

RE-UNITING NATIONAL DELEGATIONS PRESENTING
THE WORLD'S LATEST
TECHNOLOGIES & INNOVATIONS

JAPAN

MARCH 22-29 2023





[Back to index](#)



[contact us](#)



JAPAN SPRING 2023

INDEX

[WHERE IS IT?](#)

[WHAT IS IT?](#)

[OUR ROAD SHOW](#)

[THE EVENT OUTLINE](#)

[THE AGENDA](#)

[ABOUT US](#)

[OUR VISION](#)

[OUR MISSION](#)

[HOW WE DO IT](#)

[WHY ATTEND?](#)

[PRICING](#)

[SPONSOR'S OPTIONS](#)

[SCHEDULE](#)



MAGICAL TIMING

RARE OPPORTUNITIES

WE ALL HAVE A RARE OPPORTUNITY IN JAPAN NOW



Japan's Strategy

Due to recent events, Japan recognizes the need for international collaboration now more than ever. This is our aim and our new policy.



Foreign Embassies

Facing an increase in demand for collaboration with Japan, foreign embassies are calling for more opportunities.



Global Collaboration

Recent global events emphasize the need for uniting - **FOR THE WELLBEING OF HUMANS EVERYWHERE.**



Diversity

Many diverse industries & **cross sectors** share a desire to cooperate in this post-corona future.

T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O

WORLD EVOLUTION EXPOS

Double event that re-unites national delegations exhibiting their country's leading technologies and innovations

WHEN TRADITION MEETS INNOVATION

Celebrate with Japan by attending during the Sakura cherry blossom season in spring, 2023, symbolizing rebirth after 3 seasons of the pandemic

Tokyo 2023.03.22-23



<https://www.t-i-forum.co.jp/en/>

Kyoto 2023.03.28-29



<https://www.miyakomesse.jp/english/>
<https://rohmtheatrekyoto.jp/en/>

HOW WILL WE DO IT?

2 events at the Heart of Japan at spring time

The right setting and content to generate partnerships and collaboration.

National Pavilions

Embassies presenting their countries' latest innovations and technology.

Valuable Content and Keynote Speakers

WE give priority to embassies to present their global success stories.

Discover Japan

Providing Japan with the space and opportunity to showcase innovative technologies while creating a comfortable setting for international collaboration.

Active Hosting

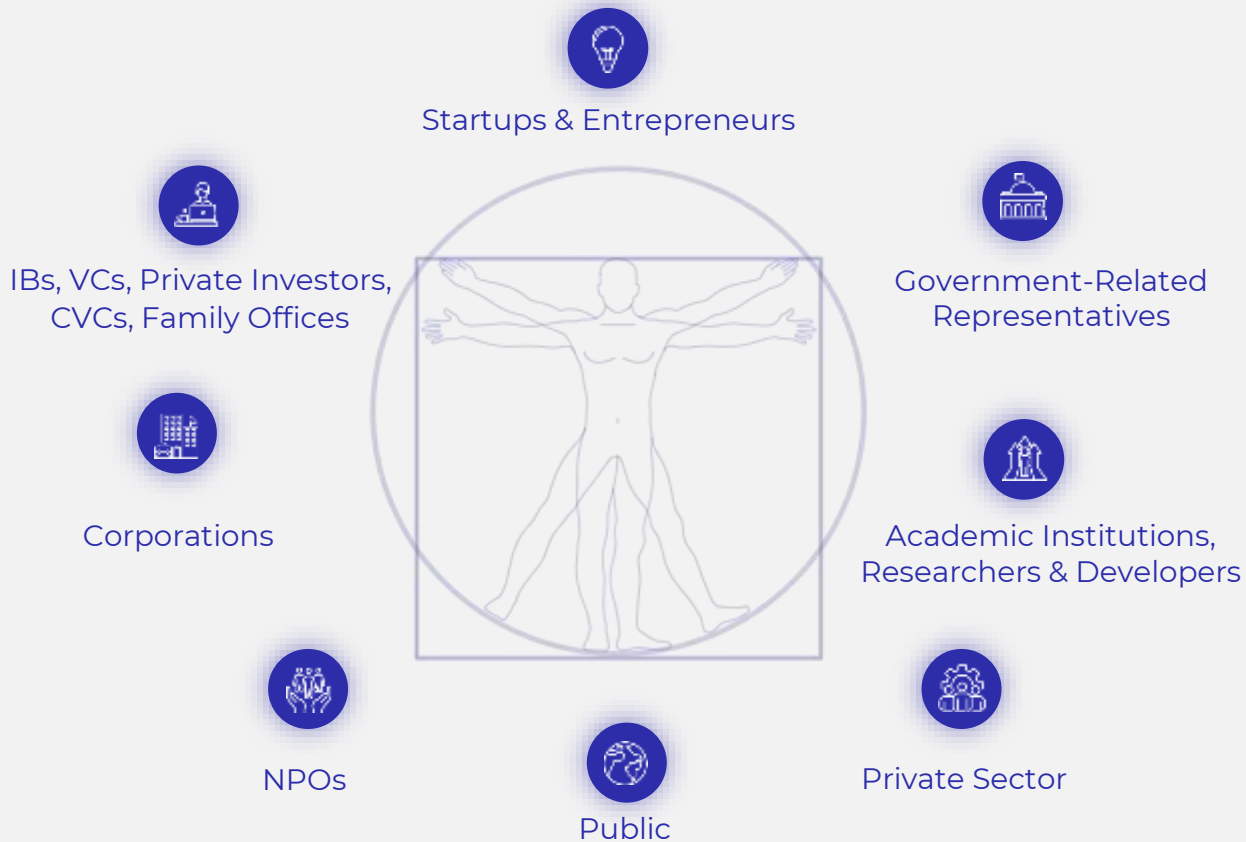
WE regard participants as our guests – and are therefore committed to maximizing their benefits.

