

Market Report: Business Opportunities related to the Olympics and the Paralympics

March, 2018



**** Disclaimer of Warranties ****

While JETRO makes every effort to ensure that we provide accurate information regarding laws and regulations, tax rates, relevant materials and data, we advise you to examine and verify such information for yourself, and make decisions at your own risk/responsibility. In no event will JETRO be held liable for any loss or damage incurred by your use of information obtained through consultations at JETRO offices, JETRO website, e-mails, facsimiles or telephone communications from JETRO.

Introduction

- Number of inbound tourists crossed the highest ever figure of 28 million in 2017. Many business opportunities are emerging in a diverse range of services including tourism, security and language learning as a preparation due to the upcoming Tokyo Olympics and Paralympic Games in 2020.
- In this report, we have introduced the trend of Japanese market, leading players and examples of entry of foreign companies in below mentioned fields that are grabbing attention as new businesses.

<Target Fields>

- (1)Cruise
- (2)Minpaku(the use of vacant houses as tourist accommodation)
- (3)Sports and Entertainment Related Business
- (4)Cybersecurity
- (5)Language Education

Contents

1. Business Trend related to the Olympics and the Paralympics in Japan

2. Trend of the Areas with Good Growth Prospects

- (1)Cruise
- (2)Minpaku(the use of vacant houses as tourist accommodation)
- (3)Sports and Entertainment related Business
- (4)Cybersecurity
- (5)Language Education

3.Partner Candidates of Overseas Companies

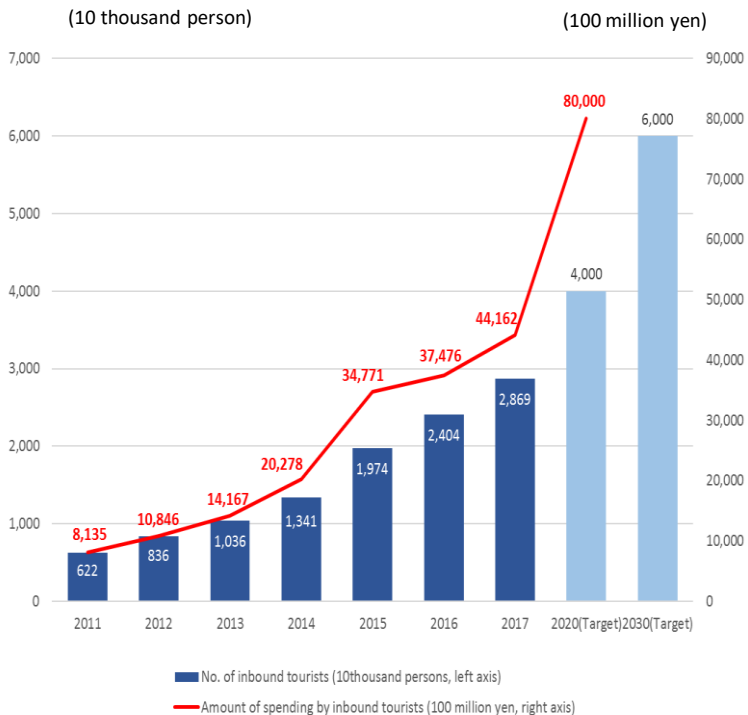
4. Business Environment Surrounding the Olympics and the Paralympics

- (1)Incentives etc.
- (2)Major Industry Organizations and Associations
- (3)Major Exhibitions

1. Business Trend related to the Olympics and the Paralympics in Japan

■ According to an estimate by the Metropolis of Tokyo, increase in demand up to FY2030 associated with hosting of Tokyo Olympics and Paralympics will be to the tune of about 14 trillion yen in the Metropolis of Tokyo alone. The break up of this surge in demand is that about 2 trillion yen will be spent as investment and expenditure directly related with hosting of Olympics and the balance demand worth JPY12 trillion will be generated based on initiatives by the Metropolis of Tokyo towards post-event legacy. Moreover, the economic ripple effect of Olympics and Paralympics will spread across the country and the gross amount is expected to be in the vicinity of 32 trillion yen. With the increase in number of inbound tourists, travel spend by tourists is expected to be double than that of 2017.

Number of the inbound tourists and travel spending by them



Prediction of Economic Impact of Tokyo Olympics and Paralympics

The surge in demand :Approx.14 trillion yen

Direct effects:19,790 (100 million yen)

Item	(100 million yen)
Facility maintenance cost	3,500
Operational cost of the event	10,600
Other	5,690

Legacy effect :122,39.7 billion yen (100 million yen)

Item	(100 million yen)
After-use of new permanent establishments/athletes village, town development in Tokyo, environment / sustainability	22,572
Sports, public participation, volunteers, culture, education and diversity	8,159
Revitalization of economy and utilization of advanced technologies	91,666

The economic ripple effect: Approx.32 trillion yen

Item	Tokyo	All over Japan
Direct effect	33,919	52,162
Legacy effect	170,488	271,017
Total	204,407	323,179

<Method of calculating the economic ripple effect>
 • Up to the 2nd indirect ripple effect(*) has been calculated utilizing the latest Inter-industry Related Table (FY2011 Tokyo Inter-industry Related table).

(*) Investment and consumption ⇒ production ⇒ Income ⇒ consumption ⇒ production ⇒ income

(Source)Bureau of Olympic and Paralympic Games Tokyo 2020 Preparation "Economic ripple effect of Tokyo Olympics 2020"(6th March,2017), Japan National Tourism Organization(JNTO), Japan Tourism Agency " Consumption Trend Survey for Foreigners Visiting Japan"

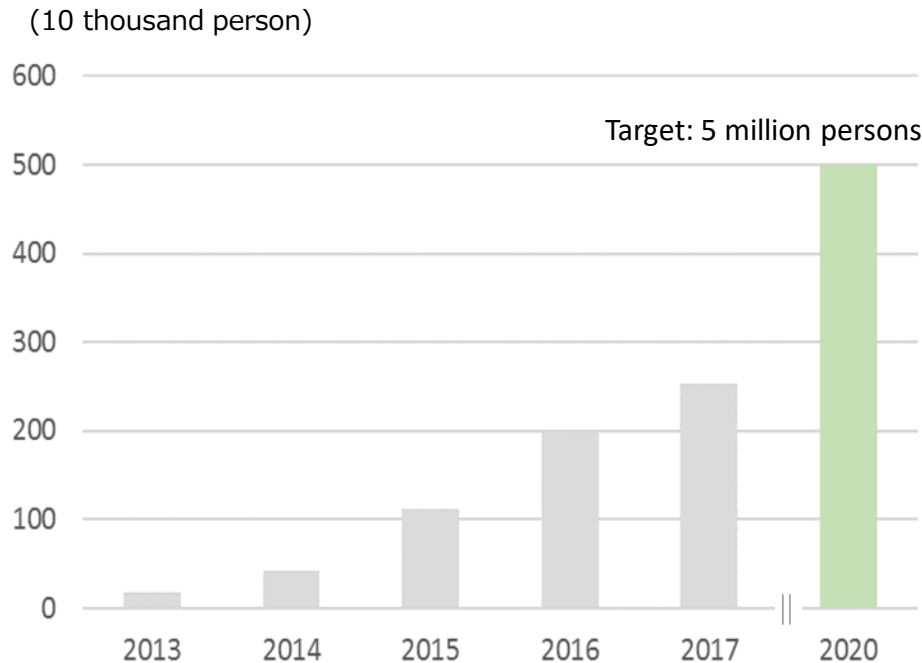
2. Trend of the Areas with Good Growth Prospects

(1)Cruise (a)Market Trend

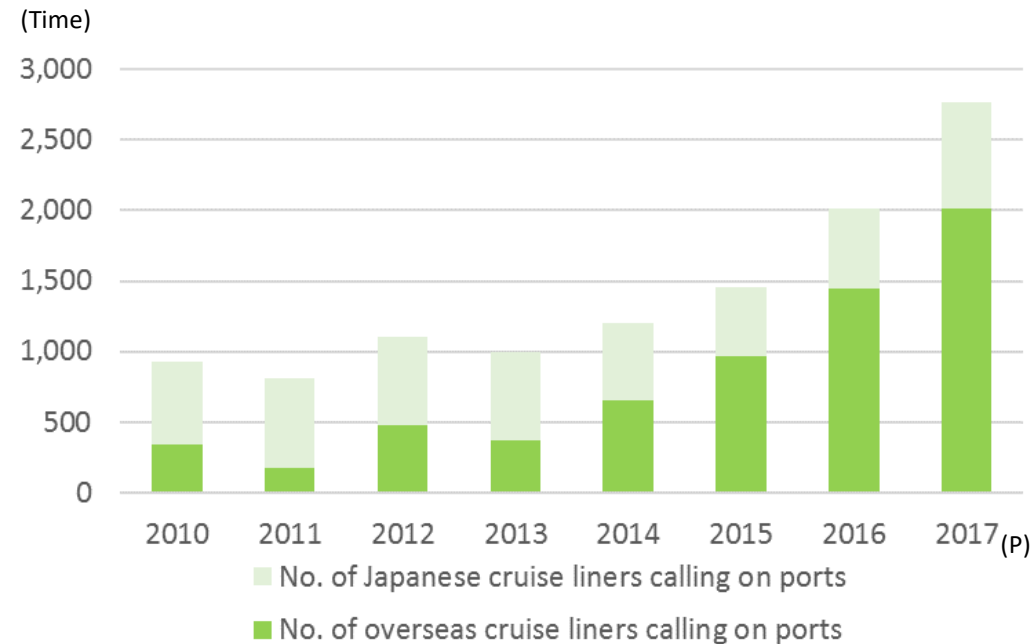
- Cruise tourists to Japan in 2017 clocked 2,533 million, an increase of 78.5% over the previous year and in the same year the Ministry of Land, Infrastructure and Transport (MLIT) announced a target of receiving 5 million cruise tourists in Japan by 2020. The number of cruise liners calling on the Japanese ports increased to the highest ever number of 2017, a 37.1% increase over the previous year.

