

**Exhibiting Information for Next Shows**



World Meets Energy

**SMART ENERGY WEEK**

# **ZERO-E THERMAL EXPO**

**10th Zero Emission Thermal Power Generation Expo**

## **Tokyo Show in March**

Dates: Mar. 24 [Wed] - 26 [Fri], 2027

Venue: Tokyo Big Sight, Japan

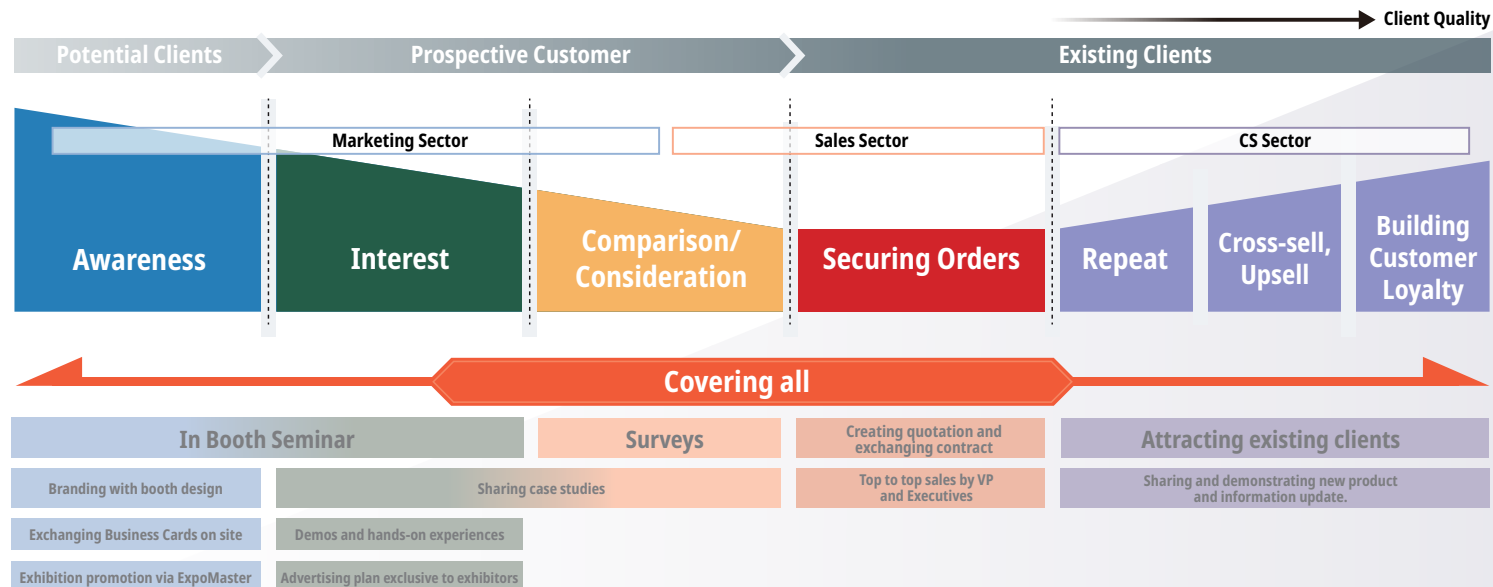


Organiser: RX Japan GK

# Trade Shows serve as a Comprehensive Lead Generation Channel

**Trade shows enable end-to-end sales growth activities, from lead generation to repeat customer engagement.**

RX Japan is Japan's leading trade show organizer, hosting 106 exhibitions annually across 38 industries. With a vast database built from all 106 shows and proven expertise in creating "profitable exhibitions" for exhibitors, we are committed to helping your business grow.



# INDEX

## Supporting the Future of Thermal Power

Since 2005, RX Japan has hosted SMART ENERGY Week every March at Tokyo Big Sight—one of the world's largest exhibitions dedicated to new energy technologies. Through this event, we've supported the growth and transformation of the energy industry.

Over time, many attendees expressed a strong desire for a platform that includes not only renewable energy but also thermal power, enabling a comprehensive comparison of all generation technologies.

In response, and in collaboration with the Thermal and Nuclear Power Engineering Society of Japan, we launched Japan's first specialized exhibition for thermal power in 2016: the Next-Generation Thermal Power Generation EXPO.