Long Term Commitment

Supporting your needs before, during and after the events.



WHO WILL WE MEET?



ABOUT US

A team of entrepreneurs

with vast experience in investments and funds, business development, international exhibitions, conventions, road shows etc.

A group of business development experts

with active international collaborations and biz-dev successes in different environments and sectors.

We are locals in Japan

with years of accumulated experience in Japan, and passionate to spread Japanese core cultural values such as patience, respect, and politeness.

We are here to aid

with our local agents, offices, legal aid, translating, follow-ups, and technical assistants - all it takes to help you succeed.



**WE ARE
DRIVEN
BY YOUR
SUCCESS**



OUR VISION

Creating a long term, ***sustainable platform for international collaboration***, driven by a holistic approach that bridges business and cultural gaps,
for the benefit and wellbeing of humans everywhere.

OUR VALUE

*Creativity, Integrity, Flexibility,
Customer Oriented, Reliability*
ARE OUR CORE VALUES

OUR MISSION

WE CREATE

Creating a **HYBRID EVENT** with a supporting digital platform for continuous, long-term engagement for the **WE-TECH community**.

WE CONNECT

Attracting Japanese entities seeking global collaborations and helping them reach their goals.

WE COOPERATE

Producing an amazing journey to Japan for the nations' delegations, allowing them to enjoy a unique experience while reaching their goals.

WE COLLABORATE

Providing the **OPPORTUNITY**, the **TOOLS**, and the **SUPPORT** to overcome obstacles to international partnerships between Japanese and global investors.

WE FACILITATE

International re-uniting toward development & mutual success.