(Note: The figures for 2017 are preliminary.)

Number of cruise tourists in Japan



Number of cruise liners calling on domestic Japanese ports



(Source) Port and Harbor Authority, MLIT

2. Trend of the Areas with Good Growth Prospects

(1)Cruise (b)Major Players

- Leading domestic cruise service providers are almost entirely passenger ship business subsidiaries of the leading shipping companies

Name of company	Main initiatives	Net Sales (M yen)	Note
NYK Cruises Co.,Ltd.	<ul style="list-style-type: none"> Owns and operates cruise ships "ASUKA II" and plans, develops and attracts customers for cruise products. It is engaged in planning and sales of passenger ships "ASUKA II". Its "Round the world cruise" that travels to leading cities of the world has been popular and it is able to maintain stable customers and has been recording profit for the past 4 years in a row. 	14,389	<ul style="list-style-type: none"> FY March, 2016 A subsidiary of NYK Line
Mitsui O.S.K. Lines, Ltd.	<ul style="list-style-type: none"> It operates passenger ship "Nippon Maru". On NIPPONMARU, it offers its specialty Japanese cuisine and Western cuisine that inherits the traditional spirit of passenger ships and organizes various events on board, and special events related with the port of call. It delights its customers through various attractions of the voyage. 	NA	<ul style="list-style-type: none"> A subsidiary of Mitsui O.S.K. Lines, Ltd.
Japan Cruise Line. Ltd.	<ul style="list-style-type: none"> It is engaged in operation of cruise ships "Pacific Venus", management and operation of facilities on board, planning, development, and sales of travel products etc. Including one-night cruise, it operates weekend cruises, overseas and around the world full-scale cruise. Based on the spirit of 'friendship' attaching importance to interaction between people, its crew offers warm "hospitality" that even first-timers can sail with confidence. 	NA	<ul style="list-style-type: none"> FY March,2016 A subsidiary of Shinnihonkai Ferry Co., Ltd.

(Source)Websites of each company

2. Trend of the Areas with Good Growth Prospects

(1)Cruise (c)Situation of Major Overseas Companies Entering the Market

■ Examples of entry of cruise related foreign companies in the Japanese market.

Name of overseas company	Home country	Timing for entry in Japan	Service Outline
Costa Cruises	Italy	Commissioning of service:2016	<ul style="list-style-type: none"> Started Japan tour cruise originating and terminating in Japan on the Sea of Japan side from 2016 mainly targeting the Japanese people. From 2017 it inducted "Costa Neo Romantica" (Capacity 1572 passengers) for Sea of Japan tour cruise and between April to early October it operated 32 times and between October to January it operated 11 times on the Pacific Sea side. Ports of call are Hakata, Maizuru, Kanazawa, Sakaiminato, Busan, Niigata, Sakata, Aomori, Vladivostok, and Sokcho (South Korea).
Princess Cruises	US	Establishment of Japanese branch:2012 Commissioning of service:2013	<ul style="list-style-type: none"> It started cruise originating and terminating in Japan from 2013. And in 2014 it inducted 'Diamond Princess' (Capacity 2706 passengers) that matches with the needs of the Japanese market. Since commissioning of service, every year it has been increasing the supply due to extension of season for cruise originating and terminating in Japan. Using Yokohama and Kobe as home ports, in 2017 it will sail to 29 ports in 6 countries and in 2018, it will sail round the year and touch 35 ports in 7 countries.
Star Cruises	Hong Kong	Establishment of Japanese office:1993	<ul style="list-style-type: none"> It is 100% subsidiary of Singapore based company. It sails to ports in South East Asia like Hong Kong, Singapore, Malaysia, Thailand etc. and Naha, Ishigakijima, Miyakojima in Japan. From 2017 it started tour cruise originating and terminating in Japan based on inter-porting. It is called "Super Star Virgo" and covers Yokohama, Osaka, Shimizu, Kagoshima and Shanghai.
MSC Crociere S.p.A.	Switzerland	Establishment of Japanese office:2008 Commissioning of service (E):2018	<ul style="list-style-type: none"> Founder Aponte family started shipping business in 1675 in Italy and incepted MSC (shipping company) in 1970. And MSC Cruise was established as its subsidiary in 1988. It plans to operate cruise service originating and terminating in Japan from May 2018. It will originate from and terminate in Yokohama and sail to 6 ports namely Fushiki Toyama, Kanazawa, Maizuru, Busan, Kagoshima and Kochi. And in August it also plans to operate cruise to 4 ports namely, Muroran, Aomori, Vladivostok and Sendai.

(Source)Websites of each company

2. Trend of the Areas with Good Growth Prospects

(1)Cruise (d)Case Study of Overseas Company: Costa Crociere S.p.A

- Costa Cruise(Costa Crociere S.p.A) is the biggest cruise company of Europe. Responding to increased demand for Japan arrival and departure flights, it has started offering cruise originating from and terminating in Japan. In 2017 it has announced its plan to increase the number of ships from 10 to 32 and number of passengers by 2.5 times.

Company Outline		Conditions of entry to the field in Japan	
Name of company	Costa Cruises Japan Branch	Major efforts	<ul style="list-style-type: none"> • It started operating cruise originating from and terminating in Japan chartered by travel agents since 2013. And in the summer of 2016 it began operating its own cruise. • It sells its products B2B through the travel agencies. Japan PSA (Preferential Sales Agents) of Costa Cruise are JTB Tokyo, JTB Kyushu, Kinki Nippon Tourist, Cruise Planet, Hankyu Travel Co., Nishitetsu Travel Co., Yomiuri Travel Co., Best One Cruise etc.
Address	4F Kokusai Build. 3-1-1, Marunouchi, Chiyoda-ku, Tokyo, 100-0005		
TEL	NA	Strength of the company	<ul style="list-style-type: none"> • Besides offering Italian cruise on-board, it offers activities that are unique to Italy such as opera, fancy dress party, Italian language classes, cooking classes etc.
Representative	NA		
Establishment	It established Japanese branch office on November,2015.	Entry Strategy	<ul style="list-style-type: none"> • It has set up a Japanese language website and is also placing emphasis on publicity like inserting full-page ads in national newspapers. For exploiting customers in the Japanese market, it operates cruises under the concept that 'it is important to have short-term cruises so that people can easily take leave and travel'. • By offering short-term cruise during summer vacation, it is trying to capture new customers like families.
URL	https://www.costajapan.com/ (JPN Only)		
Investor	Costa Crociere S.p.A		
Capital	NA		
Sales amount	NA		
Core Business	Cruise ship operation business		

(Source)Website of the company

2. Trend of the Areas with Good Growth Prospects

(1)Cruise (e)Major Laws and Regulations

- In order to realize the target of “the number of foreign visitors arriving on cruise ships to 5 million in 2020” , Japanese government has been adopting measures to facilitate immigration procedures for cruise tourists and expand the hubs that can receive cruise liners based on public-private collaboration.

Major laws and regulations related to Cruise	
<p>Facilitation of immigration procedure for tourists arriving by cruise liners</p>	<ul style="list-style-type: none"> • The operation of a system of landing permission for cruise ship tourists permitting foreign passengers of cruise ships designated by the Minister of Justice to land through simplified procedures commenced in FY2015. • As response to “Fly and Cruise”, foreign tourists who enter Japan by aerial route and have been granted permission for a “Temporary Visitor” and then board a cruise liner that originates in Japan, travels across other countries and returns to Japan, and re-enter Japan within a certain time frame, in principle, shall not require permission to re-enter Japan.
<p>Formation of international cruise hubs based on public-private collaboration</p>	<ul style="list-style-type: none"> • Since July 2017, Yokohama, Shimizu, Sasebo, Yatsushiro, Motobu and Hirara ports have been designated as international cruise hubs and the Agreement System that promotes development of acceptance facility by the private sector has been instituted. • System for agreement on following 2 points between the Port Administrator in the designated ports and Cruise ship Co. was incepted. It is aimed at expanding the acceptance of cruise liners. <ol style="list-style-type: none"> (1) Port Administrator allows the priority use of quay by the Cruise ship Co. (2) Shipping companies improve passenger facilities and allow their use by other companies.

