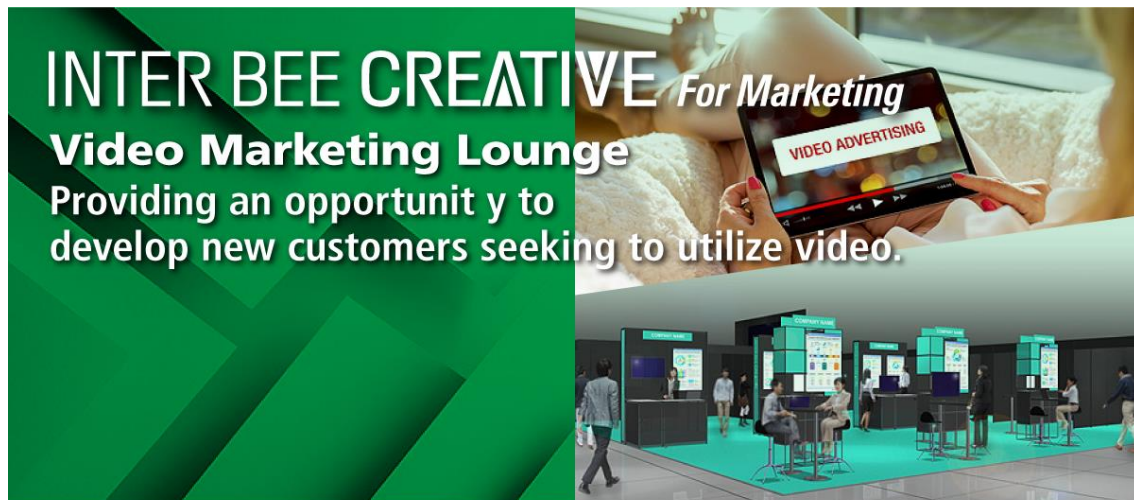


March 27th, 2023

Press Release

Japan Electronics and Information Technology Industries Association

Newly established “Video Marketing Lounge”
Providing an opportunity to develop new customers seeking to utilize video



Broadmedia & Entertainment
Inter BEE 2023 Makuhari Messe
11.15 Wed » » 17 Fri

Book your space NOW!

The Japan Electronics and Information Technology Industries Association (JEITA; Representative Director/Chairman Takahito Tokita, President & CEO, Fujitsu Limited) announced that it will establish a new "Video Marketing Lounge" in "INTER BEE CREATIVE", the special section at Inter BEE 2023, a broad media and entertainment event hosted by JEITA, as a place to actively support the growing and expanding video marketing field.

"Video Marketing Lounge" will be newly established expecting to attract exhibitors such as video production companies, video marketing-related companies, and companies in the consulting industry. It will offer them a place where new customers such as corporate PR and marketing departments, advertising agencies, marketing-related companies, and Web-related companies, can be developed.

The growth and expansion of the video marketing market is indicative of expanding the base of the video production industry and creating new business opportunities. As a part of its efforts to support the growing and expanding the video marketing field, Inter BEE has established a lounge dedicated to the field for the first time.

At the same time, INTER BEE CREATIVE will provide opportunities for companies involved in video production to present their production tools and the latest technologies to professionals in this field as a venue for presenting the cutting edge of video content production, particularly in the entertainment field.

The INTER BEE CREATIVE Video Marketing Lounge is now accepting applications to exhibit, and the deadline for applications is Friday, June 30. Please refer to the official website for details.

■INTER BEE CREATIVE For Marketing “Video Marketing Lounge”

https://www.interbee.com/ja/forexhibitors/conference/creative_marketing/

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】

Japan Electronics and Information Technology Association (JEITA)

Public Relations Office

TEL : 03-5218-1053 E-mail : press@jeita.or.jp