

October 10, 2024

Press Release

Japan Electronics and Information Technology Industries Association

## CEATEC 2024 Opens on October 15 at Makuhari Messe

**808 companies/organizations to exhibit at a co-creation space for 100,000 innovators,  
which is to be held concurrently with the Japan Mobility Show Bizweek 2024**



The Japan Electronics and Information Technology Industries Association (JEITA: Kazuhiro Tsuga, Representative Director and Chairperson; also Chairperson of the Board, Panasonic Holdings Corporation) is pleased to announce that CEATEC 2024 will be held at Makuhari Messe for four days from October 15 (Tuesday) to 18 (Friday), 2024. Visitor pre-registration to attend CEATEC 2024 is currently being accepted on the official CEATEC 2024 website (<https://www.ceatec.com/en/>).

First held in 2000, CEATEC has consistently demonstrated how technology can enrich our lives. It grew steadily over the years, developing as a trade show for digital consumer electronics. In 2016 CEATEC announced a major shift in direction, from being a consumer electronics trade fair to an exhibition focused on realizing Society 5.0, and envisaging society and lifestyles of the future made possible by CPS/IoT and co-creation. As a co-creation space for 100,000 innovators, CEATEC is aiming to create a new Comprehensive Exhibition of Digital Innovation that offers the "CEATEC experience"—allowing innovators to see the exhibits, listen to the conferences, perceive and ponder future society, and embark on co-creation. This year marks its 25<sup>th</sup> anniversary, and for the first time CEATEC will be held concurrently with the Japan Mobility Show Bizweek, organized by the Japan Automobile Manufacturers Association. There are high hopes that this collaboration will provide an opportunity for business co-creation that transcends the boundaries of industry.

Spreading over five exhibit areas of General Exhibits, AI for All, Partners Park, Next Generation Park, and Global Park, there will be 808 companies & organizations exhibiting this year at CEATEC. In particular, a record number of 188 startups & university research institutions will take part in the exhibition, the highest number since 2014 when records were first kept in this category, bringing together a diverse range of exhibitors who will lead the next generation.

Centered on the Partners Park, which will showcase 18 unique themes including the 25<sup>th</sup> anniversary special project “AI for All”, and “Digital Garden City Nation Concept”, there will be a number of exhibits demonstrating technological solutions to social issues that will allow visitors to experience the society and lifestyles of the future. In terms of conferences, there will be over 200 sessions, including pitch events.

Innovators transform the future, and CEATEC 2024 will provide them with a space for co-creation—a place to see, hear, feel, and think about future society, new lifestyles, and cutting-edge technologies realized by Society 5.0. This event is designed to stimulate fresh co-creation, involving both exhibitors and visitors. Over the 4 days of CEATEC 2024, visitor numbers are expected to reach 100,000 (exact figures will be announced after the end of the exhibition).

#### ■ CEATEC 2024 Exhibition Scale

- No. of total exhibitors: **808** companies/organizations  
(684 in 2023)
- No. of new exhibitors: **340** companies/organizations,  
New exhibitor rate **42%**
- Startup and university/research institutions: **188** companies/organizations  
(153 in 2023)
- Exhibitors from overseas: **158** exhibitors from **25** countries/regions  
(195 from 21 countries/regions in 2023)

CEATEC 2024 Official Website: [www.ceatec.com/en/](http://www.ceatec.com/en/)

Name: CEATEC 2024

Dates: October 15 (Tue.) ~ 18 (Fri.), 2024

- Premium Time *Note: Premium Time is open for invited guests and members of the press.*  
October 15 (Tue.) 10:00 am ~ noon
- General Admission (Hours)  
October 15 (Tue.) noon ~ 5:00 pm  
October 16 (Wed.) ~ 18 (Fri.) 10:00 am ~ 5:00 pm

Venue: Makuhari Messe

Admission: Free of charge (registered admission required for all visitors)

Sponsor: Japan Electronics and Information Technology Industries Association (JEITA)

Co-Sponsors: Communications and Information network Association of Japan (CIAJ)  
Software Association of Japan (SAJ)

- Joint exhibition with the Japan Mobility Show Bizweek 2024

## Japan Mobility Show Bizweek 2024

CEATEC 2024 will collaborate with Japan Mobility Show Bizweek 2024, which is a business-focused event to promote co-creation between established mobility-related companies and startups leading the next generation. Extending the value of and expanding the experience in mobility through co-creation will lead to the realization of Society 5.0 initiatives. Collaboration across industries will enrich people's lives through technologies and seek to realize a dream-enriched future.

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