

Show Report



Japan's largest exhibition devoted to building maintenance

BUILDING MAINTENANCE & CLEAN EXPO 2023

Dates: **November 15** (Wed) ~ **17** (Fri), 2023 (10:00 - 17:00)

Venue: **Tokyo Big Sight** East Hall

Organizers: Japan Building Maintenance Association (JBMA) / Japan Management Association (JMA)

Joint Exhibitions

Japan Home & Building Show 2023

The 42nd
JAPANTEX2023

The 8th Asia Furnishing Fair 2023

Exhibition Outline

BUILDING MAINTENANCE & CLEAN EXPO 2023

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Date November 15 (Wed) to November 17 (Fri), 2023 (10:00 – 17:00)

Venue Tokyo Big Sight East Hall
143 companies and 276 booths (126 companies and 241 booths in 2022)

Organizers Japan Building Maintenance Association (JBMA) & Japan Management Association (JMA)

Co-organizers Building Maintenance Training Center, Tokyo Building Maintenance Association

Sponsors Ministry of the Environment/Ministry of Health, Labour and Welfare/Ministry of Land, Infrastructure, Transport and Tourism/National Police Agency/Tokyo Metropolitan Government/Japan Organization for Employment of the Elderly, Persons with Disabilities and Job Seekers/Japan Vocational Ability Development Association/Japan Industrial Safety & Health Association/The Tokyo Chamber of Commerce and Industry

Supporters Japan Health Enterprise Foundation / The Society of Heating, Air-Conditioning and Sanitary Engineers of Japan
The Energy Conservation Center, Japan / Japan Pipe Cleaning Association/JWA INC.

National House Cleaning Association

Research Institute of Environmental Management, Administration and Maintenance of JAPAN

Japan Architectural Health, Management and Education Center

Japan Federation of Mechanical & Electrical Consulting Firms Association

The Building-Energy Manager's Association of Japan / Japan Building Management Institute

Japan Floor Polish Manufacturers' Association / Japan Security Systems Association

Japan Building Maintenance Robot Consortium / Building and Equipment Long-life Cycle Association

Kansai Kankyo Kaihatsu Center (KKC) / Building Maintenance & Management Center

Japan Federation of Glass Exterior Cleaning Association / All Japan Security Service Association

Zenkyosai / Japan Water Facilities Environmental Hygiene Association

Japan Air Distribution-system Control Association

Japan Architecture Facilities Inspection Association

Japan Dust Control Association

Japan Building Owners & Managers Association

Japan Facility Management Association

Japan Pest Control Association

Japan Sanitary Equipment Industry Association

Condominium Management Companies Association



Floor Map

ビルメンヒューマンフェア & クリーンEXPO 2023

主催 jBMA 公益社団法人 全国ビルメンテナンス協会
 JMA 一般社団法人 日本能率協会

共催 一般財団法人 建築物管理訓練センター / 公益社団法人 東京ビルメンテナンス協会

後援 環境省 / 厚生労働省 / 国土交通省 / 警察庁 / 東京都 / 独立行政法人 高齢・障害・求職者雇用支援機構 / 中央職業能力開発協会 / 中央労働災害防止協会 / 東京商工会議所

BMCE EVENT STAGE (November 16)

同時開催展

ビルメンヒューマンフェア & クリーンEXPO 2023 東2・3ホールで開催!

