meet all at JAPAN BUILD

## Procedures for exporting/selling to Japan

1

### Importer

- Give advice to make it Japanese specification
- Take the certification for JIS, JEM, etc. instead of you
- Have established sales channel

2

### Design Office

- Incorporate the product directly into the blueprint reason
- Have possibilities to be used in facilities and houses Japan nationwide

3

### Contractor/ Housing Manufacturer

- Find new and innovated products/services from overseas to differentiate from competitors
- Introduce your products for building, new facilities, houses and renovating buildings

4

### End User

- You can directly sell/export your products to the end users, such as building owners and developers
- Reaching them is easier way to have a direct client

**Direct sales to all targeted segments!**

# Why JAPAN BUILD is expanding every year?

## Reason

1

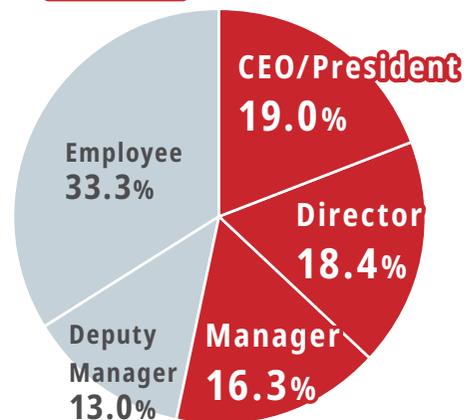
### Direct business meetings with the decision makers

53.6% of visitors are above management level.  
You can have intensive business discussions with decision makers who are highly motivated to install new system and services.

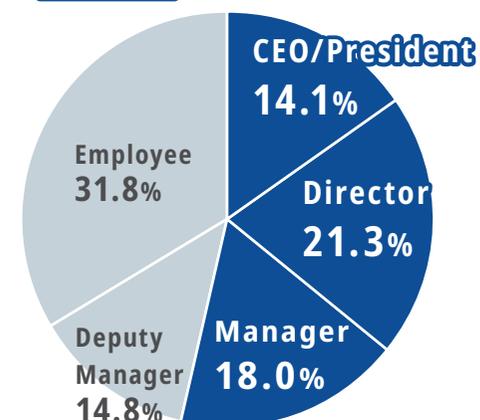
**53.6% is above Management level**

\*Average rate from Osaka and Tokyo show

Osaka



Tokyo



\*Visitor data from 2023

## Reason

2

### Support system to increase exhibit result

To make the most out of exhibition, ES (Exhibitor Success) team will provide you tips to conduct business meetings that lead to successful results.

#### Example

- We don't know what to prepare for the first time exhibiting
- How to attract visitors?

\* ES (Exhibitor Success) is RX Japan's unique partnership that leads to successful exhibiting.



# Packaged exhibiting plans to maximise your show results

Special packaged plans containing both “Digital & On-site Advertisement”.

Digital and real approach two months before the show can help you to attract visitors during 3-day show.

**Premium** Available only for 3 exhibitors. This plan gives you maximum exposure before and during the show.



**Business Activation Plan** This helps you attract high quality visitors to your booth.



**Starter Plan II** This helps you have more exposure and more visitors at your booth.



## Meaning of icons



Banner Ads on  
Official Show  
Website



Banner Ads on  
Conference  
Webpage



Ads in Visitor  
Promotion E-mail



Digital Incentive  
Coupons



Floor Map Ads



Digital Signage Ads  
on the Hallway



Show Entrance  
Floor Ads



Hanging Banner Ad  
above Your Booth



Booth

## Booth Only

You can exhibit with only the  
on-site booth for 3-day show

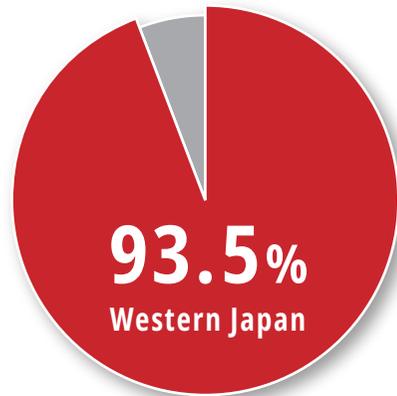


## Direct sales to two markets in Japan, exhibit both in Osaka and Tokyo!

**Osaka** **93.5%** visitors were from Western Japan

**Tokyo** **89.1%** visitors were from Eastern Japan

Regional Breakdown of Visitors in 2023



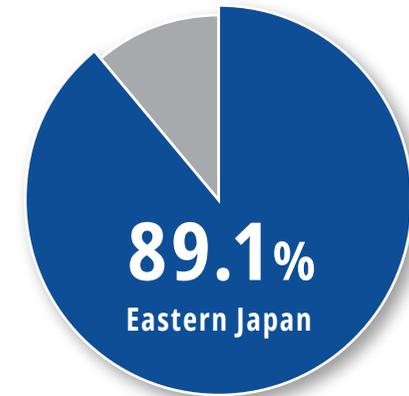
Breakdown of Visitors in 2023

Visited only Osaka Show  
13,437 Visitors

Visited 2023 Tokyo Show  
34,443 Visitors

Only 0.6% of all visitors came to both shows  
(272 visitors)

Regional Breakdown of Visitors in 2023



For more information

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## Book your space NOW!

Organiser: RX Japan GK JAPAN BUILD Show Management  
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