



# ORGATEC TOKYO

# — 2023 —

## POST SHOW REPORT

**26 - 28 APRIL 2023**  
TOKYO BIG SIGHT, WEST HALLS  
TOKYO, JAPAN

## OVER 26,000 VISITORS EXPERIENCE THE FUTURE OF WORK AT ORGATEC TOKYO 2023



The 2nd ORGATEC TOKYO was a resounding success as 26,212 visitors joined 127 exhibitors from Japan and abroad to experience the latest and greatest in office design and furniture.

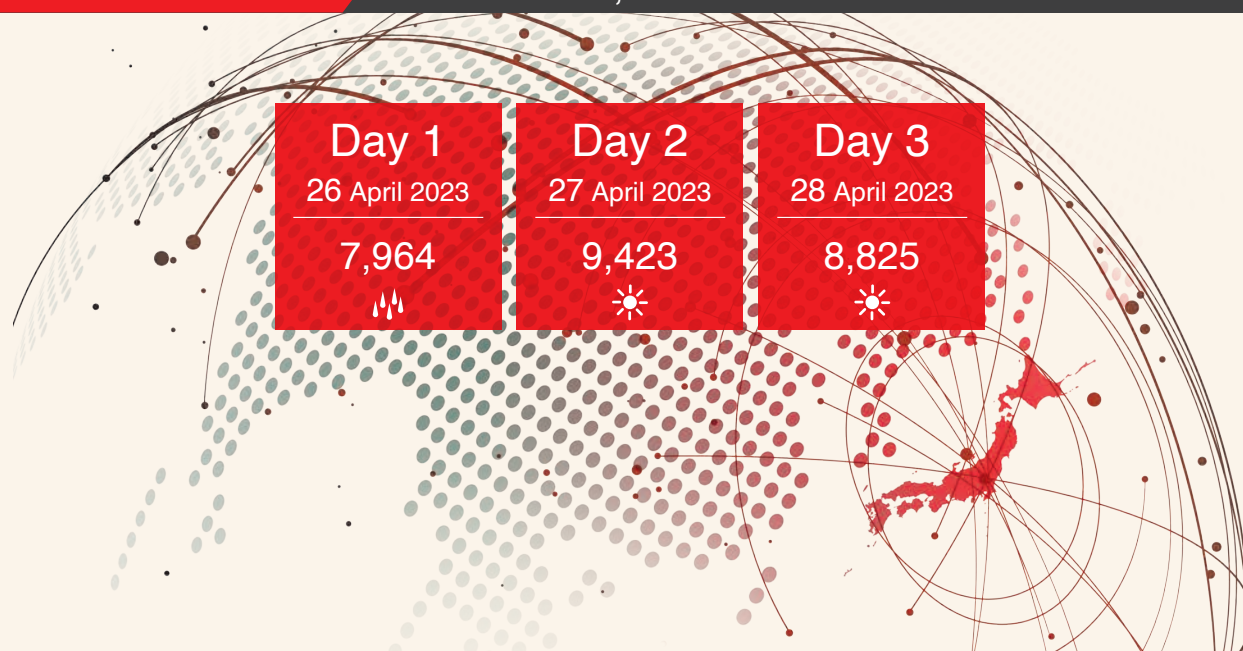
From 26–28 April, architects, interior designers, developers and other design professionals came together with a wide range of decision makers in the office design and furniture industry to explore how good design can influence ever-changing societies, workstyles and lifestyles, and transform them for the better.