Recognizing the critical role of thermal power in achieving carbon neutrality, we rebranded the exhibition in 2022 as the Zero Emission Thermal Power Generation EXPO. This reflects our commitment to promoting technologies that support decarbonization while maintaining energy stability.

We remain dedicated to advancing the thermal power industry and look forward to your continued support and participation.



**Organiser**

RX Japan Co., Ltd.  
President and CEO  
Takeshi Tanaka



**Co-hosted**

Executive Director, The Thermal and Nuclear  
Power Engineering Society of Japan,  
President & CEO,  
Kanden Power-Tech Corporation  
Kazumitsu Fujisawa

## We encourage your active participation

To address the many challenges surrounding energy—including decarbonization—further technological innovation in thermal power generation is essential. We believe that showcasing the diverse technologies held by various companies at this exhibition will serve as a catalyst for the next wave of innovation.

We sincerely invite your active participation in this exhibition to support the continued advancement of the thermal power industry.

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## About “ZERO-E THERMAL EXPO”

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# What is Smart Energy Week

## Comprehensive Next Generation Energy Expo - A World-Class Event!!

Renewable energy is growing fast as the world works toward carbon neutrality. This exhibition is one of the biggest in the world for new energy.

Experts from around the world attend, making it a key event in the industry. It's a great place to meet face-to-face, share ideas, and grow your energy business. A special exhibition on sustainable business will also be held at the same time.



**H2 & FC EXPO**  
Int'l Hydrogen & Fuel Cell Expo



**PV EXPO**  
Int'l Photovoltaic Power Generation Expo



**BATTERY JAPAN**  
Int'l Rechargeable Battery Expo



**SMART GRID EXPO**  
Int'l Smart Grid Expo



**CCUS EXPO**  
Int'l Carbon Dioxide Capture, Utilisation and Storage Expo



World Meets Energy

# SMART ENERGY WEEK

Held concurrently



Transforming Businesses, Building a Sustainable World

# SUSTAINABILITY MANAGEMENT WEEK

Previously known as: Green Transformation Week



**WIND EXPO**  
Int'l Wind Energy Expo



**BIOMASS EXPO**  
Int'l Biomass Expo



**ZERO-E THERMAL EXPO**  
Zero Emission Thermal Power Generation Expo



**DECARBONISATION EXPO**



**CIRCULAR ECONOMY EXPO**

# B-to-B Trade Show for Industry Experts

## Best Platform to Increase Your Presence & Meet New Customers

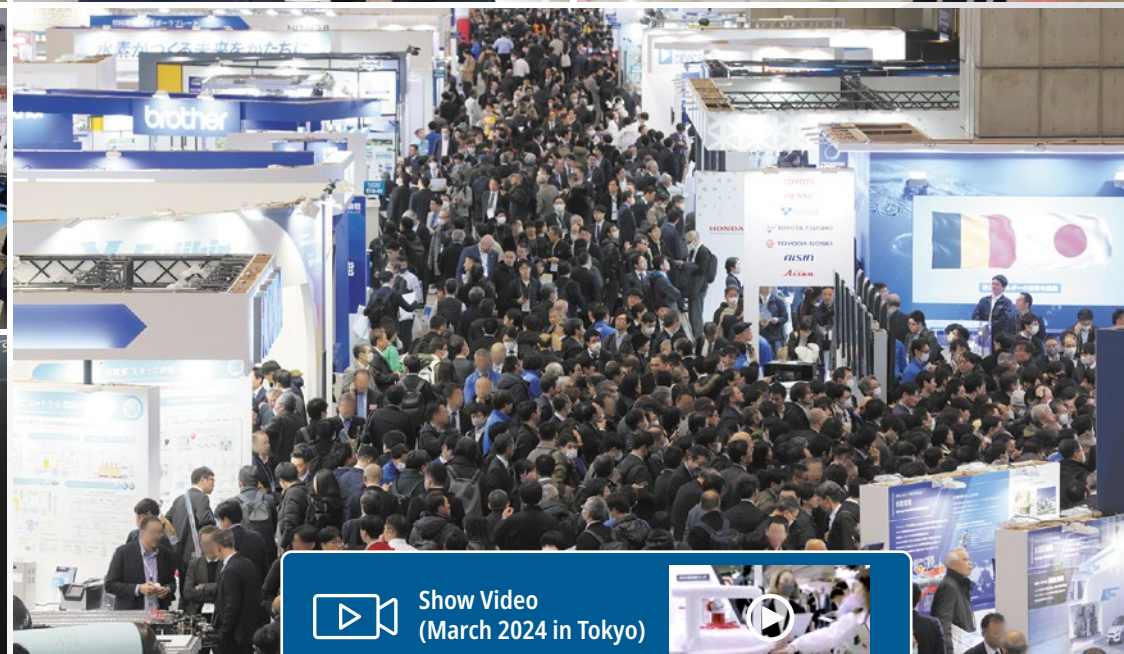
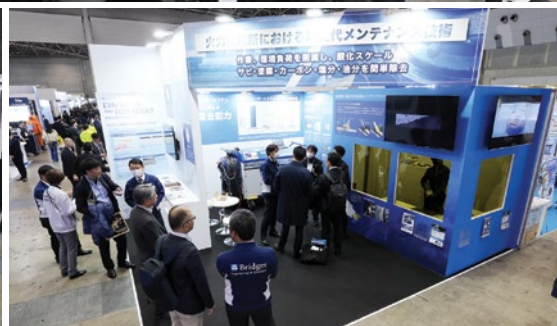
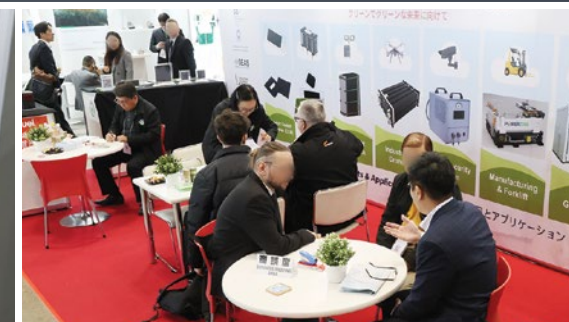
### ■ Exhibit & Visitor Profile





