

BIG SIGHT

Greeting / Activities / Topics

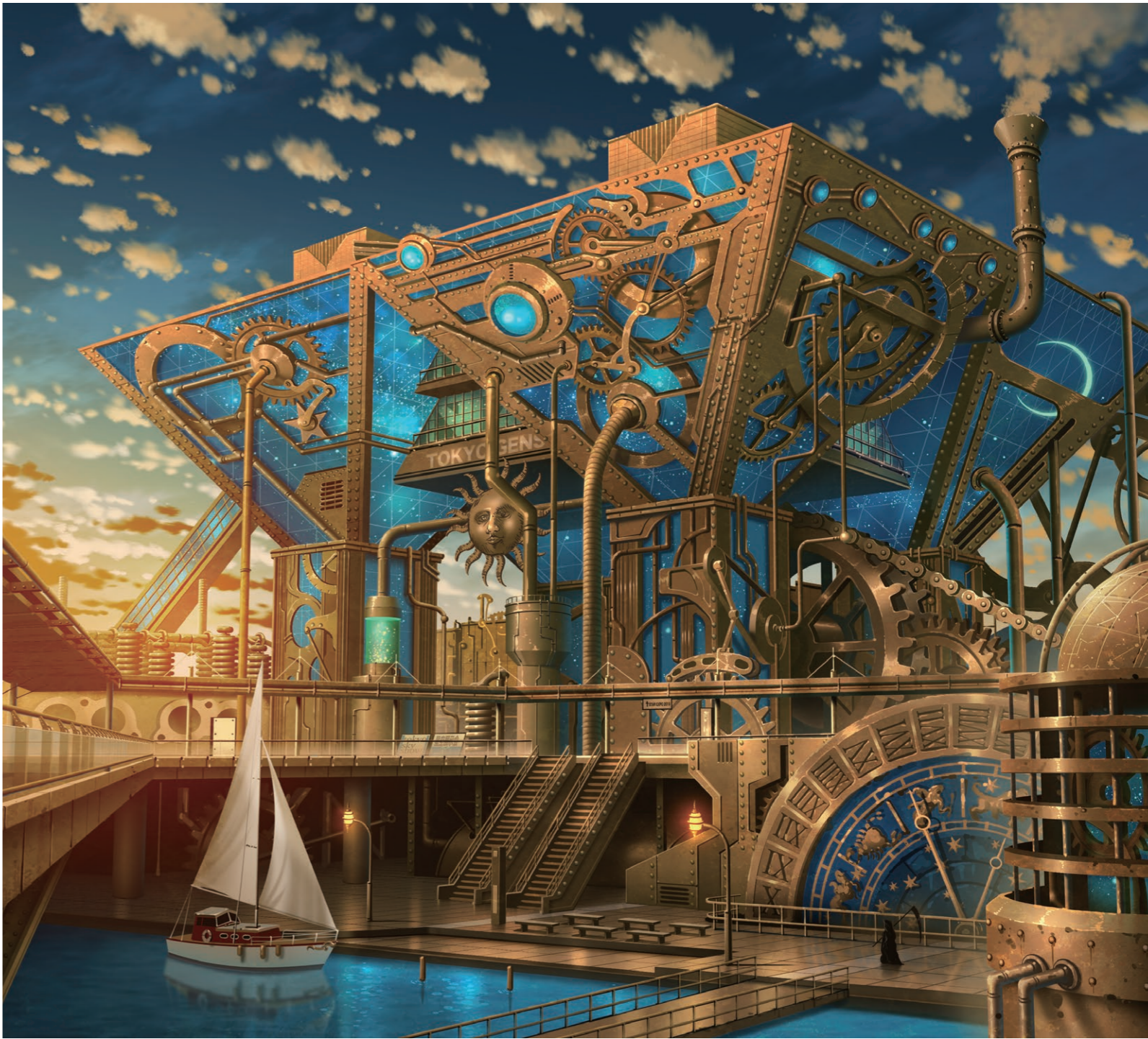
2021
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About the Cover Design

Created by Tokyo Genso

Title of Work: Tokyo International
Starry Sky Factory

Tokyo Genso is an artist who has attracted enormous attention by releasing his work on Twitter and other SNS. In 2020, he released Tokyo Genso, a self-named collection of works in which he uses his unique view of the world to portray prominent neighborhoods and buildings in Tokyo. The cover is a fantastical depiction of Tokyo Big Sight Conference Tower. The warmth and hope felt in the metallic façade is truly impressive. Through SNS, Tokyo Genso mesmerizes countless people and expands connections among people. As an artist who symbolizes the SNS, Tokyo Genso inspired me with his ability to reach and connect with others. (From the Editor of the PR Magazine)



