

Exhibition
information



BICYCLE-E MOBILITY CITY EXPO 2023

Community development through bicycles
and electric mobility devices



Organizer: BICYCLE-E MOBILITY CITY EXPO 2023 Executive Committee
Operations: Rising Publishing Company Ltd.

Date: Friday, May 12 - Saturday, May 13, 2023

Venue: Shinjuku Sumitomo Building Sankaku Hiroba (all-weather event space)

CONTACT

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<https://bicycle-emobiexpo.co.jp/>

Electric power and mobility devices – accelerated!

To promote community development and urban revitalization through the use of bicycles and electric mobility devices.

Globally, topics surrounding mobility are at the forefront of technology trends and constantly adapting to changing environments. Over the years, we have witnessed a progressive shift away from gasoline and the momentum towards electric mobility devices will undoubtedly continue to accelerate in 2023.

The BICYCLE-E MOBILITY CITY EXPO 2023 brings together businesses and organizations from Japan and abroad to showcase attractive products, introduce innovative services, and discuss unique perspectives about the intersections of mobility and technology. In the future, the BICYCLE-E MOBILITY CITY EXPO 2023 will be further expanded to include macro-level societal challenges, such as urban design aimed to further strategize safer, functional transportation and encourage healthier, environmentally friendly communities.

After a brief pandemic hiatus, 2023 will mark the seventh year for the Expo. Exhibitors and visitors will be welcomed to the Shinjuku Sumitomo Building Sankaku Hiroba located in front of the Tokyo Metropolitan Government Building. The Expo will be held in an all-weather event space equipped with state-of-the-art facilities on May 12 to May 13.

PURPOSE & CONTEXT

In recent years, carbon neutrality and the reduction of carbon dioxide emissions have become a constant theme around the world. Similarly, global interest in SDGs have sparked re-evaluation of mobility policies and promotion of environmentally friendly urban communities meant to encourage the expansion of functional mobility options. Cities, businesses, and organizations have steadily led the way in advancing policies and solutions optimized to meet the needs the present while also allowing flexibility for future demands.

The BICYCLE-E MOBILITY CITY EXPO 2023 will highlight some of the most notable modern concepts in bicycles and electric mobility designed to promote safe, functional, and environmentally friendly community revitalization and urban planning. Throughout the venue, a wide variety of electric mobility devices, including e-bikes, electric scooters, and electric minicars, will be on display. Exhibitor booths will showcase up and coming products and systems geared towards the development of future-oriented transportation solutions. A stage will host lively panel discussions among industry leaders, researchers, and journalists speaking on a range of themes, such as the utility of mobility devices, functional storage and parking facilities, MaaS, and the promotion of cycling, among other topics.

The Expo will be held on May 12 (Friday) and May 13 (Saturday); all are welcome to visit and experience the Expo during these two days. The venue is located in Nishi-Shinjuku, a lively business district that visitors will find convenient and representative of the heart of Tokyo.

The BICYCLE-E MOBILITY CITY EXPO 2023 is committed to strengthening its international reach through collaborations with the global bicycle industry. Last year, the Expo coordinated with the Dutch Cycling Embassy, and we look forward to further collaborations as a means of progressively scaling the exhibition in the near future.

OUTLINE

TITLE

BICYCLE-E MOBILITY CITY EXPO 2023: Community development through bicycles and electric mobility devices

DATE & TIME

- **Set Up:** Thursday, May 11 10:00-21:00 (tentative)
- **Exhibition:** Friday-Saturday, May 12-13 10:00-17:30
- **Break Down:** Saturday, May 13 17:30-21:00 (tentative)

LOCATION

Shinjuku Sumitomo Building Sankaku Hiroba (all-weather event space)

