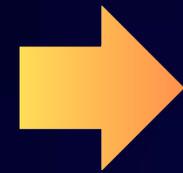


2nd

SPEXA

SPACE BUSINESS EXPO





- 1 • **About RX Japan**
- 2 • Overview of SPEXA
- 3 • Why SPEXA?
- 4 • Exhibition Area
5. Exhibiting Plans & Fee



World Leading Show Organiser

About RX Japan

**The Largest Exhibition
Organiser in Japan**

1.3M

Visitors

30,000

Exhibitors

in the year of 2023

Holding 106 exhibitions in 38 Industries (Composed of **415** sub-exhibitions)

RX Japan organises 106 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 38 fields including jewelry, fashion, gift items, electronics, energy, IT, cosmetics and medical.

RX Japan will contribute to the expansion of your company's sales by applying the know-how we have accumulated over the years and to create profitable exhibitions for exhibitors.

RX Japan - 38 Industry Sectors



Jewellery

- ◆ International Jewellery Tokyo/Kobe



Agriculture, Livestock

- ◆ AGRI WEEK



Franchise

- ◆ FRAX



Manufacturing

- ◆ Manufacturing World
- ◆ SMART FACTORY Expo



Building/Construction

- ◆ JAPAN BUILD



Optical

- ◆ iOFT - International Optical Fair Tokyo



Flower, Garden

- ◆ GARDEX



Next-generation Technology

- ◆ NexTech Week



Smart Energy

- ◆ Smart Energy Week
- ◆ Decarbonization Expo



Logistics

- ◆ SMART LOGISTICS Expo



Fashion

- ◆ FaW TOKYO - FASHION WORLD TOKYO



Hardware

- ◆ TOOL JAPAN



XR(VR·AR·MR)

- ◆ Metaverse Expo Tokyo
- ◆ XR Fair Tokyo



IT

- ◆ Japan IT Week



Medical & Elderly Care & Pharmacy

- ◆ Medical Japan



Cosmetic

- ◆ COSME Week
- ◆ Cosmetics Marketing Expo



Education

- ◆ EDIX



Food

- ◆ JFEX
- ◆ Japan's Food Export Fair



Display

- ◆ FINETECH JAPAN



Pharmaceutical/Bio

- ◆ Interphex Week
- ◆ Regenerative Medicine Expo



Gifts/housewares/Stationery

- ◆ LIFESTYLE Week



Live, Entertainment

- ◆ LIVeNT



Drink

- ◆ Drink JAPAN



Photonics/Laser

- ◆ Photonix



Healthcare

- ◆ Femtech Tokyo



Marketing/Promotion

- ◆ Japan Marketing Week



Sports

- ◆ Japan Sports Week



Electronics

- ◆ NEPCON JAPAN



Material

- ◆ Highly-functional Material Week



Tourism

- ◆ iWT - Wellness Tourism Expo



Content/Media

- ◆ CONTENT TOKYO



Government & Public

- ◆ Government & Public Sector Week



Automotive

- ◆ AUTOMOTIVE WORLD



Robotics

- ◆ RoboDEX



Communications

- ◆ COMNEXT



Office Items/Service

- ◆ Admin / HR / Accounting Week



Asset Management

- ◆ Asset management Expo



Space

- ◆ SPEXA - Space Business Expo

02. Overview of SPEXA

Japan's Exhibition Specialised in **Space Business**

Exhibition	SPEXA -Space Business Expo-
Event Period	July 30(Wed) - August 1 (Fri) , 2025
Open Time	10 AM - 5 PM
Venue	South Hall of Tokyo Big Sight, Japan
Organiser	RX Japan Ltd.



02. Overview of SPEXA

*The names are listed with titles omitted.
*As of December 24, 2024

Advisory Committee Members



Senior Vice President,
Japan Aerospace
Exploration Agency
(JAXA)

Yasuo Ishii



School of Engineering,
The University of Tokyo

Shinichi Nakasuka



CEO, ArkEdge Space
Inc.

Takayoshi Fukuyo



President, IHI
AEROSPACE Co., Ltd.

Fumiharu Namiki



Founder & CEO, ispace,
inc.

Takeshi Hakamada



President/CEO,
Axelspace Corporation

Yuya Nakamura



CEO,
Astroscale Inc.

Mitsunobu Okada



Innovation Engine, Inc.

Nobutaka Komatsu



CEO, Interstellar
Technologies Inc.

Takahiro Inagawa



CEO, ElevationSpace Inc.

Ryohei Kobayashi

02. Overview of SPEXA

*The names are listed with titles omitted.
*As of December 24, 2024

Advisory Committee Members



President and Representative Director CEO, iQPS, Inc.
Shunsuke Onishi



CEO, Innovative Space Carrier Inc.
Kojiro Hatada



CEO, Synspective Inc.
Motoyuki Arai



Board Director, Unit President of Space Business Unit, SKY Perfect JSAT
Masato Ogawa



CEO, SPACE WALKER, Inc.
Akihide Manabe



President, SPACE ONE Co., Ltd.
Masakazu Toyoda



CEO & CTO, Dyson Co., Ltd.
Shinichiro Nakajima



NEC Fellow of the Aerospace Domain, NEC Corporation
Hiroaki Miyoshi



President, PD AeroSpace, LTD.
Shuji Ogawa



General Manager, Space Systems Division, Mitsubishi Electric Corporation
Takashi Ichikawa



