

Overview of ResorTech EXPO 2023



Executive Committee Secretariat
of ResorTech EXPO in Okinawa
May. 2023



ResorTech
EXPO
in Okinawa

1. Outline of ResorTech EXPO



Resort

X



Technology

ResorTech
EXPO
in Okinawa

Only One in Asia

ResorTech EXPO 2023 in Okinawa will be held with full support from the Okinawa Prefectural Government as the only resort x technology event in Asia!



ResorTech
EXPO 2023
in Okinawa

Why hold it in Okinawa?



■ Optimal Access to Asian Major Cities

Naha Airport's domestic and international route networks are among the best in Japan. Connect with Asian major cities in 4 hours or less with flight from Okinawa.

■ Reducing the risk of simultaneous disasters

Taking advantage of its geographical characteristics, Okinawa is providing decentralized base for development and data accumulation to solve business issues.

■ Substantial IT Infrastructure

Okinawa is providing a cloud environment in collaboration with the public and private sectors, and creating two-way business environment between Asia and Japan.

■ Support system for new businesses

Okinawa pref offers a comprehensive support service for new business.
Ref : [Information and Communications Industry Business Establishment Guide](#)



The center of a huge market of 2 billion people in Asia

⇒ [Okinawa Pref Asian Economic Strategic Promotion Plan](#)

- from domestic and international, information, services, commodities, companies, people and business gathers in Okinawa.



Okinawa is the best place for
IT Business x Proof-Of-Concept

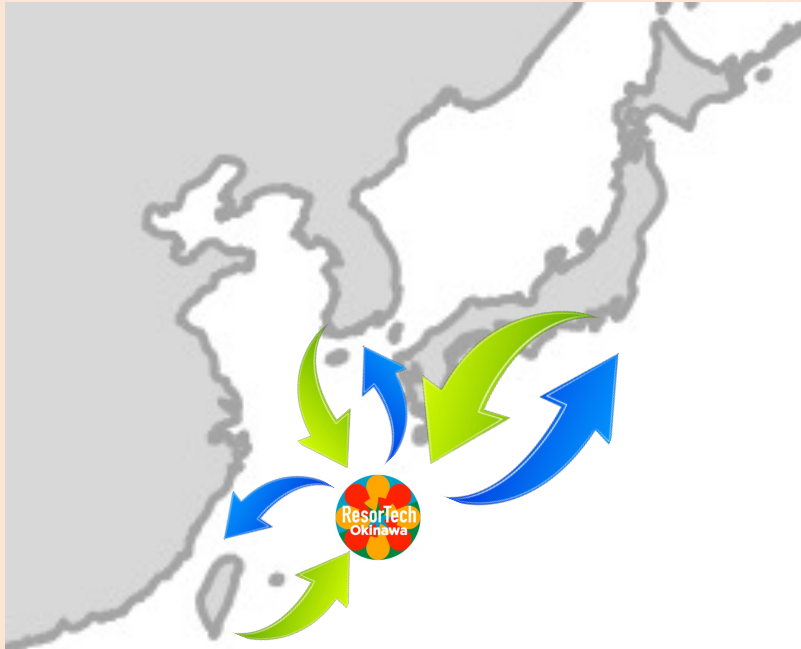
DX Testbed Island

1-1. ResorTech EXPO 2023's Concepts & Theme (Draft)

ResorTech EXPO 2023 are setting the targets to be international trade fair which is generating international business with Okinawa as its starting point.

【Goals and Objectives】

The concept of "Resort" x "Technology" will promote the creation of innovation and new businesses originating in Okinawa. And it will bring together domestic and foreign IT businesses and a wide range of businesses, including those in the tourism industry, in Okinawa, thereby communicating the ResorTech Okinawa brand to the world.



【Direction for the EXPO2023】 (= Concept)

- **Generating international business with the resort, Okinawa as a starting point.**

1-2. Benefits of Participation for ResorTech EXPO

ResorTech EXPO and Okinawa Pref will be able to providing following benefits for the participants from overseas.



**Business matching
with Jpn partners**

Our EXPO matches you with the partners you need, not only by the exhibition but also through matching event.



**Demonstration Project
on “ResorTech Okinawa”**

DX Testbed Island, “ResorTech Okinawa” provides you the environment and assistance to conduct your demonstration project.



**Gateway
to Japan market**

Your activities in Okinawa, like a demonstration project to be used as a gateway to your market development to Japan.



**Support for
Establishing a branch
in Okinawa, Japan**

Okinawa pref provides one-stop services for the consultation and support as a single point of contact for all your needs to establish a branch.