TOKYO BIG SIGHT

Edited and published by Tokyo Big Sight Inc.
3-11-1 Ariake, Koto-ku, Tokyo 135-0063 TEL 03-5530-1111 (representative)
For opinions and comments on the PR Newsletter BIG SIGHT, please contact the Public Relations
Section at the Planning and Public Relations Department, General Affairs Division TEL 03-5530-1113



Tokyo Big Sight will strive to develop new services and further improve convenience

in response to the diverse needs of users in the COVID-19 era.

Kiyotsugu Ishihara, President & CEO of Tokyo Big Sight Inc.

Happy New Year to everyone.
As we greet 2021, I would like to express my sincere greetings to all of you.
I would like to offer my deepest gratitude to the organizers, exhibition-related companies, and visitors who use Tokyo Big Sight, and to the tenants who use each building for continuing to show special understanding and cooperation in our business operations.
Last year, the spread of COVID-19 struck a serious blow to the exhibition industry, including the unavoidable cancellation and postponement of the events.
At Tokyo Big Sight, almost all exhibitions after February were canceled or postponed. In April, we were forced to close our facilities due to the state of emergency declared by the Japanese government. This is the first such happening since we began our operations.
Along with the basic policies of the Japanese government and Tokyo metropolitan government, and the guidelines of the Japan Exhibition Association, Tokyo Big Sight has

formulated the “Policy Measure for Preventing Novel Coronavirus Infection at Exhibitions, and Other Events.”
From September, we were able to safely restart exhibitions with the cooperation of everyone involved, while taking measures to prevent the spread of COVID-19 in accordance with the Policy Measure and other guidelines.
In October, we held Security & Safety Trade Expo 2020 (RISCON 2020) , a gathering for the latest information and products on risk management. RISCON 2020 was a timely and useful exhibition with special themes such as “infectious disease countermeasures,” which included the urgent issue of countermeasures against COVID-19, and “evacuation shelter management and equipment,” which is a necessary theme in the event of various disasters.
In addition, in November, we held JIMTOF2020 Online as an online supplement to the Japan International Machine Tool Fair 2020 (JIMTOF2020), which had been canceled. We are currently preparing to hold JIMTOF as a real event in 2022.
Tokyo Big Sight operates the Ariake Park Building, TFT

Building and TIME24 Building. These buildings are used by many customers. While cooperating with tenants, we will continue to strive for safe and secure building management by thoroughly implementing infectious disease prevention measures.
In recent years, there are even greater expectations for corporate social responsibility; for example, emphasis on ESG and involvement with SDGs. Therefore, last year, we formulated our CSR Basic Policy with the basic principle of fulfilling our social responsibilities centered on our original business activities. Moving forward, we will engage in business activities while building positive relationships with stakeholders in accordance with four action guidelines: 1. Creating a safe, secure and comfortable environment, 2. Engaging in environmental conservation and sustainable business activities, 3. Contributing to the development of local communities, and 4. Maintaining a healthy and strong organizational structure.

In December of this year, after the end of the Tokyo 2020 Olympic Games, Tokyo Big Sight will make a new start by beginning full-scale operation as an exhibition hall with a total exhibition area of about 116,000 m².
Along with changes in lifestyles and working styles due to COVID-19, there is increasing diversity in the form of offices and the method of holding exhibitions.
While working to prevent the spread of infection, Tokyo Big Sight will strive to develop new services and further improve convenience in response to the diverse needs of users in the COVID-19 era.
Finally, I would like to close my New Year's greetings by wishing all of you a fruitful year in 2021.



■ RISON TOKYO(Security & Safety Trade Expo) 2020 /SEECAT (Special Equipment Exhibition & Conference for Anti-Terrorism) '20

October 21 to 23, 2020

In 2020, we held a comprehensive exhibition on risk control for products, technologies, services, information, etc., related to risk control in Japan and overseas, from disaster prevention and disaster mitigation to security and anti-terrorism.

Thorough measures to prevent infection

Tokyo Big Sight was able to hold a safe and secure actual exhibition by implementing thorough measures to prevent infection; for example, introducing a registration system done completely in advance, taking temperatures, and performing disinfection. Additionally, as support for measures to prevent infection in the venue, exhibitor products were installed in various places and used for actual infection prevention measures.



