

The 22nd Asia-Pacific Retailers Convention & Exhibition (Tokyo)

7th Wed. –10th Sat. OCTOBER, 2026

**Tokyo International Forum
and surrounding facilities**

<< Guide to sponsorships >>

Japan Retailers Association (JRA)

Federation of Asia-Pacific Retailers Associations (FAPRA)



**22nd
APRCE
TOKYO 2026**

The 22nd Asia-Pacific Retailers Convention & Exhibition

Sponsorship Invitation

The 22nd Asia-Pacific Retailers Convention & Exhibition (APRCE Tokyo 2026) will be held in Tokyo in October 2026, organized by the Federation of Asia-Pacific Retailers Associations (FAPRA)—which represents 18 countries and regions—in collaboration with the Japan Retailers Association. As a premier international event, APRCE brings together top retail industry leaders from across the Asia-Pacific region. Since its inaugural convention in Tokyo in 1983, the event has been held biennially in various countries and regions, evolving into one of the world's leading international retail conventions, with a history spanning over 40 years.

The 22nd APRCE, returning to Tokyo for the first time in 19 years, will be held under the theme: "The Future of Retail: Innovation Meets Tradition"

The event will feature a conference, where renowned retail executives and industry experts from Japan and around the world will speak, and an exhibition showcasing cutting-edge technologies from Japan and other participating countries and regions. Additionally, networking receptions, business meetings, retail study tours, and other special events will be held to ensure a dynamic and impactful experience for all participants. We anticipate welcoming over 4,000 attendees to the conference and more than 10,000 visitors to the exhibition, both from Japan and abroad. Our goal is to create an environment where retail professionals and stakeholders can exchange knowledge, build connections, and foster business relationships that transcend national borders, industries, and business models.

To ensure the success of APRCE Tokyo 2026, we have established an Executive Committee consisting of top executives from leading businesses and organizations in Japan's retail industry. With extensive collaboration from key stakeholders, preparations are well underway. The success of APRCE Tokyo 2026 relies on the generous support of our sponsors. We sincerely invite you to consider partnering with us by supporting this prestigious event.

Hirofumi Nomoto

President, The 22nd Asia-Pacific Retailers Convention & Exhibition

Takeshi Masumoto

Chairman, Finance Committee

I. The 22nd APRCE Tokyo 2026 Overview

This event will feature both an international conference and an exhibition. The conference will host over 60 distinguished speakers, including retail executives and industry experts from various countries, who will lead Super Sessions and Breakout Sessions featuring presentations and interactive discussions. Participants will also have abundant networking opportunities through events such as the Welcome Reception, Farewell Party, and Retail Study Tours. Meanwhile, the concurrently held exhibition will showcase cutting-edge technologies and innovations from Japan and other participating countries and regions.

Event Theme	The Future of Retail: Innovation Meets Tradition
Dates	October 7 (Wed.) - 10 (Sat.), 2026
Venue	Tokyo International Forum and surrounding facilities
Organizers	Japan Retailers Association (JRA) Federation of Asia-Pacific Retailers Associations (FAPRA)
Supporters	Ministry of Economy, Trade and Industry Ministry of Agriculture, Forestry and Fisheries Tokyo Metropolitan Government The Japan Chamber of Commerce and Industry The Tokyo Chamber of Commerce and Industry etc.
Planned guest invitees	Prime Minister of Japan, Governor of Tokyo
Program	7th Oct. (Wed.) Welcome Reception 8th Oct. (Thu.) Opening Ceremony, Keynote Speech, Super Sessions, Breakout Sessions, Country & Regional Reports 9th Oct. (Fri.) Super Sessions, Breakout Sessions, Farewell Party 10th Oct. (Sat.) Retail Study Tours
Attendance	Convention: Approx. 4,000 Exhibition: Approx. 10,000 (including 4,000 convention attendees)
Countries/Regions	18 countries and regions in the Asia-Pacific region (in alphabetical order) China, Chinese Taipei, Fiji, Hong Kong, India, Indonesia, Japan, Kyrgyzstan, Malaysia, Mongolia, Myanmar, New Zealand, Philippines, Singapore, South Korea, Sri Lanka, Thailand, Vietnam
Convention Speakers	Experts from Japan and abroad, leaders of key distribution and retail companies, leaders of the retail industry in the Asia-Pacific region
Official Languages	Japanese, English (Simultaneous interpretation planned to be available in English, Japanese, Chinese, Korean at the Main Conference)
Companion Program	We will have tours for individuals who come with event attendees



The 22nd Asia-Pacific Retailers Convention & Exhibition symbol

The event's concept of "Innovation Meets Tradition" was turned into a symbol using a ginkgo motif.