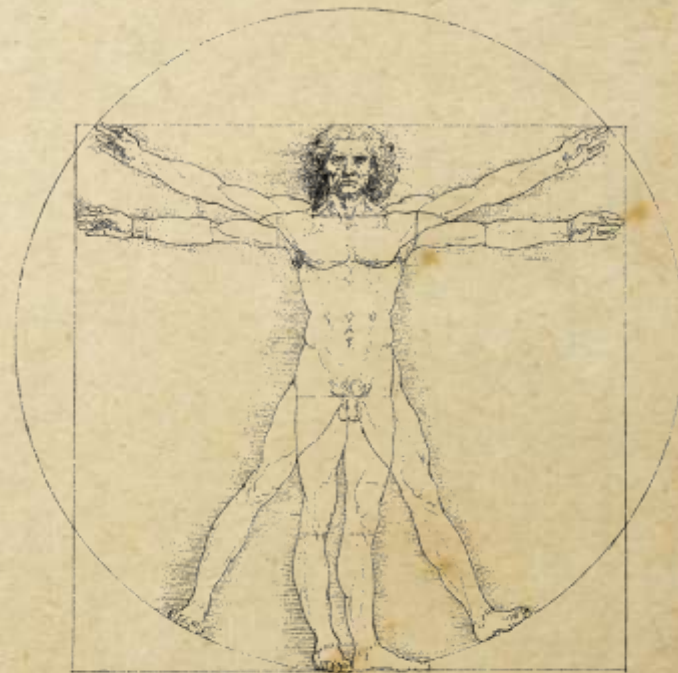
OUR CONCEPT

THE HOLISTIC APPROACH

Our post-covid concept places us, humans, in the center.

Re-defining technology holistically, and not by sector, is similar to the different approaches between conventional medicine and alternative medicine. This re-definition allows refreshing exposure and creative cross-industry collaborations - for the benefit of nations, businesses, and humans everywhere.