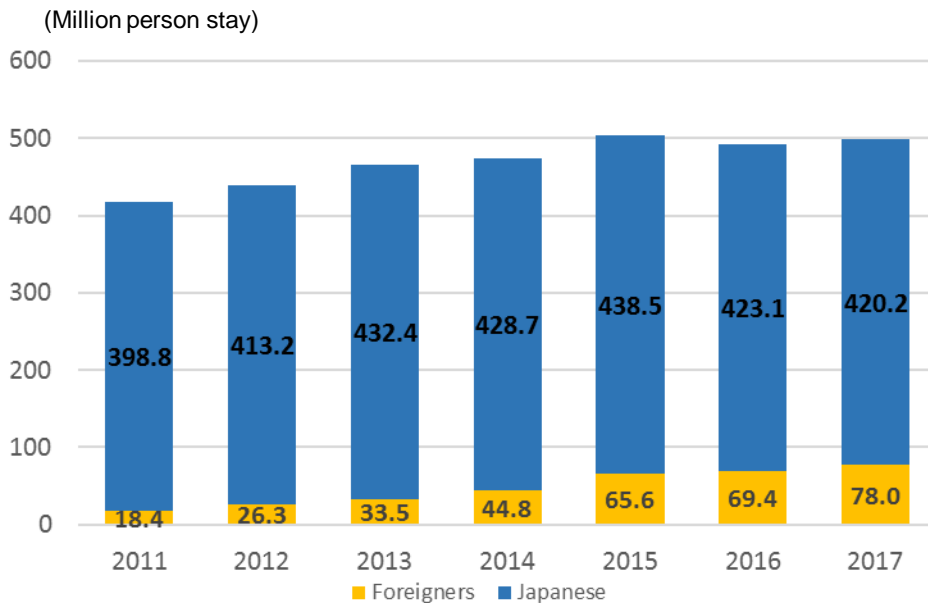
(Source) Ministry of Land, Infrastructure, Transport and Tourism and Ministry of Justice

2. Trend of the Areas with Good Growth Prospects

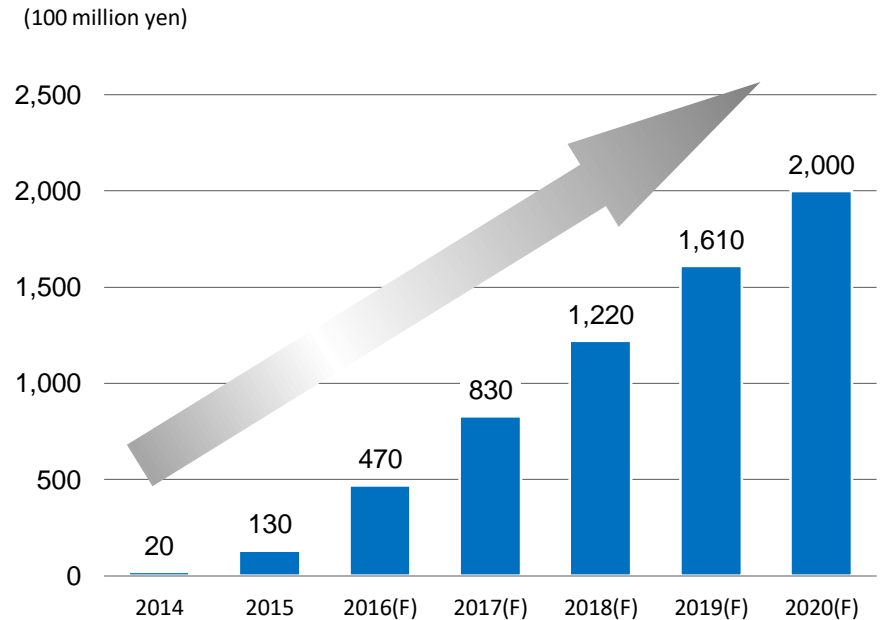
(2)Minpaku (a)Market Trend

- With the increase in the number of inbound tourists, occupancy rate of hotels and inns has increased. Further increase in inbound tourists leading up to Olympics in 2020 is expected.
- Use of private homes for putting up tourists is grabbing attention as new business.

Trend of Total Overnight stays (Million person stay)



Growth forecast for residential accommodation market in Japan (100 million yen)



(Source) Survey on accommodation and tourism statistics by Japan Tourism Agency, (<http://www.mlit.go.jp/common/001136323.pdf>) (JPN only) (Left figure), Estimated by SPIKE (Right figure)

2. Trend of the Areas with Good Growth Prospects

(2)Minpaku (b)Major Players

- With the “Housing Accommodation Business Law” scheduled to come into force from June 2018, fresh entry of Housing Accommodation Intermediaries that mediate in provision of accommodation services on homestay intermediary sites and Housing Accommodation Administrators who are entrusted with management of accommodation by housing accommodation business entities is expected.

Name of company	Main initiatives	Net Sales (M yen)	Note
Rakuten LIFULL STAY Inc.	<ul style="list-style-type: none"> • System to manage the inventory for businesses and the display function to automatically register the vacancies and durations will be introduced during the course of the year and the environment for monthly apartment operators to facilitate renting of residential accommodation will be put in place. Also, after the enforcement of the Housing Accommodation Business Law, residential accommodation website “Vacation Stay(Provisional name)” will be launched. • In July 2017, it has tied up with world’s largest private accommodation site “HomeAway”, Taiwan’s largest private accommodation vacation rental reservation site “AsiaYo.com” and in August with China’s largest private accommodation platform “Tujia.com”. It aims to build the site that is highly convenient for both lenders and users and cater to the diverse needs. 	NA	NA (It was established in 2017)
Loco Partners	<ul style="list-style-type: none"> • It is a group company of the leading telecommunication company KDDI. • It operates “Relux” an accommodation reservation site for members listing only carefully selected inns and hotels. • Entry of residential accommodation brokers is scheduled in spring of 2018 and it has installed a special site for property owners and is recruiting the property owners. 	NA	It was established in 2011.
Shinoken Group. Co., Ltd.	<ul style="list-style-type: none"> • It is engaged in sales of apartments and condominiums and real estate leasing business. • In 2016 it has acquired land in Ota-ku, the National Strategy Special Zone and has constructed ‘Apartments for private accommodation’ and has started sale as residential property for investment. Using these as model cases, it will pursue constructing properties for investment to be used as private accommodation and post-sales operation and management of such properties in future. 	81,295	FY December, 2016, consolidated

(Source)Websites of each company

2. Trend of the Areas with Good Growth Prospects

(2)Minpaku (c)Situation of Major Overseas Companies Entering the Market

- In view of enforcement of the Housing Accommodation Business Law, Housing Accommodation Intermediaries are thoroughly publicizing and seeking registration of properties on housing accommodation intermediary sites by residential accommodation business entities that provide housing services. Since it is a new business domain, it is expected that many companies will be entering the fray.
- Examples of foreign companies that have entered the Japanese market by setting up their base in Japan are as follows. And then there are many websites such as Wimdu(Germany), House Trip(Switzerland) that deal in properties in Japan, though they have not yet set up their base in Japan.

Name of Overseas Company	Home country	Timing for entry in Japan	Service Outline
Airbnb, Inc.	US	2014	<ul style="list-style-type: none"> • It was one of the first to offer home share service utilizing the National Strategy Special Zone System. • In 2016 inbound tourists clocked approximately 24 million and of which 3.7 million used the accommodation listed on Airbnb. In 2016 the economic effect of Airbnb community in Japan was JPY920 billion and it was about 1.8 times increase over 2015 when the economic effect was 520.7 billion yen.
Tujia.com (Supported by JETRO)	China	2016	<ul style="list-style-type: none"> • It established its 100% subsidiary Tujia in Japan. • It has already set up its website for Japan Tujia and aims to register 100,000 properties by 2020. • In August 2017 it announced business tie up with Rakuten LIFULL STAY Inc. a private accommodation company of the Rakuten group. It will supply properties listed on the private accommodation site "Vacation Stay" (Provisional name) that it plans to establish to Tujia.

(Source)Press release materials

2. Trend of the Areas with Good Growth Prospects

(2)Minpaku (d)Case Study of Overseas Company: Airbnb

- It is known as the pioneer in home share business in the world and it was also the first in Japan to offer such service utilizing the Special Zone system. In addition, it is capturing young customers by offering services in collaboration with the local community.

Company Outline		Conditions of entry to the field in Japan	
Name of company	Airbnb Japan	Major Efforts	<ul style="list-style-type: none"> Number of private accommodations listed with Airbnb in Japan is about 50,000. Visitors to its Japan site were 3.7 million in 2016, which was about 4.8 times increase over an year earlier and Japanese users have also increased dramatically.
Address	NA	Strength of the company	<ul style="list-style-type: none"> It has large-scale platform with listings in excess of 4 million across the globe. It accumulates past travel record of a user and can present the best option matching the taste and interest of the individual based on machine learning function.
TEL	NA	Entry Strategy	<ul style="list-style-type: none"> It announced the launch of new service in 2017. Not just the accommodation but by expanding new services such as "Experience", "Guidebook" etc., it has captured users who seek unique stay experience. In Japan also it offers reservation for experiential events such as Japanese paper making through the application. By connecting the local community and the traveller, it offers experience that one cannot get with other travel agents. Through the guidebook function at Tokyo, more than 50 experts introduce shops using their specialized fields.
Representative	Yasuyuki Tanabe , President	Other	<ul style="list-style-type: none"> Its American Head office announced in Nov 2016 the "Trips" concept that can complete everything related to travel through the application. It has plans to commercialize similar comprehensive service in Japan also. It plans to commercialize things unique to Japan such as intricate design, cuisine, spectacle etc. It established Home Sharing Lab in Fukuoka in August 2017. It realizes creation of new value addition locally based on communication between host, guests, partners and community .
Establishment	2014		
URL	https://www.airbnb.jp/(JPN only)		
Investor	Airbnb Inc.		
Capital	NA		
Sales amount	NA		
Core Business	Operation of website that can borrow and lend vacant rooms such as individual residence for a price.		