It represents the interactions of people and development and growth for the future.

The two colors that were chosen for the theme represent Japanese autumn color.

Conference Concept

Innovations such as AI and robotics are set to dramatically transform the retail landscape. In this era of digital transformation, the retail industry must continually reinvent its business models to deliver new value to consumers. Yet innovation is not limited to technology. The craftsmanship and on-the-ground ingenuity that retailers have cultivated over time are equally innovative. Refining these skills to offer customers richer, more comfortable, and more convenient lifestyles will remain a critical mission for the retail sector.

At the same time, the retail industry faces pressure to address various internal and external changes as well as social issues ranging from the rise of Generation Z, embracing diversity and inclusion, rapid aging in some countries, urban challenges, and global climate change. Moreover, the industry must continuously evolve to meet the Sustainable Development Goals (SDGs) by 2030 and achieve the carbon neutrality targets set by many countries and regions for 2050.

Japan is currently grappling with a declining birthrate and an aging population, presenting its retail sector with numerous challenges including labor shortages, rising labor costs, logistics issues, customer harassment, loss prevention, and frequent natural disasters. Many of these issues are likely to confront other Asia-Pacific countries and regions in the future. As a nation at the forefront of addressing these challenges, Japan's retail strategies will offer valuable insights for other retailers across the region as they chart their long-term outlooks.

Even as society undergoes significant change, one principle in retail remains constant and universal—that retailers thrive by staying aligned with customers, thereby earning their loyalty. We must maintain a commitment to mutual prosperity, supported not just by customers but by a diverse range of stakeholders including employees, business partners, and local communities. Retail has a broad base of supporting industries, spanning from manufacturing, wholesale, and service industries such as tourism and food service. The importance of traditional Japanese business ethics, like *sanpo-yoshi* (good for the seller, buyer, and society), and Asian-derived philosophies, such as *jiri-rita* (benefiting oneself and others), remains timeless.

We will host the 22nd Asia-Pacific Retailers Convention and Exhibition held in Tokyo. Our theme, "The Future of Retail: Innovation Meets Tradition," encapsulates the concepts outlined above. We envision a conference where retailers and various stakeholders from across the region can come together, transcending national, regional, and industry boundaries to share experiences and current developments, learn from each other, deepen connections, and explore new business opportunities, with a vision toward a sustainable future for the retail industry.

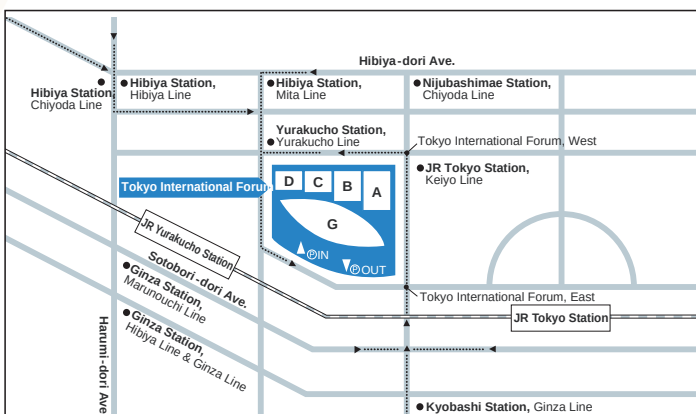
II. The 22nd Asia-Pacific Retailers Exhibition Overview

This event consists of a convention, where at least 4,000 people from Japan and overseas are expected to attend, and exhibition called the RETAIL EXPO Tokyo 2026. Over 10,000 people are expected to attend the exhibition, which is a showcase of initiatives and cutting-edge technology for common challenges in the retail industry, and it is intended to be an excellent opportunity for attendees to develop future business models and network.

