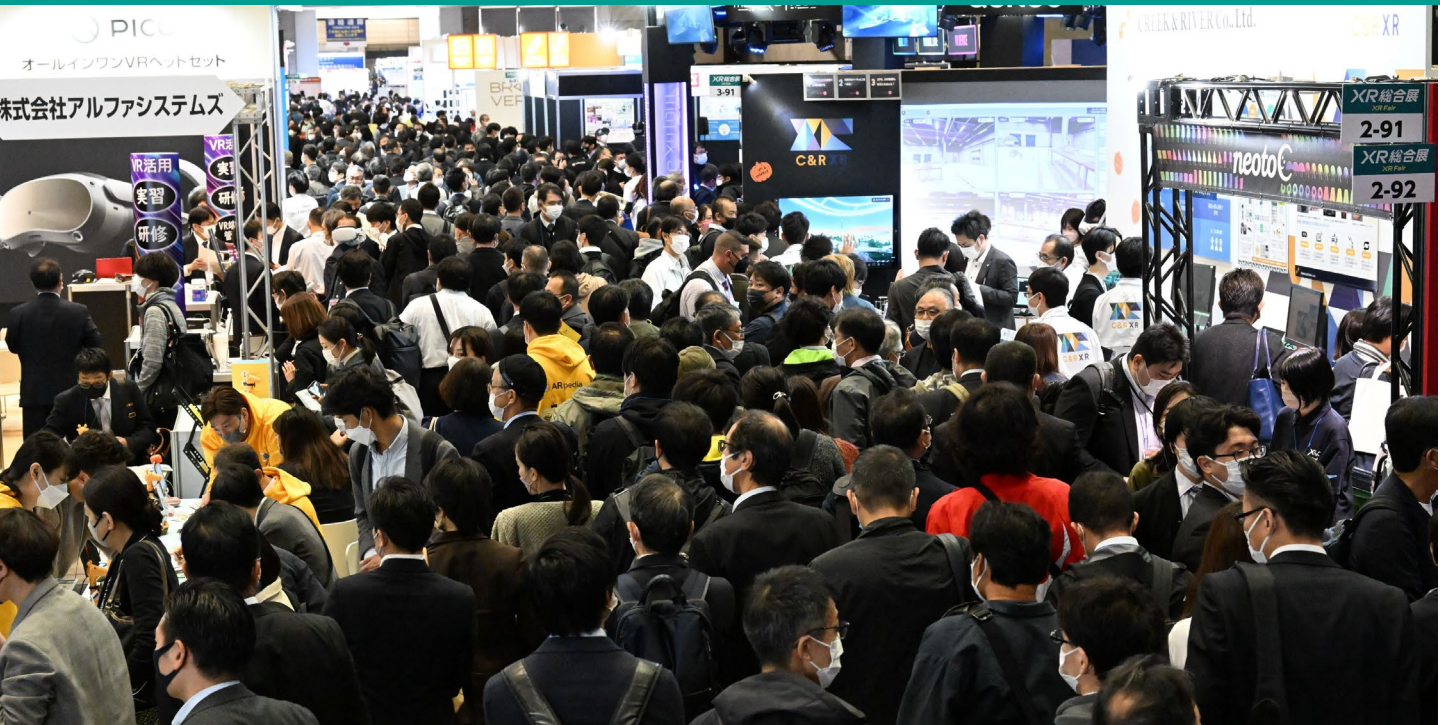


# Post Show Report

## 2nd *XR Fair Tokyo* **AUTUMN** –VR/AR/MR– 1st *Metaverse Expo Tokyo* **AUTUMN**

Concurrent Show:  
NexTech Week Tokyo [Autumn]

Oct 26 (Wed) – 28 (Fri), 2022 at Makuhari Messe, Japan  
Organised by: RX Japan Ltd. (Formerly Reed Exhibitions Japan Ltd.)  
Supported by: XR Consortium / Metaverse Japan



