

June 7, 2021

Press Release

Japan Electronics and Information Technology Industries Association

CEATEC 2021 To Be Held Online Exclusively

The Japan Electronics and Information Technology Industries Association (JEITA: Satoshi Tsunakawa, Director and Chairman; also Representative Executive Officer, President and CEO of Toshiba Corporation) has announced that CEATEC 2021, which is scheduled between October 19 (Tue) and 22 (Fri), will be held as an online-only event, in a change from the originally planned combination of online and in-person at Makuhari Messe (Mihama-ku, Chiba).

The impact of COVID-19 continues to be unpredictable globally and in Japan. Considering the extension of the declaration of a state of emergency in the Tokyo metropolitan area until June 20, 2021, event organizers have given top priority to the safety of visitors, exhibitors, and everyone involved with CEATEC. As a result, we have determined that it would be difficult to ensure a safe and secure environment this year at the Makuhari Messe exhibition venue, where visitors and exhibitors numbering approximately 150,000 people would be actively interacting over the four-day period.

Last year, for the first time, CEATEC 2020 was held completely online, and a total of more than 150,000 visited the exhibition. Once again, this year's event will be played out on an online platform, which has evolved from last year's event, with plans to think about the future of the "new normal" in society, to work together, and to realize co-creation using technology.

Kiyoshi Shikano, Executive Producer of CEATEC, made comments on the cancellation of the event at Makuhari Messe and moving the event to an online-only format.

"It is truly regrettable to give up the in-person event at Makuhari Messe as we have been preparing for CEATEC 2021 with the aim of extending the CEATEC experience seamlessly through integration of the in-person and online events. However we hope that you will understand that the decision was made giving the safety of everyone involved top priority. CEATEC is a place for co-creation, where a wide range of people from different industries gather to think about the future in the world we live and the way we live. With an eye on the 'new normal' society, this year we will focus on a new online exhibition that incorporates the advantages of the in-person exhibition, and hope to realize the online exhibition with the slogan '*CEATEC – Toward Society 5.0 with the New Normal*'. Please look forward to it."

Name: CEATEC 2021 ONLINE
Dates: October 19 (Tue) ~ 22 (Fri)
Note that more events are planned before and after the exhibition.
Venue: Online (<https://www.ceatec.com/>)
Slogan: CEATEC – Toward Society 5.0 with the New Normal
Call for exhibitors: Planned to start from mid-June

Details will be announced on the official website and in press releases in mid-June.

For inquiries from companies/organizations relating to this press release:

CEATEC Management Office (Japan Electronics Show Association)

<http://www.ceatec.com/en/contact/inquiry/>

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