CEO, Rocket Link Technology Inc.
Yasuhiro Morita



Representative Director & CEO, WARPSPACE Inc.
Hiromitsu Azuma

02. Overview of SPEXA

Photos from 2024 Show



Exhibitors
80+

Visitors
11,588

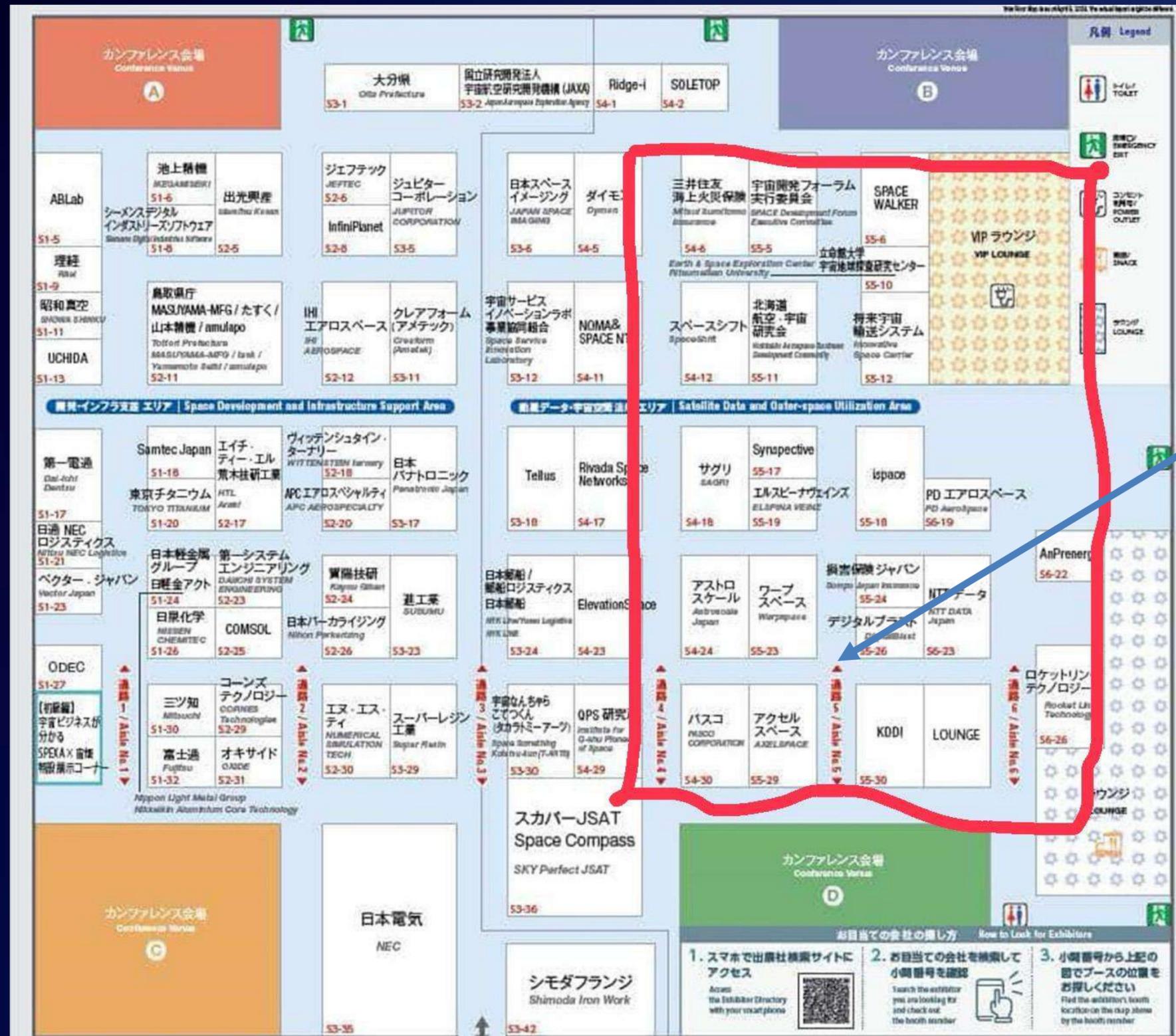
Conference Sessions
70

Visitors from 33 Countries

Antarctica	India	Spain
Australia	Ireland	Sri Lanka
Bangladesh	Italy	Switzerland
Belgium	Japan	Taiwan
Canada	Macao	Thailand
Chile	Malaysia	Trinidad And Tobago
China	Pakistan	Turkiye
France	Philippines	United Arab Emirates
Germany	Poland	United Kingdom
Ghana	Singapore	United States
Hong Kong	South Korea	Viet Nam

02. Overview of SPEXA

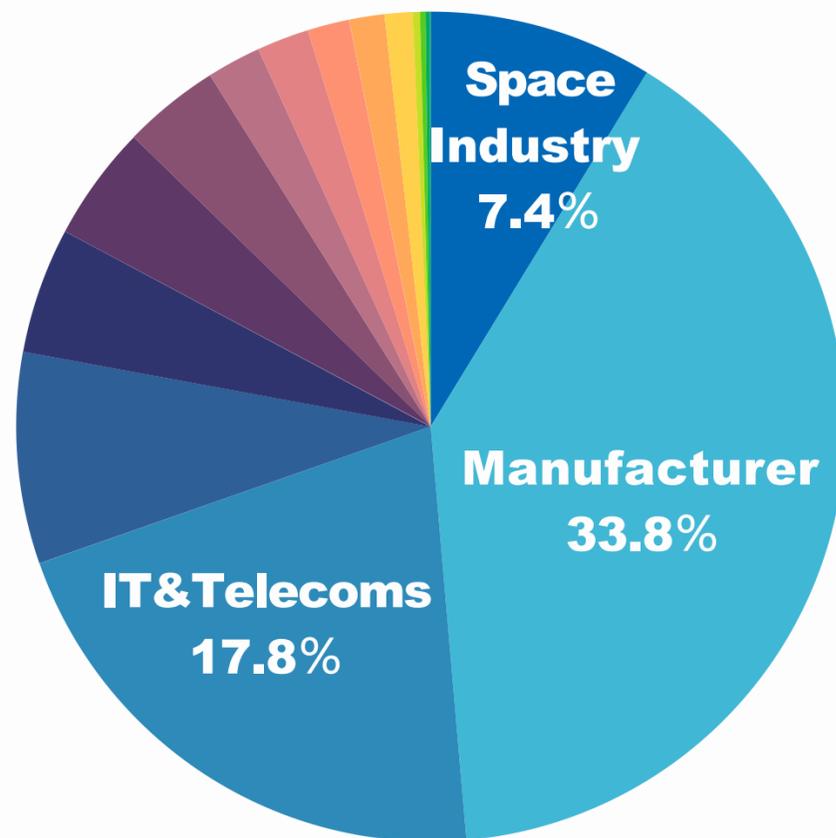
Floor Map of 2025 Show



因報名踴躍
所以主辦方
Taiwan館暫
定位子(6個攤
位)

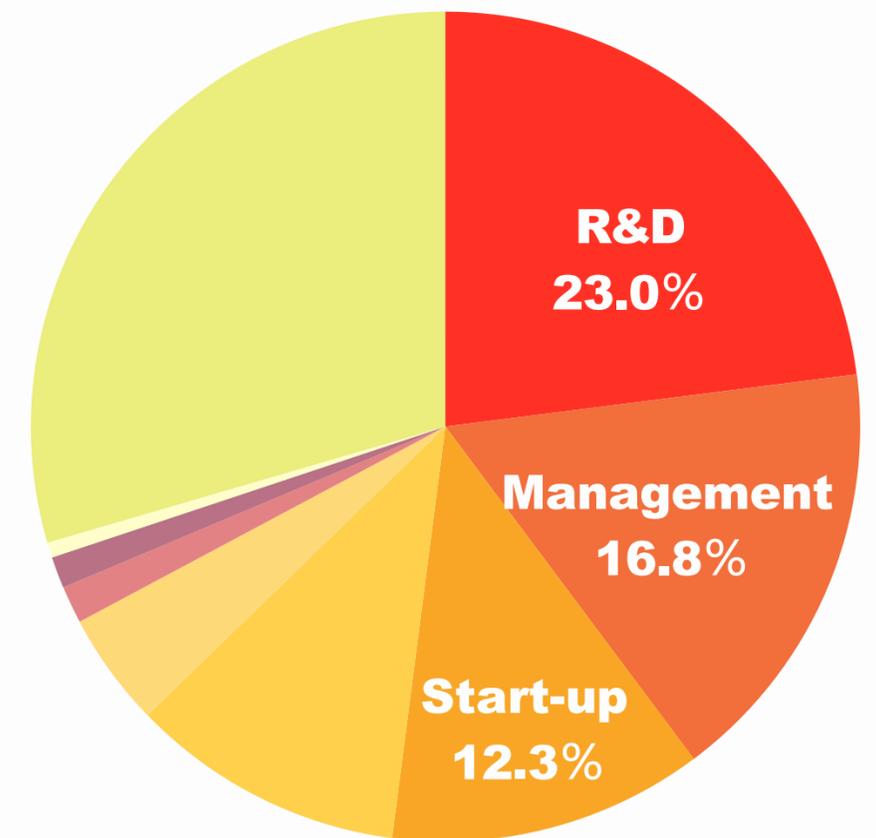
Visitor Business Category

Others	15.2%
Embassy	0.2%
Agriculture	0.2%
Drug Discovery	0.2%
Energy	0.9%
Social Infrastructures	1.4%
Investor	1.2%
Transport	1.8%
Finance	1.7%
Media	3.2%
Government	4.2%
Construction	3.8%
Retail and wholesale	7.0%