(Source) Website of the company, press release materials

2. Trend of the Areas with Good Growth Prospects

(2)Minpaku (e)Major Laws and Regulations

- Permission based on the Hotel Business Law is necessary to offer accommodation service for a price in Japan. In order to deal with the shortage of accommodation facilities, in the National Strategy Special Zones of some of the municipalities, Minpaku regulations have been enforced as an exception.
- As a special measure of the Ryokan and Hotel Business Act, facilities suitable for stay of foreign tourists etc can be provided within the area designated by the National Strategy Special Zones Law.
- As a nationwide initiative, “Housing Accommodation Business Law” is scheduled to come into force from June 2018. Once these rules come into effect, home share service is expected to expand all the more.

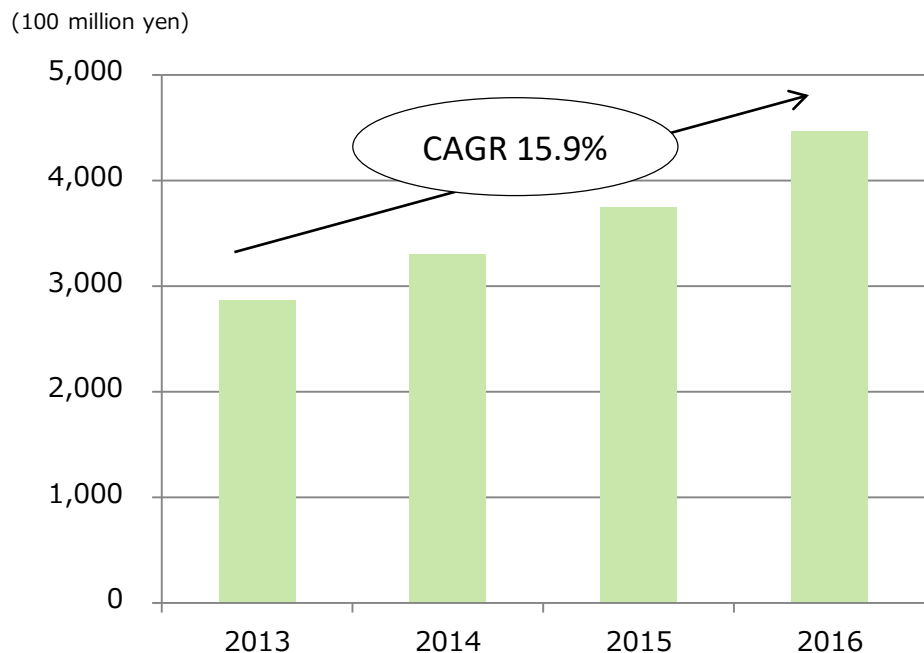
Main legal system in Minpaku service	
Inns and Hotels Act	<ul style="list-style-type: none"> • Hotel business is defined as “business offering accommodation to people for a price” and “accommodation” is defined as “Avail of a facility using bedding”. • Ryokan and Hotel Business is divided into 3 categories namely, (1) Ryokan and Hotel business, (2) Simple accommodation business and (3) Lodging and Structural facility standards such as the minimum floor area of the guest room are defined. It is necessary to get permission from prefectures etc. in advance. (As on December 2017).
National Strategy Special Zone Law and ordinance based on it	<ul style="list-style-type: none"> • Facilities in special zones that meet certain requirements can be used by tourists for the period specified by the ordinance based on the lease contract. • As of March 2018, object areas are Ota-ku, Tokyo, Osaka Prefecture, Osaka City , Kitakyushu City, Niigata Prefecture and Chiba City.
Housing Accommodation Business Law	<ul style="list-style-type: none"> • It will come into effect from June 2018 as a national-wide system. • Those involved in the private accommodation service are classified into three categories, "Housing accommodation operator (Homestay host)", "Housing accommodation management company" and “Housing accommodation Intermediary(Housing Accommodation Introducing site operator)” and there are rules governing each category. • Annual business days are limited to 180 days or less, and local governments can establish ordinances that restrict areas and duration. • It is mandatory for Residential accommodation business operators to notify the prefectural governors etc, housing accommodation management companies to register with the Minister of Land, Infrastructure, Transport and Tourism, and residential accommodation intermediaries to register with the Commissioner of the Tourism Agency.

2 . Trend of the Areas with Good Growth Prospects

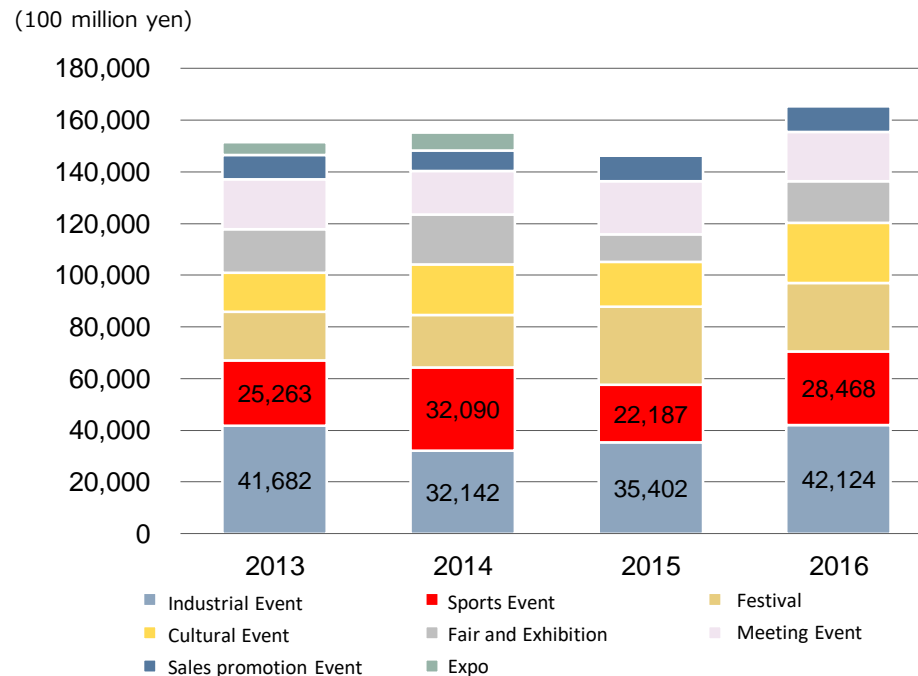
(3) Sports and entertainment related business (a)Market Trends

- Ticket sales amount in EC market between 2013 and 2016 grew at a CAGR of 15.9%.
- A look at the trend of market size for events reveals that the events including music-related live shows such as large-scale tours by artists and Festivals etc. are expanding in scale which is pushing up the sales amount of online tickets. Market size for sports events is also expanding compared to 2015. With the increase in number of foreign spectators visiting Japan for Tokyo Olympics and Paralympics and major international sporting events, further growth of the market is expected.

Ticket sales amount in EC market



Trend of market size for events



(Source) Information Economy Division, Commerce and Information Policy Bureau, METI “FY 2016, Infrastructure Development relating to the data driven society” (<http://www.meti.go.jp/press/2017/04/20170424001/20170424001-2.pdf>) (JPN only) (Left Figure), Japan Association for the Promotion of Creative Events “Scale of market for domestic events” (each year version) (Right figure)

2 . Trend of the Areas with Good Growth Prospects

(3) Sports and entertainment related business (b)Major players

Name of company	Main initiatives related to Olympic and Paralympic related businesses	Net sales (M yen)	Note
PIA Corporation	<ul style="list-style-type: none"> It started providing support for ticket sales as the 'Official Ticket Supplier' for Nagano Winter Olympics 1998. Ever since then it is assigned domestic sales business of tickets for all games by the Japan Olympic Committee and Tokyo Olympic and Paralympic Games Organizing Committee Foundation. Between 2005 and 2014, it provided support as 'JOC Official Ticketing Management' and after London Olympics as 'Ticket Distributor'. Presently, it has about 17 million membership organizations and a sales network of 38,000 points across Japan and annually it handles 65 million tickets. 	152,812	FY March, 2017, consolidated
Mitsui & Co.	<ul style="list-style-type: none"> It plans to set up a new company in April 2018 to offer 'Dynamic Pricing'- fluctuating price for box office tickets. This service will optimize the price by changing the ticket price which was fixed so far depending on the demand and supply. Mitsui & Co. has already obtained the software that is also being used by America's Neustar Co.- the largest ticket play guide and refashioned it for Japanese specifications and is promoting ticket related business such as sports, music events etc. 	4,363,969	FY March, 2017, consolidated <IFRS>
Sports Travel & Hospitality Group	<ul style="list-style-type: none"> England's Sports Travel & Hospitality Group joined hands with the leading travel agency JTB in March 2017 to establish STH JAPAN Co., Ltd. a company specializing in sports hospitality. It will aim to establish new spectating style of sports events in Japan based on its sports hospitality business. 	-	-

(Source) Websites of each company

2. Trend of the Areas with Good Growth Prospects

(3) Sports and Entertainment related Business (c)Major Laws and Regulations

- Convenience has improved with the popularization of electronic tickets but illicit trading of tickets by buying them in bulk and selling them at a premium is an issue.
- Large number of transaction of tickets for 2020 Olympics and Paralympics is expected and there is a concern about reselling them at a premium.
- Sellers pay attention to identification of individual and prevention of resale but there is a limit to confirmation of identity of an individual and the music industry is asking the government to impose restrictions on mass purchase of tickets and their resale for profit and future trend in this regard needs to be watched closely.