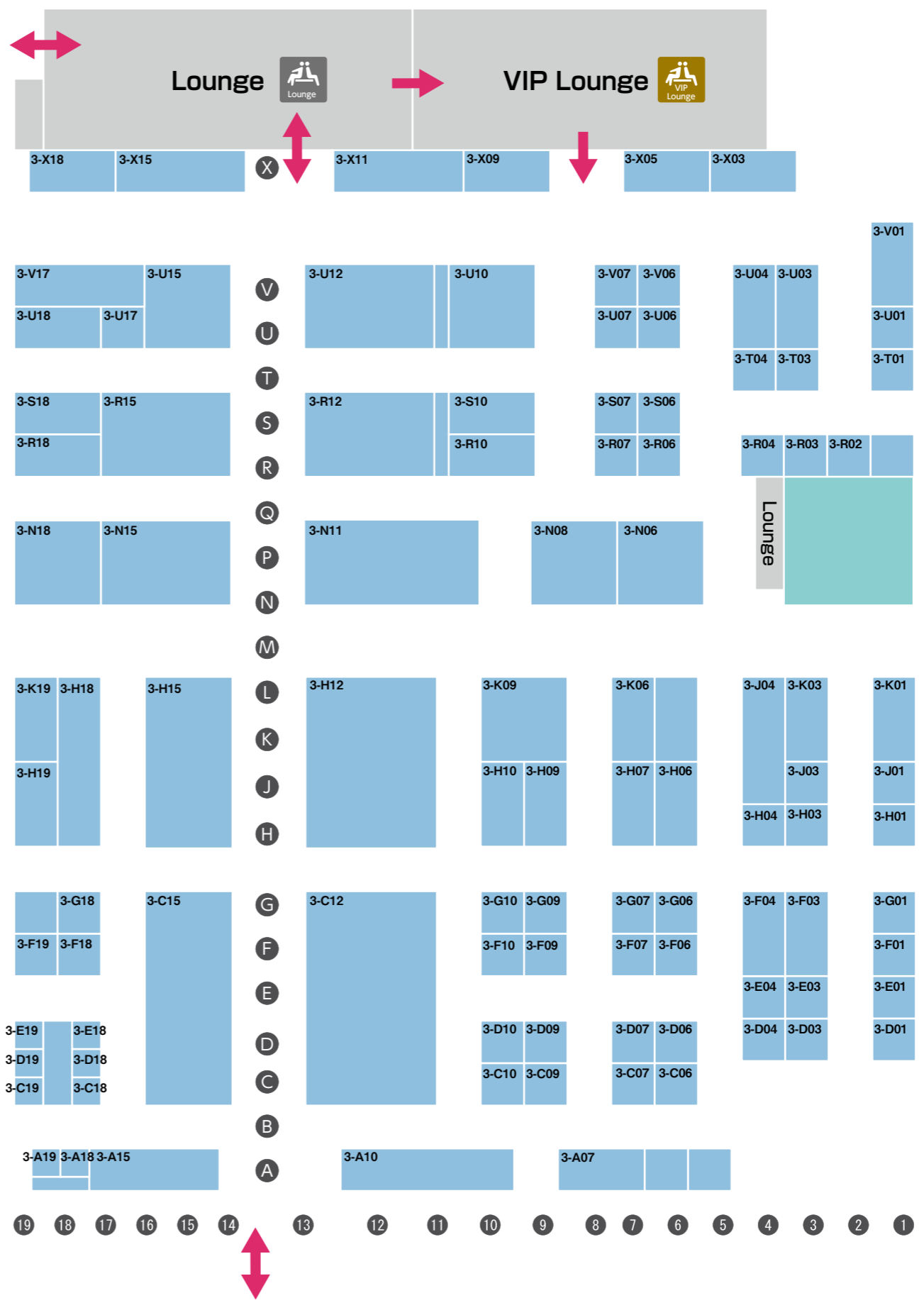
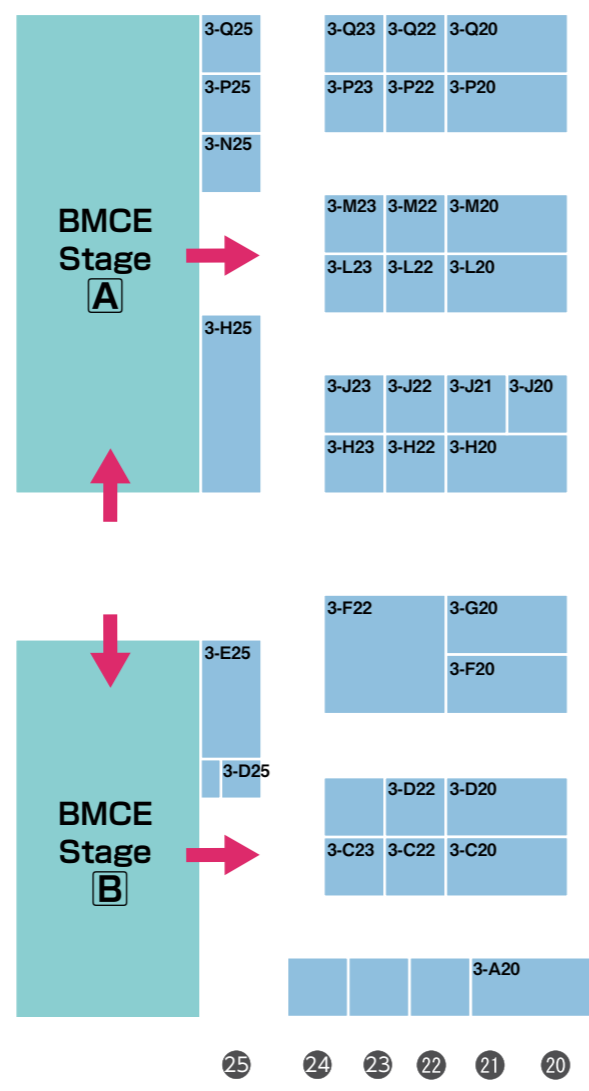
- Japan Home & Building Show 2023 フローラル・イノベーション2023
- 2023 建築設備技術会議
- アジア・ファニッシングフェア 2023
- JAPANTEX 2023
- 建築+インテリア WEEK