Visitor Job Function

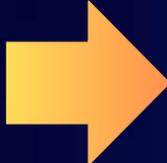
Others	29.5%
Logistics	0.6%
Investor	1.2%
Purchasing	1.5%
Manufacturing/	4.4%
Production	
Marketing	10.7%



02. Overview of SPEXA

Conference Photos of 2024 Show



- 1 · About RX Japan
- 2 · Overview of SPEXA
-  3 · **Why SPEXA?**
- 4 · Exhibition Area
5. Exhibiting Plans & Fee

03. Why SPEXA?

Why Invest in the Asia Market?

Asia has the 2nd largest Space Market next to North America.

This is primarily because the public sector in Asia and the US has boosted private businesses, while planned satellite constellations have positively impacted the expansion of manufacturing and other supply chain activities despite temporary bottlenecks.

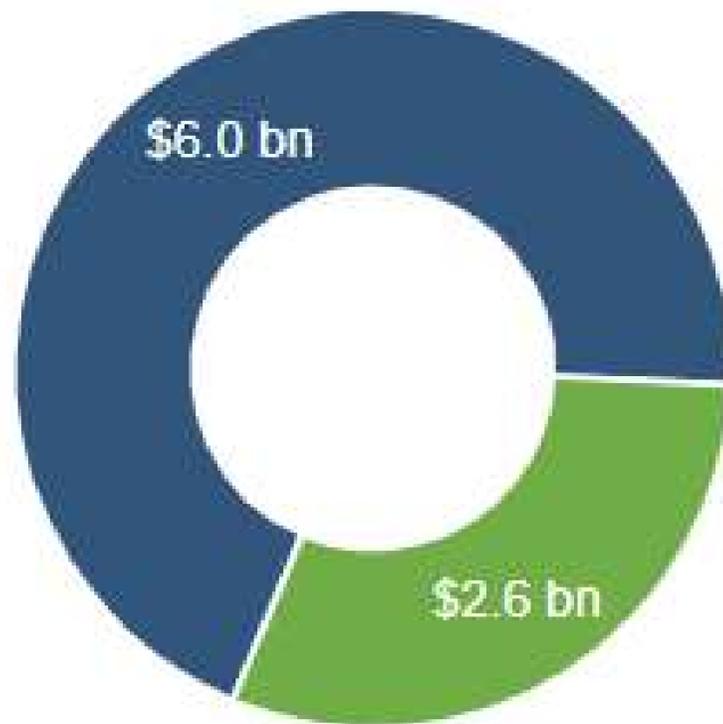


03. Why SPEXA?

Why Invest in Japan?

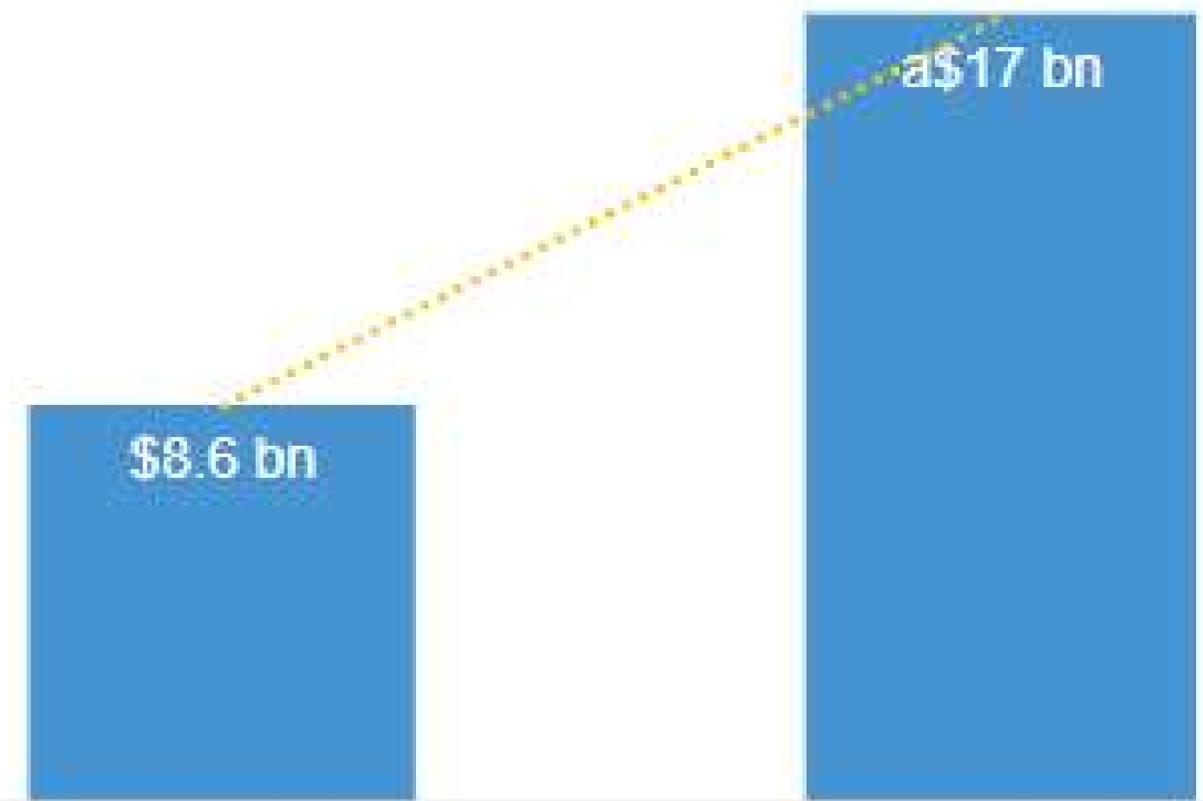
Currently, Japan's space industry is worth approximately JPY1.2 trillion (around \$8.6 billion). **The Japanese government has set a vision to double that to JPY2.4 trillion (around \$17 billion) by the early 2030s.** The vision positions Japan's space industry as a sector that will contribute to Japan's economic growth. Its major policies include the fusion of space with new technology domains, such as AI and IoT, collaboration with other industries, and the promotion of space ventures.

