Japan IT Week Osaka

- Dates: **Jan. 29** [Wed] – **31** [Fri], **2020** | 10am to 6pm (Friday closes at 5pm)
- Venue: INTEX Osaka, Japan   - Organiser: Reed Exhibitions Japan Ltd.

[Japan IT Week Osaka – Western Japan's leading IT show, expected to gather 350 exhibitors and 30,000 visitors at INTEX Osaka!]

[TOKYO, JAPAN, January 21st] 2020 Japan IT Week show series will start in January 29-31 with its first edition of the year, Japan IT Week Osaka 2020.
(https://www.japan-it-osaka.jp/en/)

Japan IT Week Osaka 2020 is Japan's leading IT show, and in its 4th year running, it has been serving IT industry as the largest comprehensive B-to-B IT shows held in western Japan. With the remarkable success of the previous show, 350 exhibitors gather for the next show (number of exhibitors in 2019: 309 exhibitors).

Japan IT Week show series are held in three cities, three times a year: Tokyo edition in spring, Makuhari in autumn and Osaka in winter. The first show of 2020 will be held in one of Japan's most visited cities, Osaka. As the first edition of Japan IT Week shows, visitors are able to be the first know IT trend of 2020 and get a grip on what 2020 will bring to the market.

City of Osaka is known as the second economically developed city in Japan after Tokyo.

Osaka is one of the most popular tourist destinations in Japan since this entertainment city is easy to navigate and close to major historic sites. The exhibition venue, INTEX Osaka is less than one hour away from Kansai International Airport and direct flights from many Asian cities are available. International visitors can enjoy the western Japan's largest IT trade show in an exciting city, Osaka.

Japan IT Week Osaka is certainly the most attractive show for all tech-lovers around the world. For three days of the show period, visitors can meet 350 exhibitors mostly from western japan with high quality IT solution that will benefit your business as well as attending world class seminar sessions to learn the IT trends of 2020 from the most influential IT top leaders.

[9 Exhibitions of 9 IT Themes]
This year's Japan IT Week Osaka comprises of 9 specialised exhibitions each focusing on the specific IT solutions.
Among them all, there are two newly launching exhibitions that visitors should pay extra attention to: "Sales Automation & CRM Expo" and "Software & Apps Development Expo". Sales Automation & CRM Expo*" features t sales automation tools, SFA, CRM, Inside Sales, business card management, BI/DWH, and more. Along with that, *"Software & Apps Development Expo"* is also added to the 2020 Osaka lineup, in response to high requests from visitors, featuring all products and technologies for software development, maintenance and operation.

Below is the list of 9 individual shows:
*-1st Sales Automation & CRM Expo (*Newly Launching)*
*-1st Software & Apps Development Expo (*Newly Launching)*
-4th Embedded Systems Expo
-4th Web & Digital Marketing Expo
-4th Information Security Expo
-4th Cloud & BPR Expo
-4th IoT/M2M Expo
-3rd Advanced E-Commerce & Retail Expo
- 3rd AI & Business Automation Expo

Major exhibitors across the above nine exhibitions such as *NTT Advanced Technology,*

Salesforce.com, Adlink Technology, Zoho Japan, Ricoh, Sony Biz Networks, Hitachi High Tech Solutions, Fuji Sangyo, Fujitsu, HENNGE K.K, Slack, Sky and many more will showcase their latest technologies and solutions during the show period. Search 350 exhibitors from Exhibitors & Exhibits Database on the official website.

[33 Conference Sessions by Industry Top Leaders]
The must-attend IT seminars of 2020 will take place at Japan IT Week Osaka 2020. Overall 33 sessions are scheduled for the show period and IT industry Top leaders will be discussing topics on several IT issues that you should never miss to hear. Visitors can be first to know IT trends of 2020 and Learn the insights on future IT trends and apply them to solve your business issues!

Eleven English-Japanese bilingual sessions are available for international attendees. Below is brief information about bilingual sessions:
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[IT-S5] Advanced E-commerce & Retail
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Next generation E-commerce is coming - Transition of digital marketing in combination of store and EC
Masaya Hayashi
President & CEO
ECBEING CORP.