ブース番号の見方

ビルメンヒューマンフェア & クリーンEXPO 2023

2 - A 01

ホール番号 行 列



Exhibitor List

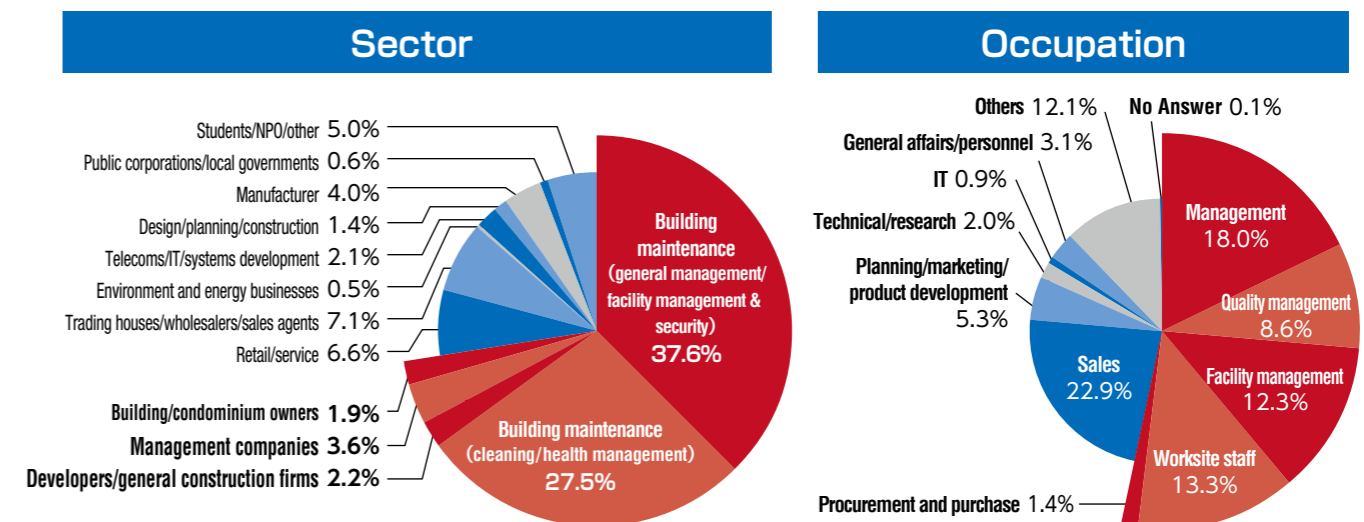
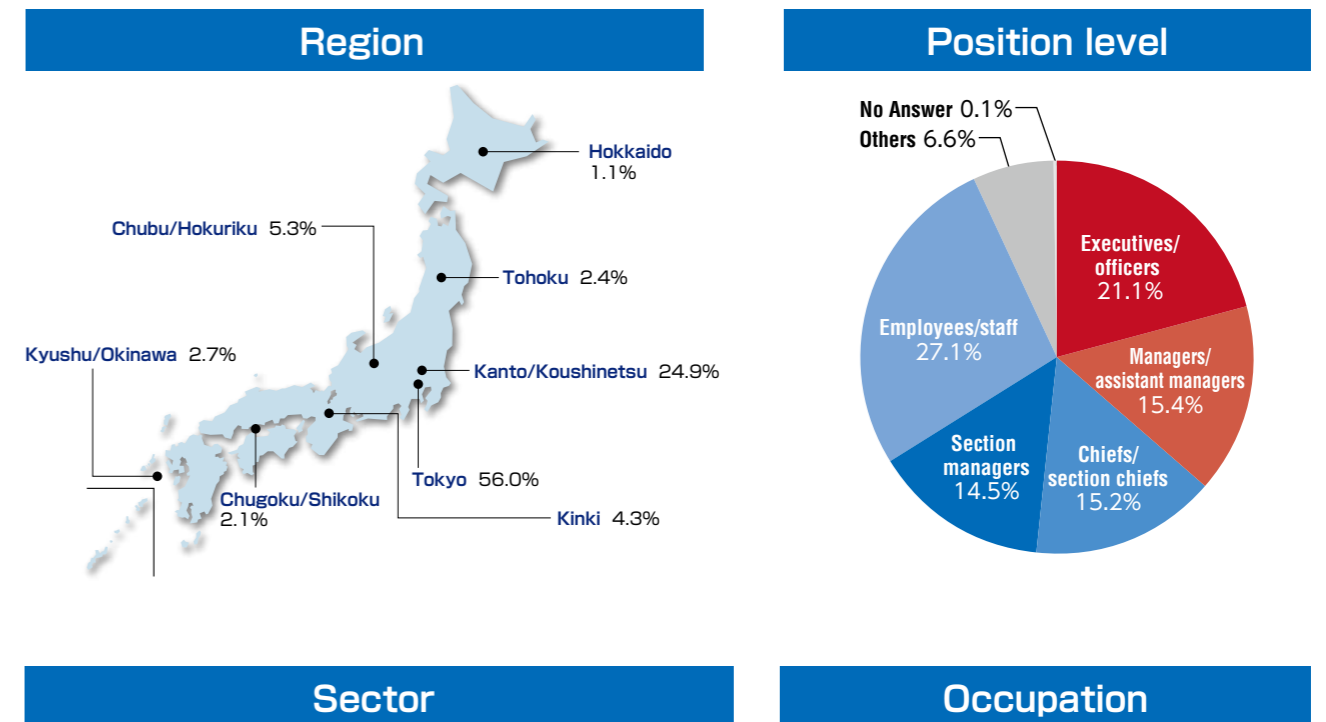
ABC-SUS	3-E18	Mizo	3-D19
AISEN	3-U03	MIZUMO	3-H09
AMANO	3-R12	MMinternational	3-E25
amenity	3-E04	MYSTAR 60	3-G07
AmenityPlus	3-R02	Nalbie Blade	3-D09
Amtec	3-V07	Nature LOG	3-X15
Anhui East Path Environmental Protection Technology	3-D23	NCC/SHINSHU UNIVERSITY	3-D18
ARTISAN	3-A19	nihongauge	3-D01
ASIOT	3-J22	NIPPON SIGNAL	3-R07
Aska Corporation	3-H06	okamura/eguchi	3-N08
ATDEL	3-V06	Orbtech	3-L20
AXIOBOTS	3-Q20	OREC Holdings	3-Q22
Beijing Idriverplus Technology	3-Q20	ORWAK JAPAN	3-J03
Bioface	3-L23	Paintnote	3-G06
Bona / Okabe	3-V17	PCG TECHNICA/PCG TEXAS	3-K09
Building Maintenance Book Mart	3-F22	PROCYONJAPAN	3-F10
chemical sangyo	3-D10	Pudu Robotics Japan	3-N06
CHIKUMA	3-Q23	Pulito Paper	3-T04
Clean System Science Institute	3-G20	pvjapan	3-C06
comtec	3-J20	RaaS&AI	3-A20
CONFORT	3-P22	REVOTECH	3-S07
CxS	3-N15	RISDAN CHEMICAL	3-D07
cyzen	3-F18	RobotBank	3-K06
Daiei industry	3-Q25	RYOWA	3-G01
daiichi	3-A15	S.M.S.Japan	3-H04
DAIICHI SANGYO	3-N18	Sanai Cooperative	3-F06
DAIKAsyoji	3-G09	Sanko	3-V01
DAIKEN	3-U07	Sanrimix	3-F07
DAIKIN INDUSTRIES	3-U01	sanwa	3-A07
Daikyoclean	3-R18	sanwa	3-C09
Daito	3-F03	SANYO	3-U17
DynaX	3-D25	SEIWA	3-C10
Eagle Chemical	3-T03	SEIWA SHOUKAI	3-H01
Eco Mark Office, Japan Environment Association	3-H20	SEL	3-N25
Foshan Pa Tin Da Houseware	3-D22	SEVEN UNIFORM	3-S18
G-Smart	3-M20	Shigemitsu Shoji	3-D06
HitachiSystems	3-D04	sumitomo cement computer systems	3-F19
IGUAZU	3-H07	SUNCREATE	3-E19
IICRC Japan	3-H22	Sunnick	3-S06
iKitbot (Shenzhen)	3-D20	SUZUKIYUSHI INDUSTRIAL	3-H03
Infomart	3-U06	Sveabot	3-X09
Inesame	3-M23	T-assist	3-E01
INTEX SOLUTION	3-G18	Telwel West Nippon	3-X11
IRIS OHYAMA	3-C15	TERAMOTO	3-N11
Ishidataservice	3-M22	THIRD	3-R15
i-team Japan	3-H18	3M Japan	3-X03
Iwamoto	3-A18	Time World	3-F04
JAPAN BUILDING MAINTENANCE ASSOCIATION	3-F20	TOBISHOJI	3-L22
JAPAN ENIX	3-U18	TOKYO MIMORE	3-P25
Japan pipe cleaning association	3-H23	TOKYO UNIFORM	3-X05
JYUKO	3-P23	TOSHO	3-C07
KAISUIMAREN	3-K03	Toukei Computer	3-H19
KANKYO	3-F01	TOWA Products	3-U10
KARCHER JAPAN	3-H12	TOYO INK	3-J21
keli clean	3-R06	TRYTECNOS	3-J04
KOWA	3-A10	ULTRA FLOOR CARE JAPAN	3-U04
Kukan	3-H15	UPSON	3-X18
LAYSYS/Insect repellent adhesive tape	3-T01	VANGUARD ENTERPRISE	3-F09
Lets Create	3-K01	VERTEX JAPAN	3-J01
LOVEOX	3-E03	VIP GLOBAL	3-D03
M.I.O JAPAN	3-C18	Vonschraderjapan	3-G10
makita	3-R10	WUXI PERMANENT	3-C22
MARUJUFUKUSO	3-S10	yamazakisangyo	3-U12
MAS	3-R03	YUDA	3-P20
MEK	3-R04	Yushiro Chemical Industry	3-H10
Merci	3-J23	Y-zen	3-K19
Miccheal Chemical	3-U15	ZAOH COMPANY	3-C12
		Zenkyosai	3-C19