Dates	October 8 (Thu.) - 9 (Fri.), 2026
Name	RETAIL EXPO Tokyo 2026
Venue	Exhibition Hall, Tokyo International Forum
Venue area	5,000 m ²
Exhibition scale	70 companies, 170 booths (1 booth = 9 m ²)
Attendance	Approx. 10,000 (including 4,000 convention participants)
Exhibition	(1) Cutting-edge Retailers and Distribution Zone (2) Japanese Culture and Tradition Zone (3) Retailers Business Solutions Zone
Attendees	(1) Convention attendees (From the 18 countries and regions participating in the Federation of Asia-Pacific Retailers Associations) (2) Persons involved in retail and consumer goods manufacturing (Management and executives, business planning and sales, information systems and DX promotion, product development and marketing, distribution and inventory management, human resources, PR, and sustainability)
Visitor attraction plan	(1) Promotion through member companies in Japan Retailers Association and other industry groups (2) Promotion through retail industry groups in the 18 countries and regions in Asia-Pacific
Entrance fee	Free

III. Venue

Tokyo International Forum 5-1 Marunouchi 3-chome, Chiyoda-ku, Tokyo 100-0005, Japan
Tel: +81-3-5221-9000



■ JR lines

1-minute walk from Yurakucho Station
5-minute walk from Tokyo Station
(Connected the Keiyo line Tokyo Station by B1F basement concourse)

■ Subway

Yurakucho Station: 1-minute walk from Yurakucho Station (via B1F basement concourse)
Chiyoda line: 5-minute walk from Nijubashimae Station, 7-minute walk from Hibiya Station
Marunouchi line: 5-minute walk from Ginza Station
Ginza line: 7-minute walk from Ginza Station, 7-minute walk from Kyobashi Station
Mita line: 5-minute walk from Hibiya Station

IV. Sponsorship Package Details

We are pleased to offer the following sponsorship package to our esteemed sponsors.
Please note that the details of this package are subject to change.

Diamond Sponsor Sponsorship Fee: JPY 50,000,000

Sponsorship Benefits

- ◆ Exhibition Booth: 16 booths (each 3m × 3m)
- ◆ Conference Passes: 100 passes
- ◆ Advertisement Placement:
 - Inclusion in the Second Circular, Conference Program, and Exhibition Guidebook (both digital and print)
 - One full-color page (inside front cover, inside back cover, or back cover; placement determined by lottery)
- ◆ Company Name & Logo Display: Large-scale display within the venue
- ◆ Website Link: Link to your company's website from the official conference website
- ◆ Article Publication on the Official Website:
 - Each sponsor is responsible for providing their own article content
- ◆ Logo Placement on the Glass Building's Six Banners
- ◆ Logo Placement on the Bridge Banner in the Lobby Gallery
- ◆ Logo Placement on Participant Name Badges & Lanyards
- ◆ PR Video Screening in the Conference Hall:
 - Maximum duration: 1 minute
 - Shown between sessions and during coffee breaks
 - Sponsors are responsible for producing their own videos
- ◆ PR Video Display on Digital Signage within the Venue:
 - Duration: 15–30 seconds
 - Sponsors are responsible for producing their own videos
- ◆ Logo Placement in the Post-Event Report
- ◆ Right to Use the "APRCE 2026 (tentative)" Name for a Reception Hosted by Your Company:
 - Due to program scheduling, the reception must be held on the evening of Thursday, October 8
- ◆ Hosting of a Conference Session
- ◆ Presentation Opportunity in the Exhibition Area
- ◆ Exclusive Use of a Private Meeting Room
- ◆ Guided Tour for Country Representatives to Your Exhibition Booth
- ◆ Access to the List of Conference & Exhibition Participants
- ◆ Invitation to the VIP Lunch

Platinum Sponsor Sponsorship Fee: JPY 30,000,000

Sponsorship Benefits

- ◆ Exhibition Booth: 14 booths (each 3m × 3m)
- ◆ Conference Passes: 75 passes
- ◆ Advertisement Placement:
 - Inclusion in the Second Circular, Conference Program, and Exhibition Guidebook (both digital and print)
 - One full-color page (placement determined by lottery)
- ◆ Company Name & Logo Display: Large-scale display within the venue
- ◆ Website Link: Link to your company's website from the official conference website
- ◆ Article Publication on the Official Website:
 - Each sponsor is responsible for providing their own article content
- ◆ Logo Placement on the Bridge Banner in the Lobby Gallery
- ◆ Logo Placement on Participant Name Badges & Lanyards
- ◆ PR Video Screening in the Conference Hall:
 - Maximum duration: 1 minute
 - Shown between sessions and during coffee breaks
 - Sponsors are responsible for producing their own videos
- ◆ PR Video Display on Digital Signage within the Venue:
 - Duration: 15–30 seconds
 - Sponsors are responsible for producing their own videos
- ◆ Logo Placement in the Post-Event Report
- ◆ Right to Use the "APRCE 2026 (tentative)" Name for a Reception Hosted by Your Company:
 - Due to program scheduling, the reception must be held on the evening of Thursday, October 8
- ◆ Speaking Opportunity in a Conference Session
- ◆ Presentation Opportunity in the Exhibition Area
- ◆ Exclusive Use of a Private Meeting Room
- ◆ Guided Tour for Country Representatives to Your Exhibition Booth
- ◆ Access to the List of Conference & Exhibition Participants
- ◆ Invitation to the VIP Lunch