Space Market Size by Segment



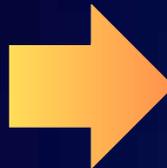
■ Upstream (Space Equipment - Goods) ■ Downstream (Space Utilization - Services)

Japan Space Market Size



2022

2030F

- 1 · About RX Japan
- 2 · Overview of SPEXA
- 3 · Why SPEXA?
-  4 · **Exhibition Area**
5. Exhibiting Plans & Fee

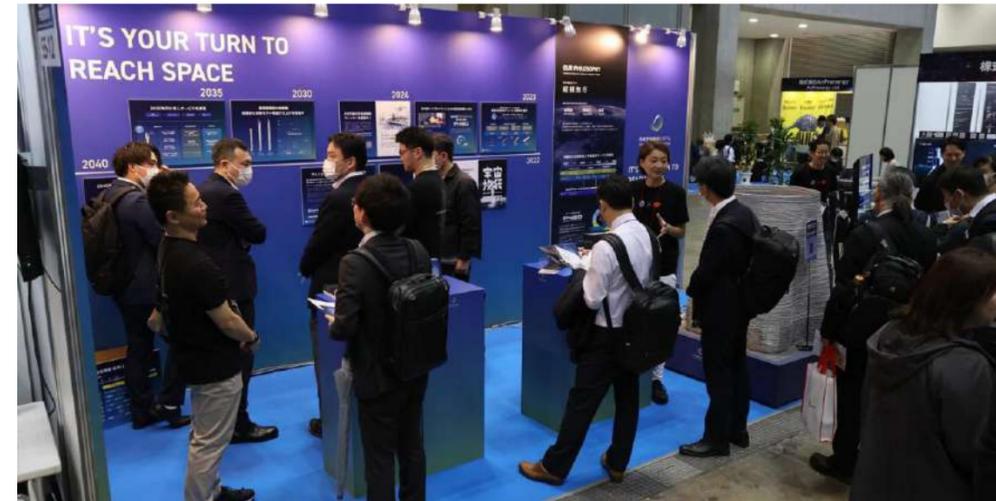
Development & Infrastructure Support



- Rocket Development
- Satellite Development
- Payload Equipment Development
- HAPS Development
- Ground Facility Development
- Material, Component
- Processing Technology
- Design and Development Tools
- Electronic Devices, Sensors, Semiconductors
- Optical Sensors, Microwave Sensors
- Inspection and Measurement Equipment
- CAD Systems
- Various Manufacturing Equipment
- Satellite Communication Equipment
- 3D Printers
- Fuel Development

etc.

Satellite Data and Space Utilisation Area



- Earth Observation Systems
- Satellite Image Services
- Location Information Services
- Demonstration Experiments
- Signal Authentication
- Transportation and Last-Mile Delivery Services
- Satellite Data Processing and Analysis
- Optical Communication Technology
- AI/Artificial Intelligence
- Satellite Control and Operation Support
- Mission Operation Support
- GSaaS (Ground Station as a Service) Related Services
- Debris Removal and Debris Mitigation
- Launch Services
- Spaceports (Launch Sites)
- Finance
- Insurance
- Space Food
- Corporate Attraction

etc.

04. Expected Visitors

Executives and departments related to every aspect of the space business, including management, design, research, development, manufacturing, analysis, quality control, etc.

for companies involved in:

Satellites, Rockets, Launch Vehicles/Orbital Service Equipment, Space-related Facilities, Ground Facilities, Electronics, Communication Equipment, Exploration Robots, Mining Equipment, etc.

Individuals related to businesses and services utilising space, such as **positioning, communication, broadcasting, remote sensing, satellite operations**, etc.

Partners supporting the space business, including investment funds, investors, new business divisions of large corporations, university research laboratories, etc.

Government officials, local authorities, research institutions, university personnel, etc.

04. What you can do at SPEXA

01

SPEXA is a prime opportunity to showcase your company's products, technologies, and services.

With a diverse range of exhibitors in the space industry, including manufacturing and development support, satellite data utilisation, and other related businesses, **it facilitates connections with potential customers.** Your participation presents an excellent chance to promote your offerings in the rapidly growing space-related business, providing the potential for explosive growth in the future.

02

You can build new networks that lead to business opportunities.

In addition to new encounters during the 3-day exhibition, **we will host networking events to facilitate more diverse connections.** It presents an excellent opportunity for companies involved in the space business, those looking to enter the space industry, government agencies, research institutions, and others to build a diverse network.



Photo of Networking Party at SPEXA 2024

04. What you can do at SPEXA

03

Collaboration with diverse industries will be achieved.

Utilising the extensive database held by RX, we will attract many participants from non-space industries. This will create new cross-industry connections that serve as a catalyst for future business leaps, contributing to the development of your company.

04

Opportunity to Speak at SPEXA Conference

*Limited slots available on a first-come, first-served basis.

We have allocated conference slots for exhibiting companies. In addition to substantial pre-event promotion, participating in the conference on the day itself will enhance your company's branding and contribute to increased awareness.



Photo of Conference at SPEXA 2024

04. Visitor Attraction Campaigns

1

Conducting email promotions to 1.6 million people

Including SPEXA attendees, targeting relevant data held by RX Japan.

2

Utilising pull-type attraction through digital marketing.

<Implementation Channels>

Google

YAHOO!
JAPAN



3

Attracting 4,000 attendees through hosting featured seminars.

- 1 · About RX Japan
- 2 · Overview of SPEXA
- 3 · Why SPEXA?
- 4 · Exhibition Area
-  **5. Exhibiting Plans & Fee**

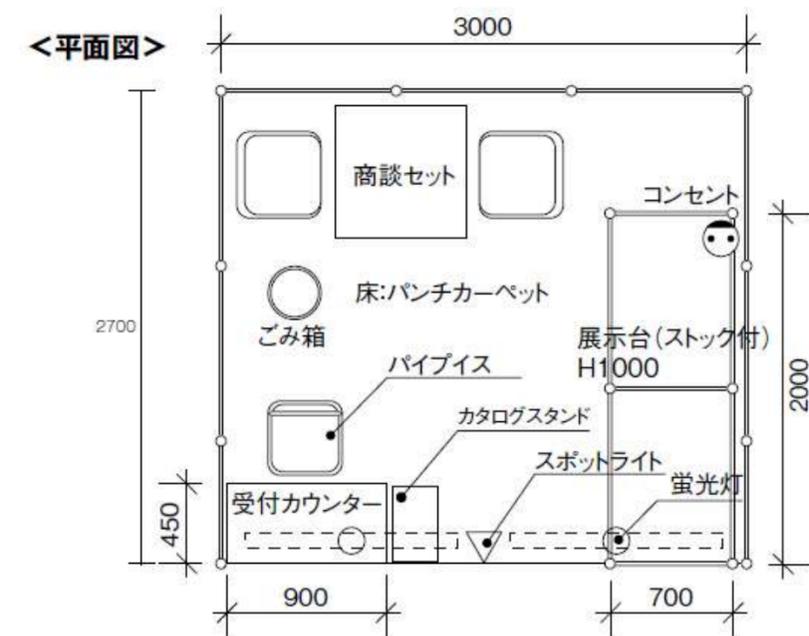
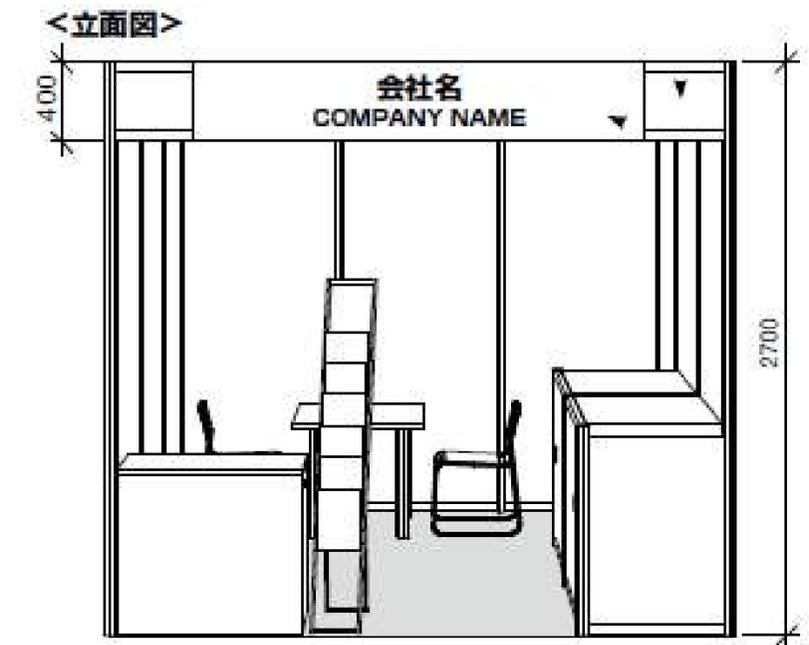
ITRI EXPO Master 方案