Registered Visitor Analysis

Numbers of registered visitors				
Date	Weather	BUILDING MAINTENANCE & CLEAN EXPO 2023	Japan Home & Building Show 2023 / Floral Innovation 2023 / JAPANTEX 2023 / Asia Furnishing Fair 2023	Total visitors with joint exhibitions
Nov.15 (Wed)	Fine	3,321 (3,044)	9,537	12,858
Nov.16 (Thu.)	Fine	4,671 (3,250)	9,139	13,810
Nov.17 (Fri.)	Rain	4,023 (3,502)	8,474	12,497
Aggregate totals		12,015 (9,796)	27,150	39,165

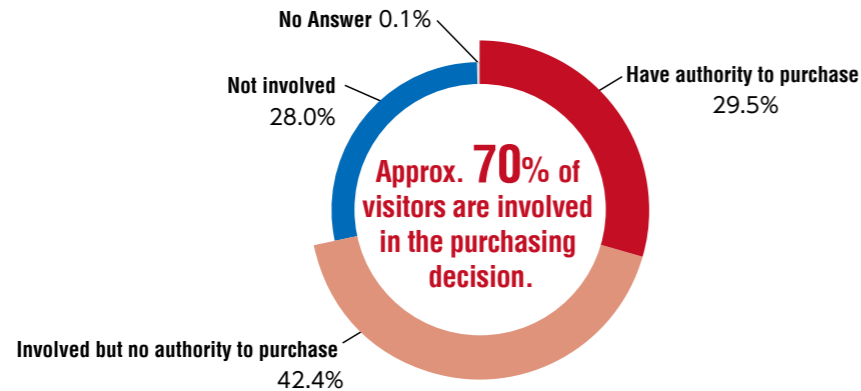
Figures in parentheses are for the previous year.

*1 The number of people who pre-registered to visit the exhibition and entered the venue. One registration counted only once throughout the event.