# The Best Gateway to the Japan & Asia's ZET Market!

\*Regarding the Spring edition. Comparison of the Number of Exhibitors and Exhibit Space with Similar Trade Shows.



Show Video  
(March 2024 in Tokyo)

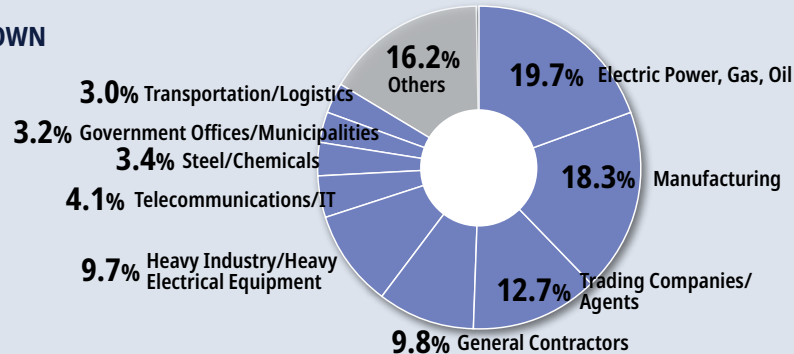




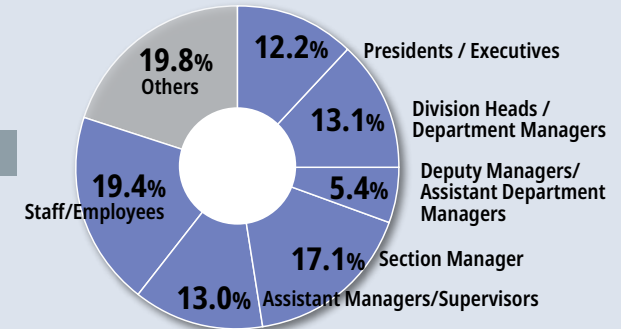
# Meet with key players from Power, Gas Companies & Thermal Power Providers

## VISITOR BREAKDOWN (MARCH 2025)

### Type of Business



### Job Function



## < Past Visitors (Company names are excerpts and shortened in random order.) >

### <Electricity and Gas Companies>

- Kansai Electric Power Co., Inc.
- Kyushu Electric Power Co., Inc.
- Chugoku Electric Power Co., Inc.
- Chubu Electric Power Co., Inc.
- JERA
- Tokyo Gas Co., Ltd.
- Toho Gas Co., Ltd.
- Hokuriku Electric Power Co.
- ENEOS Corporation
- Osaka Gas Co., Ltd.
- Electric Power Development Co., Ltd. (J-POWER)

