

## **Event Announcement**

### **The 61st Japan International Boat Show 2022**

Let's create the new business chance

To potential booth exhibitors,

Warm greetings to you all and thank you for your understanding and support of our work and activities.

Japan is cautiously easing restrictions that have prevailed across much of the nation for almost six months. After such a long state of emergency, from today there will be a lot of people wanting to go out.

JIBS2022 will be held in a hybrid system (real and online venue) as the last JIBS2021. This time we have the indoor show at Pacifico Yokohama, the floating show at Yokohama Bayside Marina, and the online boat show. We will attract more visitors than the last show. We expect 40,000 real visitors and 70,000 online viewers.

Steady progress in vaccinations and increased outdoor orientation attract people to the boat show. We will run the real boat show safely and securely by implementation of countermeasures geared towards preventing and mitigating the Covid-19 risk.

#### **1. Four days to win new customers with PR and business opportunities**

Questionnaire results of JIBS2019 show that typical show visitors are males between the ages of 40 and 60 living in the Tokyo metropolitan area and 22% of visitors have an income of over 10 million yen (approx. 90,000 USD; 85,000 EUR). This is an excellent chance to win lifetime customers with high-quality service and product displays.

#### **2. Market your company's products and services**

With the spread of Covid-19 infection, the number of new boat license holders has recovered rapidly due to the growing outdoor consciousness and interest in the sea. And the number of people playing with rental boats and boat users is increasing. Since about 60% of show visitors have boat operator licenses, we know that active enthusiasts of marine leisure will be at the show. You can engage in various forms of marketing, from gathering information straight from the customer about needs regarding pricing and packaging of your products.

#### **3. Long-term PR of your products and services by the online boat show**

You can appeal your products and services to marine fans nationwide for a long time, from March 18 to the end of August. During this period, we plan to send out attractive contents such as live distribution of exhibitors and marine seminars. We are preparing four menus that are easy to exhibit.

#### **4. A platform for meeting new and trustworthy business partners**

The real show offers opportunities to meet potential business partners in sales, R&D and more in an environment where you can talk face-to-face and get a firsthand look at their company, products and technology.