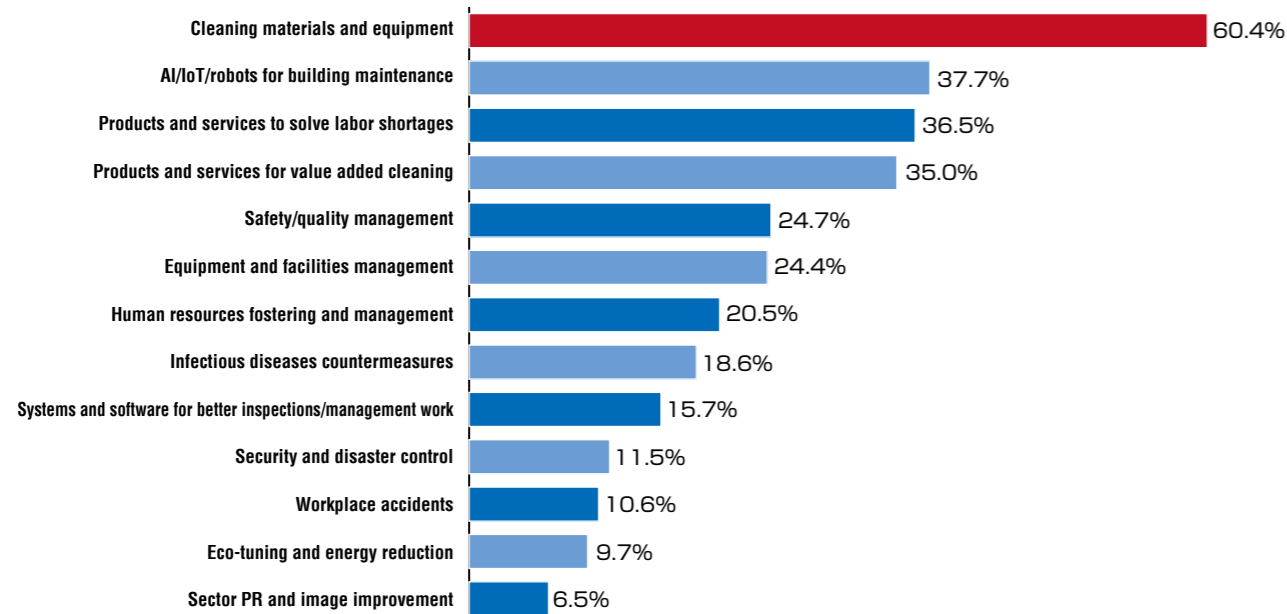


Registered Visitor Analysis

Q1 Involvement of visitors in purchasing and procurement



Q2 Visitor Interests (multiple responses possible)



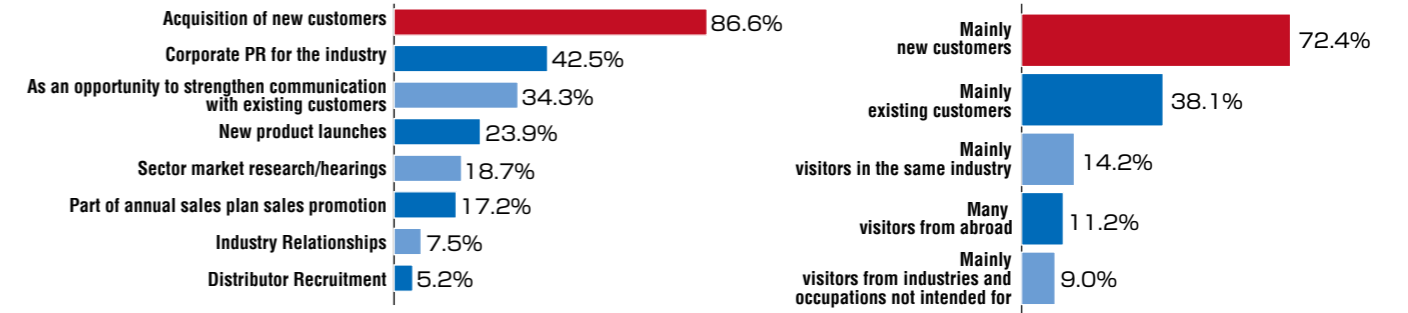
Exhibitor Questionnaire Results

Date questionnaire conducted: Nov. 17 (Fri.), 2023 Valid responses: 134

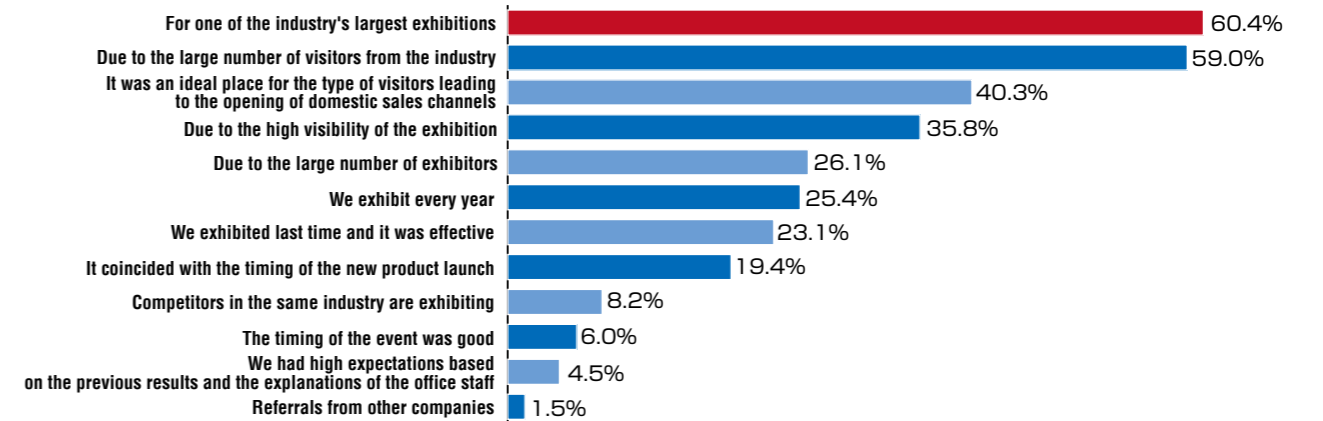
Q1 Purpose of this year's exhibition (multiple responses possible)

