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#ORGATECTOKYO



ORGATEC TOKYO  
**SHIFT**  
DESIGN

**Design the Future**

29 - 31 May 2024 Tokyo Big Sight East Halls 4 - 6

Theme Zone

interzum



interzum  
showcase

JOIFA



koelnmesse

## Design the future of work

In this digital age, modern workstyles and office design have become inextricably interconnected, revolutionising the way we approach productivity and employee well-being.

Gone are the days of rigid cubicles and monotonous layouts.

Today's work environments are thoughtfully designed to foster collaboration, creativity and adaptability.

Join the top industry players from Japan and Asia in the design and furniture industry at ORGATEC TOKYO to explore, discuss and design the next great innovations for the workplaces of tomorrow.



# Enabling the Future of Work

## Innovative Workplace Solutions & Product lineup

ORGATEC TOKYO is a trade show for designers, architects, interior coordinators, dealers, retailers, wholesalers, investors, developers, business owners, and other key members of the office design and furniture industry.

The event will be a valuable opportunity to present new products and technologies, disseminate a wide range of solutions, and increase exposure in the Japanese and Asian markets.



### Visitor Target Groups

- Architects
- Designers
- Interior Designers
- Consultants
- Facility Planners
- Facility Managers
- Office Furnishing Trade
- Project Developers
- Developers
- Investors
- Real Property
- Wholesalers
- Dealers
- Retailers
- Government and Education Bodies
- Public Institutes
- Hospitals
- Hotel and Restaurants
- Company Owners and Executives
- HR Professionals
- Other related sectors



### Product Segments

- Office Facility Planning, Construction, Extension and Management
- Office & Office Facility Equipment
- Lighting
- Flooring
- Acoustics
- A/V Technology
- Furnishing for Office and Facilities
- Dry Kitchen Systems
- Organisational Systems
- IT, Telecommunication, Software and Services
- Other Systems and Services



### interzum showcase

This area will concentrate on furniture semi-finished products and parts, as well as a variety of materials and accessories that make up the workplace to appeal to a clear target audience.

- Materials
- Components
- Textiles





## Unleashing Potential: Asian Office Furniture Market on the Rise

### Office Furniture Market Growth Forecast in APAC (CAGR)

**5.1%**  
growth by 2028

**45%**  
of the global market  
by 2030

### Home Office Furniture Market Growth Forecast in APAC (CAGR)

**7.7%**  
growth and

**USD 13.7 bn.**  
market by 2030



## ORGATEC TOKYO Design Awards

Supported by ELLE DÉCOR Magazine

The 2023 Best Presentation Awards honored the outstanding booth designs that best evoked the theme “SHIFT DESIGN”. The 2024 edition will take this a step further to recognize even more design aspects in creativity, innovation and functionality.



## ORGATEC NIGHT in TOKYO

As dusk settles, an enchanting setting emerges, inviting exhibitors and esteemed guests to connect amidst a relaxed ambiance. Our curated space unites exhibitors, guests, and distinguished invitees, fostering fruitful business exchanges and delightful conversations. Indulge in delectable bites, refreshing drinks, and a captivating stage show, amplifying the evening's elegance and charm.