0.5 booths ~ 基本設施

Size: 3.0m x 2.7m = 8.1 sqm

[基本設施]

- | | | |
|---------------------------------------|---------------------------|-------------------|
| • Wall Panel | • Company Name Plate | • Carpet |
| • Spotlight | • Fluorescent Light Power | • Outlet |
| • Primary Side Line Construction Cost | | |
| • Electricity Usage Fee | | • Negotiation Set |
| • Reception Counter/Chairs | | • Catalog Stand |
| • Trash Bin | | |
| • Exhibition Stand (with stock) | | |



ITRI EXPO Master 方案

***早鳥4/16前預訂並4/30前支付40%訂金**

ITRI EXPO 方案A:

團費: **NTD 319,800** (未稅), **早鳥NTD 309,800**(未稅)

A方案包含(個人機票、團保、住宿、攤位、巴士機場接送、展場翻譯/助理、**5min** 展場簡報、**SPEXA Web Promotion**)

ITRI EXPO 方案B: (共享攤位)

團費: **NTD 176,000** (未稅), **早鳥NTD 171,900**(未稅)

B方案包含(個人機票、團保、住宿、攤位、巴士機場接送、展場翻譯/助理、**2.5min** 展場簡報、**SPEXA Web Promotion**)

ITRI EXPO 方案C:

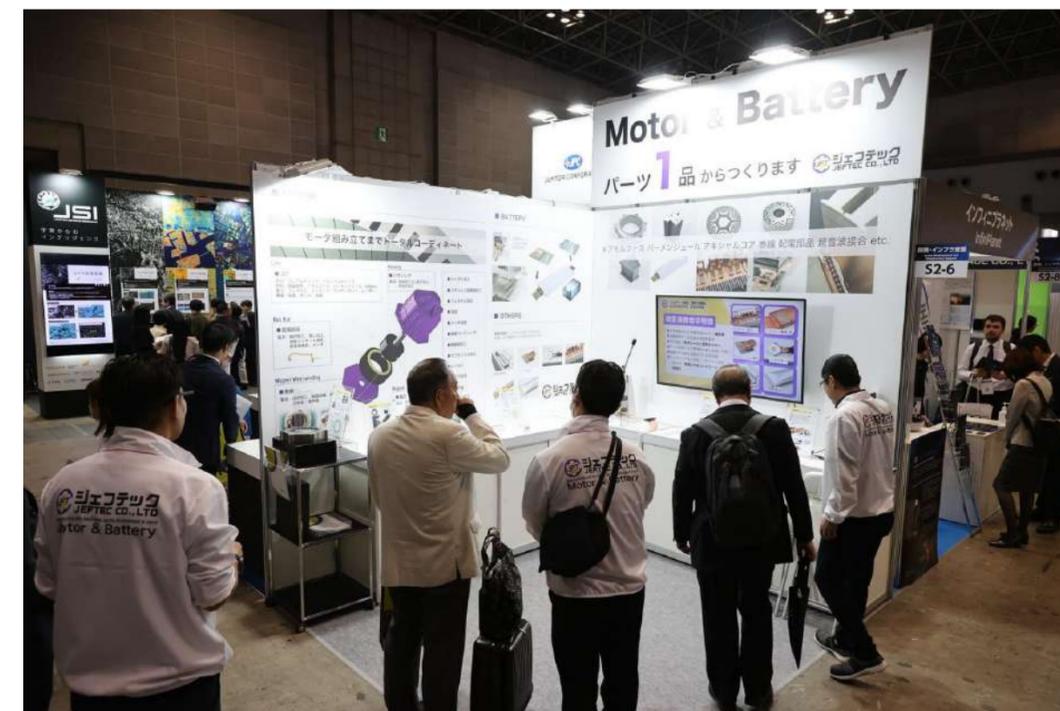
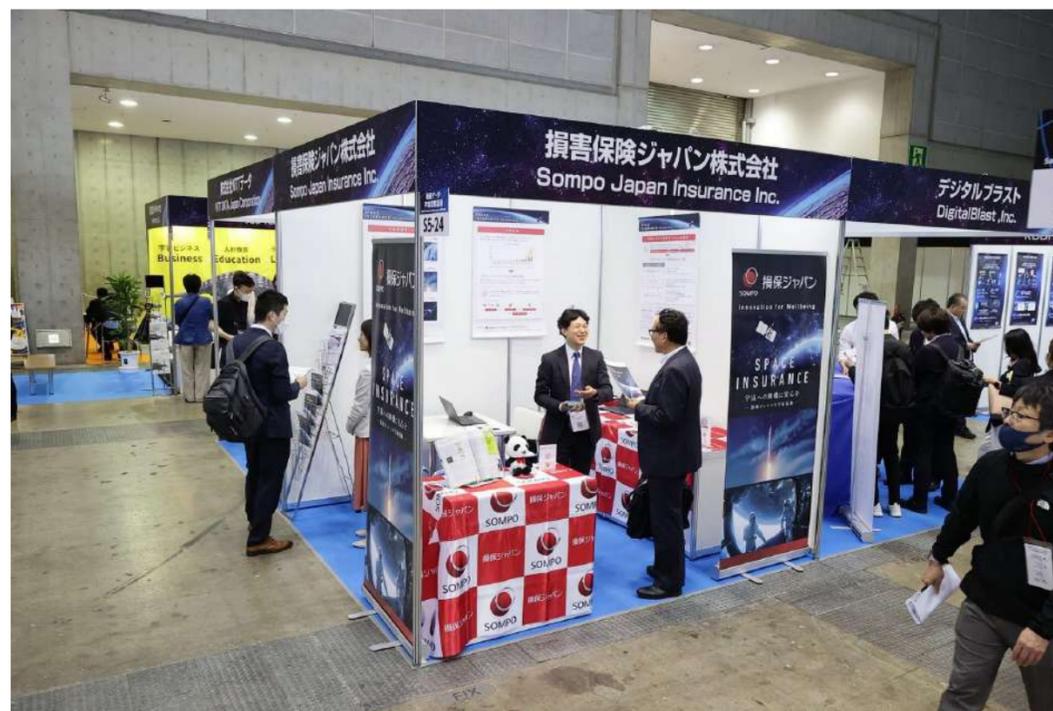
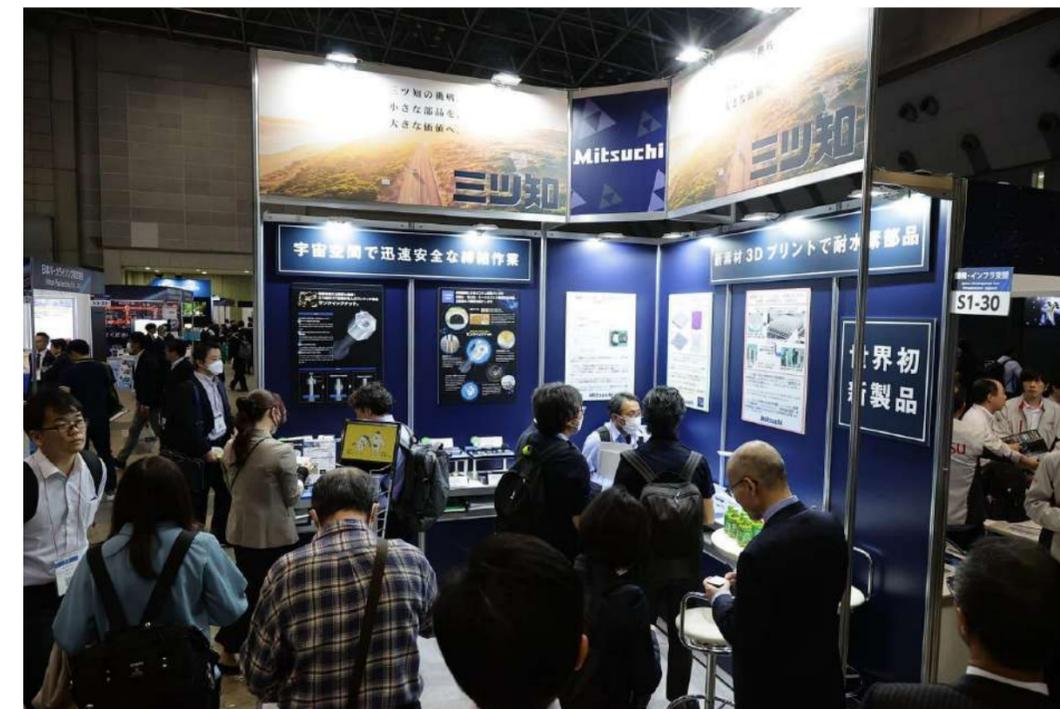
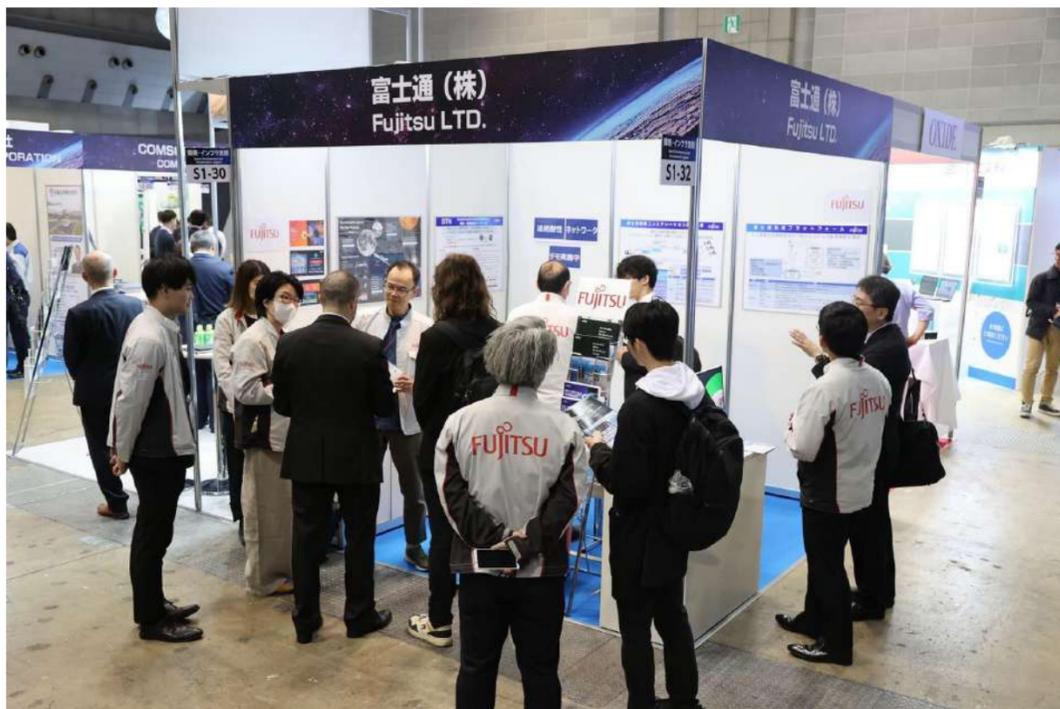
團費: **NTD 79,500** (未稅), **早鳥NTD 74,900**(未稅)

C方案包含(個人機票、團保、住宿、巴士機場接送、展場翻譯/助理)