Q2 The visitors to your company's booth (multiple responses possible)

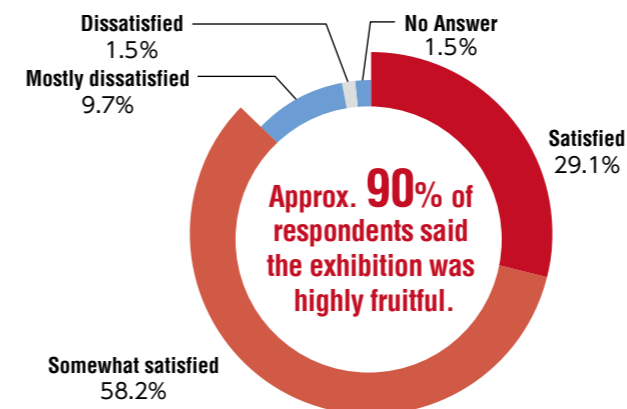
Opportunity to attract new customers!



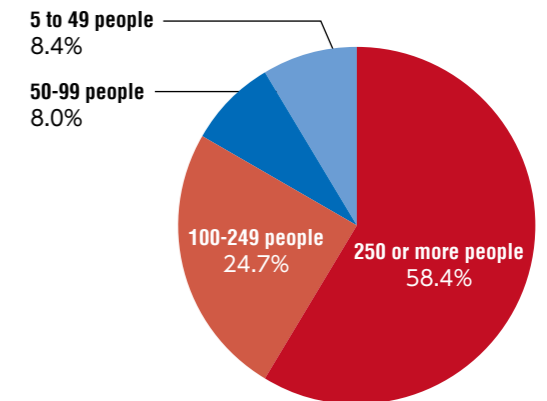
Q3 Reasons for your decision to exhibit at this exhibition (multiple responses possible)



Q4 How happy were you with the exhibition results?



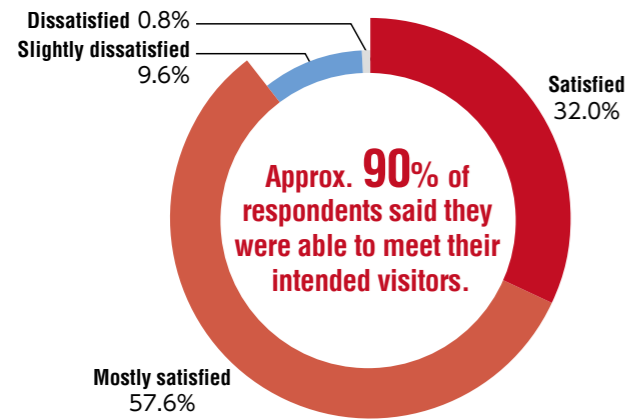
Q5 Number of visitors to booth over the three days



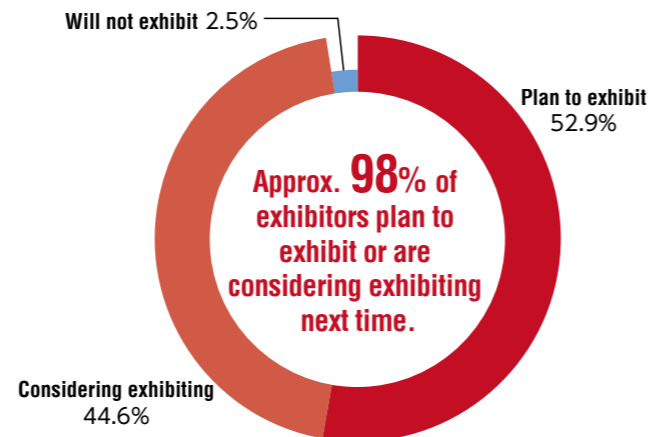
Exhibitor Questionnaire Results

Date questionnaire conducted: Nov. 17 (Fri.), 2023 Valid responses:134

Q6 Were you satisfied with the quality of visitors?



Q7 Regarding the next exhibit

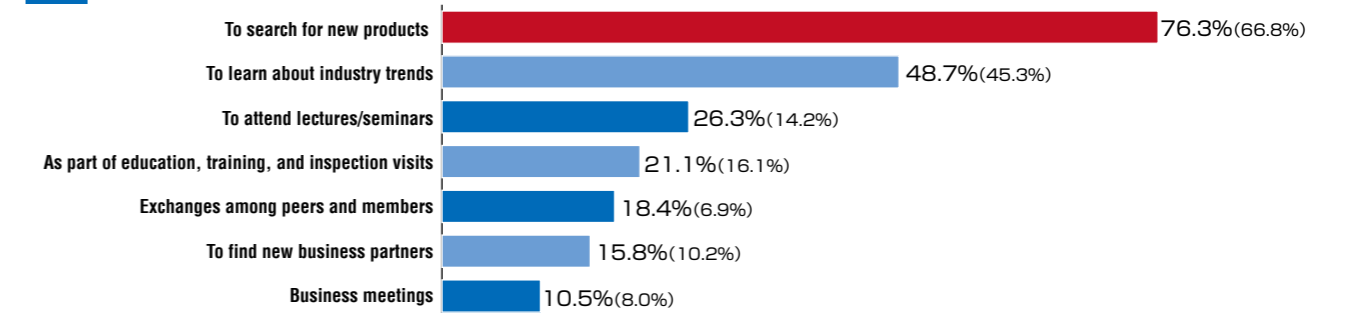


Visitor Questionnaire Results

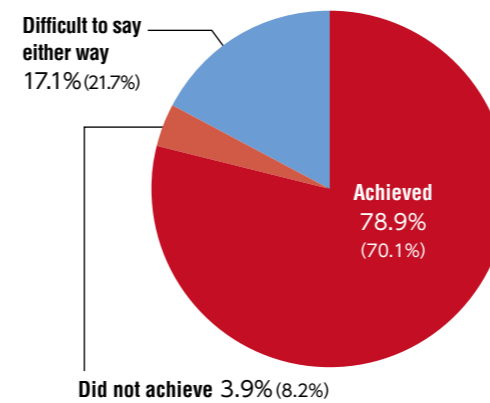
Date questionnaire conducted: Nov. 15 (Wed.)-Dec. 6 (Wed.), 2023 Valid responses:776