Trends of major laws and regulations to prevent tickets illicit reselling	
Back ground	<ul style="list-style-type: none"> • Mass purchase of tickets of music concerts and sports events and their sale for a premium. • Especially transactions for a premium on internet sites happen and are an issue. • Since fans were unable to attend the concerts, music business organizations set up their own sites to enable fans to buy tickets at the fixed price and they are making efforts to prevent sale of tickets at a premium but no definitive preventive measures have been developed.
Future Trends	<ul style="list-style-type: none"> • International Olympic Committee is seeking thorough enforcement of such measures in order to enable more genuine spectators to be able to watch the matches at the fair price and the games organizing committee is asking the government and non-party parliamentary group to tighten the regulations. • In December 2017, Parliamentary Group on Live Entertainment of LDP has submitted a bill as legislation by House members and aims to legislate it next year. • Tickets that satisfy 3 conditions namely (1) Tickets that specify a particular date, place and seat , (2) Tickets where hosts indicate ban on resale of tickets, and (3) Hosts have put in place the preventive measures such as confirmation of identity of individual will be the target of regulation. Under this regulation obtaining tickets with the objective of resale as a business or selling them commercially at a price higher than the MRP will be banned. Penalties for violators are being considered.

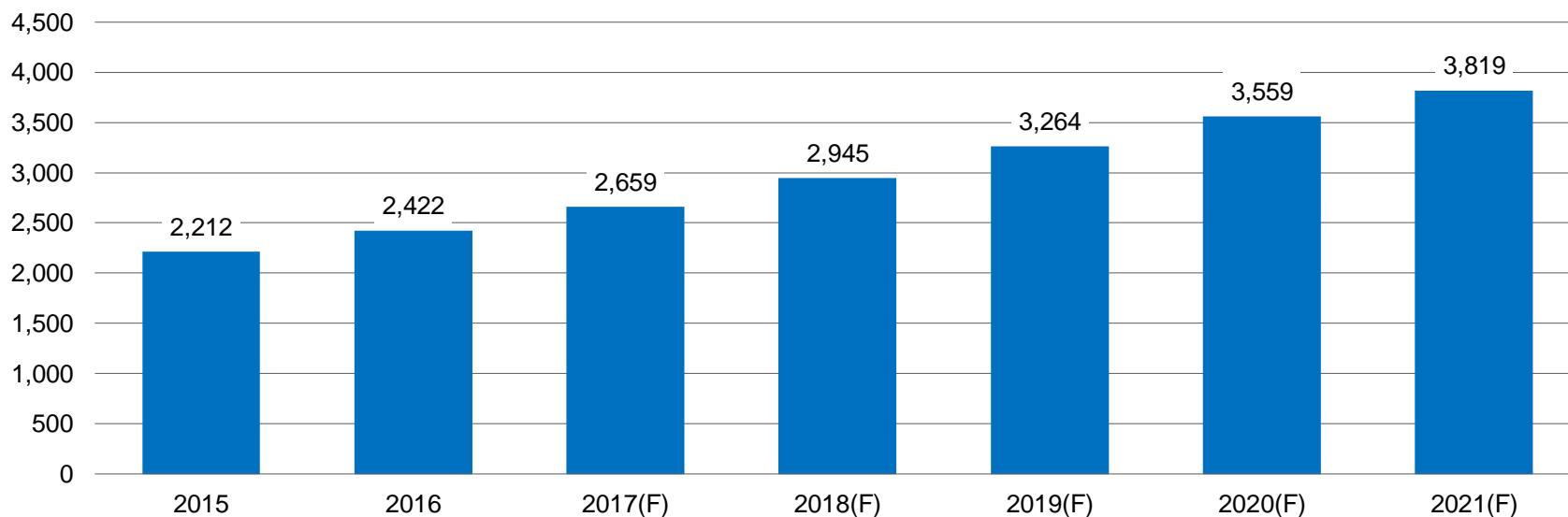
2. Trend of the Areas with Good Growth Prospects

(4)Cybersecurity (a)Market Trend

- With coming in force of “The Basic Act on Cybersecurity”(Note1), Japanese government has instituted Cybersecurity Strategic Headquarters and Cabinet Secretariat National center of Incident readiness and Strategy for Cybersecurity(NISC) in January 2015 to strengthen the system.
- In recent times, cyber attacks have become quite smart and sophisticated and run the risk of inflicting serious damage. In order to minimize the damage by cyber attacks, importance of thorough security countermeasures and monitoring services is increasing.

Trends of the market size of Cybersecurity

(100 million yen)



(Note 1)The act was promulgated in November 2014 and was revised in April 2016 and it took effect in the same month.

(Note 2)Turnover of vendors has been converted for the base year ended March.

(Source)ITR “Special Supplement: Market trend for Cyber Security Service 2017”

2. Trend of the Areas with Good Growth Prospects

(4)Cybersecurity (b)Major players

- As countermeasures against terrorist attack at a venue of Olympics and Paralympics and cyber attack against government and public, each company is pursuing development and expansion of services using advanced technology.

Name of company	Core Business in this field	Net sales (M yen)	Note
IBM Japan, Ltd.	<ul style="list-style-type: none"> • It offers “IBM Security Qradar” etc. as security product. It provides pre-emptive approach to security using the expertise. It will be applied even for threat detection and operation utilizing high visibility, thorough integration, peer collaboration and AI technology in cyber security domain. • In Japan, it will also build an ecosystem for all the companies to collaborate based on information concerning cyber attack. In addition, in collaboration with Pasona, it will develop a training program aimed at grooming “cyber security specialists”. 	887,500	FY December, 2016, Non-consolidated
NEC Corporation	<ul style="list-style-type: none"> • It will deploy services such as “Security-integrated management and response solutions” where devices like servers and PCs connected to internal network will be centralized control in real time and “Threat and vulnerability information management solutions” that instantly provides information on and method to deal with cyber attack. • In February 2017 it started Security Consulting service for corporates. 	2,665,000	FY March, 2017, Consolidated
Internet Initiative Japan Inc.	<ul style="list-style-type: none"> • It will implement technical validation that will dynamically change the monitoring level of security on cloud and control unauthorized communication. It expanded the scope of validation to office network and devices in October 2017 and started demonstration experiment. It plans to offer full-range security as network service solution by the latter half of 2018. 	157,790	FY March, 2017, Consolidated
LAC Co., Ltd.	<ul style="list-style-type: none"> • As the leading Japanese company in the field of cyber security, it will expand the service offerings utilizing state-of-the art technologies in security domain against cyber attacks that will target global events like Tokyo Olympics and Paralympics 2020 by re-building “JSOC” security monitoring center, building CSITR and providing support for its operation, enhancement of specialists capable to carry out security diagnosis service etc. • Registered as METI Information Security Audit Company. 	37,109	FY March, 2017, Consolidated

2. Trend of the Areas with Good Growth Prospects

(4) Cybersecurity (c) Situation of Major Overseas Companies Entering the Market

- Examples of entry of security related foreign companies in the Japanese market.
- In recent years, entry of companies that possess information security technologies using AI has increased to provide safeguard against cyber attacks. They include Israeli companies that are armed with advanced technical competence.

Name of Overseas company	Home country	Timing for entry in Japan (launch of products)	Conditions of entry to Japanese Market
Darktrace	UK	2015	<ul style="list-style-type: none"> It was established in 2013. It markets “Enterprise Immune System” that detects threat in real time based on machine learning and mathematical theory developed at the Cambridge University and offers countermeasures against cyber attack utilizing self learning technology.
Votiro, Inc.	Israel	2015	<ul style="list-style-type: none"> It was established by the alumnus of Israel’s intelligence agency. It offers the software “Secure Data Sanitization” that provides protection against e-mail based virus infection. It is drawing attention for its ‘harmless’ defense technology that eliminates the part that is likely to be affected by virus and delivers only the required data.
Cybereason Inc.	US	2016	<ul style="list-style-type: none"> It offers solution “Cybereason” developed by the members who were involved in cyber security at the intelligence forces of Israel army. Putting to use the combat experience of the founders cultivated on the forefront of cyber attack, it continuously monitors the activities unique to cyber attacks. It can immediately detect illegal behavior even if it is unknown malware. Its Japan subsidiary was established in 2016.
Fireglass, Inc.	Israel	2017	<ul style="list-style-type: none"> It was launched in Japan from June 2017. When browsing an external site from a PC in the company, it offers solution where relay server establishes access in place of PC. Thus, even if it accesses a site infected by virus, PC of the person browsing is not affected and is cut off by the relay server.

(Source) Websites of each company, Press Release materials

2. Trend of the Areas with Good Growth Prospects

(4)Cybersecurity: Case Study of Overseas Company (d)Cybereason Inc.

- Since its inception in America in 2012, Cybereason Inc. has the track record of preventing all kinds of ingenious cyber attacks in various countries of the world based on military-level technology. Platform offered by it detects cyber attack in real time based on end point data and deals with the same.