### Endorsed by

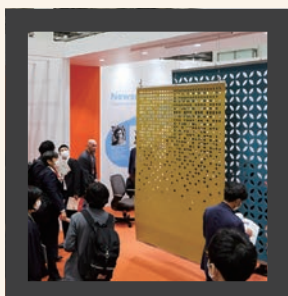
Ministry of Economy, Trade and Industry, Japan Interior Industry Association, JAPAN SOCIETY FOR OFFICE STUDIES, ASSOCIATION OF KITCHEN & BATH, Manufactured Imports and Investment Promotion Organization(MIPRO), Japan Interior Architects/Designers' Association, Japan Federation of Interior Planner's Association, interior coordinators' organization of nippon, Japan Furniture Industry Development Association, THE JAPAN INSTITUTE OF ARCHITECTS, Japan Construction Material & Housing Equipment Industries Federation, The Federation of Japan Safe•Furniture cooperatives, THE TEXTILE DESIGN ASSOCIATION OF JAPAN, Japan Facility Management Association, Japan External Trade Organization, NEW OFFICE PROMOTION ASSOCIATION, Patronage of the embassy of the federal republic of Germany in Tokyo, Embassy of Malaysia, Tokyo, Embassy of the Republic of Korea, Turkish Embassy Commercial Consulate Office, etc.

### Number of Visitors

Total: 26,212



Exhibition Space: **19,760** sqm



### Country/region of origin



Japan



Denmark



Germany



Italy



Spain



Sweden



Turkey



USA



China



Hong Kong



Malaysia



Singapore



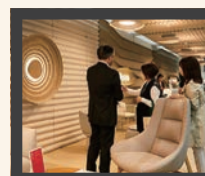
South Korea



Taiwan

Avg. stand size:

**52.7** sqm per exhibitor



**127** exhibitors from  
**14** countries and regions  
(Local: 82 / International 45)

## Statistics on Digital Solutions

- Website Page Views: **about 370,000+** from January to April 2023
- Unique Website Users: **133,400**
- Number of Business Connections made through Digital Platforms: **157,530**
- Number of Visitors Utilising On-Site Digital Lead Scanning Platform: **21,447** QR-Codes Scanned

## Exhibitor Comments

Frankly speaking, it was an exciting event. The hall was filled with many anxious exhibitors aiming to drastically transform the market under the theme of "Shift Design." I got confidence that we, a Hokkaido wooden furniture manufacturer, will be able to compete in the new market where the border between office and home becomes blurred. I'm sure Orgatec Tokyo will be growing into a global event as Koelnmesse GmbH has been doing with other events so far.

President of Conde House Co., Ltd., **Noriyoshi Someya**

Last year we focused on brand awareness, which was a great success. This time we decided to reduce the number of items on display and focus more on the product brands. As a result, the stand was very busy and we attracted 1.5 times as many visitors as last year. We are already looking forward to next year's edition to see how we can continue to exceed our customers' expectations.

President of Knoll Japan Inc., **Naoki Kaze**

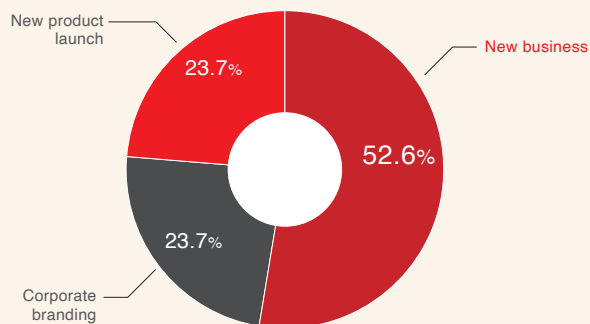
We hope that the theme [SHIFT DESIGN] will enhance the comfort and creativity of all working people and will serve as a catalyst for creating new value for society in the future.

Representative Director, President and CEO of Okamura Corporation, **Masayuki Nakamura**