Figures in parentheses are last year's results.

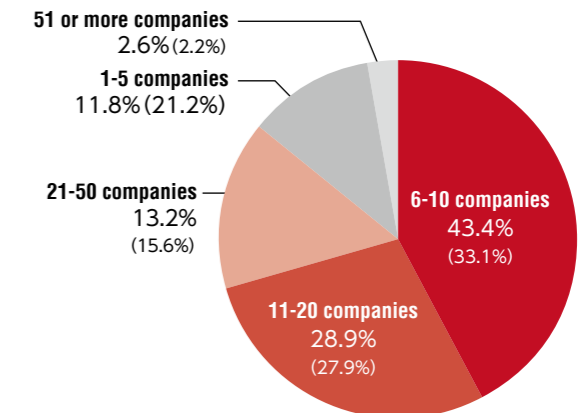
Q1 What was your objective in exhibition? (multiple responses possible)



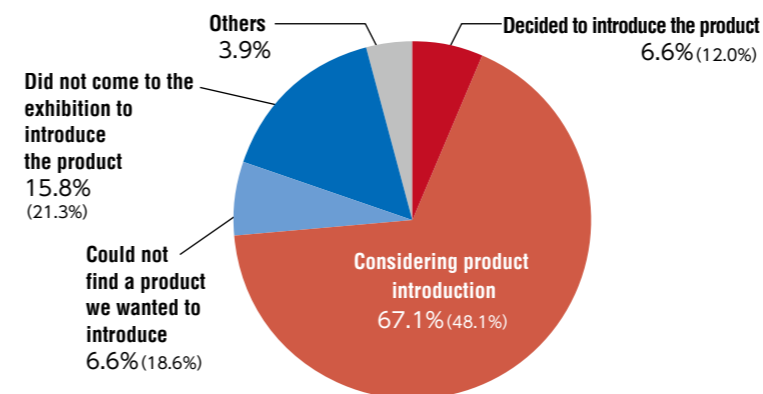
Q2 Were you able to accomplish the objective(s) in Q1?



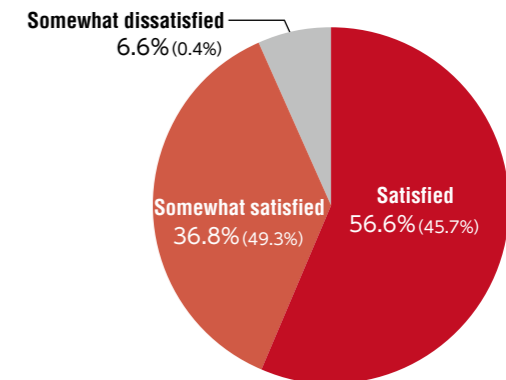
Q3 Number of booths visited



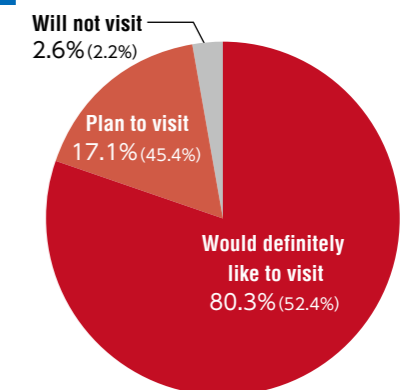
Q4 Consideration for introduction of the exhibited products you viewed



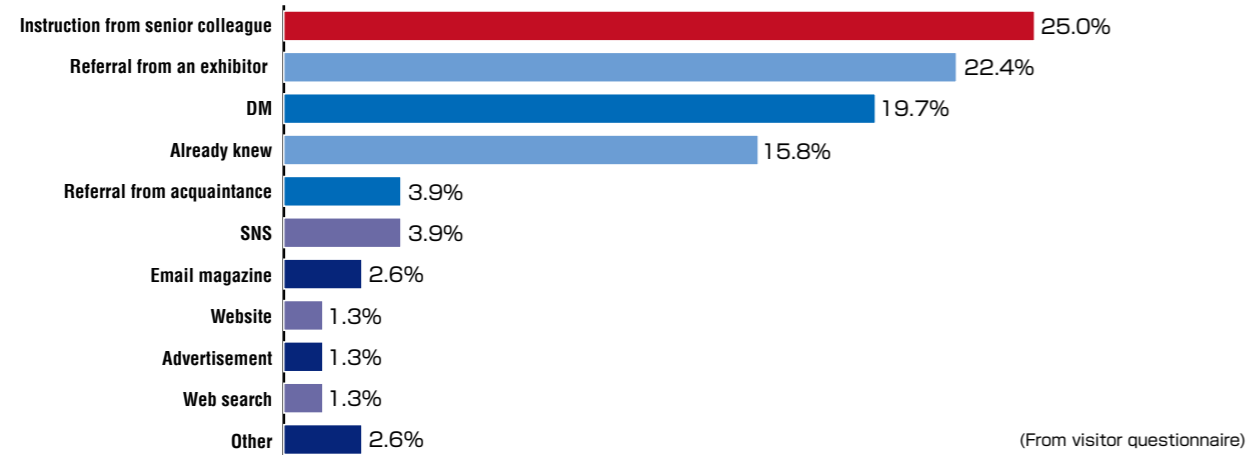
Q5 How was the exhibition?