1-3. Past Achievements of ResorTech EXPO



date	5-6 Feb 2020 (2days)	29 Oct – 1 Nov 2020 (4days) *	18-19 Nov 2021 (2days)	17-18 Nov 2022 (2days)
venue	Okinawa Convention Center	Okinawa Convention Center	Okinawa Convention Center	Okinawa Convention Center
# of visitors	8,216	24,765	9,213	13,814
# of participants	135	85	107	160

*) Co-hosted with Tourism Expo Japan

1-4. EXPO Participants from Taiwan

Due to COVID-19 pandemic, there had been very few participants from not only Taiwan but also and other countries.

1st EXPO (Feb 2020)



叡揚資訊股份有限公司

www.gss.com.tw



蹦世界數位創意股份有限公司

popworld.cc

Total 12 companies from overseas exhibited,
including above 2 companies from Taiwan.

4th EXPO (Nov 2022)



Turing Certs

Turing Certs | 圖靈證書

certs.turingchain.tech



奇點無限股份有限公司

gosaico.com

No exhibitors from overseas.
Above two companies participated in the booth
visit tour.



ResorTech
EXPO
in Okinawa

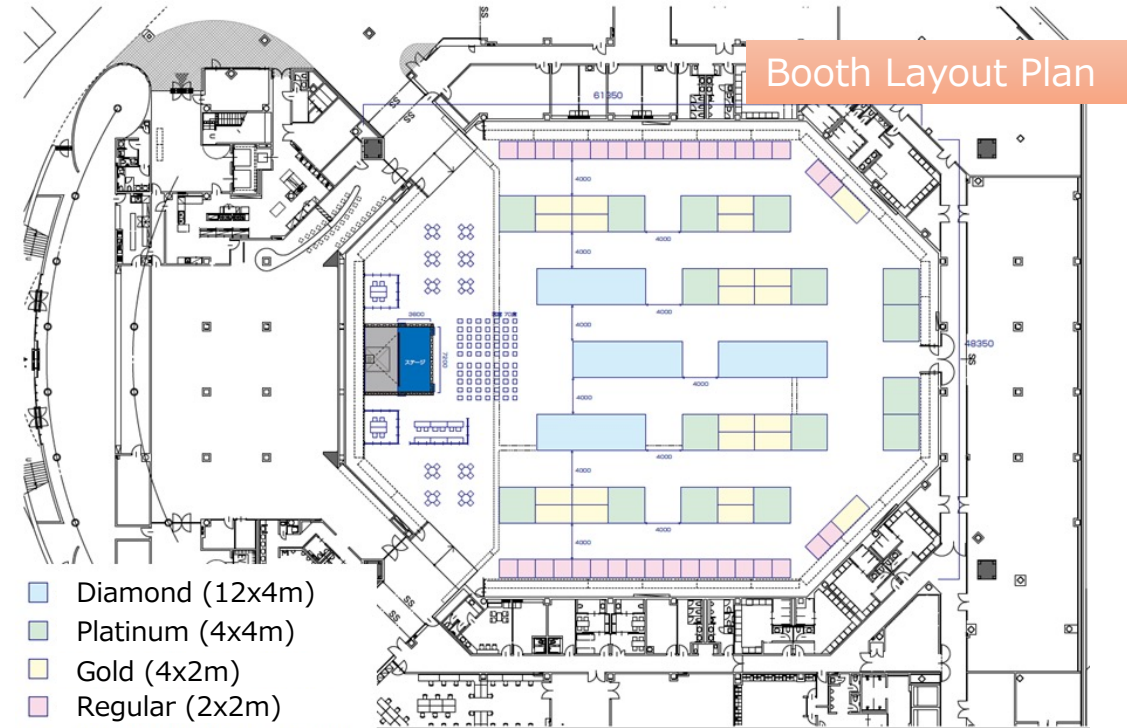
2. Event Outline & Direction

2-1. Outline of ResorTech EXPO 2023

Event Name	ResorTech EXPO 2023 in Okinawa
Event Theme	From Okinawa, Reboot Japan !
Host	Executive Committee of ResorTech EXPO in Okinawa
Target # of Visitors	On-site 10,000 *cumulative total Online 5,000
Exhibition Period	9 th – 10 th November 2023
Online Streaming Period	[tentative] 2 nd October – 30 th November 2023
Venue	Okinawa Arena (and surrounding areas)
Joint Event	Startup Festa 2023 (Koza Startup Arcade, Lagoon Koza) 10 th November 2023 Workation Fair 2023
Contents	<ul style="list-style-type: none">• Exhibition and business meeting (Setting up a group of booths by target fields)• Keynotes, Symposiums and DX Seniors
Target fields (Concepts)	<ul style="list-style-type: none">• Generating international business with the resort, Okinawa as a starting point.• Promoting DX in all industries. Improvement for earning power.• Regional (local area) development. Solving regional issues.
Targeted Visitors	Businesses requiring technology services in all industries, government officials, students and media
Collaborative Events	Okinawa Industrial Festival, The Grate Okinawa Trade Fair, CEATEC, Kyoto Smart City Expo, ODEX and COMPUTEX Taipei/InnoVEX

2-2. Okinawa Arena・Exhibition Hall Layout

We will make full use of the "Okinawa Arena" which has a well-equipped environment with digital signage and many private rooms and will conduct event management appropriate for a technology exhibition.



- Zoning of exhibits for each EXPO concept (to encourage visitors and business negotiations) Example: (1) Tourism Tech (Overseas Zone), (2) Local governments and regional development, (3) DX for all industries
- Enhancement of advertising menu using large screens and digital signage
- Provide private business meeting rooms

* The FIBA Basketball World Cup 2023 (Aug-Sep 2023) will be held at the "Okinawa Arena".

2-3. Symposium & Seminar Venue

The following venues are expected to be used for EXPO-related symposiums and seminars. We will also consider using other venues, such as nearby facilities, to hold cooperative events.

ResorTech Seminars



* image. Source: Okinawa Arena website

Main Stage

Approx. 100 seats arranged