Address: 2-6-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo

Website: <https://office-b.sumitomo-rd.co.jp/sankakuhiroba/>

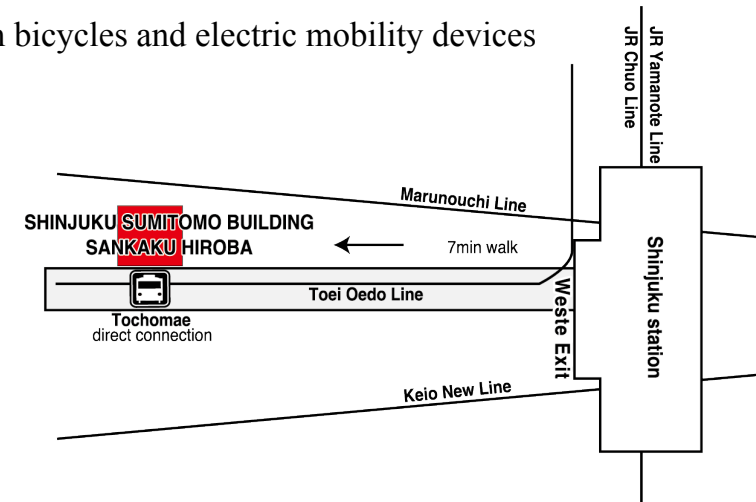
Visitors Expected: 10,000+ (approximately 5,000 per day)

Expected Exhibitors and Visitors: National, regional, and local governments, developers, bicycle retailers, cyclists, EV enthusiasts, delivery companies. Domestic and international companies and professionals related to the following:

- Cycling, including EV (electric vehicle), EMD (electric mobility device), and bicycle sharing
- Parking and storage, including bicycles, vehicles, and personal mobility devices
- Public and private transportation, including roads, construction, and railways,
- Facilities, including commercial (such as office buildings and shopping malls) and public (such as schools and hospitals)
- Information and communications, crime prevention, security, sports, health and fitness, tourism, etc.

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OVERVIEW

The Expo brings to focus the rapidly expanding industry of bicycles and electric mobility in the heart of Tokyo! From panel discussions by researchers and journalists to exhibition booths by a variety of businesses and organizations, the Expo will highlight the current state and future development of mobility, including (but not limited to): bicycles; electric mobility devices; small EVs; storage and parking; shared bicycle programs; MaaS (mobility as a service); cycle tourism; legal regulations; the development and expansion of safe, functional riding spaces; and more.