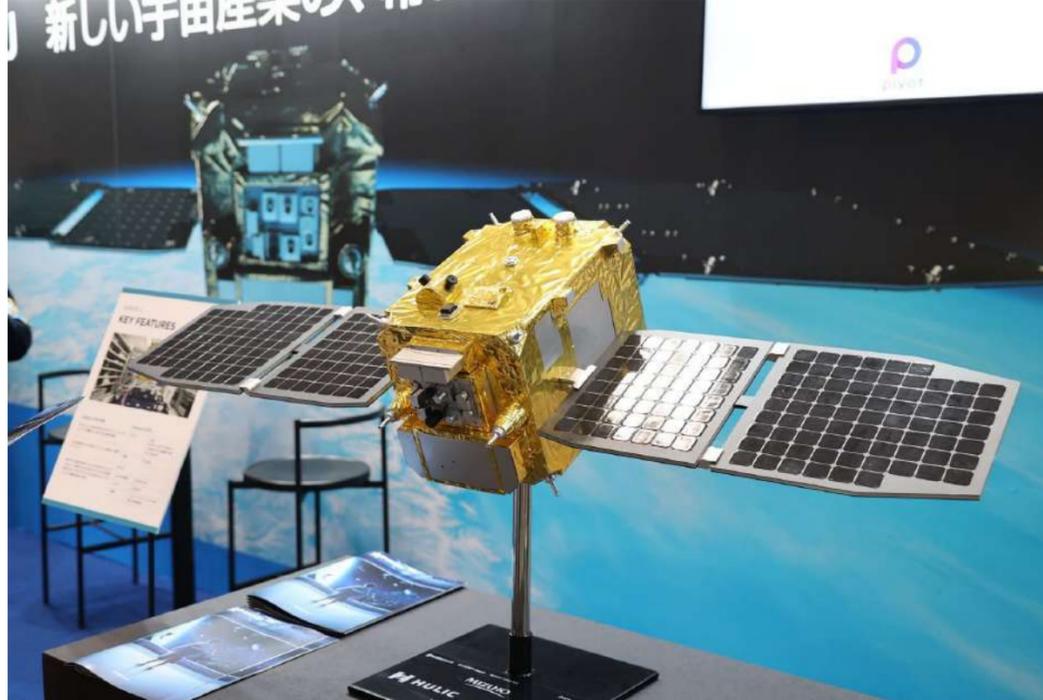
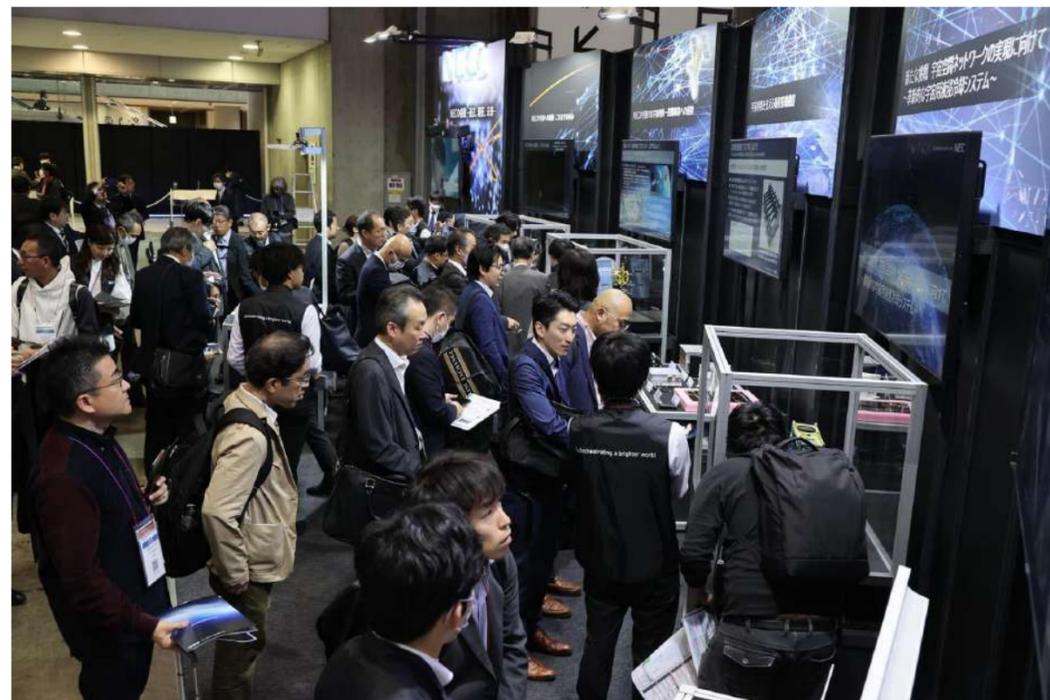
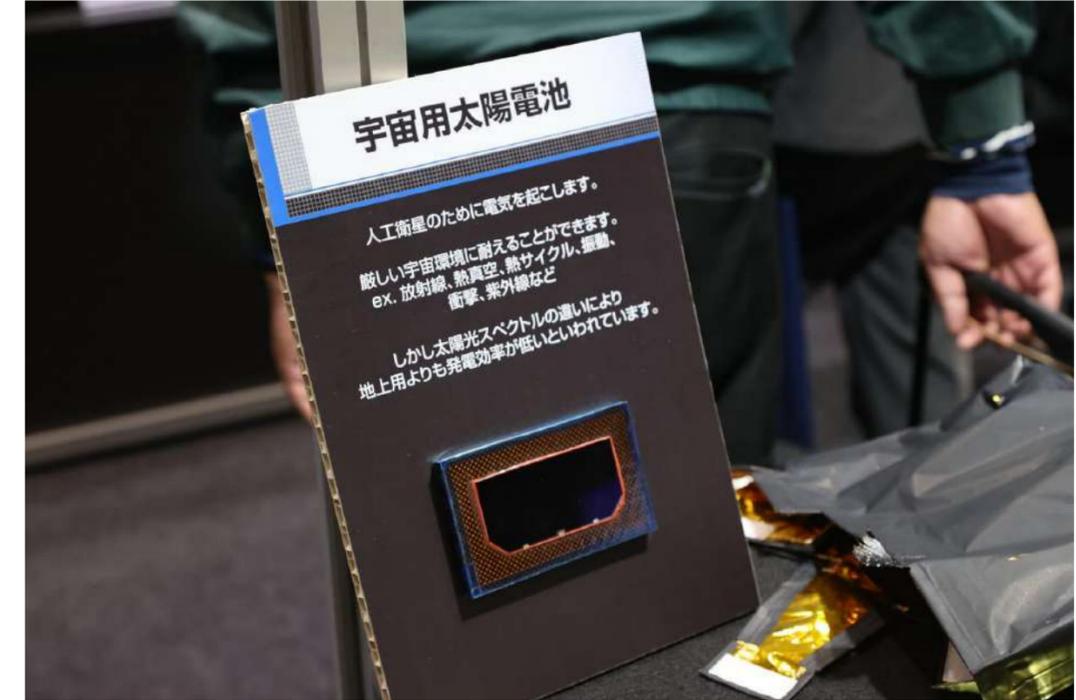
***特殊需求，另外商議方案**

行程7/29 桃園出發 (9:00-13:25), 8/2 14:25-17:05 返台 (長榮航空)

05. Booth Images 0.5 booths



05. Actual Equipment & Business Discussions at SPEXA 2024



Average number of 2023 shows organised by RX Japan.