... and more

### <Heavy Electric Machinery Manufacturers>

- IHI CORPORATION
- KAWASAKI HEAVY INDUSTRIES, LTD.
- HITACHI, LTD.
- FUJI ELECTRIC CO., LTD.
- MITSUBISHI ELECTRIC CORPORATION
- MEIDEN
- TOSHIBA CORPORATION
- DAIHEN CORPORATION

### • SYNCHRO TECHNOLOGY

- NISSHIN ELECTRIC
- GE POWER
- SIEMENS AG
- DOOSAN HEAVY INDUSTRIES & CONSTRUCTION

... and more

### <Power Generation Companies>

- IDEMITSU KOSAN CO., LTD.
- ENEOS HOLDINGS, INC.
- COSMO OIL CO., LTD.
- UBE INDUSTRIES, LTD.
- KOBE STEEL, LTD.
- JFE STEEL CORPORATION
- NIPPON STEEL CORPORATION
- SHOWA DENKO K.K.
- SHINNAKANO POWER PLANT
- OJI HOLDINGS CORPORATION
- RENGO CO., LTD.
- DAICEL CORPORATION
- TOKUYAMA CORPORATION
- SUMITOMO JOINT ELECTRIC POWER CO., LTD.
- SUMITOMO OSAKA CEMENT CO., LTD.

### • HOFU ENERGY SERVICE CO., LTD.

- OJI PAPER CO., LTD.
- MARUBENI CORPORATION
- JOBAN JOINT POWER CO., LTD.
- TODA JOINT POWER CO., LTD.
- SAKATA JOINT POWER CO., LTD.
- SOMA JOINT POWER CO., LTD.

... and more

### <Construction and Engineering>

- ASAHI KASEI ENGINEERING CORPORATION
- ANDO CORPORATION
- OBAYASHI CORPORATION
- KAJIMA CORPORATION
- KUMAGAI GUMI CO., LTD.
- KURITA CONSTRUCTION CO., LTD.
- JFE ENGINEERING CORPORATION
- SHIMIZU CORPORATION
- TAISEI CORPORATION
- TAIHEI DENGYO
- CHIYODA CORPORATION
- TOSHIBA PLANT SYSTEMS & SERVICES CORPORATION
- TOYO ENGINEERING CORPORATION

### • TAISEI CORPORATION

- JGC CORPORATION
- NIPPON STEEL ENGINEERING CO., LTD.
- MITSUBISHI HEAVY INDUSTRIES POWER SYSTEMS
- MITSUI SUMITOMO CONSTRUCTION
- MITSUBISHI ELECTRIC PLANT ENGINEERING
- HITACHI PLANT CONSTRUCTION, LTD.

### <Maintenance and Services>

- HOKKAIDO POWER ENGINEERING CO., LTD.
- TOHOKU ELECTRIC INDUSTRIAL CO., LTD.
- TOKYO HATSUDEN
- TOKYO ENERGY & SYSTEMS
- TOKYO POWER TECHNOLOGY
- J-POWER GENERATION SERVICES CO., LTD.
- J-POWER HI-TECH CO., LTD.
- CHUDEN PLANT CO., LTD.
- CHUBU PLANT SERVICE CO., LTD.
- TECHNO CHUBU
- HOKURIKU PLANT SERVICE CO., LTD.
- KANDEN PLANT CO., LTD.
- KANDEN POWERTECH CO., LTD.

### • DAIGAS GAS AND POWER SOLUTION CO., LTD.

- YONDENKO CORPORATION
- KYUDEN SANGYO
- OKINAWA PLANT ENGINEERING CO., LTD.
- NISHI-NIPPON PLANT ENGINEERING & CONSTRUCTION CO., LTD.

... and more

Learn more about: Visitor Demographics

# Co-held Conference by Industry Front-runners Attract More Visitors



## Past Conference Speakers (excerpts, in random order, honorifics omitted)

Company names, professional affiliation, and official positions are at the time of the presentation and edited for space.