Company outline		Conditions of entry to the field in Japan			
Name of company	Cybereason Japan Corp.	Major Efforts	<ul style="list-style-type: none"> After having served as the Chief of Special Task Force of the Israel National Army, Mr. Shai Horowitz has the experience of pursuing business development with Lockheed Martin and Wipro while working for Cybereason Inc. It deals with ingenious cyber attacks by using its advanced technology and knowhow. 		
Head Office	1-9-2, Higashi-Shinbashi, Minato-ku, Tokyo		Strength of the company	<ul style="list-style-type: none"> Engineers at "Cybereason" who are familiar with the modus operandi of cyber attackers are engaged in development. They analyze about the attack patterns such as tools used by attackers, unauthorized communication with outside and means to expand the effect of virus based on log from Cloud-based AI engine. They monitor unique cyber attack activities at all times and can immediately detect any illegal behavior even if it is unknown malware. It detected and intercepted "WannaCry" that caused extensive damage world-wide in 2017 to prove its effectiveness. 	
TEL	03-6889-2199	Entry Strategy		<ul style="list-style-type: none"> In May 2017, it announced joint deployment of total security solution which is a combination of Management security service (MSS) and Endpoint Detection and Response (EDR) based on collaboration with NTT Security (Japan) KK. Going forward, it will jointly market for corporate clients and strengthen the deployment of solution. 	
Representative	Shai Horowitz, CEO			Others	<ul style="list-style-type: none"> In September 2015, SoftBank Corp. invested in America's Cybereason Inc. focusing on cyber attack countermeasure platform utilizing AI.
Establishment	2016				
URL	https://www.cybereason.co.jp/ (JPN only)				
Investor	SoftBank Corp., Cybereason Inc.				
Capital	400 million yen				
Net Sales	NA				
Core Business	<ul style="list-style-type: none"> Offer Security Platform "Cybereason" in the Japanese market and carry out business incidental to it. 				

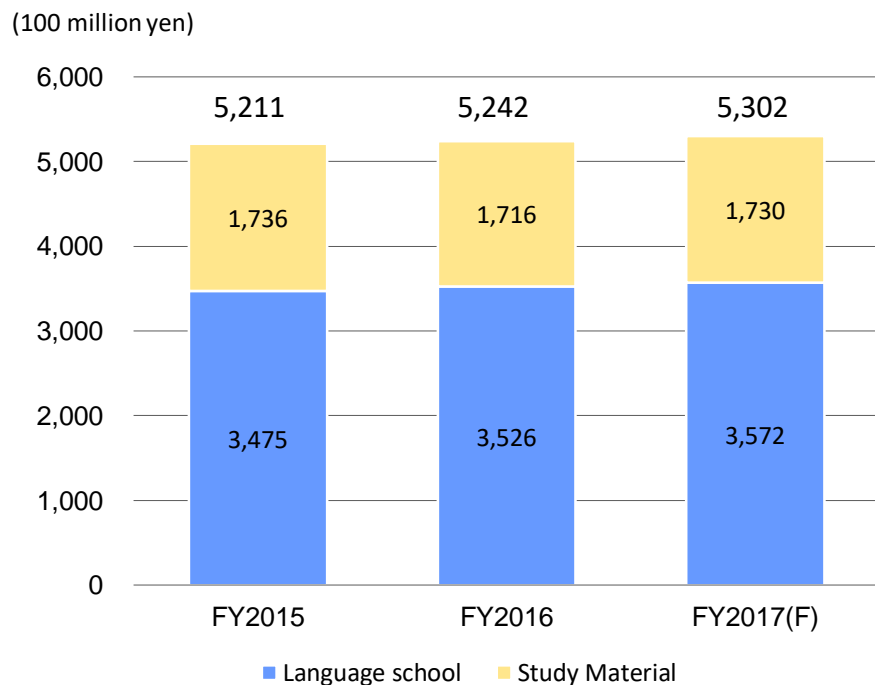
(Source)Website and Press release (5 April,2016) of the company ,Press release by NTT Security (Japan) KK. (19 May, 2017)

2. Trend of the Areas with Good Growth Prospects

(5)Language education (a)Market Trend

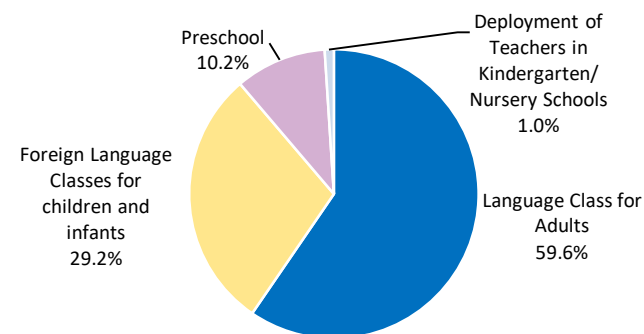
- Market for language learning is growing steadily due to progress of internationalization and increase in the number of inbound tourists.
- Foreign language learning by adults accounts for nearly 60% of market for language schools.
- As for the market for study materials, growth in market size for E-Learning is big and with the development of internet environment, there is a marked shift from the earlier electronic dictionaries and correspondence courses. Materials on conversational English for small children are also growing and there is also focus on early education.

Trend of market size for language learning related business (100 million yen)



(Source) Yano Research Institute Ltd. "Survey on Language Business market 2017"
 (Press released on 4 Augsut,2017)
 (Note) Numerical figures are based on business turnover basis.

Break up of market for language schools(FY 2016)



Break up of the Study Material(FY2016)

Contents	FY 2016 (100 million yen)	FY on FY(%)
Electronic dictionary	513	96.4
Book-based teaching materials	383	99.2
Conversational English teaching materials for small children	307	105.9
Correspondence course	200	90.9
Device and software for self learning of languages	198	98.5
E-Learning	90	112.5
Software	25	92.6

2. Trend of the Areas with Good Growth Prospects

(5)Language Education (b)Major Players

- In Japan, interest in language education has been high for long. In view of the increase in demand due to rapid increase in inbound tourists due to Tokyo Olympics and Paralympics, language teaching to appeal 'Japanese hospitality' has begun. Each company in this field is laying focus on offering tools which enable learners to use ICT technology and contents regardless of place and occasion and in an enjoyable manner.

Name of company	Main initiatives related to Language Education	Net sales (M yen)	Note
Benesse Holdings, Inc.	<ul style="list-style-type: none"> • It is the largest player in private education business and is in the process of strengthening English teaching business for children. • Presently, its subsidiaries Benesse Corporation offers "Children English Classroom" and Minerva Intelligence offers 'Minerva' and there are a total of 1700 classrooms (As on October 2017) across Japan. These classrooms for children will be unified under the common brand "BE studio" in April 2018 and will be expanded further. Amidst heightening interest in English education due to introduction of English as a subject in the primary school in 2020, it will enrich the content of education and increase its appeal. 	430,064	FY March, 2017, Consolidated
ECC Co., Ltd.	<ul style="list-style-type: none"> • Leading general education and life-long education institute. • It began offering free application on foreign language conversation "Welcome to the Hospitable City !" laying focus on hospitality for foreign tourists. This Application has in-built AI voice interactive technology and by incorporating characters and story, one can study like a social game. It is capable to respond to pronunciation of even beginners and can also judge on pronunciation. It is devised in a manner that by changing the progress of story based on interactive content, it leads to repeated learning. 	42,500	FY May, 2017, Non-consolidated
AEON Corp.	<ul style="list-style-type: none"> • leading player for English conversation classes. • It started offering VR compatible English Conversation Learning Application "Hospitality Guide in English (VR compatible)" since 2017. Scenes where foreign tourists are shown around while conversing in English are reproduced on the VR and the user can master practical English for guiding by communicating in English as if he/she is a foreign tourist or a guide. Content is practical as it changes depending on the level and scenario. By accumulating the learning log, suitable learning content is used for guiding. 	18,900	FY December, 2016, Consolidated

2. Trend of the Areas with Good Growth Prospects

(5)Language Education (c)Situation of Major Overseas Companies Entering the Market

- Examples of entry of language education service related foreign companies in the Japanese market.

Name of company/ Service	Home country	Investor	Timing for entry in Japan	Service Outline
EF Education First	Sweden	Bertil Hult	1973	It offers English lessons based on online teaching materials by native teachers using the latest technology. It made English language learning possible at any time (24X7) based on its focus on strengthening of base and practice by repetition. It is also the official partner for Tokyo Olympics 2020.
EnglishCentral	US	EnglishCentral, Google Ventures	2009	It offers online learning system that improves listening and speaking that Japanese are traditionally weak at based on over 14,000 videos and voice recognition technology. It released the Hotel Version and Taxi version of 'Hospitality English', to strengthen customer service in English by Japanese.
AKA (Supported by JETRO)	US	AKASTUDY Limited	2015	It entered the Japanese market with English education robot "Musio". One can learn English by conversing with the robot that has rich conversational content memory.
Coori ehf	Iceland	Coori	2015	It offers efficient language learning system utilizing artificial intelligence. Aiming to drastically improve English language capability of employees in a short span of time, it started marketing it in full scale to corporates since 2016.
vipabc	US	iTutorGroup	2016	Offers optimum lesson to each individual based on indigenous AI technologies. It has won many awards globally in appreciation of its innovativeness. It raises the learning effect to the next level based on high level professional instructors, unique and convenient online platform, and continuous support.
Rise Global (Supported by JETRO)	Ireland	Rise Global, CELM	2016	Offers digital teaching materials in mutual dialog format based on indigenous program. One can learn English language while acquiring multi-faceted knowledge such as linguistic, art, mathematics, natural science, and social science etc.