View of the 2022 Exhibition

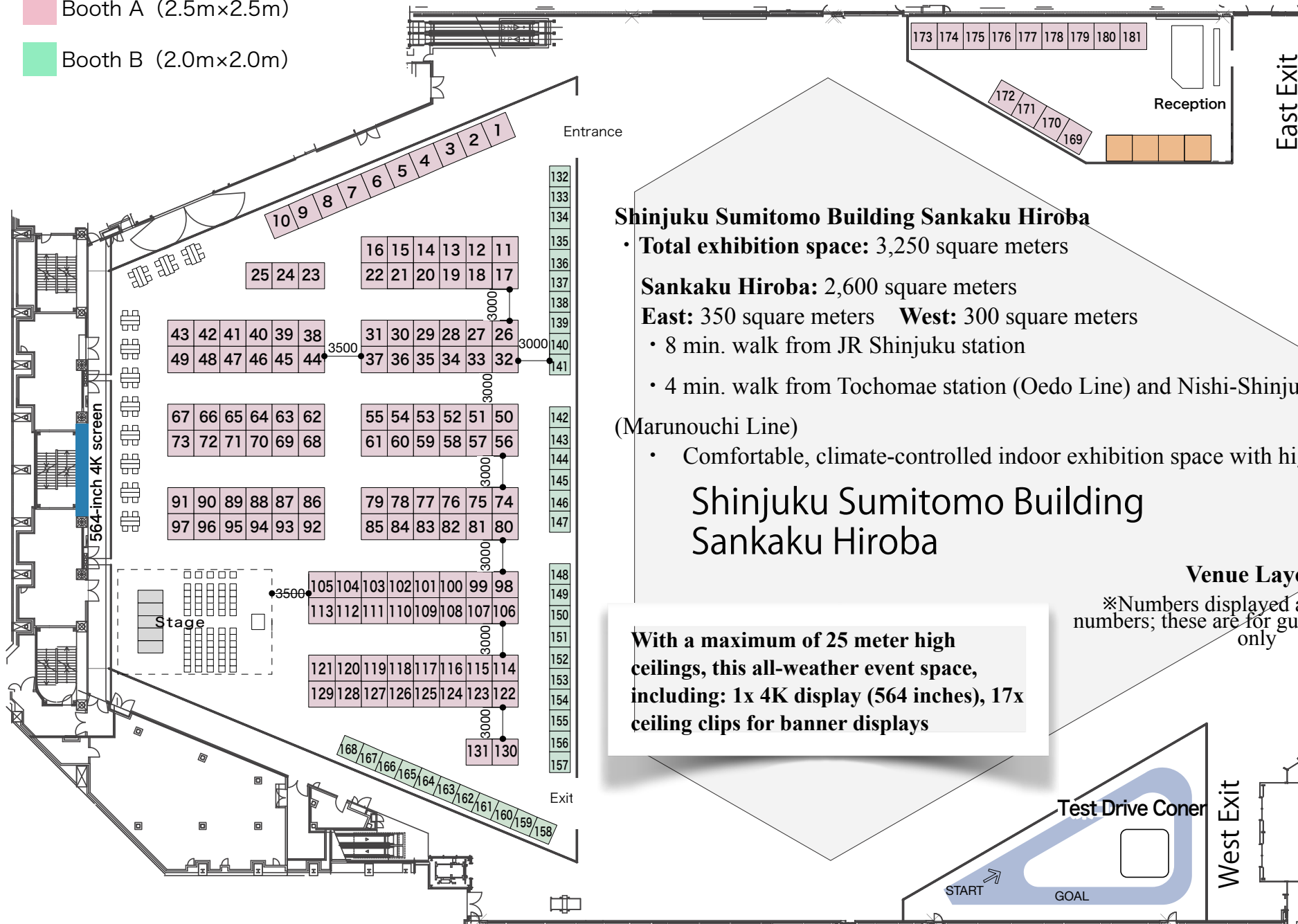


View of the 2022 Exhibition

VENUE

Booth A (2.5m×2.5m)

Booth B (2.0m×2.0m)



Shinjuku Sumitomo Building Sankaku Hiroba

• Total exhibition space: 3,250 square meters

Sankaku Hiroba: 2,600 square meters

East: 350 square meters West: 300 square meters

• 8 min. walk from JR Shinjuku station

• 4 min. walk from Tochomae station (Oedo Line) and Nishi-Shinjuku station

(Marunouchi Line)

• Comfortable, climate-controlled indoor exhibition space with high-tech

Shinjuku Sumitomo Building Sankaku Hiroba

With a maximum of 25 meter high ceilings, this all-weather event space, including: 1x 4K display (564 inches), 17x ceiling clips for banner displays

Venue Layout

※Numbers displayed are not booth numbers; these are for guidance purposes only

EXHIBITION PLAN

Booth Type	Booth Size	Partition Panels	Booth Allotment	Price for One Booth
Booth type A	2500mm×2500mm	included	1	¥270,000
	2500mm×2500mm	included	2-3	¥260,000
	2500mm×2500mm	included	4 or more	¥250,000
Booth type B	2000mm×2000mm	included	1	¥180,000