Hiro Inoue  
Director-General,  
**Energy Conservation and  
Renewable Energy Department,  
Agency for Natural Resources  
and Energy, Ministry of Economy,  
Trade and Industry (METI)**



Kaname Ogawa  
Director,  
**Electricity Infrastructure  
Development Division,  
Agency for Natural Resources  
and Energy, Ministry of Economy  
Trade and Industry (METI)**



Masaru Nakaawa  
Director,  
**Fukushima Renewable Energy  
Institute, National Institute of  
Advanced Industrial Science and  
Technology (AIST)**



Shigeru Yamamoto  
Chairman,  
**CO<sub>2</sub>-Free Hydrogen Supply Chain  
Promotion Organization (HySTRA)**



Brent Wanner  
Head of Power Sector Unit  
**World Energy Outlook  
International Energy Agency (IEA)**



Kouji Eguchi  
Vice Chairman,  
**Carbon Recycle Fund Institute**



Tetsuya Watanabe  
Executive Vice President and Director  
**JERA Co., Inc.**



Hiroshi Okamoto  
Executive Vice President, Director,  
and Chief Engineer  
**TEPCO Power Grid, Inc.**



Katsuya Morimoto  
Executive Officer,  
General Manager, Technology  
Division, Hydrogen Strategy Division  
**Kawasaki Heavy Industries, Ltd.**



Makoto Susaki  
Leader, CCUS Business Task Force,  
Growth Promotion Office  
**Mitsubishi Heavy Industries, Ltd.**



Makoto Susaki  
Leader, CCUS Business Task Force,  
Growth Promotion Office  
**Mitsubishi Heavy Industries, Ltd.**



Kouji Takeda  
Senior Managing Executive Officer,  
Head of Resources, Energy &  
Environment Business Area  
**IHI Corporation**



Yasuhiko Otsuki  
President and CEO  
**Siemens Energy K.K.**



Hiroshi Okamoto  
Deputy General Manager, Thermal  
Power Division, Head of Thermal  
Power Development  
**The Kansai Electric Power Co., Inc.**



# Spring Exhibition (Mar): Boost your brand and expand globally!

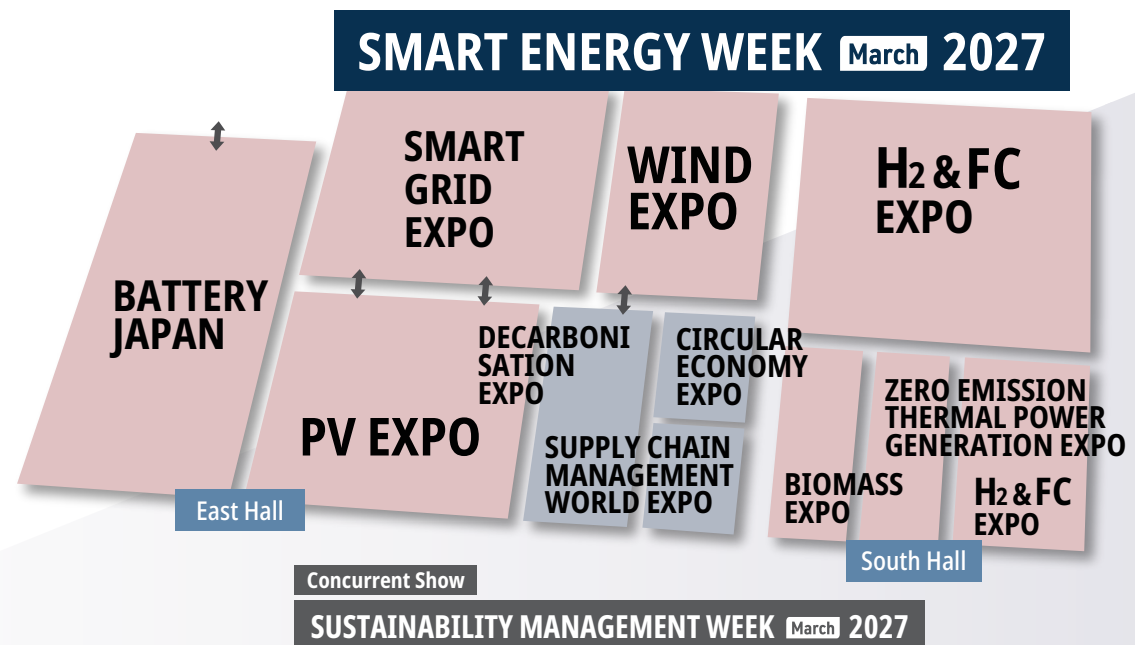
## Highlights of the Spring edition

- The world's leading exhibition for renewable energy technologies
- Connect with global industry leaders
- Best place for brand exposure and lead generation

## Recommended for...

- Looking to go big, get noticed — elevate your presence in the industry
- Tap into global markets right from Japan

## Floor Plan (preliminary)



World Meets Energy

**SMART ENERGY WEEK March 2027**
**Dates: Mar. 24 [Wed] - 26 [Fri], 2027**
**Venue: Tokyo Big Sight, Japan**
**Exhibitors 1,600**
**Visitors 75,000**

(Forecasts)

# Exhibition Fee and Expo Master

Note: 10% consumption tax to be added.