## Seminars & Presentations

- Keynote speech
- Organiser seminars
- Exhibitor presentations

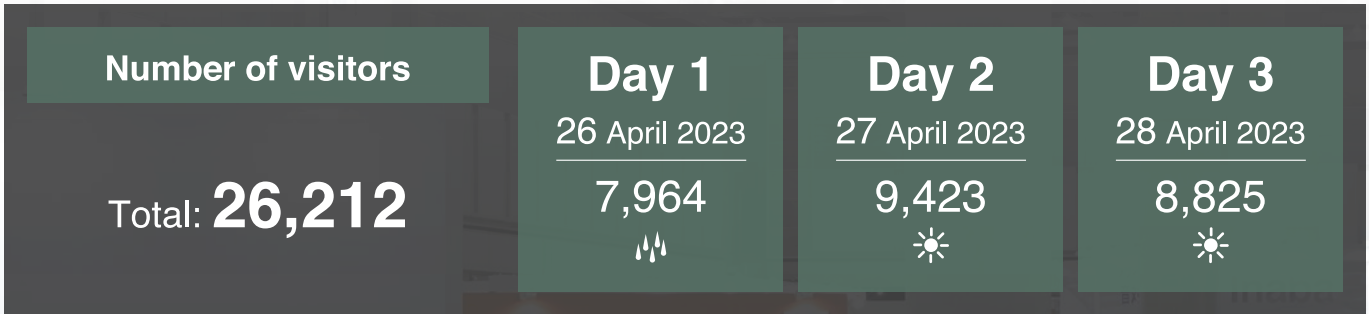


## Theme Area, “+W” at home

Nowadays, working remotely from home has become the norm. Smartly adapt your floorplan and harmonize the spaces you live and work in for a comfortable, efficient lifestyle and workstyle. We will show the “+W Space”, a new way of working from home.



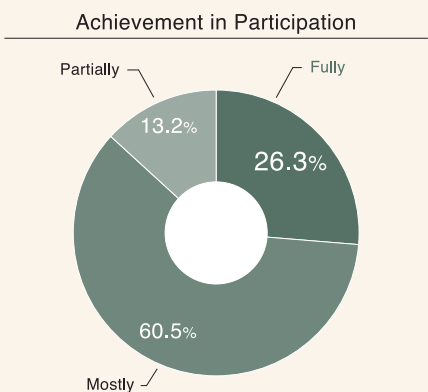
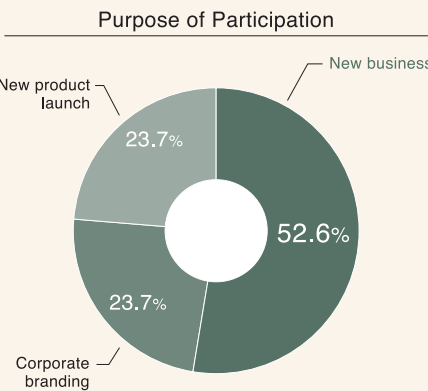
# 2023 Post Show Report



**127** exhibitors from  
**14** countries and regions

- ### Country/region of origin
- Japan
  - Denmark
  - Germany
  - Italy
  - Spain
  - Sweden
  - Turkey
  - USA
  - China
  - Hong Kong
  - Malaysia
  - Singapore
  - South Korea
  - Taiwan

## Exhibitor Feedback





## Exhibitor Comments

Frankly speaking, it was an exciting event. The hall was filled with many anxious exhibitors aiming to drastically transform the market under the theme of "Shift Design." I got confidence that we, a Hokkaido wooden furniture manufacturer, will be able to compete in the new market where the border between office and home becomes blurred. I'm sure Orgatec Tokyo will be growing into a global event as Koelnmesse GmbH has been doing with other events so far.

President of Conde House Co., Ltd., **Noriyoshi Someya**

Last year we focused on brand awareness, which was a great success. This time we decided to reduce the number of items on display and focus more on the product brands. As a result, the stand was very busy and we attracted 1.5 times as many visitors as last year. We are already looking forward to next year's edition to see how we can continue to exceed our customers' expectations.

President of Knoll Japan Inc., **Naoki Kaze**

We hope that the theme [SHIFT DESIGN] will enhance the comfort and creativity of all working people and will serve as a catalyst for creating new value for society in the future.