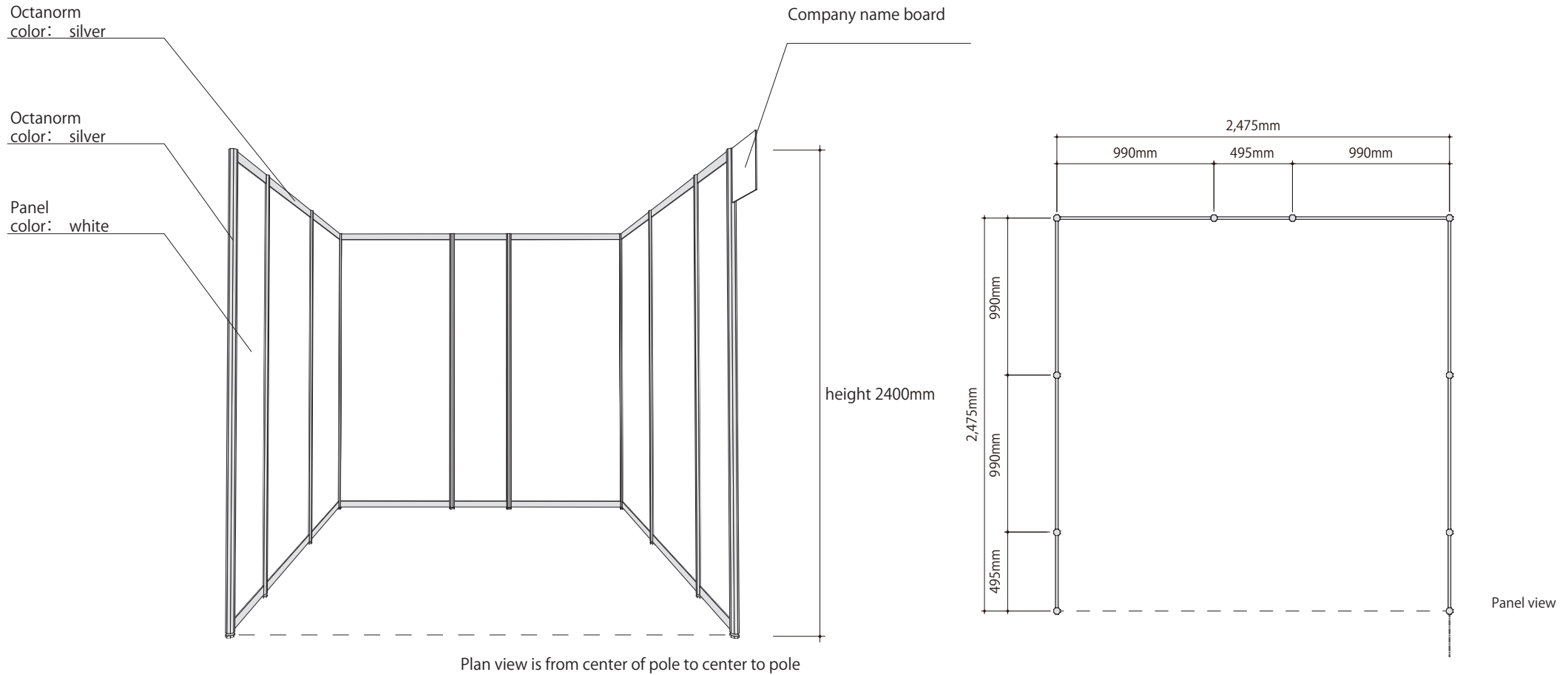
IMPORTANT: All prices stated exclude 10% tax

- Booths do NOT include tables, seating, power supply, or lighting. Exhibitors requiring extras must apply for additional rental arrangements.

Corner Booth (Plan A for 2+ booth allotment)	add ¥30,000
Use of Test Ride Course (up to two vehicles; switching out amongst more than 2 vehicles permitted)	add ¥20,000