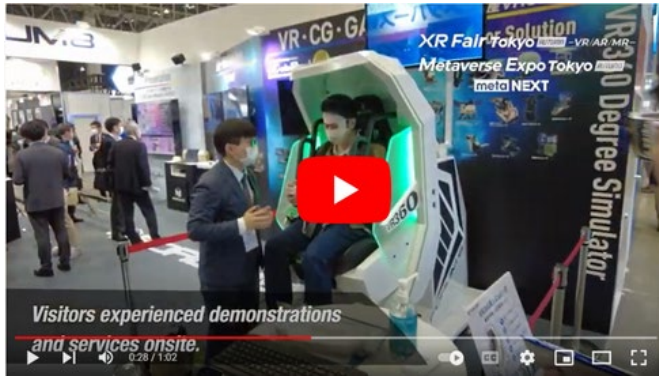
### Unveils new highlights at the autumn show

Held last October 26-28, XR Fair Tokyo and Metaverse Expo Tokyo proved to be the best platform for XR/Metaverse companies to introduce their latest services/technologies to various industries such as entertainment, manufacturing, marketing, and more! People from services and technologies related to virtual reality, augmented reality, and mixed reality have gathered to join the fun at the most comprehensive B2B exhibition of the season.

#### ■ Exhibition Outline

Exhibition Title	2 <sup>nd</sup> XR FAIR TOKYO [AUTUMN] 1 <sup>st</sup> Metaverse Expo Tokyo [AUTUMN]
Dates	Oct 26 [Wed] - 28 [Fri], 2022
Venue	Makuhari Messe, Japan
Organised by	RX Japan Ltd.
Supported by	XR Consortium / Metaverse Japan

## ■ Scenes from Day 1



Thanks to the reopening of Japan's borders, international and Japanese visitors and exhibitors were all in attendance to explore new business opportunities and discover the latest technologies from XR companies.

The community gathered as one and elite minds were met with warm greetings, and nobody can deny the amazing atmosphere during the duration of the expo.

## ■ Visitor Report – Increased Double!

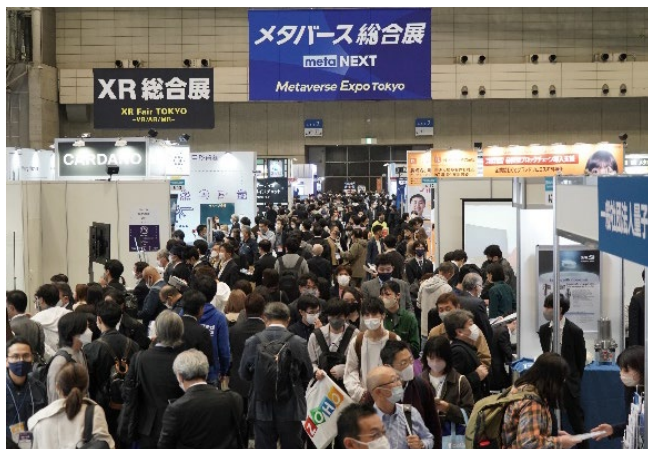
We are happy to inform that the event was a big success, contributing to the high turnout and doubling the number of visitors for 2022 compared to the previous year (2021). This shows the demand for XR and Metaverse technologies is becoming even higher in the Japanese market.

### VISITOR FIGURES FOR 2022

	OCT. 26 (WED)	OCT. 27 (THU)	OCT. 28 (FRI)	TOTAL
1. On-site Registrants	8, 129	9,873	11,653	29,655
2. VIP Registrants	1,587	1,496	1,527	4,610
Total Number of Visitors (Sum of above 1-2)	<b>9,716</b>	<b>11,369</b>	<b>13,180</b>	<b>34,265</b>

All registrants are counted only once per visit, no matter how many repeated days a visitor attends the show.