Exhibition fields attracting high attention

In addition to the three main fields of "disaster prevention and disaster mitigation," "business risk countermeasures," and "security," we also established special themes such as "evacuation center management and equipment" and "infection prevention measures" that require urgent countermeasures, and took efforts to disseminate various information.



Next Time From October 20 to 22, 2021

■ JIMTOF (JAPAN INTERNATIONAL MACHINE TOOL FAIR) 2020 Online

November 16 to 27, 2020

As one of the largest international technology shows in Asia, JIMTOF is an event where machine tools and various peripheral equipment are brought together, and cutting-edge technologies and products are gathered from all over the world. In 2020, we held the online exhibition "JIMTOF2020 Online" as an opportunity for the exchange of advanced information.

A collection of cutting-edge technologies and products

394 exhibitors from 9 countries and regions gathered to showcase their cutting-edge products and technologies. Tokyo Big Sight supported meaningful business talks by utilizing online functions such as chat, questionnaires, and seminar video distribution by exhibitors.

Various online seminars

On a daily basis, we held "Organizer Seminars" by researchers and famous people related to the machine tool and robot industry, and "Machine Tool Top Seminars" for students, and disseminated cutting-edge research results and technological prospects related to manufacturing.



Next Time In whole Tokyo Big Sight from November 8 to 13, 2022

■ Singapore Airshow 2020 (joint project with the Tokyo Metropolitan Government)

February 11 to 16, 2020

At the Singapore Air Show 2020, one of the largest aircraft-related exhibitions in Asia, we held a joint project with the Tokyo metropolitan government to hold exhibits and conduct operations for TMAN (Tokyo Metropolitan Aviation Network) with the aim of expanding into the aviation business of SMEs in the Tokyo metropolitan area. This was the fourth time that the Singapore Air Show was held. Nine companies and organizations exhibited at the Show, which successfully facilitated matching between many businesses.



■ Ariake Winter Festival / Tokyo International Projection Mapping Award Vol.5

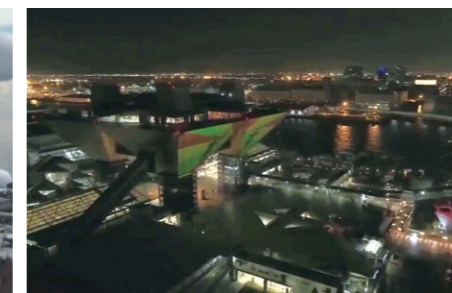
November 14, 2020

As Japan's largest projection mapping contest, this event has been held since 2016 for the purpose of discovering and nurturing spatial video creators. At this year's event, by fully utilizing the know-how of creative production and the latest technology, we carried out online live distribution for a new type of video contest in the New Normal era. The distributed content was watched by a total of approximately 210,000 people.

Fusion of real and virtual



Powerful images taking by drone camera



General voting and reaction system



Next Time In autumn 2021

■ Periodic showing of projection mapping

Award-winning works from the Tokyo International Projection Mapping Award Vol. 4 (held in November 2019) were shown periodically in order to create a lively nighttime atmosphere in the Ariake neighborhood. Similarly, in 2021, we plan to periodically show the award-winning works of the Tokyo International Projection Mapping Award Vol. 5.

Continuing in 2021



■ Illumination in "awareness colors"

In addition to sending out messages of support and unity for social movements, we are holding illuminations using "awareness colors" for the purpose of creating liveliness in the community. In 2020, we participated in "Light It Blue" activities in which we lit up our facilities in blue in order to show our gratitude to medical staff who are battling against COVID-19.

*Awareness colors are used to show support and unity for social movements through actions such as wearing ribbons in the symbol color of the social movement or illuminating buildings in the symbol color.

Continuing in 2021



■ Euroshop 2020 Tour

February 16 to 22, 2020

For people involved in the exhibition industry, Tokyo Big Sight planned and implemented a tour of Euroshop 2020 (held in Messe Düsseldorf (Germany)), one of the world's largest exhibitions for store materials, sales promotion tools, and exhibition materials and equipment held in Messe Düsseldorf (Germany) for people involved in the exhibition industry. Many people involved in the industry (particularly from stand display companies) participated in the tour. It was a fulfilling and meaningful tour that provided opportunities for research on the latest equipment and designs, and for exchanges among companies.

About 50 people from the industry participated



<Participants only> Welcome reception



<Participants only> Presentations by major exhibitors



Measures against COVID-19

Main measures by Tokyo Big Sight

Based on cooperation from organizers and all other concerned parties, Tokyo Big Sight is implementing thorough measures against COVID-19. We will make our best effort to enable safe and secure exhibitions while obtaining understanding from all visitors.