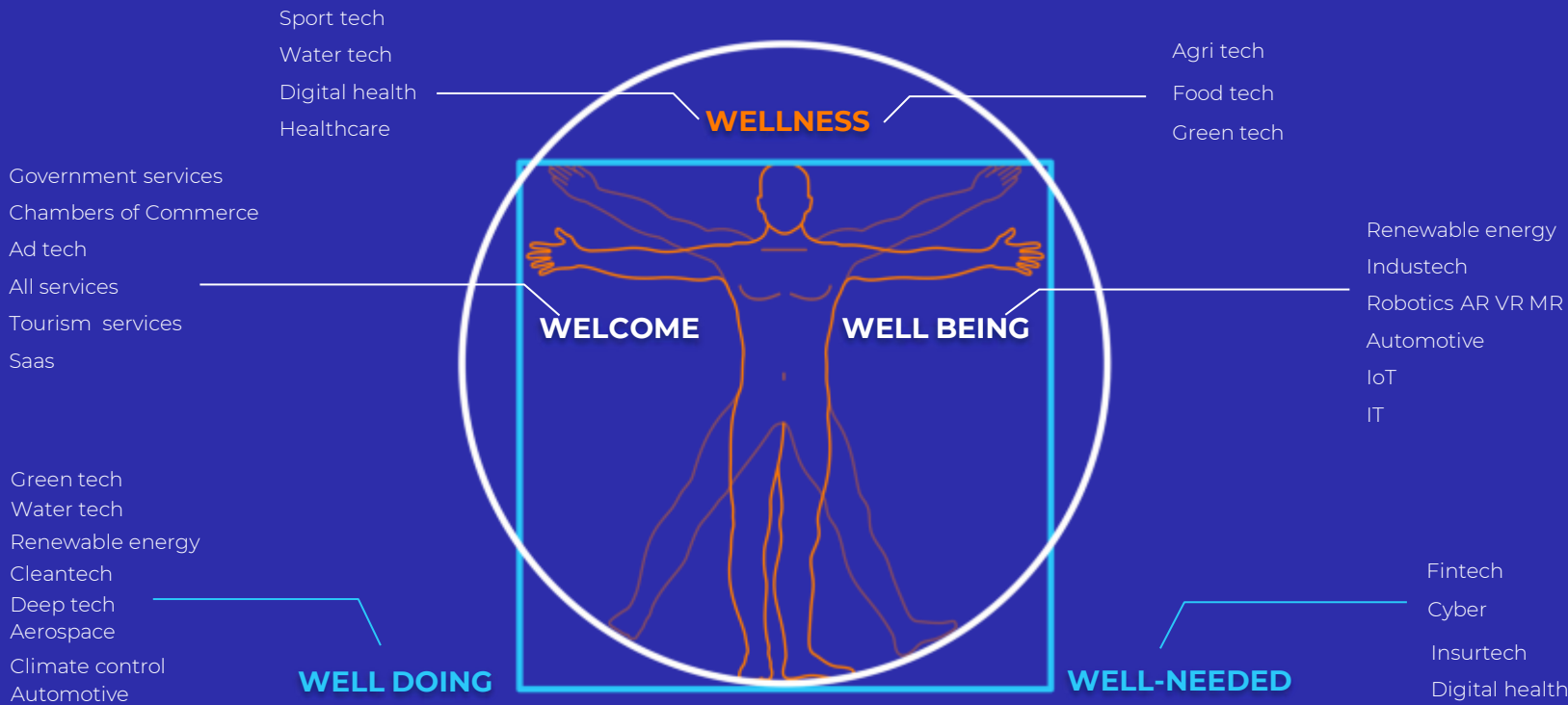
WE ARE THE CENTER



THE HOLISTIC APPROACH SECTORS



WE ARE THE CENTER



T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O

WHY ATTEND

- Having a **Japanese Partner** has a **positive impact** on share **value** in general.
- **National pavilions** that attract **global-minded decision makers**, distinguishing WeTech from 700 other yearly events.
- **Multiple powers working for your success:** you, the organizers, your gov., the Japanese gov., and our biz-dev & service providers.
- Explore **global collaboration opportunities** in **one place**.
- Discover the **world's latest technologies** in multiple sectors.
- **Expose your tech** and products to a **wider range of companies** and mega investors with our holistic cross-sectional approach.
- Enjoy the expo's **unique community digital collaboration platform** before, during, and after the show.
- Experience the **once-in-a-lifetime** amazing **spring blossom biz-journey** in Japan.

WE ARE ALL AIMING FOR YOUR SUCCESS

BEFORE, DURING & AFTER

**CREATING A COLLABORATIVE,
SUPPORTIVE PLATFORM for the
WE COMMUNITY.**



Local Gov.

Support & guidance for development



Your Embassy's

Commercial section is here to support you



New Online platform

To easily specify needs, find interests and content, network, pre-schedule meetings, and follow up.



Assistances

Local Agents, assistants, and guides.



Facilities

Exhibition halls; presentation, conference, and keynote speaker's stages; VIP rooms in various sizes; seminar, workspace, cocktail & dining spaces; etc.



Office Services

Escorting, legal, translating, biz-dev and other services.

MAGICAL TIME

SAKURA BLOSSOM SEASON

FOR FLOURISHING BUSINESS OPPORTUNITIES

After 3 years without overseas visitors, we offer participants the opportunity to spend some extra time in Japan and enjoy the height of the cherry blossom season with their families/colleagues, during or after the show.

*Japan's unique springtime phenomenon of Hanami brings about remarkable opportunities for companies that look to capitalize on the brief but lucrative season. **

- "Export to Japan UK" The Coca Cola story

**MARCH
22-29
2023**

T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O
T T
O O
K K
Y Y
O O

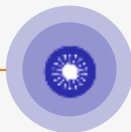
HOW DO WE DO IT?



PRE-SHOWS

Produce Interest and Pre-Schedule Meetings

Register and appear in our newsletters and unique online platform. Contact 4000 local Japanese leads. Share clips of your business and country, and more...



1ST SHOW

2-day show
TOKYO
March 22-23

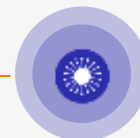
Present, Meet, Collaborate.
Learn about the support options.



BETWEEN-SHOWS

March 24
Visit Gov. offices/mega corps. – Biz-related activities.

March 25-26
Enjoy a tour from Tokyo to Kyoto.



2ND SHOW

2-day show
KYOTO
March 27-29

As the 1st event plus special know-how sessions, extra preset B2B, success & inspiration.



POST-SHOWS

Follow Up
With our active digital platform and support.

Choose your collaborative options for your future with Japan.

Enjoy the cherry blossom season.



EVENT OUTLINE

- Theme: Wellness & Wellbeing (Technology, Food, Sports, etc.)
- Tradeshows and conference events, with investors' summit conferences in Tokyo and Kyoto, both hybrid events
- 3 stage types, Meeting rooms, group rooms, pre-set B2B and meeting areas
- About 200 booths inside various country's pavilions (with embassies' support)
- In-person 2,000 x 5 = 10,000 attendees as goal
- Worldwide online attendee goal undecided
- 70~80% foreign attendees, 20~30% Japanese attendees
- 70~80% Japanese visitors, 20~30% foreign visitors
- Registration starts end of September 2022
- Online platform and mobile app for registration – vfair/cvent database platform salesforce/zoho