**Exhibiting Fee** 1 Booth (6.0m×2.7m=16.2m<sup>2</sup>)

6.0m

1 Booth

2.7m Limited to booth space. Not included: Booth design and construction.

## March 2027 Tokyo edition

Exhibit Space.....JPY 1,300,000 / Booth  
 Corner Charge.....JPY 100,000 / Corner  
 Expomaster \*.....● Premium JPY 650,000  
 ● Standard JPY 150,000  
 ● Basic JPY 50,000  
 (Co-Exhibiting Charge JPY 50,000)

Choose one of the three options below. If you have any co-exhibitors, the "With Co-Exhibitor" rate applies. All prices are excluding tax.

## Expo Master (Mandatory)

Includes listing on the exhibitor search site — a great way to promote your company in advance. Advertising impact varies by plan. Please choose one of the three required options.

### Basic

**Exhibitor Directory**

Exhibitor Directory screenshot showing a standard listing for ABC Company. A red circle highlights the "Company Name and Logo only" section.

### Standard

**Exhibitor Directory**

Exhibitor Directory screenshot showing a listing for ABC Company with a larger product image. A red circle highlights the "Large size Display of Product" section.

### Premium

Limited to 6 companies

**Get promoted on Exhibition website**

Exhibition website screenshot showing a featured listing for RX Smart Home. A red circle highlights the "NEW" badge and the product image.

### Exhibitor Directory

Exhibitor Directory screenshot showing a listing for ABC Company with a large product image and top placement. A red circle highlights the "Large size + Top Placement" section.

Learn more about: Expo Master



# Rental Display

## Check Out Our 3 Basic Booth Options!

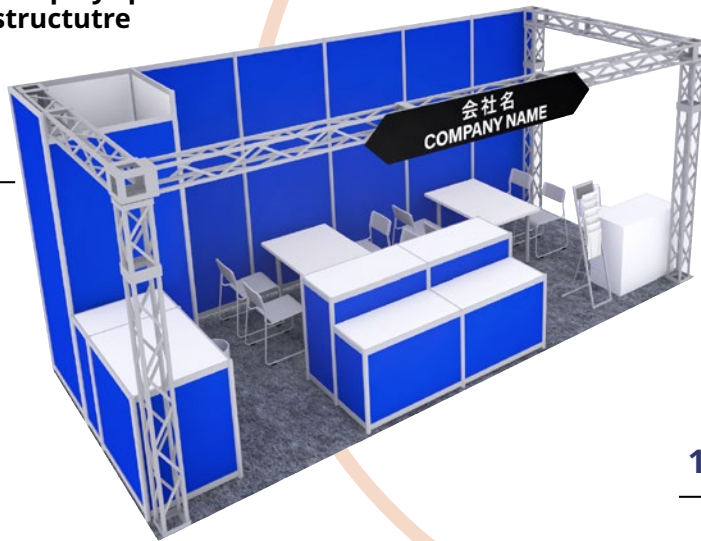
Designed to Fit Your Needs and Budget

Note: 10% consumption tax to be added.

Create a strong impression at the venue with ample display space and impactful booth structure

**Type A**  
1 Booth (6mx2.7m)

**JPY 620,000**



Customise your booth to suit your exhibition needs and greater impact!