Representative Director, President and CEO of Okamura Corporation, **Masayuki Nakamura**

## 3d Tour

>Entire space

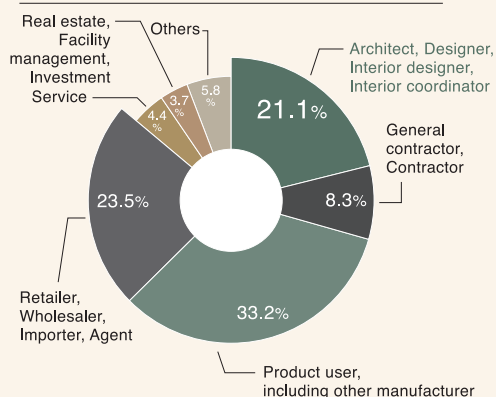


>Xperience Area

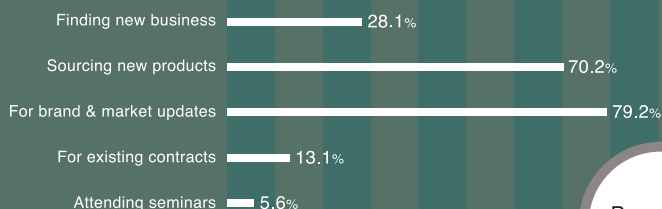
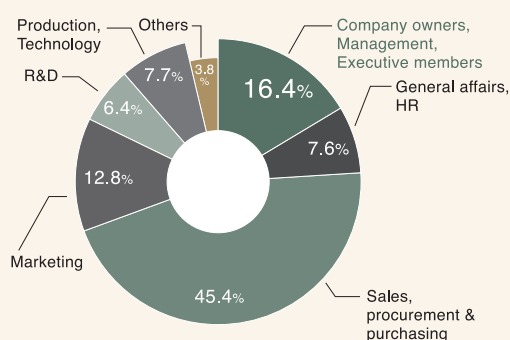


