

March 25, 2021

Press Release

Japan Electronics and Information Technology Industries Association

Accepting exhibitors for Inter BEE 2021

The Japan Electronics and Information Technology Industries Association (JEITA; Chairman: Shigeki Ishizuka, Vice Chairman and Representative Executive Officer, Sony Corporation) announced today that it will hold the comprehensive media event Inter BEE 2021 (Venue: Makuhari Messe, Mihama-ku, Chiba City) from November 17 (Wed) to 19 (Fri), 2021. Applications to exhibit at Inter BEE 2021 will be accepted from March 25 (Thu). The preliminary application deadline is Monday, May 31, and the secondary deadline is Wednesday, June 30.

Inter BEE is widely recognized by industry professionals as one of Japan's largest comprehensive media events, bringing together professionals in the fields of audio, video, broadcasting, communications, professional lighting and transmission, as well as technicians, creators and stakeholders in the video and media industries. Inter BEE, now in its 57th year, has continued to move in step with the development of broadcast media, and with "content" at its core, presents a media and entertainment business space that encompasses all aspects of content creation (production), distribution (transmission), and reception (experience).

■Planning for a valuable "face-to-face" event

The previous Inter BEE 2020 was held online and was attended by 21,056 people. While the event was very active as an "online event" that comprehensively communicated the efforts and attempts of media and entertainment-related industries in the new normal society, there was a great desire to experience equipment and services face-to-face and to interact with users. We have decided to hold the event at a physical venue in conjunction with the online event. The event will be held at Makuhari Messe in compliance with various guidelines and other measures to prevent the spread of Covid-19.

We look forward to welcoming many companies and organizations that will use this event as a valuable opportunity to interact with users and open up new experiences.

■Support, communication, and business exchange for the content creators of the future

We will develop initiatives to make Inter BEE an opportunity to stimulate creators, support and disseminate the creation of new content, and create networking that leads to new businesses. In addition, the Digital Content Expo (sponsored by the Digital Content Association of Japan), an international event on the theme of advanced digital content and content technology, will be held concurrently at the Inter BEE venue to promote the use of the latest technologies in media and entertainment.

Inter BEE 2021

Exhibition Overview

Name : Inter BEE 2021

Period : November 17th 2021 (Wed) – November 19th 2021 (Fri)

Venue : Makuhari Messe and Online (<https://www.inter-bee.com/>)

Admission : Free (Fee will be charged for a portion of the sessions)

Organizer : Japan Electronics and Information Technology Association (JEITA)

Management : Japan Electronics Show Association (JESA)

For more information on the Exhibition:

Japan Electronics Show Association

Official Website (www.inter-bee.com)

E-mail : contact2021@inter-bee.com / Tel : 03-6212-5231

Inquiries regarding media related matters

Japan Electronics and Information Technology Association

Public Relations, Policy and External Affairs

E-mail : press@inter-bee.com / Tel : 03-5218-1053