EVENT DAYS OUTLINE

TOKYO

March 22nd -23rd, 2023 EVENT 1 - Tokyo International Forum

March 24th Biz related bus tour to gov. offices and corporations in Tokyo

March 25th -26th Incentive tourism journey from Tokyo to Kyoto

KYOTO

March 27th conference/ seminar – Do & Don't to succeed in Japan

March 28th -29th, 2023 EVENT 2 - Miyako Messe & Rohm Theatre

March 30th ~ Sakura tours options

SPECIAL EXTRA IN KYOTO:

WHEN TRADITION MEETS

INNOVATION

March 28th-29th

1. International culture art and design show in collaboration with Kyoto Museum of Craft and Design and with foreign embassies. The whole floor will be dedicated to national culture and design.
2. National tourism booths welcome Japanese tourists to their country at the Miyako Messe entrance gallery.

* prices subsidized by sponsors

AGENDA 1 **CONCEPT** FOR TOKYO & KYOTO EVENTS

5 plenary sessions, 3 track titles, 1 holistic concept

	Tokyo & Kyoto	Tokyo & Kyoto		Kyoto
TITLE	COLLABORATION DAY	INVESTORS' DAY		THE SUCCESS
TOPICS	How can we all help with your collaboration?	Show & participant's keynotes	Investors' summit - financial investments	To be successful Challenges & opportunities
WHERE	Pavilions & booths at halls; Keynotes at conference halls	Event halls, speaker's halls	Conference rooms section	Main hall
WHAT	Support procedure, validate, evaluate, R&D, structure (local branch, JV), gov. funding programs, introductions, international options in various countries to collaborate, etc.	Seeking to invest - The global collection of start-ups. Presenting investment options and routes.	Financial investment options	Influencers, success stories, unicorns, celebrities related to the WE holistic approach, successful CEOs. FAANG(big5)/ audit(big4). Motivational & inspirational speakers
WHO	Commercial attaché, other gov., international support organization, academy, Biz-dev, CoCs,...	VC, CVC, banks, investment banks, angel investors, financial institutions, peer-to-peer lenders, personal investors, family offices, and private corporations		

AGENDA 2 – PLENARY SESSIONS OUTLINE

Tokyo & Kyoto

Daily keynote speakers schedule includes a variety of speakers in our holistic approach each day. Visitors can specify their interests to get alerts of their times and locations.

	Day 1	Day 2
9-10	Welcome	Wellness
10-12	Wellbeing	Well doing
13-14	Well-needed	Welcome
14-15	Well doing	Wellbeing
15-17	Wellness	Well-needed

We give the embassies the option to apply their priorities so we can set the allotment time.

For Tokyo & Kyoto - each 2-day event.
3 stages – main (250~), pro (60~), private (~10)

MAIN STAGE

WELCOME

Japan gov. official – Gov rep. plus METI/NEDO/JETRO etc.

National reps – Commercial attachés/ ambassadors.

Sponsors. * 2nd welcome is for private service providers

WELLBEING/WELLNESS/WELL DOING/WELL-NEEDED

Influencers, success stories, unicorns, celebrities related to the WE holistic approach, successful CEOs. FAANG(big5) / audit(big4). Motivational & inspirational speakers.

PRO STAGE

Attendees, Embassies attendees' lists, Hubs, Campus, Accelerators, CoC

TECH STAGE

For quick presentations to leverage discussions (free basis, up to 15 min)

AGENDA 3 – INVESTMENT SUMMIT

Investment options in financing

OUTLINE

Investment Section

A whole floor with 10 conference rooms for financial investment opportunities

Who attends

VC, CVC, banks, investment banks, angel investors, financial institutions seeking Japanese & global investments

Who are your guests

VC, CVC, banks, investment banks, angel investors, financial institutions, C levels, peer-to-peer lenders, personal investors, family offices and private corporations

Choose a sponsorship package and get:

- **Conference/meeting room** at the investments section for the whole INVESTORS' day (instead of a booth)
- **All appearance benefits** and stage time - same as the **sponsorship package**
- **VIP invitations** for both events for your guests, with free access to all
- **Main investors' conference room** - presentation for up to 45min - for VIPs only * Silver package and above

