

December 20, 2021

Press Release

Japan Electronics and Information Technology Industries Association

More than 30,000 visitors for Inter BEE 2021

Inter BEE 2022 scheduled for November 16 to 18, 2022

The Japan Electronics and Information Technology Industries Association (JEITA; Representative Director/Chairman: Satoshi Tsunakawa, President and CEO, Toshiba Corporation) announced today that Inter BEE 2021, a comprehensive media event held at Makuhari Messe (Chiba City, Chiba Prefecture) from November 17 to 19, 2021, and online from November 17 to December 17, 2021, has concluded and announced that the total number of visitors to the two venues exceeded 30,000.

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 respective industries. It is an exhibition that brings together professionals, technicians, creators and stakeholders in the video and media industries, with "content" at its core. Inter BEE provides a 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, and applications for exhibitors are scheduled to open on March 1.

■ Inter BEE 2021 Visitor numbers

2021	Makuhari Messe	Online
Registered Visitors	18,308	12,995
Total Visitors	31,303	

※The number of registered visitors is the unique number without duplication.

※The total number of visitors includes duplicate visitors who visited both the Makuhari Messe and online venues.

Name : Inter BEE 2021

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

<Online> November 17 (Wed) ~ December 17 (Fri) 2021

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

Admission : Free (Registration required)

Organizer : Japan Electronics and Information Technology Industries Association (JEITA)

【For inquiries for Press related matters】

Japan Electronics and Information Technology Industries Association (JEITA)

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