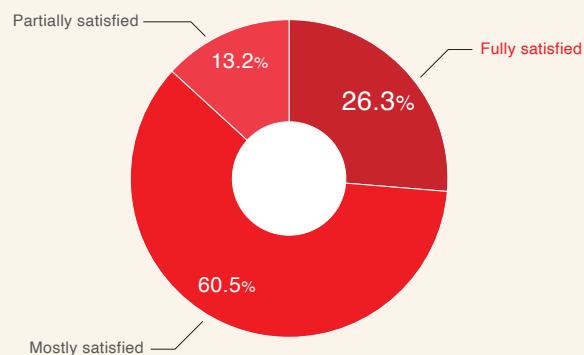
# Exhibitor Feedback



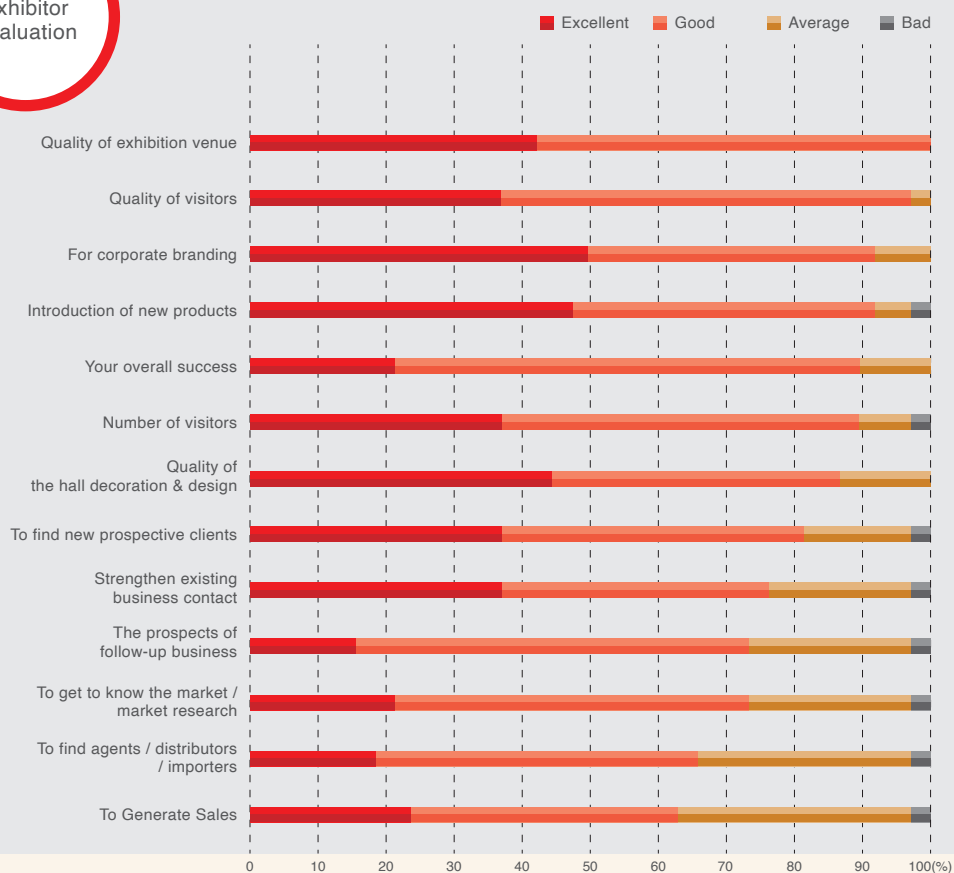
Main Objective of Participation



Exhibitor Satisfaction



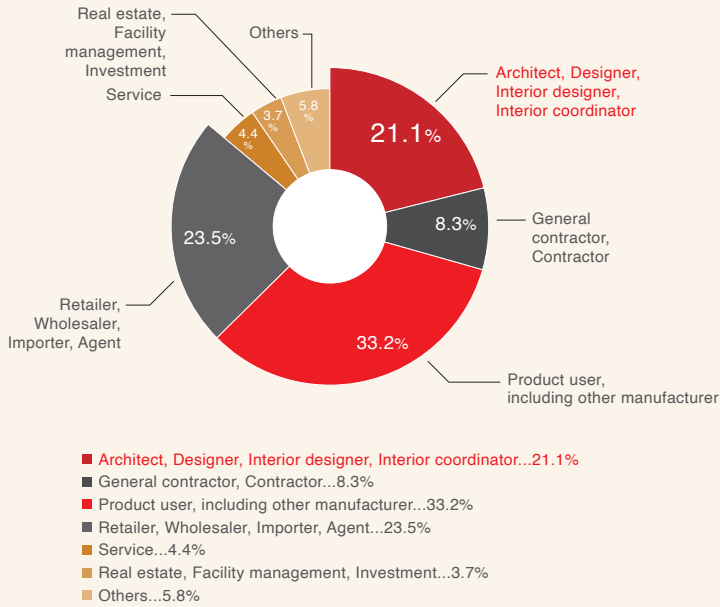
## Exhibitor Evaluation



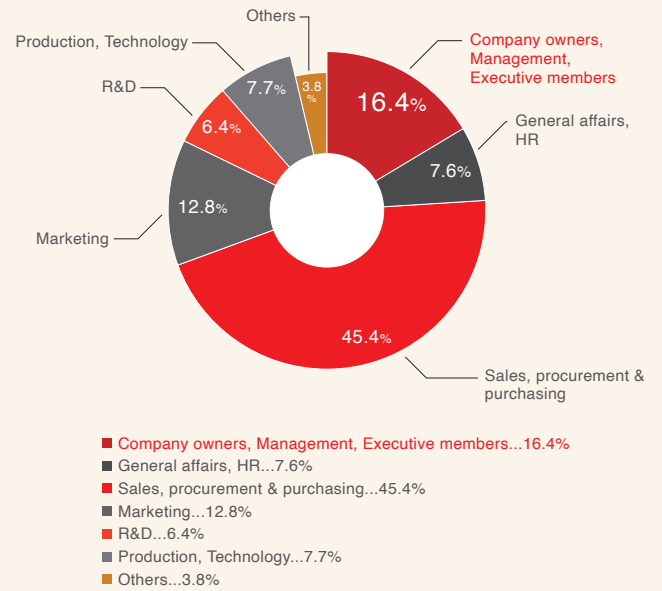
# Visitor Feedback



Visitor Profile

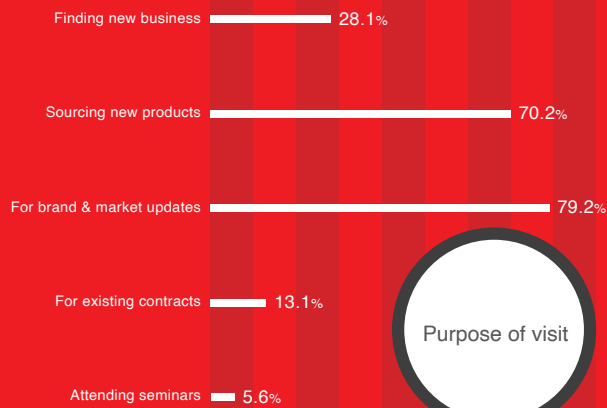


Visitor job category

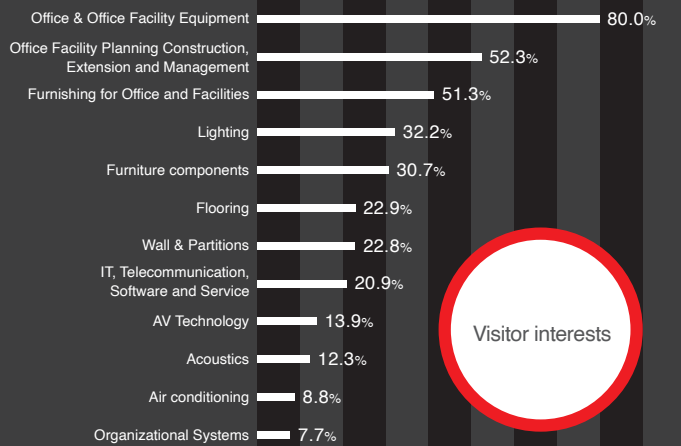


- Architect, Designer, Interior designer, Interior coordinator...21.1%
- General contractor, Contractor...8.3%
- Product user, including other manufacturer...33.2%
- Retailer, Wholesaler, Importer, Agent...23.5%
- Service...4.4%
- Real estate, Facility management, Investment...3.7%
- Others...5.8%

- Company owners, Management, Executive members...16.4%
- General affairs, HR...7.6%
- Sales, procurement & purchasing...45.4%
- Marketing...12.8%
- R&D...6.4%
- Production, Technology...7.7%
- Others...3.8%