BE WE SPONSOR

OUR SPONSORSHIP BENEFITS 2

TYPES OF SPONSORSHIPV	DIAMOND	PLATINUM	EMERALD - PAVILION	GOLD	SILVER	AMBER - PAVILION	BRONZE	BASIC
Venue Appearance								
Hall space	+ Upper signs	+ Flags	Sponsor list	Sponsor list	Sponsor list	Sponsor list	Sponsor list	List/map/app
Entrance	+ Upper signs	+ Upper signs	Sponsor list	Sponsor list	Sponsor list	Sponsor list	Sponsor list	List
Big down flags	•	-	-	-	-	-	-	-
Brand recognition	All with name	All with name	Up on pavilion list	Sponsor list	Sponsor list	Sponsor list	Sponsor list	In list
B2B pre schedule	Best room + team room 2hrs/day	+ Preferred meeting rooms	+ Meeting room	+ Meeting room	•	•	•	•
Directions	•	•	-	-	-	-	-	-
Distribute own items	•	•	•	•	•	•	•	•
Event picture board	•	•	•	•	•	•	•	-
Conference options	•	•	•	•	•	•	-	-
Game participation	•	•	•	•	•	•	-	-
Kyoto extra complex option	•	•	Culture, art & tourism	•	•	Tourism 2.2m	-	-
Conference Options								
Main stage	30 min	20 min	15 min	15 min	-	10 min	-	-
Pro stage	60 min + room	60 min + room	90 min	60 min	60 min	60 min	15 min	-
Tech stage	•	•	•	•	•	•	•	Free basis
Back screen constant appearance	Sponsors list	Sponsors list	Sponsors list	Sponsors list	Sponsors list	Sponsors list	Sponsors list	-
Panel	•	•	•	-	-	-	-	-
Flags 4m*5m/2m*1m	•	-	-	-	-	-	-	-
Session sponsor - opening	Optional	•	-	-	-	-	-	-
Sector sponsor - opening	•	-	-	-	-	-	-	-
Live stage interview	•	-	-	-	-	-	-	-
Seminar/Workshop	•	•	-	-	-	-	-	-

BE WE SPONSOR OUR SPONSORSHIP BENEFITS 2

TYPES OF SPONSORSHIP	DIAMOND	PLATINUM	EMERALD - PAVILION	GOLD	SILVER	AMBER - PAVILION	BRONZE	BASIC
Website & Mobile App								
Map location	•	•	•	•	•	•	•	•
Directions to you	•	•	•	•	•	•	•	•
Banner	•	•	-	•	•	-	-	-
Appearance	Freq. logo/link Detailed page w/pres. + sponsors	Detailed page w/video + sponsors	Detailed page w/video + sponsors	Detailed page w/video + sponsors	Detailed page w/video + sponsors	Detailed page w/pres. + sponsors	Detailed page w/pres. + sponsors	Detailed page w/presentation
Sponsorship page w/ links	•	•	•	•	•	•	•	-
Digital Communication								
Newsletter article	In Diamond section	In Platinum section	1 time article per startup	•	•	1 intro per startup	1 time	1 time
Social (FB, Ins, Tw, Lnkdn)	As request 1	As request 2	Mentions	Mentions	Mentions	Mentions	Mentions	Mentions
Using our mailing list	•	•	-	-	-	-	-	-
Logo(link) display-Email	•	-	-	-	-	-	-	-
TV- Hybrid/Virtual Appearance								
Virtual booth	•	•	Virtual pavilion	•	•	Virtual pavilion	•	•
Your event videoclip	•	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Live session/News break	•	•	Cam in event	Cam in event	Cam in event	Cam in event	Cam in event	Cam in event
Printed Materials								
Brochure appearance	•	•	•	•	•	•	•	-
Agenda appearance	•	•	•	•	•	•	•	-
Tags appearance	•	•	•	•	•	•	•	-
More Benefits Included								
Both events booths	(X2)	(X2)	(X2)	(X2)	(X2)	(X2)	(X2)	-
Events space include - Tokyo (Kyoto)	120	84	84	60	36	24	12	By booth price
Tour to Kyoto	6	4	4	4	2	2	1	-
Free entry tickets	50	30	30	20	20	20	10	5
VIP	10	6	4	4	2	2	2	1
Adding options	•	•	•	•	•	•	•	•

Reach your goal at...



Thank You