

October 3rd, 2023

Press Release

Japan Electronics and Information Technology Industries Association

Inter BEE 2023 has begun pre-registration for attendees!

The largest media comprehensive event in Japan will be held at Makuhari Messe.

[Outline] Period : Makuahri Messe Venue: November 15 (Wed) ~ 17 (Fri)

Online Venue : November 6 (Mon) ~ December 15 (Fri)

[Accepting Exhibitors] Application : March 1 (Wed), Primary Application : until May 31 (Wed)



The Japan Electronics and Information Technology Industries Association (JEITA; Representative Director/Chairman Takahito Tokita, President & CEO, Fujitsu Limited) announced today that pre-registration for Inter BEE 2023, a comprehensive media event, at Makuhari Messe from November 15 (Wed) to 17 (Fri), 2023. Applications for exhibiting at Inter BEE 2023 will be accepted from 10:00 a.m. on March 1 (Wed), has begun on the official Inter BEE website (<https://www.inter-bee.com>).

Inter BEE is one of Japan's largest comprehensive media events where professionals in various fields of media and entertainment gather. It brings together professionals in the fields of audio, video, broadcasting, communication, and lighting, as well as technology experts, creators, and stakeholders from the media and entertainment industry. Inter BEE, now in its 59th year, provides a comprehensive platform for the latest information and business opportunities in the media and entertainment sectors, covering all areas of content creation (production), delivery (transmission), and reception (experience).

■ The number of exhibitors has increased by 25% compared to last year, leading to an expansion in the scale of the event.

Last year, there were 810 domestic and international exhibitors with 26,901 attendees. However, this year, the number of exhibitors has increased by 25% compared to the previous year, and an increase in international exhibitors is also anticipated. The event will take place in all six exhibition halls at Makuhari Messe, expanding its size compared to last year. Additionally, in response to the challenges posed by the COVID-19 pandemic and the efforts towards recovery, revival, and evolution, this year's special programs and conferences will be further enhanced.

In the special program, "INTER BEE EXPERIENCE," following the return of the X-Speaker (SR Speaker Experience Demo) in the event hall last year, this year will feature the popular X-Headphone/X-Microphone (Headphone/Microphone Listening Experience Exhibit) for the first time in four years. Furthermore, over 100 sessions will be conducted at the conference venue within Makuhari Messe.

■ Changing Department Names to Adapt to the Evolution and Expansion of the Media & Entertainment Industry

Since 2020, the media and entertainment industry has experienced an unprecedented period of transformation, and currently, the entire industry is making significant progress toward evolution and expansion. Inter BEE has changed the names of two of its divisions to reflect these industry trends, the accelerating evolution of media and entertainment, and the current trends in technology, and to move on to the next stage.

The new category names are as follows: the "Entertainment/Lighting Department" (formerly the "Video Expression/Professional Lighting Department") and the "Media Solution Department" (formerly the "ICT/Cross Media Department"). These, along with the existing "Pro Audio Department" and "Video Production and Broadcasting Equipment Department," will constitute the four categories of Inter BEE 2023.

As a platform for global trends in the media and entertainment fields and a showcase for diverse cutting-edge technologies, Inter BEE 2023 will comprehensively cover the entire industry more than ever before.

■ Introducing New Special Programs to Foster Industry Growth

In line with the focus on the evolution and expansion of the media and entertainment industry, Inter BEE is introducing two new special programs: "INTER BEE IGNITION×DCEXPO Startup Area" and "INTER BEE CREATIVE Video Marketing Lounge." The Startup Area invites innovative startup companies in the media and entertainment sector to participate, providing a platform for them to showcase new technologies, creativity, and collaborate with the industry.

On the other hand, the Video Marketing Lounge will feature production companies and marketing firms actively engaged in the rapidly expanding video marketing market. This initiative supports the growth of the video and film-related industries while contributing to the development of the market. It aims to reach out to a wide audience, including corporate communications and marketing professionals.

Name : Inter BEE 2023
Period : <Makuhari Messe> November 15 ~ November 17, 2023
<Online> November 6, ~ December 15, 2023
Venue : Makuhari Messe and Online (<https://www.inter-bee.com/>)
Admissions : Free (Registration Required)
Organizer : Japan Electronics and Information Technology Association (JEITA)

【Inquiries for Press and Media personnels】

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