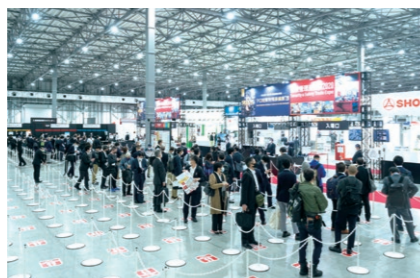


Formulation of guidelines

We formulated the "Policy Measure for Preventing Novel Coronavirus Infection at Exhibitions, and Other Events" to summarize the measures implemented by Tokyo Big Sight and the measures requested of organizers, etc., of events when holding various events such as exhibitions in order to prevent COVID-19 infections.

Efforts toward restarting exhibitions

Exhibitions resumed from September, and a total of 60 real events have been safely held in compliance with Tokyo Big Sight guidelines (as of December 31, 2020). Moving forward, we will continue to support the safe and secure holding of even more exhibitions while considering measures against infection.



Main measures at each building

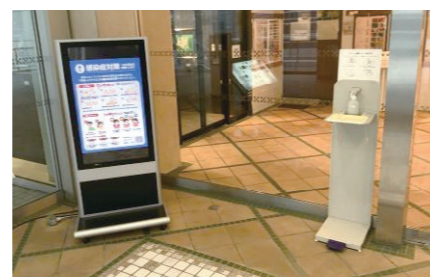
In order to provide peace of mind and safety to employees working at our offices and users of our stores, Tokyo Big Sight is implementing measures to prevent the spread of COVID-19 at the TFT Building, TIME24 Building, and Ariake Park Building. Examples include thorough daily cleaning, setting of disinfectant solutions in common areas, and avoidance of crowded conditions in elevators. Furthermore, in the TFT building, we have started implementing new measures such as establishing a dedicated lunch space only for office employees working at the building, thus enabling the employees to spend a comfortable lunchtime free from crowded conditions.



TFT Building



Dedicated lunch space only for office employees



Setting of disinfectant

Tokyo Big Sight and SDGs

Tokyo Big Sight has formulated our CSR Basic Policy in order to continue to actively engage in CSR activities. We will implement various measures for realizing the sustainable society which is the goal of the SDGs.



Examples of measures

Creating a safe, secure and comfortable environment

We hold comprehensive fire drills and security drills under the motto "each employee is responsible for protecting customers."



Engaging in environmental conservation and sustainable business activities

The electricity from the photovoltaic power generation panels installed on the South Exhibition Building are used for ceiling lighting in the hall.



Contributing to the development of local communities

We hold projection mapping contests and showings with the aim of creating a lively atmosphere in the Ariake neighborhood and supporting young video creators.



Maintaining a healthy and strong organizational structure

Through events such as in-house seminars, we are striving to create an environment where various staff members can work comfortably and play an active role.



Your voice creates the future of Tokyo Big Sight!

In order to ascertain the needs of customers using our facilities and to provide even better facilities and services, we conducted customer satisfaction surveys using online questionnaires at Tokyo Big Sight and the TFT Building. Through these surveys, we are investigating the degree of satisfaction with the building environment, restaurants, services, etc.



In order to collect even more customer feedback at Tokyo Big Sight, stickers with QR codes are affixed to various places inside Big Sight. Furthermore, digital signage, websites, Twitter, etc., are used to raise awareness toward the survey.

Examples of improvement

Tokyo Big Sight is actively working to improve facilities and services in response to the feedback received from CS surveys, etc.

Free Wi-Fi would be a great perk!

Free Wi-Fi service in Tokyo Big Sight is scheduled to start sequentially from March 2021.



The signs are little confusing...

We will add more signs in our buildings; for example, information signs in the South Exhibition Hall.



Renewal of our official website!

Tokyo Big Sight renewed our official website from August 3, 2020. We will continue efforts to enhance the contents of our website. Please be sure to visit our website.



Toward a more sophisticated design

We renewed a chic design based on the colors champagne gold and black, which are also used in our logo.

Easier to use

It is now easier to find the desired information. For example, we separated the page for organizers and the page for visitors.

Introduction of 360-degree photography

We have introduced 360-degree photographs so that website users can remotely view the exhibition facilities, conference rooms, and office recruitment areas.

Renewed floor map

The floor map has been redesigned so that website users can check information on restaurants and shops via the map.