(Source)Websites of each company , Press release materials

2. Trend of the Areas with Good Growth Prospects

(5)Language education (d)Case Study of Overseas Company :Cooori

- Established in Republic of Iceland in 2010, Cooori offers efficient language learning system utilizing artificial intelligence. It established Japanese language learning system in 2012 and published the English learning version in 2014.
- Aiming at dramatic improvement in English language competence of employees in a short span of time, it has started selling it to corporates since 2016. It has been adopted as learning material for the service industry such as drivers of taxi companies to cope with increase in inbound tourists.

Company Outline		Conditions of entry to the field in Japan	
Name of company	COOORI JAPAN Co., LTD.	Major Efforts	<ul style="list-style-type: none"> • It provides support for efficient language learning utilizing AI. It analyzes the weaknesses and learning speed of individual users and preferentially provides questions on easy-to-forget vocabulary and sentences. Realizes efficient language learning, as the next learning content is decided depending on the level of understanding.
Head Office	Executive Tower Azabudai 902, 1-4-3,Azabudai, Minato-ku, Tokyo		
TEL	03-6277-8573	Strength of the company	<ul style="list-style-type: none"> • One can learn regardless of place and time using PC or smart devices. • Its effectiveness has been proved scientifically based on use of AI, data accumulation and analysis, indigenously developed content.
Representative	Dr. Eythor Eyjolfsson, CEO		
Establishment	2015	Entry Strategy	<ul style="list-style-type: none"> • It launched Japanese language learning system in 2012 and launched English language learning version in 2014. They are being used by language learners across the world and in Japan besides they being used for teaching at Aoyama Gakuin University, Toyo University, Hiroshima Bunkyo University etc., they are even adopted in courses offered by Pasona. • They have also been introduced by Japan Kotsu Co. and JAL as a part of developing capability to handle foreign tourists.
URL	https://www.coori.com/company-profile-en/		
Investor	NA	Others	<ul style="list-style-type: none"> • Since globalization of Japanese companies, M&A and increase in inbound tourists is likely to increase in the years to come, it has set up its local subsidiary Cooori Japan. It aims to provide support for education of employees and improve their English language competence in industries like travel, tourism, dining out and retail. Till 2016 nearly 100 companies have embraced it and by 2020 it plans to expand language learning to 10 languages.
Capital	8 million yen		
Net Sales	NA		
Core Business	Software development, sales of computer programming , software services concerning linguistic education using Internet and other media.		

(Source)Website of the company, Press release materials

2. Trend of the Areas with Good Growth Prospects

(5) Language Education (e) Major Laws and Regulations

- There is “Act on Specified Commercial Transactions” as the regulation concerning language education and if it amounts to “Provision of Specified Continuous Service”, it requires caution.
- Presently, in order to offer paid guiding service, one needs to clear the national test for tour-guide interpreter, and register with the Prefectural Governor. In order to cope with increase in demand for tourist guide for inbound tourists, “Licensed Interpreter Guide Act (Amendment)” was enacted in 2017 and has come into effect from January 2018. In addition to deregulation, it aims to make periodic training mandatory to secure both quality and quantity of a certain level.

Major Laws and Regulations related to Language education and Guide Interpreters	
Act on Specified Commercial Transactions	<p>Provision of providing language education services etc.(note) for over 2 months and costing over 50,000 yen is designated as “Provision of Specified Continuous Service” and attracts following restrictions.</p> <ul style="list-style-type: none"> ● Main government regulation <ul style="list-style-type: none"> • Document (Outline document) stating the outline of the said agreement must be handed over before the conclusion of the agreement. • After the conclusion of the agreement, without any delay, document (Contract Document) clarifying the contents of the agreement must be handed over. • Prohibition of other extravagant advertisement and unfair solicitation. ● Main civil regulations <ul style="list-style-type: none"> • Even if the consumer signs a contract, it can be unconditionally canceled if it is within 8 days from the date of receipt of the document determined by the law (Cooling -off). • Consumers can cancel the contract in the future even after the cooling-off period expires (Midterm cancellation). <p>Moreover, upper limit of the amount that the entities can charge from the consumer is also stipulated.</p>
Licensed Guide Interpreters Act (Amendment)	<ol style="list-style-type: none"> (1) By revising the regulation from “business monopoly regulation” to “name monopoly regulation”, interpretation-guiding by a wide variety of actors will be possible. (2) In addition to the system so far of “country-wide licensed interpreter-guide”, a new qualification system for “local licensed interpreter-guide” who can do guiding in specific regions has been instituted. (3) Along with adjustment such as adding practical items to the test subjects of “country-wide licensed interpreter-guide”, periodic training will be made mandatory. Those who are not qualified cannot use the name of the said qualification or the similar name.

(Note) Teaching of language (Excludes teaching for preparing for entrance examinations or teaching academic ability for supplementary education at schools other than university)

(Source) Consumer Affairs Agency , Japan Tourism Agency

3. Partner Candidates of Overseas companies Entering the Market

- For foreign ICT companies to participate in Japan’s tourism related business, security service utilizing ICT, online ticket sales or language education service, they must be familiar with Japanese business practices and demands of Japanese consumers, and it is desirable that they collaborate with Japanese companies who already possess customer and property information and have the network.

Examples of potential partner candidates		
Business category of overseas companies	Examples of partner candidates in Japan	Example of possible alliance scheme
Cruise	Leading travel agencies, OTA companies (Ex: JTB Corporation, Nippon Travel Agency Co., Ltd., Rakuten, Inc., Jalan.net)	<ul style="list-style-type: none"> • Joint planning of travel package and events • Utilization of Japanese customer database
Minpaku Business	Home accommodation platform companies (Ex: Rakuten LIFULL STAY Inc, Loco Partners)	<ul style="list-style-type: none"> • Community building between members on both sides • Utilization of network with property owners in the counterpart country
Overseas travel agencies	Real estate brokerage businesses that possess rich information on vacant rooms, database on properties (Ex: Apamanshop Holdings Co., Ltd., Shinnihonjisy Co., Ltd.)	<ul style="list-style-type: none"> • Attracts overseas tourists and realizes effective utilization of rooms as private home accommodation
Sales companies of Online tickets	All kinds of theatres, sports facilities, event facilities and leading media	<ul style="list-style-type: none"> • Sales settlement of online tickets • Publicize domestic and overseas events
	Credit card companies, companies offering electronic settlement system	
Security	Leading security companies (Ex: Secom CO., Ltd., Sohgo Security Services Co., Ltd.)	<ul style="list-style-type: none"> • Joint planning of system, technical tie up and sales
	Leading IT companies (Ex: NEC Corporation, Hitachi, Ltd., Fujitsu Limited)	
Language education	Leading correspondence course companies (Ex: Benesse Holdings, Inc., ALC PRESS INC.)	<ul style="list-style-type: none"> • Joint planning of teaching materials • Sharing of learning program utilizing ICT • Joint sales utilizing rich members database
	Human resource research, personnel placement agency, leading English language schools (ex: Recruit Holdings Co., Ltd., AEON Corporation, ECC Co., Ltd.)	
	Service companies like transportation, hotels and retail distribution industries	<ul style="list-style-type: none"> • Offers employees education service

(Source) Websites of each company

4. Business Environment Surrounding the Olympics and the Paralympics

(1) Incentives etc.

- With regard to tourism, the Tourism Agency offers support measures for attracting customers
- In addition, there are many indigenous incentives on offer depending on the content of business or municipality. We recommend making an inquiry with the concerned authorities.

Examples of Incentives

Name	Aims and Target Entities	Incentives(Ex.)
<p>Increasing the Use of Unique Venues for MICE Hosting and Attraction</p>	<ul style="list-style-type: none"> • Aims at purposeful opening and promotion of use of “Unique venues” such as cultural spaces like museums, historical buildings etc. • Its objective is to enhance Japan’s international competitiveness to attract MICE to Japan and the brand equity of cities based on deepening of understanding about the effectiveness and usefulness of utilization of unique venues by the concerned officials (Facility administrator, sponsor, convention bureau, PCO, travel agents etc.) and promoting their utilization. 	<ul style="list-style-type: none"> ● Provide support for hosting the reception or meeting using museum or historical structure as the unique venue, with JPY 1 million as the upper limit. ● For more details, please refer to the website of Japan Tourism Agency (http://www.mlit.go.jp/kankocho/topics03_000056.html)(JPN only) <p>*Recruitment for FY 2017 project is already over.</p>

(Source)Japan Tourism Agency

4. Business Environment Surrounding the Olympics and the Paralympics

(2) Major Industry Organizations and Associations

- Major Industry Organizations and Associations on each field to are as follows.