\*Number for concurrent shows are included

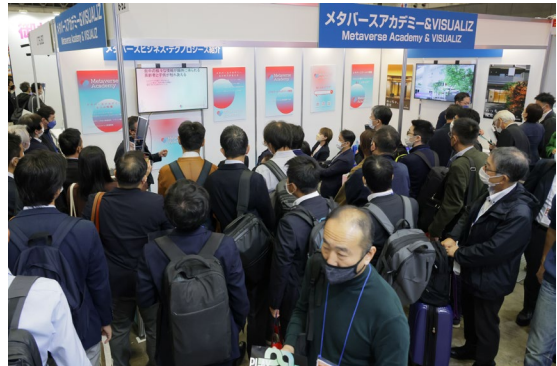


## ■ Metaverse Expo Tokyo

Metaverse Expo held its first edition to cover the industry's hot topic, and it was an absolute blast! It was one of the concurrent shows available to visitors, where they could try out a variety of on-site demos and services.



Metaverse Expo Tokyo brought together a range of pertinent services and technologies and permitted face-to-face interactions with experts from a range of industries, including general business, human resources, retail, media, entertainment, manufacturing, and event planning.

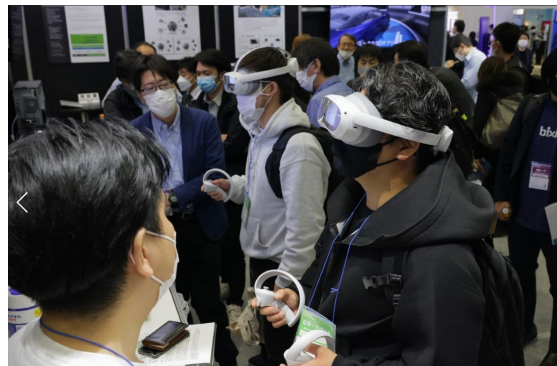


A comprehensive trade expo for the advanced technologies, **NexTech Week Tokyo**, which brought together cutting-edge innovations with the potential to transform the globe, was also hosted locally. Active meetings were taking place all over and highlighted conferences with guest speakers were also a big hit with everyone in attendance.

## ■ On to the next

Future shows are expected to draw more industry professionals as 5G technology develops and the XR/Metaverse market grows. Many thanks to the experts and like-minded guests who shared their knowledge and experience with the rest of the sector.

We hope to see you again at the following summer and fall events, which will take place on June 28–30 and October 25–27 of 2023, respectively.



■ Looking forward to seeing you again at the Next Edition

**XR Fair Tokyo** 2023 SUMMER  
-VR/AR/MR-

**Metaverse Expo Tokyo** 2023 SUMMER  
**meta NEXT**

Dates	June 28 [Wed] - 30 [Fri], 2023
Venue	Tokyo Big Sight, Japan
Organised by	RX Japan Ltd.
Supported by	XR Consortium / Metaverse Japan
Concurrent Show	CONTENT TOKYO 20203

## XR Fair Tokyo & Metaverse Expo Tokyo Show Management

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Website: [https://www.xr-fair.jp/sm\\_en/](https://www.xr-fair.jp/sm_en/)

Website: [https://www.metaverse-expo.jp/sm\\_en/](https://www.metaverse-expo.jp/sm_en/)

### >> For Exhibiting

XR Fair Tokyo Online Registration: [https://www.xr-fair.jp/ex\\_en/](https://www.xr-fair.jp/ex_en/)

or contact: [xr-eng.jp@rxglobal.com](mailto:xr-eng.jp@rxglobal.com)

Metaverse Expo Tokyo Online Registration: [https://www.metaverse-expo.jp/ex\\_en/](https://www.metaverse-expo.jp/ex_en/)

or contact: [meta-eng.jp@rxglobal.com](mailto:meta-eng.jp@rxglobal.com)

### >> For Visiting (Visitor Registration for the next show)

XR Fair Tokyo Online Registration: [https://www.xr-fair.jp/inv\\_en/](https://www.xr-fair.jp/inv_en/)

or contact: [xr-eng.jp@rxglobal.com](mailto:xr-eng.jp@rxglobal.com)

### >> For Visiting (Visitor Registration for the next show)

Metaverse Expo Tokyo Online Registration: [https://www.metaverse-expo.jp/inv\\_en/](https://www.metaverse-expo.jp/inv_en/)

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### >> For Metaverse Expo Tokyo Press Inquiries (Coverage, Media Partnership etc.)

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