BOOTH TYPE

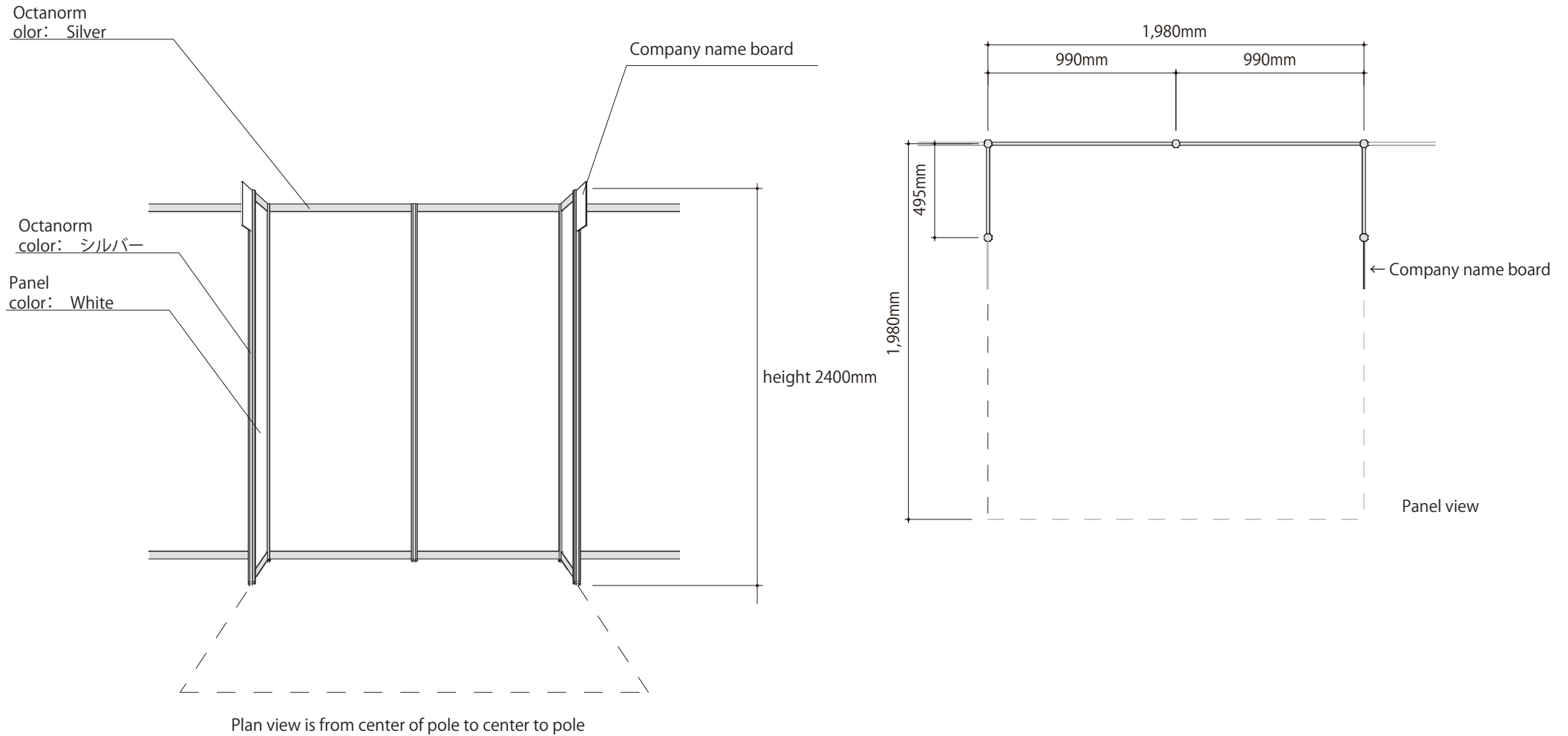
Image (type A)



- **All booths equipped with panels and a company or organization name plate.**

***Booths do NOT include tables, seating, power supply, or lighting. Exhibitors requiring extras must apply for additional rental arrangements.**

Image (type B)



- **All booths equipped with panels and a company or organization name plate.**

***Booths do NOT include tables, seating, power supply, or lighting. Exhibitors requiring extras must apply for additional rental arrangements.**

SCHEDULE (tentative)

2022

Late Summer	Official website updated
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2023

January 31 (Tues)	Exhibitor application deadline
April 7 (Fri)	Venue layout finalized
May 11 (Thu)	Venue opens, set up begins
May 12 (Fri) – 13 (Sat)	BICYCLE-E MOBILITY CITY EXPO 2023
May 13 (Sat)	Expo closes, break down