Q6 Regarding the next visit



Please tell us the reason for your visit (multiple responses possible)



The following activities were conducted to attract more visitors.

Japan Building Maintenance Association (JBMA) activities

After the general meeting of the JBMA's nationwide prefectural chairpersons' New Year celebration party in January 2023, notification of the exhibition was started; the Association's journal Building Maintenance carried special features and leaflets were inserted to announce the exhibition mainly to members.

Distribution of invitation letters

- Distribution from exhibitors: Approx. 39,900 copies
 - 200 sets of invitations and leaflets per booth were distributed. Those who wanted more were provided with them free of charge.
- Distribution from the Secretariat: Approx. 100,000 copies
 - Past visitors, co-sponsors, supporters, industry associations, subscribers to trade magazines
 - Persons associated with the JBMA
 - Exhibitors and visitors at JMA-organized exhibitions and on the list in possession of the JMA secretariat, etc.
 - Included in professional magazines and media

Poster creation and distribution

Posters were distributed to related organizations and exhibitors.

Creation of website (Japanese/English)

- The visitor information page was renewed to promote the number of HP views.
- For reference: Number of page views from August to November 2023 was **12,811**

Exhibitor and exhibitor product search site/announcement of events and lectures

- To promote efficient advance information gathering for visitors, a web guide was developed to search exhibitors and products to be exhibited.
- Promoted pre-registration of visitors by sending out information on lectures, seminars and events.

Implementation of COVID-19 countermeasures



Information dissemination via e-mail

- A total of 692,358 e-mails for 18 times (September - October)
- From the end of August onward, the information e-mail was distributed weekly to promote online pre-registration.

〈案内状〉



〈ポスター〉



〈ホームページ〉



〈WEBガイド〉



Questionnaire for visitors

Drinks were distributed to visitors who responded to the visitor questionnaire, to encourage them to visit the exhibition and collect the questionnaires.



Mutual admission with related exhibitions

During the exhibition, a mutual admission system was implemented with the joint exhibitions* held in the East Hall of Tokyo Big Sight to attract related visitors to the exhibition.

*Japan Home & Building Show 2023
JAPANTEX 2023
Asia Furnishing Show 2023

- Distribution of coffee tickets

Attracting visitors through on-site events

During the exhibition, the following events and projects were held at the venue to add value to the exhibition.

- Building maintenance problems clear-up arcade!



Implementation of a stamp collection raffle draw



Dissemination of news releases

We sent news releases to related industry newspapers and magazines, and to media outlets.

Advertisements and articles

- Monthly Building Cleaning magazine
- Japan Building News (a building-related newspaper)
- SNS (Facebook, Instagram)

Press room set up during the exhibition

Registered by 23 media personnel.

List of press that have registered

(The name of the company, media, and program at the time of registration for the visit are listed as they are.)

Company name	Media/program name
Marumo Publishing	Marumo, Bimonthly LANDSCAPE DESIGN, Quarterly MyGARDEN
Red Club, Ltd.	Lettuce Club/Hana Jikan, RED CLUB Lt.d
Kindai Kagu Publishing	Monthly Office & Contract Furniture, Office Furniture Shimibun, O.E. (the Office Environment)
Keibi Hoshu Shimibun	Keibi Shimpō
Koreisha Jutaku Shimibun	Weekly Koreisha Jutaku Shimibun — Create the future of elderly care business
The Kensetsutsushin Shimibun Corporation	Kensetsutsushin News, Kensetsutsushin Digital (kensetsunews.com), Construction Trends Digital
Nikkan Jidosha Shimibun	Nikkan Jidosha Shimibun
Nikkei Business Publications, Inc.	Nikkei XTECH, Nikkei Robotics, Nikkei BP
Japan Building News	Japan Building News, Cost Price and Estimate of Building Maintenance
Nihon Butsuryu Shinbun Co., Ltd.	Heat/Media, The Nihon Butsuryu Shinbun, Mono Que
Japan Broadcasting Corporation	NHK



Japan's largest exhibition devoted to
building maintenance

BUILDING MAINTENANCE & CLEAN EXPO 2024

Dates & Venue of the next Expo!!

Dates | **November 20 (Wed) to November 22 (Fri), 2024**
(10:00 – 17:00)

Venue | **Tokyo Big Sight East Hall**

Most precise and
latest information from the internet

Building Maintenance Exhibition 

<https://www.jma.or.jp/BMCL/en/>

**BUILDING MAINTENANCE
& CLEAN EXPO Secretariat**

Japan Management Association Tokyo
3-1-22 Shibakoen, Minato-ku, Tokyo 105-8522

TEL: 03-3434-1988

FAX: 03-3434-8076 E-mail: bmhf-cl@jma.or.jp

Read the QR code to
request documents



Organizers | **Japan Building Maintenance Association (JBMA)/
Japan Management Association (JMA)**

Co-organizers | **Building Maintenance Training Center/
Tokyo Building Maintenance Association**

Joint exhibitions

Japan Home Show & Building Show 2024

The 43rd
JAPANTEX2024

The 9th Asia Furnishing Fair 2024