Visitor check-in not required

Paid Seminars



Hall 4F

Approx. 200 seats arranged
Visitor check-in required

Keynotes・Symposium



Hall 5F

Approx. 200 seats arranged
Visitor check-in required

2-4. Special Exhibit Area for Startups & SMEs (Draft)

Special events are planned to introduce startups and small and medium-sized businesses in Okinawa Prefecture and to connect them with exhibitors and visitors as future exhibitors at the Expo.

Event Image



Venue TBD

■ Event Plan (Draft)

- It will be set up outside the main arena.
- Simple exhibition booth will be offered at a special price (tentative 100,000 yen).
- Consideration will be given to plans for interaction with other exhibitors and visitors.

Exhibiting conditions:

- Companies with a business office in Okinawa Prefecture.
- Established less than 9 years ago or with less than 10 employees.

2-5. Event to improve the business negotiation rate (Draft)

In order to further increase business matching opportunities, we will plan and operate events to connect exhibitors with companies and organizations (non-IT) in Okinawa Prefecture that have business issues.

**Exhibition booth tours
(continued)**



**Reverse Business Booths
(continued)**



**Pre-matching
(New)**



* The contents of the events and their respective outlines will be finalized in coordination with the parties concerned. Depending on the situation, we may consider changing the contents of the event.

2-6. ResorTech Award 2023 (Draft)

The "ResorTech Award Selection Committee" will screen, select, and present awards to companies, organizations, and projects related to technology, products, and services exhibited at the ResorTech EXPO in Okinawa, as well as to companies, organizations, and projects related to technology utilization in all industries in Okinawa, which are highly innovative from academic and technical perspectives, marketability, and future potential.



ResorTech Exhibition Section

Grand Prize • First runner-up



DX Promotion Section

Grand Prize



New

Overseas Section

Grand Prize

2-7. Overall Schedule (Draft)

9 th Nov (Thu)	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00
Event Floor		Exhibition and business meeting							
Main Stage	Opening Ceremony	Sponsor PV	Award Ceremoy	Sponsor PV	ResorTech Seminar	Sponsor's Exhibits Introduction	ResorTech Seminar	Sponsor PV	
Hall 5F			Keynote			Symposium			
Hall 4F		Paid Seminar			Paid Seminar		Paid Seminar		
lounge 3F		Special Exhibitions for Students							
lounge 1F		Special Event for Diamond Sponsor							
10 th Nov (Fri)	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00
Event Floor		Exhibition and business meeting							
Main Stage		Sponsor PV	Sponsor's Exhibits Introduction	Sponsor PV	ResorTech Seminar	Sponsor PV	ResorTech Seminar	Sponsor PV	
Hall 5F			Keynote			Symposium			
Hall 4F		Paid Seminar			Paid Seminar		Paid Seminar		
lounge 3F		Special Exhibitions for Students							
lounge 1F		Special Event for Diamond Sponsor							

2-8. Event Coordination for FY2023 (Draft)

We are negotiating with organizers and collaborators to collaborate on events such as mutual exhibitions and seminars, with the following events as candidates.