## Visitor Feedback

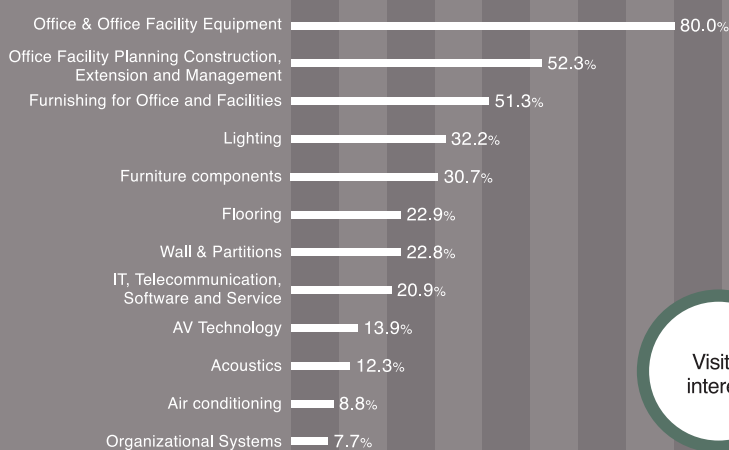
### Visitor Profile



### Visitor job category

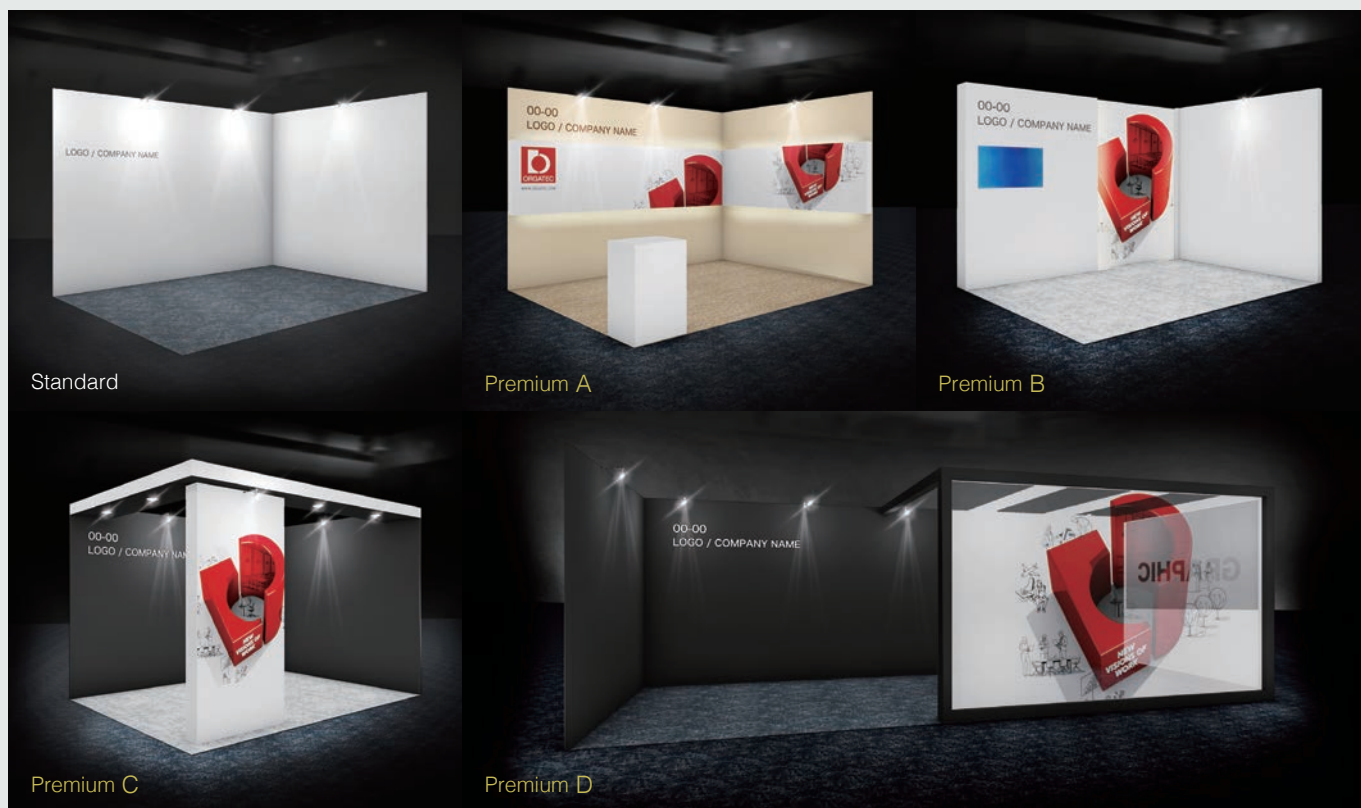


Purpose of visit



Visitor interest

# Participation options



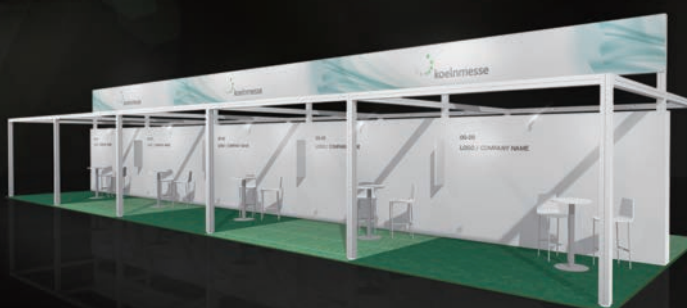
**Raw Space:**  
JPY53,900/m<sup>2</sup> (incl. consumption tax)  
min. 24m<sup>2</sup>

**Standard Package:**  
JPY78,100/m<sup>2</sup> (incl. consumption tax)  
min. 12m<sup>2</sup>

**Premium Package:**  
JPY97,900/m<sup>2</sup> (incl. consumption tax)  
package A, B, C: min. 12m<sup>2</sup> package D: min. 24m<sup>2</sup>

## Country pavilion packages

A pavilion can be a great way to showcase the culture, products and services of a particular country or region. Tailored to your specific needs and requirements, contact us for a variety of pavilion packages.



Application deadline: 30 November 2023

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