Today's customers are free from time and place to select and purchase products. What is necessary to attract customers and maximize sales? How can we better connect real stores and EC for the next step? What is next-generation marketing a step ahead? The session explains the latest cases with the results of 1,200 sites.

Digital Transformation for New Business Growth
～How to make subscription business profitable～

Junichiro Kuwano
Representative Director & President
Zuora Japan K.K.

While many companies in manufacturers, cloud business, media and education, are shifting into subscription model, not all companies are successful yet. For consistent profitable subscription business requires totally different business strategy and KPI setting. We will present the "Best Practice" by our experiences supporting more than 1,000 companies in subscription economy.

Future of commerce from three trends
Mark Wang
Japan Country Manager
Shopify Japan K.K.

Nowadays, sales and marketing strategies across online and offline platforms, such as Omni-channel and O2O, are borderless. While these strategies have become more complex overtime, there are many companies around the world that have succeeded in strengthening customer connections through e-commerce. This session will explain the future of commerce from three perspectives: "D2C", "Global Sales", and "Multi-Channel Sales".

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[IT-S6] IoT/M2M
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IoT powers manufacturing business
Akio Katayama
VP of Engineering
SORACOM, INC.

In recent years, with the advancement of cloud computing, cellular network, device, battery, IoT has been used not only to improve operational efficiency but also to provide new value to customers. In this session, the speaker will talk about the recent IoT network technology such as eSIM (cellular) and LPWA, and introduce the latest IoT business use cases by "connected", for example consumer devices, automobiles, home appliances, and industrial equipment.

Strategy for MaaS and mobility system at Bosch
Klaus Meder
President and Representative Director
Bosch Corporation

The automotive industry is facing the era of transportation innovation, and adapting future products and business models became an important key to survival. Bosch, a company leading this transformation with various mobility system products and technologies, will talk about the future strategies with specific examples.

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[IT-S15] Embedded Systems
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Future of AI and IoT - How will the world change if 1 trillion devices are smartly connected?
Yuzuru Utsumi
President
ARM K.K.

Arm is a leading company in the field of semiconductor design and IoT. From founding to present, it has taken a significant role in technology that has greatly changed not only connected devices but also society in the future. The session talks about possibilities of the upcoming society changing with the latest technologies such as AI and IoT, as well as tips for Japanese companies striving for win in the future.

Construction of high-end silicon industrial infrastructure that promotes the realization of the Intelligent Society -Introduction of the forefront of IC/Embedded AI development and application-
Veni Xiong
President
Shanghai HiSilicon Technology Co., Ltd.

The company has so far provided partner companies with maximum benefits using its latest technologies like semiconductors and AIoT (AI + IoT). Based on the abundant achievements, explanations are given with specific cases, including 8K, AI camera, STB/TV, Smart Home Center and 4G/5G, all of which powered by key capabilities of AIoT chipsets.

AI / IoT strategy of NVIDIA
Hiroki Saito
Director, Industry Group
NVIDIA Corporation

Currently, utilization of AI is one of the most urgent tasks as the labor force shortage has become more serious. This session explains AI/IoT strategies for various approaches in NVIDIA from AI research and development to implementation with examples of autonomous optical inspection(AOI), smart retail, and robotics.

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[IT-S17] Cloud & BPR
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Workstyle reform at Microsoft Japan to accelerate digital transformation
Yoshihiro Yamasaki
Subsidiary BG Lead, Microsoft 365
Microsoft Japan Co., Ltd.

With the aim of creating a strong organization in which each employee can take an active role and use the full ability, Microsoft Japan is working on workstyle reform. The company is promoting reforms through a multifaceted approach including culture, systems, IT environment development, and collaboration promotion. This sessions introduces the approaches to workstyle reform using technology.

Teamwork, Technology, and Preparing for the New Ways of Working
Cal Henderson
CTO
Slack Technologies, Inc.

Companies in Japan face challenges promoting "workstyle reforms" and encouraging team innovation. What are the key factors in being successful in fast-moving markets? In this session, you'll explore how working through Slack can accelerate performance, bring bigger gains, and keep your organization competitive as you boldly chart the new ways of working.

**Communication changes workstyle and enhances organization
- Points of success from LINE WORKS success cases for SME workstyle innovation**

Masa Hagiwara
Executive Officer
WORKS MOBILE Japan Corp.

