

JAPAN IT WEEK SPRING COMING SOON

Japan's Largest IT Show to be Held from May 11th, 2011



March 2011

Japan's largest and most influential IT industry trade shows will be held under the collective name of "Japan IT Week Spring." Made up of 11 concurrent IT shows which will take up the entire East and West Halls of the Tokyo Big Sight venue, Japan IT Week Spring will be held from May 11 (Wed) – 13 (Fri) and is set to attract 1,560 exhibitors from around the world. With participation by the industry's leading companies, the event is regarded as the 'must-see' trade show where all kinds of solutions and IT technology gather under one roof. Japan IT Week Spring will provide the ideal business venue to compare the latest products, conduct face-to-face discussions, and finalize purchasing agreements between system integrators and end users, and is expected to gather 140,000 visitors over the three show period days.

Featured Shows

Japan IT Week Spring is made up of the following 11 trade shows: the 20th Software Development Expo (SODEC),

16th Data Warehouse and CRM Expo (D&C), 14th Embedded Systems Expo (ESEC), 13th Data Storage Expo (DSE), 8th Information Security Expo (IST Spring), 6th RFID Solutions Expo (RIDEX), 5th Direct Marketing Expo (DME), 5th Web & Mobile Marketing Expo (Web-Mo Spring), 3rd Green IT Expo Japan (GRIX), 3rd Cloud Computing Expo Japan (Cloud Japan Spring), and the newly launched 1st Smartphone & Mobile Expo (Smartphone Japan).

Especially with the growth of the cloud market and with increase of companies wishing to join Japan IT Week Spring from this industry, Cloud Japan Spring is expected to grow to thrice its size from last year. Major cloud industry players from Japan such as Fujitsu, NEC, and Hitachi, as well as international giants such as Amazon, Microsoft, Salesforce, and Cisco Systems have confirmed their participation in Cloud Japan Spring, and all the latest cloud computing services and solutions are set to gather in this show. In addition, IST Spring, which will be held for its 8th time and will return with a bang with industry leading companies such as Trendmicro, Symantec, McAfee, Intel, Check Point Software Technologies exhibiting again this year. IST Spring will feature an exciting lineup of the latest information security related products and services under one roof.

Also, a specialized show for the smartphone and mobile industry will debut this year. A range of SaaS solutions, application services, networks, and related devices will gather in one area. Also this show will feature major security service vendors such as VeriSign, Kaspersky, and Check Point Software Technologies who will aim to expand their business in this growing market.

International IT Show

As Japan's largest IT show, Japan IT Week Spring attracts top industry players from all over Japan as well as the world. Major overseas exhibitors from 14 countries and regions will participate at Japan IT Week Spring including those from Belgium, Canada, China, Finland, Hong Kong, India, Korea, Philippines, Poland, Taiwan, Thailand, UK, and USA. Additionally, there will be country pavilions by Belgium, China, Korea, Philippines, Poland, and Thailand. Being Asia's leading IT trade show, a growing number of professional visitors from especially nearby Asian countries such as China and Korea are expected to attend the show to proactively search for new solutions for their business and to research the latest news and trends of the industry. IT conferences will be held in Japanese and English, and a networking party will be held during the show to help those in the market meet up and forge new ties.

Contact for Space Booking or Invitation Tickets Today!

Japan IT Week Spring is set to further establish itself as the world's leading international trade show for the IT industry, and expects a surge in both exhibitors and visitors. Available space is limited and booths are provided on a first-come-first-served basis. To find out how Japan IT Week Spring can expand your business or to receive information about the show, please contact Show Management immediately. Professional buyers can apply for free invitation tickets through the official website. Please contact below for applications and inquiries:

Japan IT Week, Reed Exhibitions Japan Ltd.

18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan

TEL: +81-3-3349-8504 FAX: +81-3-3349-8500

E-mail: sodec@reedexpo.co.jp Access: www.japan-it.jp

*For **media partnerships** with Japan IT Week, contact Katherine Kanami Nishimura: nishimurak@reedexpo.co.jp.