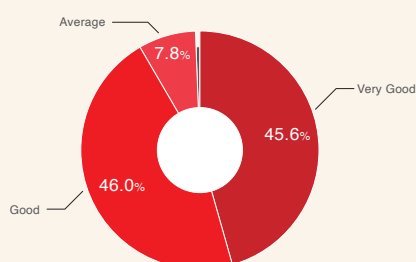


Purpose of visit

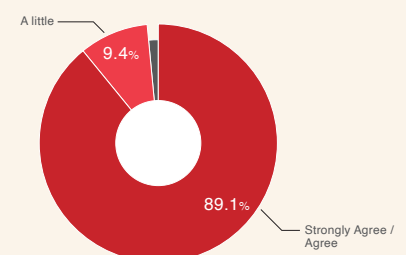


Visitor interests

Overall Event Concept



Encourage your colleagues to visit







## Keynote Speech | SHIFT DESIGN – What does it bring to future workplaces?

**Primo Orpilla, Principal and Founder of Studio O+A**

Keynote speech by Mr. Primo Orpilla, Principal and Founder of "Studio O+A", which handles state-of-the-art offices for "McDonald's", "Adidas" and "Slack".

Ms. Ryuko Kida, Brand Director of 『ELLE DÉCOR』 magazine, moderated this keynote speech and session that explored the essence of Mr. Orpilla's creativity and the next-generation of office design that can be seen in his work.

## Seminar |

### Sustainable Solutions Suggesting Future Work Styles

**we+ (Hokuto Ando, Toshiya Hayashi, Airi Sekiguchi):**

Contemporary Design Studio

**Daisuke Yamamoto:** Daisuke Yamamoto Design Office



## Seminar |

### Review the Preconceived Notions of Everyday Life and Attempt a "Shift" to Create New Value

**Teruhiro Yanagihara:** TERUHIRO YANAGIHARA STUDIO. CO. LTD.

## Presentation |

### The Urban Public and Workspaces of the Future

**Aki Hamada:** Architect



## Presentation |

### Exploring the "Ethical Work Style" – A New Standard for Evaluating Workstyles

**Koichi Ikeda:** Senior Researcher, Work Design Institute, OKAMURA CORPORATION

**Kenta Kawaguchi:** Manager, Work Style Consulting Center, OKAMURA CORPORATION

## Presentation |

### Introducing "The Campus" Initiatives: Expanding Our Office Creation through Co-creation

**Taka Kato:** Senior Manager, Workplace Business Department, Workstyle Marketing Headquarters, KOKUYO Co., Ltd

**Go Ogawa:** Manager, Workplace Business Department, Workstyle Marketing Headquarters KOKUYO Co., Ltd



## Presentation |

### Diversifying places and styles of Workplace inspired from Outdoor Living

**Hirokazu Kobayashi:** SPREAD

**Kazuo Kuno:** President of Nichiesu Co.,Ltd.

## Presentation |

### THE EVOLUTION OF THE OFFICE FURNITURE SECTOR WORLDWIDE

**Mauro Spinelli:** Senior Expert and partner of CSIL



## ORGATEC TOKYO Design Awards

Supported by ELLE DÉCOR Magazine

The 2023 Best Presentation Awards honored the outstanding booth designs that best evoked the theme "SHIFT DESIGN".



### Grand Prize Winner: KOKUYO

KOKUYO's booth concept, "Let's Create Together", invited visitors to design together with the company and wowed the selection committee, chaired by ELLE DÉCOR Brand Director, Ryuko Kida.

### Runner-up Prizes



## ORGATEC NIGHT in TOKYO

As dusk settles, an enchanting setting emerges, inviting exhibitors and esteemed guests to connect amidst a relaxed ambiance. Our curated space unites exhibitors, guests, and distinguished invitees, fostering fruitful business exchanges and delightful conversations. Indulge in delectable bites, refreshing drinks, and a captivating stage show, amplifying the evening's elegance and charm.



## Seminars & Presentations

- Keynote speech • Organiser seminars
- Exhibitor presentations



## Theme Area, "+W" at home

Nowadays, working remotely from home has become the norm. Smartly adapt your floorplan and harmonize the spaces you live and work in for a comfortable, efficient lifestyle and workstyle. The +W area introduced a new way of working from home.