Event Name	Period	Venue	Organizers & Collaborators
3rd Digitization and DX Promotion Exhibition ODEX	25 th – 26 May 2023	Tokyo	Innovent, inc.
	1 st – 2 nd Nov 2023	Osaka	
COMPUTEX Taipei/InnoVEX 2023	30 th May – 2 nd Jun 2023	Taipei	Taipei Computer Association
CEATEC 2023	17 th – 20 th Oct 2023	Chiba	Japan Electronics and Information Technology Industries Association
Kyoto Smart City Expo	Oct 2023 (Plan)	Kyoto	Kyoto Pref.
Okinawa Industrial Festival	27 th – 29 th Oct 2023	Okinawa	Okinawa Industrial Federation
The Grate Okinawa Trade Fair	Nov 2023 (Plan)	Okinawa	Okinawa Industry Promotion Public Corporation

2-9. Cooperation with neighboring facilities and areas (Draft)

We will consider various cooperative events in cooperation with related organizations, utilizing the facilities and areas near the Okinawa Arena in order to hold events in various aspects.



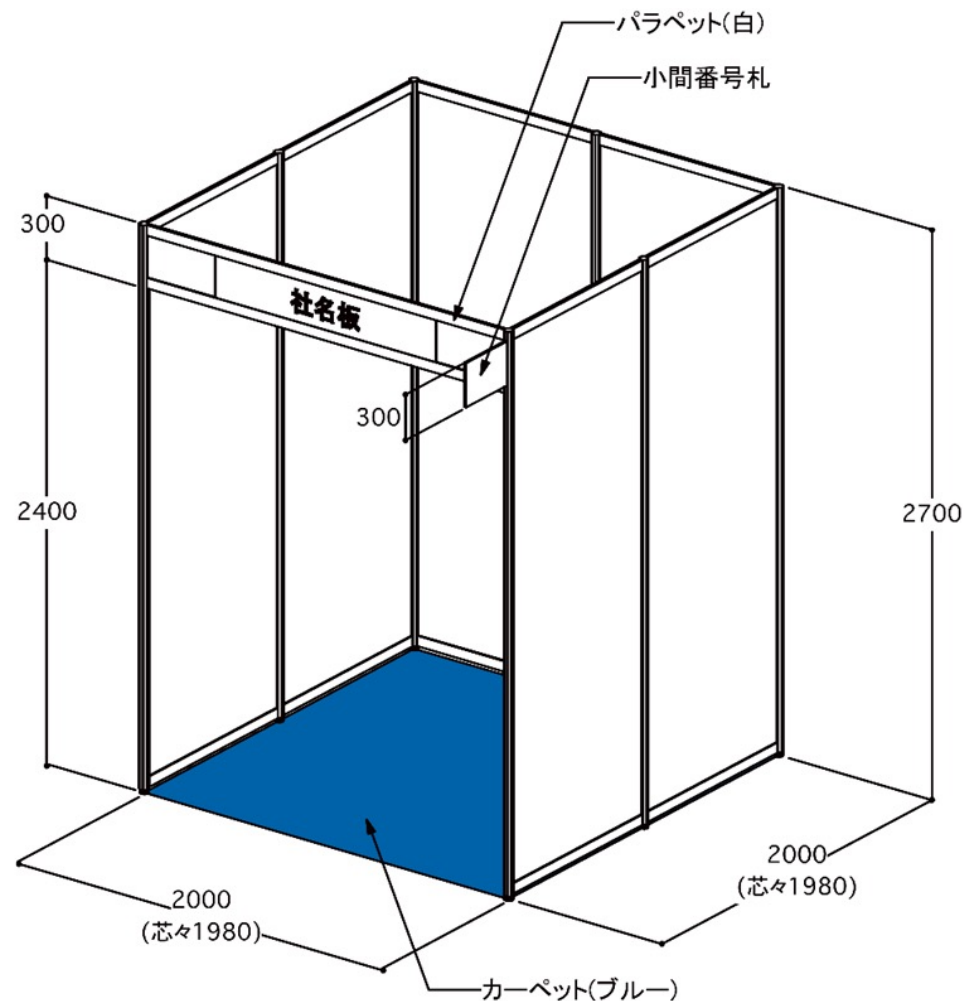
【Draft Plan】

- ① **Okinawa Arena** - ResorTech EXPO venue
- ② **Koza Sports Park area, Okinawa City** - Demonstration test in a portion of the park
- ③ **Okinawa Arena Hotel** (opening in July 2013) - Consider using as a venue for EXPO-related events (e.g., matchmaking with overseas companies)
- ④ **Koza Startup Arcade, Lagoon Koza** - Consider using as a venue for Startup Festa, an exchange event between startup companies and exhibitors.
- ⑤ **Okinawa IT Shinryo Park** - Consider holding events related to offshore and nearshore development.
- ⑥ **Chatan/American Village area** - consider accommodations for visitors from outside the prefecture and overseas, and welcome events.



