

March 3rd, 2025

Press Release

Japan Electronics and Information Technology Industries Association

Commencement of Exhibitor Recruitment for Inter BEE 2025
Japan's largest comprehensive media event, will be held at Makuhari Messe.

[Outline] Period : November 19 (Wed) ~ 21 (Fri)

[Accepting Exhibitors] Application : March 3 (Mon.), Primary Application : until May 310(Fri.)



Japan Electronics and Information Technology Industries Association (JEITA : Representative Director/Chairperson Kazuhiro Tsuga, Chairperson of the Board, Panasonic Holdings Corporation) announced today that it will host Inter BEE 2025, a comprehensive media event, at Makuhari Messe from November 19 (Wed) to 21 (Fri), 2025. Applications for exhibiting at Inter BEE 2025 will be accepted from 10:00 a.m. on March 3 (Mon.), with the first deadline for applications being May 30 (Fri.) and the second deadline for applications being June 30 (Mon.).

■ **An Event Shaping the Future Alongside the Expansion and Evolution of the Media & Entertainment Industry**

Inter BEE is a comprehensive media event that covers all aspects of the media and entertainment industry. This year marks its 61st edition. The industry and its market continue to expand rapidly both in Japan and globally, with significant technological advancements, such as the full-scale integration of AI in content creation.

Standing at the forefront of these global trends, Inter BEE strives to shape "The Future of New Creativity and Experiences Together, Connected by Content. As Japan's largest tech & business event in this field, it plays a crucial role in discovering and generating new business opportunities,

drawing significant attention from industry professionals worldwide.

■ A Gathering of the Latest Technologies, Products, and Services Across All Professional Domains

Inter BEE 2025 will encompass all professional sectors of the media and entertainment industry through four key categories: Professional Audio, Entertainment & Lighting, Video Production & Broadcasting Equipment, and Media Solutions. The diverse fields of media and entertainment, including video, broadcasting, film, audio, lighting, live entertainment, online media, and facility operations, continue to expand while constantly breaking boundaries between sectors.

As a premier venue where the latest technologies, products, and services for content creation, audience engagement, and immersive experiences come together, Inter BEE attracts numerous professionals from across the industry every year.

■ Strengthening Special Events to Deliver the Cutting Edge of Industry Evolution

Inter BEE's special events, designed to focus on specific sectors and target audiences, have been enhanced more than ever with six dedicated theme-based projects, providing users with deeper insights, discoveries, and hands-on experiences in the latest technologies and products.

The newly rebranded "INTER BEE MEDIA Biz" serves as a platform to explore the evolving possibilities of media and business in an era where content freely travels across the world. "INTER BEE IGNITION × DCEXPO" continues to highlight the forefront of content creation and expression, with a particular emphasis on the ever-expanding "Startup & University Area." In the field of video content production, "INTER BEE CREATIVE" will deliver the latest trends, while "INTER BEE CINEMA" will focus on the film industry, offering a specialized approach for movie professionals with even richer content. For professional audio experiences, "INTER BEE EXPERIENCE" will further enhance its two signature listening areas: "X-Speaker" for SR speaker demonstrations and "X-Headphone/X-Microphone" for immersive headphone and microphone testing. Meanwhile, "INTER BEE DX × IP PAVILION" will showcase the latest advancements in IP technology and next-generation broadcast content production, providing a hands-on experience through collaborative industry proposals and demonstrations.

Details regarding various plans and conferences for Inter BEE 2025 will be announced progressively in the future.

Name : Inter BEE 2025

Period : <Makuhari Messe> November 19- November 21, 2025

Venue : Makuhari Messe

Admissions : Free (Registration Required)

Organizer : Japan Electronics and Information Technology Industries Association (JEITA)

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