Major Organizations and Associations related to the Olympics and the Paralympics Business

Field	Name of Organizations and Associations	Contact information	Core Business
Tourism	Japan Association of Travel Agents (JATA)	<p>http://www.jata-net.or.jp/english/index.htm</p> <p>Zen-Nittsu Kasumigaseki Building 3F, 3-3-3, Kasumigaseki , Chiyoda-ku, Tokyo TEL :03-3592-1271</p>	<ul style="list-style-type: none"> Aiming at becoming a leading tourist destination, make policy recommendations regarding the trinity namely overseas travel, domestic travel and travel to Japan. It is engaged in promotion of tourism, travel to Japan and promotion of policies and HR development for the realization of regional economic revitalization. It has nearly 2100 companies as members (including supporting members).
Cruise	Japan Oceangoing Passenger Ship Association	<p>http://www.jopa.or.jp (JPN only)</p> <p>Kaiun Building 6F. 2-6-4 ,Hirakawacho, Chiyoda-ku, Tokyo TEL: 03-5275-3710</p>	<ul style="list-style-type: none"> It comprises of companies that operate foreign passenger ships and regular foreign passenger ship service, travel agents, port administrators, ship building companies etc. It was established with the objective of realization of safe and pleasant voyage through measures for safe navigation of overseas passenger ships, development of user protection system and enlightening people on attractions of trip by ship. In 2018 it plans to integrate Japan Shipbuilders Association (JASTA) and expand the scope of business activities. Its members include 8 regular members, 1 associate member, 50 supporting members i.e. a total of 59 members (organizations).
Tickets sales	Japan Ticket Association (JTA)	<p>http://www.ticket.or.jp/ (JPN only)</p> <p>2-16-1,Shinmbashi,Minato-ku,Tokyo TEL:03-3503-6013</p>	<ul style="list-style-type: none"> It is the sole business cooperative in ticketing industry established in April 1999. In order to promote autonomous economic activities of over 600 member stores, it aims to bring about healthy growth of the industry and enhance its social position based on development and promotion of business needed for ticket management and new businesses. Build emergency delivery system by sharing information on forging and theft between police, issuer and the members, so as to prevent damage and circulation of illegal products.

(Source) Websites of each institution

4. Business Environment Surrounding the Olympics and the Paralympics

(2) Major Industry Organizations and Associations

Major Industry Organizations and Associations related to the Olympics and the Paralympics

Field	Name of institutes	Contact Information	Core Business
Security	Information-technology Promotion Agency, Japan(IPA)	<p>https://www.ipa.go.jp/index-e.html</p> <p>Bunkyo Green Court Center Office, 2-28-8 Honkomagome, Bunkyo-ku, Tokyo</p> <p>TEL:03-5978-7501</p>	<ul style="list-style-type: none"> It was established in October 1970 based on the 'Act on facilitation of information processing' and became an independent administrative corporation under the jurisdiction of METI in January 2004. Its mission is "Realization of safe IT society", "Ensure safe and secure IT systems and improve efficiency of their development and utilization" and "Provide support for businesses that will be responsible for future IT society, promotion of technology development and HR development". It is engaged in promotion of security related research by instituting industrial cyber security center inside the IPA.
Security	NPO Japan Network Security Association (JNSA)	<p>http://www.jnsa.org/en/aboutus/</p> <p>JC Building 4F,1-22-12 Nishi-Shinbashi, Minato-ku,Tokyo</p> <p>TEL:03-3519-6440</p>	<ul style="list-style-type: none"> It organized NPO-JNSA Inaugural Meeting in 2001 and formally started fresh activities as an NPO. Its objective is to promote standardization of network security and contribute to enhancement of technical level, thereby contributing to promotion of public interest, by implementing projects concerning enlightenment, education, research and study and provision of information concerning network security to common people. Number of members :205 companies(As of October 2017)
Language education	Japan Association for the Promotion of Foreign Language Education (JAPFLE)	<p>http://www.zengaikyo.jp/English/index.html</p> <p>Yotsuya New Mansion 107, 7-9 , Yotsuya Honshio-cyo , Shinjuku-ku, Tokyo</p> <p>TEL:03-3354-2157</p>	<ul style="list-style-type: none"> It began as a private organization in 1991. It became a general incorporated foundation in 2013 and is under the jurisdiction of the Cabinet office. It is engaged in projects for the promotion of understanding of foreign language learning and willingness to learn, foreign language education, management of educational facilities and development of environment and other necessary projects for achieving the objectives. Number of members: Member organizations 82, supporting members 27 (As on April 2017)

(Source)Websites of each institution

4. Business Environment Surrounding the Olympics and the Paralympics

(3) Major Exhibitions

- Major exhibitions on each field to be held in the near future are as follows.

Major Exhibitions related to the Olympics and the Paralympics related Business				
Name of exhibition	Date and Venue	Major field	Organizers	Records in 2017
Tourism related (Minpaku, cruise, entertainments such as Online tickets sales)				
Tourism EXPO Japan 2018	20 September to 23 September, 2018 Tokyo Big Sight http://www.t-expo.jp/en/	Tourism related general (Accommodation facilities, travel industry, hotels, transportation, cruise and all kinds of events)	<ul style="list-style-type: none"> JAPAN TRAVEL AND TOURISM ASSOCIATION Japan Association of Travel Agents(JATA) Japan National Tourism Organization(JNTO) 	<ul style="list-style-type: none"> No. of visitors : 191,577 No. of exhibitors: 1,310 companies and organizations
11th Event JAPAN 2018	23 January to 24 January, 2018 Tokyo Big Sight The West Exhibition Hall 1 http://www.intercross-com.co.jp/event-japan/(JPN Only)	Attraction tools (Play equipment, rides, games etc.), events package such as cultural festivals and character shows etc., entertainment, video related, sound and light, illumination, license business, IT related, communication service etc. (OEM, distribution industry, commercial facility, developers, advertisement agencies, event management companies, SP companies, PR companies, leisure facilities, amusement facilities, and municipalities are scheduled to visit)	<ul style="list-style-type: none"> INTERCROSS COMMUNICATIONS INC. 	<ul style="list-style-type: none"> No. of visitors :7,108 No. of exhibitors: Approx. 80 companies

(Note)Past events include those that were either held simultaneously or in combination with other events.

(Source)Websites of each exhibition

4. Business Environment Surrounding the Olympics and the Paralympics

(3) Major Exhibitions

Major Exhibitions related to the Olympics and the Paralympics related Business

Name of exhibition	Date and Venue	Major field	Organizers	Records in 2017
Related to ICT(Online tickets sales, security m language education service)				
Security Show 2018	6 March to 9 March, 2018 Tokyo Big Sight https://messe.nikkei.co.jp/en/ss/	Besides physical security, information security and disaster prevention, it will also hold "Image and Video Technology EXPO" that will introduce AI based Image Recognition Technology and Industrial Cameras etc.	Nikkei Inc.	<ul style="list-style-type: none"> • No. of visitors :131,442 • No. of exhibitors:201 companies (It has the track record of holding Retail TECH EXPO 2017 simultaneously.)
2nd AI EXPO	4 April to 6 April, 2018 Tokyo Big Sight http://www.ai-expo.jp/en/HOME/	AI technologies concerning deep learning, machine learning, neural network, natural language processing, hardware, big data, AI application etc. and related services	Reed Exhibitions Japan Ltd.	<ul style="list-style-type: none"> • No. of visitors :80,423 • No. of exhibitors: 93 companies

(Note)Past events include those that were either held simultaneously or in combination with other events.

(Source)Websites of each exhibition

4. Business Environment Surrounding the Olympics and the Paralympics

(3) Major Exhibitions

Major Exhibitions related to the Olympics and the Paralympics related Business

Name of exhibition	Date and Venue	Major field	Organizers	Records in 2017
Language education related				
NEW EDUCATION EXPO 2018	<p>■ Tokyo: 7 June to 9 June, 2018 Tokyo Fashion Town Building(TFT)</p> <p>■ Osaka: 15 June to 16 June, 2018 Osaka Merchandise Mart(OMM)</p> <p>http://edu-expo.org/nee2018lp/?utm_source=manabinoba&utm_medium=banner&utm_campaign=manabinoba2018banner (JPN Only)</p>	Workshop classes, foreign languages for primary schools, science, copyrights, school environment building, international sessions, digitization of education, programming education, special support education, disaster prevention education, university reformation and management, branding, global HR development, active learning, learning commons, open education, learning analytics, university ICT, language education etc.	New Education Expo executive committee (Uchida Yoko Co., Ltd.)	<ul style="list-style-type: none"> No. of visitors : 12,700 (Tokyo 7,300 and Osaka 5,400) No. of exhibitors:132 companies (The number of exhibitors above includes both Tokyo and Osaka venues.)
Education IT Solution EXPO (EDIX)	<p>■ Tokyo: 16 May to 18 May, 2018 Tokyo Big Sight http://www.edix-expo.jp/About-EDIX/ (JPN only)</p> <p>■ Osaka: 7 November to 9 November, 2018 INTEX Osaka http://www.edix-expo.jp/HOME_kansai/ (JPN only)</p>	Japan's largest Specialized IT Expo for schools where business support systems, ICT devices, digital teaching materials, e-learning, services for all kinds of schools are showcased under one roof. School business support, teaching materials, education content etc.	Reed Exhibitions Japan Ltd.	<ul style="list-style-type: none"> No. of visitors : 40,360 (Tokyo 30,518 and Osaka 9,842) No. of exhibitors: Approx.800 companies and organizations (Tokyo approx.500 and Osaka approx. 300)

(Note)Past events include those that were either held simultaneously or in combination with other events.

(Source)Websites of each exhibition