3. Sponsor and Exhibitor Pricing

3-1. Regular Exhibit Booth Specifications (Draft)



■ Booth Specifications (Draft)

- Exhibition space 4m² (1 booth)
 - Business set (1 table D600 x W1500, 2 chairs)
 - System panel
 - Company name plate (W900×H200)
 - Booth number plate
 - Tablecloths (1 per booth)
 - Standard power supply 100V/500W (1 outlet)
 - Wifi Internet environment (best-effort type)
 - Exhibitor passes (5 per booth)
- * Specifications are subject to change.

■ Exhibition Fee *1

Regular Price	JPY 320,000
Special Price *2	Early-bird JPY 230,000 Exhibitor Application by end of June 2023
	Local Discount JPY 250,000 Exhibitor Application after July 2023 For <u>IIA/ISCO members only</u>

*1) Prices listed include tax.

*2) Only one slot per company (organization) is available;
the second slot will be at the regular price.

3-2. Sponsor Plan (Draft)

		Diamond	Platinum	Gold	Coral
Exhibition Space (# of regular booth)		48㎡ (12)	16㎡ (4)	8㎡ (2)	-
Sponsor Fee (incl. tax)	Early-bird *	JPY 3,000K	JPY 1,000K	JPY 500K	JPY 100K
	Local Discount*	JPY 3,200K	JPY 1,100K	JPY 550K	
	Regular Price	JPY 3,400K	JPY 1,200K	JPY 620K	
Prior PR	Pre-event Seminar Slots	○	-	-	-
	Exhibit Introduction (Web & SNS)	○	○	-	-
	Logo on website & printed materials	○	○	○	○
	Logo on poster	○	○	-	-
	Pre-recorded online seminars	○	○	○	-
The Venue	Participation in Opening Ceremony	○	○	-	-
	Main Stage Lectures	○ 45min. (ResorTech Seminar)	○ 15min. (Exhibits Introduction)	-	-
	Signage Distribution PV Inside A (All Signages in Arena)	○ Max 60sec.	○ Max 30sec.	-	-
	Signage Distribution PV Inside B (Main Signages in Arena)	○ Max 60sec.	○ Max 30sec.	○ Max 15sec.	○ Max 15sec.
	Signage Distribution PV Outside	○ Max 60sec.	○ Max 30sec.	-	-
	Logo on printed signage	○	○	○	-
	Apply for certified service	○	○	-	-
	Lounge 1F usage	+JPY 2,000K	-	-	-
	Dedicated meeting room	○	○	-	-
Other	Participation in Executive Committee	○	○	-	-
	Invitation to Reception Party	○ (3 seats)	○ (3 seats)	○ (2 seats)	○ (1 seat)

Specifications are subject to change.

* Conditions for early-bird and local discount are the same as for regular exhibits.

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3-3. Option Menu (Draft)

項目	価格 (仮)	単位	枠数	備考
Company/Service Introduction Articles (Website & SNS)	JPY 50K	1 post	TBD	Scheduled to be released in early October.
Online Streaming Seminar	JPY 150K	30min	TBD	Scheduled to be released in early October.
Onsite Seminar (Paid Seminar)	JPY 700K	45min	6	
Signage Distribution PV Inside A (All Signages in Arena)	JPY 100K	15min	TBD	
Signage Distribution PV Inside B (Main Signages in Arena)	JPY 50K	15min	TBD	
Demonstration area usage/operation rights	JPY 2,000K	1 area	TBD	
Meeting room rental in arena	JPY 15K	1 hour	TBD	
Participation in Reception Party	JPY 5K	1 seat	TBD	Only sponsors and exhibitors are expected

※ The menu contents, outline and price of each will be finalized in coordination with the parties concerned.
Depending on the situation, we will consider changing the contents.



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EXPO
in Okinawa

4. Schedule

4-1. Schedule Overview

Milestones for the plan as below will be managed ahead of schedule.

