

November 22, 2021

Press Release

Japan Electronics and Information Technology Association

18,308 visitors at Makuhari Messe for Inter BEE 2021

Online event until December 17th

The Japan Electronics and Information Technology Industries Association (JEITA; Representative Director/Chairman: Satoshi Tsunakawa, President and CEO, Toshiba Corporation) announced that Inter BEE 2021, a comprehensive media event held at Makuhari Messe (Chiba City, Chiba Prefecture) for three days from November 17 (Wed) to 19 (Fri), 2021, attracted 495 exhibitors/organizations and 749 booths, with 18,308 visitors at Makuhari Messe. A total of more than 10,000 people visited the online venue, which will remain open until December 17 (Fri.).

Inter BEE is widely recognized by industry professionals as one of Japan's largest comprehensive media events, bringing together not only professionals related to audio, video, broadcasting, communications, professional writing, and distribution, but also technicians, creators, and stakeholders in the video and media industries. With "content" at its core, Inter BEE provides a media and entertainment business space that encompasses all aspects of content creation (production), delivery (transmission) and reception (experience).

The next Inter BEE 2022 will be held at the Makuhari Messe venue for three days from November 16 (Wed.) to 18 (Fri.), 2022.

■ Inter BEE 2021 Number of registered visitors by day (Makuhari Messe)

2021	Nov. 17 (Wed)	Nov. 18 (Thu)	Nov. 19 (Fri)	Total
Registered Visitors	5,873	6,316	6,119	18,308

※The amount of registered visitor are unique and there is no duplicates.

Name : Inter BEE 2021

Period : <Makuhari Messe> November 17 (Wed) - 19 (Fri), 2021,

<Online> November 17 (Wed) to December 17 (Fri), 2021,

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

Admission : Free (Requires registration)

Organizer : Japan Electronics and Information Technology Association (JEITA)

【Inquiries for Press related matters】

Japan Electronics and Information Technology Association (JEITA)

Public Relations, Policy and External Affairs

TEL : 03-5218-1053 E-mail : press@jeita.or.jp