**Design Type**  
1 Booth (6mx2.7m)

**JPY 620,000**

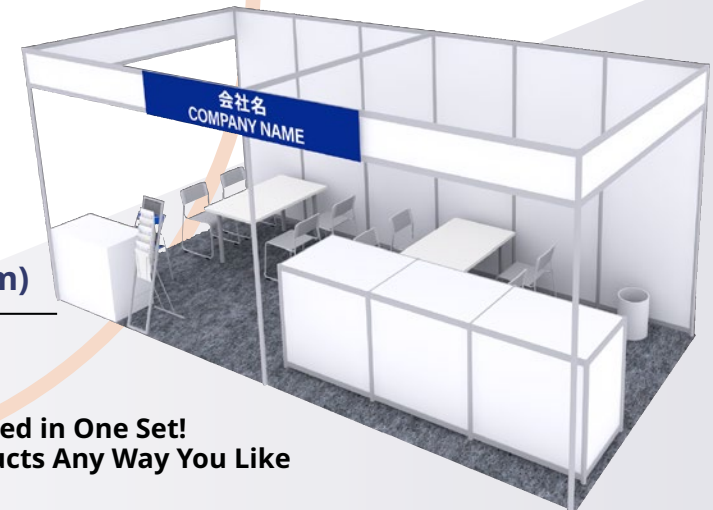


Example: Business Meeting Plan A

**Type B**  
1 Booth (6mx2.7m)

**JPY 480,000**

Everything You Need in One Set!  
Display Your Products Any Way You Like



[Learn more about: Rental Booth](#)

# Boost your visibility with our Sponsor Plan

## Choose from Three Sponsor Plans — Each Comes with a Sponsor Board and Multiple Advertising Features.

**Diamond Elite**  
★★★★

Limited to 10 Companies

**Diamond Elite**  
JPY 3,000,000

**Platinum Elite**  
★★★

**Platinum Elite**  
JPY 2,000,000

**Gold Elite**  
★

**Gold Elite**  
JPY 1,000,000

## Plan Details

Note: 10% consumption tax to be added.

### Large LED Advertising Displays Inside the Exhibition Hall

**Diamond Elite**  
★★★★



25年春展 イメージ図

### Logo Placement on Sponsor Boards

**Diamond Elite**  
★★★★

**Platinum Elite**  
★★★

**Gold Elite**  
★



### Banner Placement on the Official Website

**Diamond Elite**  
★★★★

**Platinum Elite**  
★★★



### Large LED Advertising Displays Inside the Exhibition Hall

### Logo Placement on Sponsor Boards

### Email Advertising for Visitor Attraction

### Enhanced Listing on Exhibitor Directory

[Learn more about: Sponsorship Opportunity](#)



# Want more leads? Choose the Advertising Plan.

Note: 10% consumption tax to be added.

## Exhibitor Presentation

**JPY 400,000 per slot**

A 30-minute presentation slot at a special venue in the exhibition hall



## Digital Incentive Coupons

**JPY 600,000**

Send Coupons to Pre-Registered Visitors!  
Get Lead Info on Everyone Who Downloads  
Your Offer

Average downloads: 568  
= Average number of leads (business card info) acquired  
Based on the average from RX Japan  
exhibitions held in 2022–2023



**We Also Offer a Package Plan That Enhances Both Brand Awareness and Lead Generation!**

### Maximise Your Sales Performance

**Sponsorship Plan**

+

**Exhibitor Presentation**

**Digital Advertising Display**

**Expo Master Premium Plan**

**Distributing Coupons**

**From JPY 3,500,000**

### Brand Awareness Plan

**Sponsorship Plan**

+

**Digital Signage Ads**

**Expo Master Premium Plan**

**From JPY 2,500,000**

### Lead Generation Plan

**Exhibitor Presentation**

**Digital Incentive Coupons**

**JPY 1,000,000**

# Support Services for Exhibitors



We Provide a **Step-by-Step Exhibitor Guide** for First-Time Participants

Individual Meetings with Your **Exhibition Success Team (optional)**

#### Topics Covered:

- How to Create an Effective Booth
- Case Studies of Successful Exhibitors and More

We offer rental Booth Design and build (Rental Display - Optional)

Two Promotional Emails Sent To Industry Stakeholders With Your Product Information.

\*We do not provide matching services



# Join as an Exhibitor – Apply Now!

## Exhibition Information:

- Application Form
- Previous Results Report
- Advertising Plans
- Helpful Information
- Exhibition Space Availability (Updated Regularly)
- EXPO MASTER
- Rental Display
- FAQ
- etc...



Exhibition Information List



## CHOOSE YOUR BOOTH LOCATION ON A FIRST-COME-FIRST-SERVED BASIS!

### Contact

Organiser: RX Japan GK    ZERO-E THERMAL EXPO Show Management  
11F, Yaesu Central Tower, Tokyo Midtown Yaesu, 2-2-1 Yaesu Chuo-ku, Tokyo 104-0028, Japan



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Web: [www.wsew.jp/hub/en-gb/about/zet.html](http://www.wsew.jp/hub/en-gb/about/zet.html)