Gold Sponsor Sponsorship Fee: JPY 10,000,000

Sponsorship Benefits

- ◆ Exhibition Booth: 6 booths (each 3m × 3m)
- ◆ Conference Passes: 25 passes
- ◆ Advertisement Placement:
 - Inclusion in the Second Circular, Conference Program, and Exhibition Guidebook (both digital and print)
 - One full-color page (placement determined by lottery)
- ◆ Company Name & Logo Display: Small-scale display within the venue
- ◆ Website Link: Link to your company's website from the official conference website
- ◆ Article Publication on the Official Website:
 - Each sponsor is responsible for providing their own article content
- ◆ PR Video Screening in the Conference Hall:
 - Maximum duration: 1 minute
 - Shown between sessions and during coffee breaks
 - Sponsors are responsible for producing their own videos
- ◆ PR Video Display on Digital Signage within the Venue:
 - Duration: 15–30 seconds
 - Sponsors are responsible for producing their own videos
- ◆ Logo Placement in the Post-Event Report
- ◆ Presentation Opportunity in the Exhibition Area
- ◆ Guided Tour for Country Representatives to Your Exhibition Booth
- ◆ Access to the List of Conference & Exhibition Participants
- ◆ Invitation to the VIP Lunch

Silver Sponsor Sponsorship Fee: JPY 5,000,000

Sponsorship Benefits

- ◆ Exhibition Booth: 4 booths (each 3m × 3m)
- ◆ Conference Passes: 15 passes
- ◆ Advertisement Placement:
 - Inclusion in the Second Circular, Conference Program, and Exhibition Guidebook (both digital and print)
 - Half-page (1/2 page), full-color (placement determined by lottery)
- ◆ Company Name & Logo Display: Small-scale display within the venue
- ◆ Website Link: Link to your company's website from the official conference website
- ◆ PR Video Display on Digital Signage within the Venue:
 - Duration: 15–30 seconds
 - Sponsors are responsible for producing their own videos
- ◆ Logo Placement in the Post-Event Report
- ◆ Presentation Opportunity in the Exhibition Area
- ◆ Access to the List of Conference & Exhibition Participants

Bronze Sponsor Sponsorship Fee: JPY 2,500,000

Sponsorship Benefits

- ◆ Exhibition Booth: 2 booths (each 3m × 3m)
- ◆ Conference Passes: 5 passes
- ◆ Advertisement Placement:
 - Inclusion in the Conference Program and Exhibition Guidebook (both digital and print)
 - Half-page (1/2 page), single-color (placement determined by lottery)
- ◆ Company Name & Logo Display: Small-scale display within the venue
- ◆ Website Link: Link to your company's website from the official conference website
- ◆ Logo Placement in the Post-Event Report
- ◆ Access to the List of Conference & Exhibition Participants

Pearl Sponsor Sponsorship Fee: JPY 1,000,000

Sponsorship Benefits

- ◆ Conference Passes: 5 passes
- ◆ Advertisement Placement:
 - Inclusion in the Conference Program (both digital and print)
 - Quarter-page (1/4 page), single-color (placement determined by lottery)
- ◆ Company Name & Logo Display: Small-scale display within the venue
- ◆ Website Link: Link to your company's website from the official conference website
- ◆ Logo Placement in the Post-Event Report

In-Kind Sponsorship We welcome sponsorship through the provision of your company's products (e.g., beverages, equipment, or materials) for use within the venue.

Application Deadline Companies interested in sponsorship are kindly requested to submit their applications by the following deadlines:

- Sponsorship with Exhibition (Diamond, Platinum, Gold, Silver, Bronze): Friday, October 24, 2025
- Other Sponsorships (Pearl, In-Kind Sponsorship): Friday, February 27, 2026



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<Inquiries regarding sponsorships>

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