Japan's workstyle innovation enters new phase. Now the focal is on small and medium-sized companies. While some companies still struggle with finding practical solutions, other companies successfully reform their workstyle and enhance organizational capabilities. What is the ideal approach to get results at customer touch points and in the field? The session explains key points of workstyle innovation for SMEs, introducing user cases of LINE WORKS.

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Online pre-registration is required for each session through (Available in English):

https://www.japan-it-osaka.jp/conference_en/
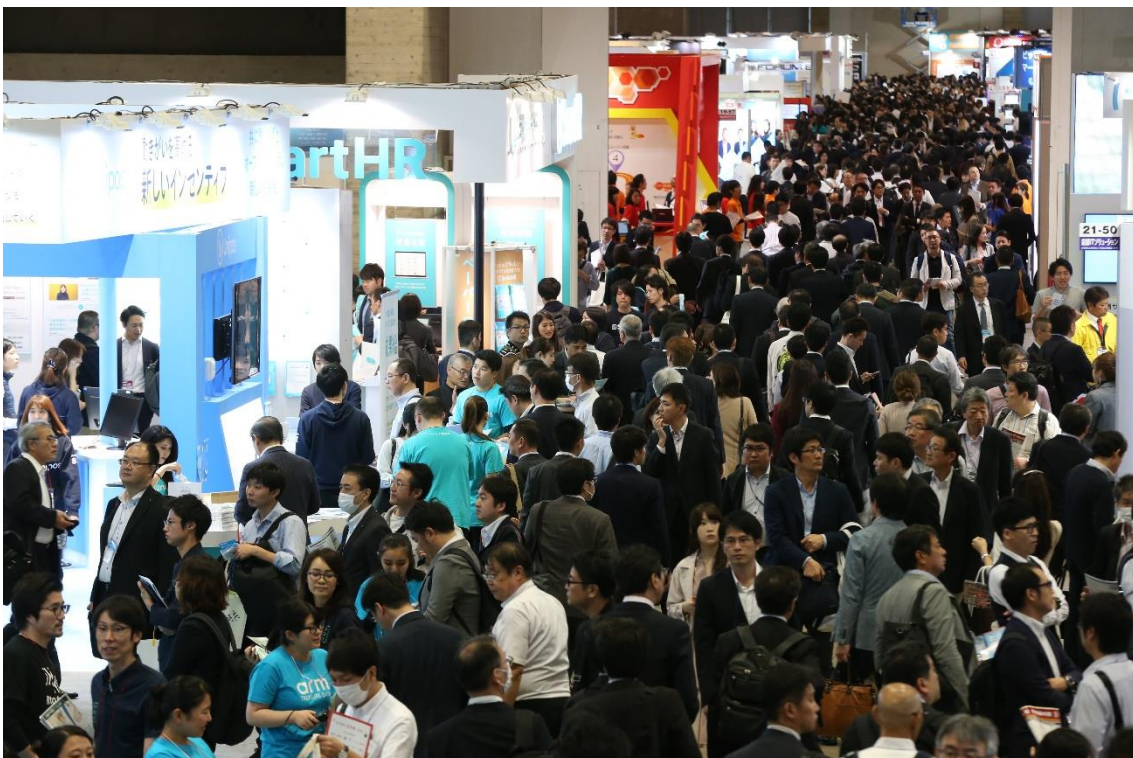
Japan IT Week Osaka is one of the largest Networking platforms to enter the Japanese IT market in Western Japan. The show truly offers the most ideal opportunity to those looking for the best solutions for IT innovations in order to drive their business forward.

Japan IT Week show series is held three times a year at different seasons and locations. Three editions of Japan IT Week provide flexibility and a wider window of opportunities to IT professionals to conduct business and make connections within Japan and Asia market.

<Useful Links>
- Official Website: https://www.japan-it-osaka.jp/en-gb.html
- Register for free visitor ticket: https://www.japan-it-osaka.jp/inv_en/
- Register for VIP ticket(above manager) : https://www.japan-it-osaka.jp/vip_en/
- For press registration:
   https://www.japan-it-osaka.jp/en-gb/media/press-registration.html

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