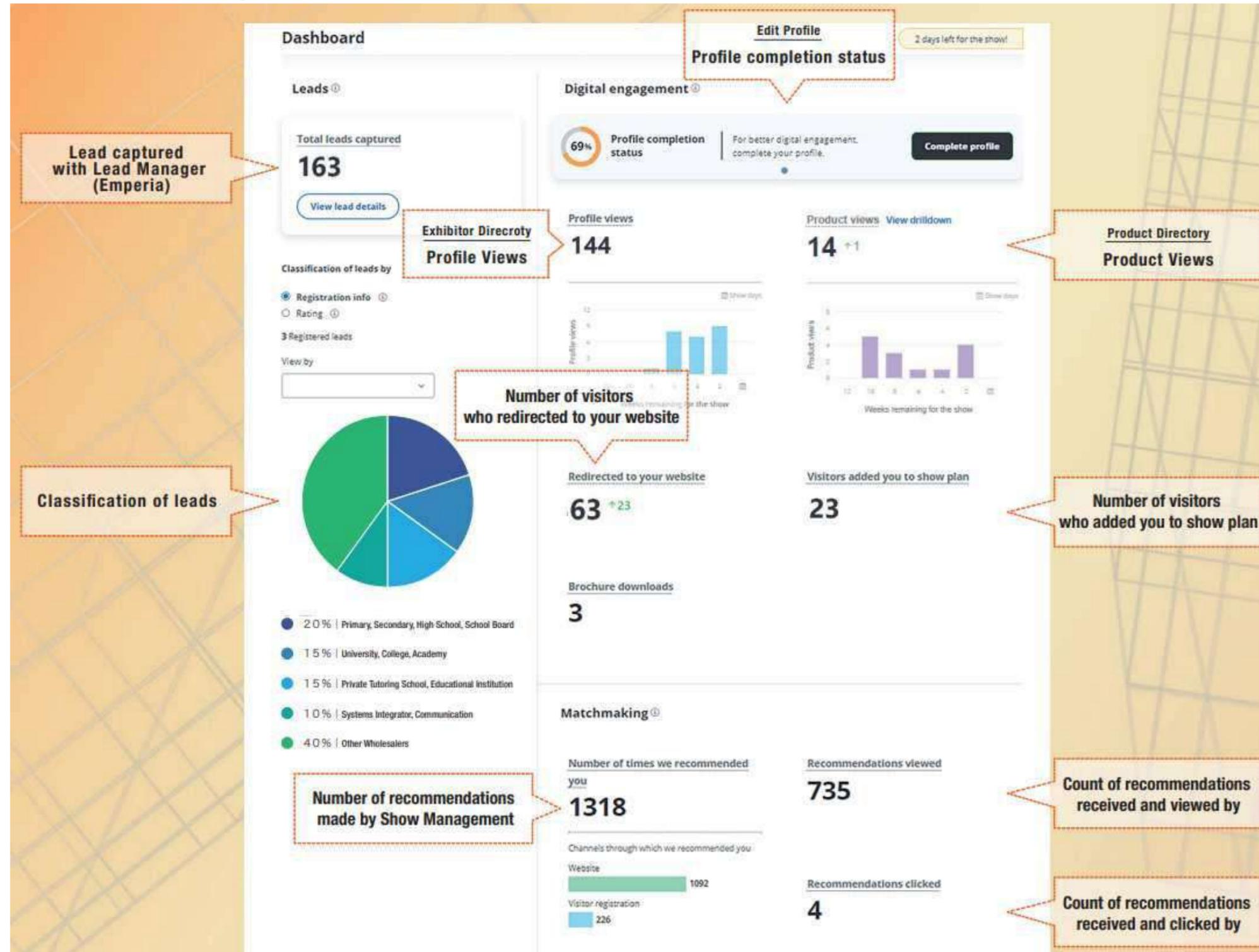
Choose Your Exhibit Profile Plan

Plan	Basic	Standard	Premium limited to 6 companies	
Price (tax excluded)	One exhibitor only JPY 50,000 With co-exhibitor/s JPY 100,000	One exhibitor only JPY 150,000 With co-exhibitor/s JPY 200,000	One exhibitor only JPY 650,000 With co-exhibitor/s JPY 700,000	
Exhibitor Directory Listing	<p>Normal Size Display</p> 	<p>Large Size Display 5.6X More PVs on average* than Basic Plan</p>  <p>Increased visibility rotating in 3rd and 4th positions in the Exhibitor Directory. (100% in PC, 50% in Mobile)</p> <p>Large Size Display</p> <ul style="list-style-type: none"> > For PC, two random companies will be displayed below Premium Profiles on both screens before and after search. > For mobile, one random company will be displayed below Premium Profiles on both screens before and after search. 	<p>Promoted on Official Website Homepage + Large size + Top Placement 12X More PVs on average* than Basic Plan</p>  <p>Promoted as "Featured Exhibitors" on the Official Website Homepage.</p> <p>Featured Exhibitors</p> <ul style="list-style-type: none"> > Exhibitor Profile is promoted in a carousel on the website homepage. > The banner can be embedded with the URL of the Exhibitor Profile page. 	 <p>Maximum visibility with profiles rotating in top 2 positions in the Exhibitor Directory</p> <p>Top Listing</p> <ul style="list-style-type: none"> > For PC, two companies will be displayed at the top of the list at random on both screens before and after search. > For mobile, one company will be displayed at random on the screen before and after search.
	Other included service	<ul style="list-style-type: none"> ◆ Lead Capture Services -- Lead Manager (Emperia): Visitors Badge Scanning App (for one device only. Additional JPY 50,000 will be charged for using more than one device.) ◆ Exhibitor Dashboard: Find out the number of views of your Exhibitor Profile on the Exhibitor Directory, the number of leads captured through Lead Manager (Emperia), lead classification, etc. 		

* If you have one or more co-exhibitor/s, the fee will be charged as "With co-exhibitor/s" regardless of the number of co-exhibitors.

* "Premium" and "Standard" only apply to a main exhibitor.

What you can check at Exhibitor Dashboard



05. Advertising Options

01

Floor Map Ads

Image



Banner Ads

Banner ads on the floor map.



Highlight display of your booth location

Your booth location will be highlighted in colour.



Link to your information page in exhibitor search page

Digital map will lead to your company information on exhibitor search page.

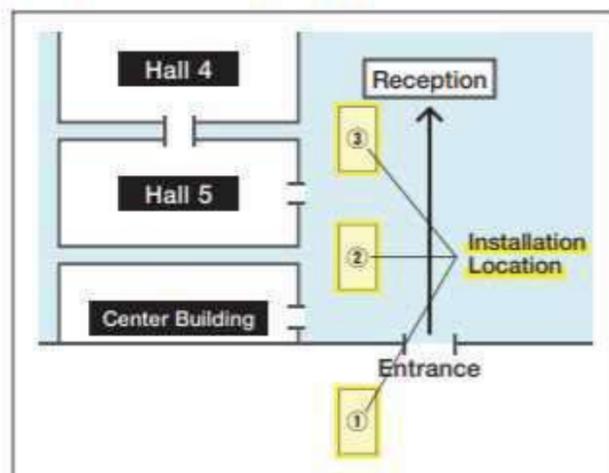


Many others are available.
Please contact the person in charge for prices and other details.

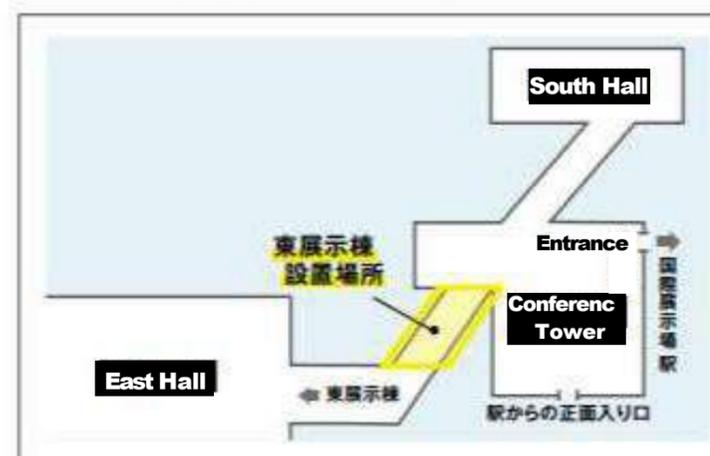
02

Digital Signage Ads on the Hallway

Installation Location (Intex Osaka)



Installation Location (Tokyo Big Sight)



Installation Image



Enlarged View



05. Advertising Options

03

Show Entrance Floor Ads

■ Image



Many others are available.
Please contact the person in charge for prices and other details.

04

Hanging Banner Ad above Your Booth

■ Hanging Image



■ Enlarged Image



Let's work together to create an industry that will make space business a part of our daily lives in 10 years.

Join us