

For Immediate Release

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Press Release: The 22nd Asia-Pacific Retailers Convention & Exhibition (APRCE) TOKYO

To Media Representatives

Japan Retailers Association

The Asia-Pacific Retailers Convention & Exhibition will be held in Japan for the first time in 19 years. The theme is "The Future of Retail: Innovation meets Tradition."

The Japan Retailers Association (Chairman: Hirofumi Nomoto, Vice Chairman of the Tokyo Chamber of Commerce and Industry, and Chairman of the Board & Representative Director Chairman of Tokyu Group) will co-host the 22nd Asia-Pacific Retailers Convention & Exhibition (APRCE TOKYO 2026) with the Federation of Asia-Pacific Retailers Associations (Chairman: Murali Prakash, Sri Lanka Retailers Association).

The event is supported by the Ministry of Economy, Trade and Industry, the Ministry of Agriculture, Forestry and Fisheries, the Tokyo Metropolitan Government, the Japan Chamber of Commerce and Industry, and the Tokyo Chamber of Commerce and Industry, and will be held from Wednesday, October 7 to Saturday, October 10, 2026, at the Tokyo International Forum and other venues. This global conference brings together retail executives and industry professionals from 18 Asia-Pacific countries and regions. The first conference was held in Tokyo in 1983, and the upcoming conference will mark the third time it has been held in Tokyo — the first in 19 years since 2007.

Theme

This year's theme is "The Future of Retail: Innovation meets Tradition." The event will feature an international conference with approximately 60 prominent speakers from Japan and abroad, as well as the "RETAIL EXPO TOKYO 2026" exhibition with approximately 40 exhibiting companies, promoting business exchange across national, regional, and industry boundaries.

Keynote Speech

In addition, entertainment sociologist, Dr. Atsuo Nakayama will deliver a keynote speech titled "The Third Wave of Anime and Manga: The Future of Experiential Business cultivated by Retail." A related special event, "J-Subcul x (Cross) Retail Business Support," will also

be held. In addition to exhibiting and selling Japanese character goods, the event will provide an opportunity for business negotiations between subculture and retail.

Attendance and Sponsors

The number of visitors is expected to be over 4,000 for the international conference and over 10,000 for the exhibition.

Currently, 25 companies, including Nitori Holdings, AEON, and Seven & i Holdings, have announced their sponsorship of the conference, with further sponsorship expected in the future.

The overview of the conference continues on the next pages.

Inquiries

Japan Retailers Association

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Official Website QR Code

Convention Overview

The 22nd Asia-Pacific Retailers Convention & Exhibition (APRCE) Tokyo

Theme: "The Future of Retail: Innovation Meets Tradition"

[Convention Concept (Excerpt/Summary)]

With advances in AI and digitalization, retailers are being called upon to innovate their business models and create new value. At the same time, universal values such as craftsmanship, on-the-ground ingenuity, and a spirit of customer service are also important foundations of retail. As we face social challenges such as diversification, an aging population, and environmental issues, a balance between innovation and tradition is essential to pave the way for a sustainable and prosperous future. In light of this, the conference theme has been set as "The Future of Retail: Innovation meets Tradition."

Dates and Venues

Dates: Wednesday, October 7th - Saturday, October 10th, 2026

Location:

- Wednesday, October 7th: Welcome Reception, Tokyo Kaikan
- Thursday, October 8th & Friday, October 9th: Opening Ceremony, International Conference, and Exhibition, Tokyo International Forum
- Friday, October 9th: Farewell Party, Grand Prince Hotel Shin Takanawa
- Saturday, October 10th: Retail Study Tours, Various Locations in Tokyo

Organizers and Supporters

Organizers: Federation of Asia-Pacific Retailers Associations (FAPRA), Japan Retailers Association (JRA)

Supporters: Ministry of Economy, Trade and Industry, Ministry of Agriculture, Forestry and Fisheries, Tokyo Metropolitan Government, the Japan Chamber of Commerce and Industry, the Tokyo Chamber of Commerce and Industry

Sponsors

Sponsors: 25 companies (as of October 20, 2025, in no particular order)

Nitori Holdings, AEON, Seven & i Holdings, Fujitsu, Pan Pacific International Holdings, Daiso Industries, Toshiba Tec, Tokyo Chamber of Commerce and Industry, ITOEN, ITOCHU Corporation, Ishokudogen.com, MUFG Bank, Tokyu Corporation, YAMADA Holdings, Celebal Technologies, Suntory Holdings, Future Architect, Teraoka Seiko, Nippon Steel Solutions, BIPROGY, SOLUM Japan, Japan Association of Electronic Article Surveillance, Doutor Coffee, Ajinomoto, KOKUBU Group Corp.

Conference Participants and Registration

◆Conference Participants: Domestic and international retail executives and industry

professionals

Expected to attend: Over 4,000 (over 10,000 at the exhibition)

◆Participating Countries and Regions: FAPRA Member Countries and Regions (18 countries and regions) – China, Taiwan, Fiji, Hong Kong, India, Indonesia, Japan, Kyrgyzstan, Malaysia, Mongolia, Myanmar, New Zealand, Philippines, Singapore, South Korea, Sri Lanka, Thailand, Vietnam (in alphabetical order)

◆Registration begins: April 2026

◆Registration Fee (estimated): ¥80,000 per person (including consumption tax; early bird discount (April 1–May 31) ¥70,000 per person). Exhibition admission is free.

Conference

◆International Conference: Approximately 60 prominent business leaders from Japan and abroad will give lectures (over two days, on the 8th and 9th).

Main Speakers (as of October 20, 2025, in no particular order):

[Keynote Speech]

"The Third Wave of Anime and Manga

: The Future of Experiential Businesses Cultivated by Retail."

Atsuo Nakayama (Entertainment Sociologist)

[**Super Session**] (Opening session for all attendees at the beginning of each day):

Akio Nitori (Chairman and Founder, Nitori Holdings Co., Ltd.)

Akio Yoshida (President and CEO, AEON Co., Ltd.)

Malina Ngai (Group CEO, AS Watson Group, Hong Kong SAR)

Vichai Kulsomphob (President and CEO, Saha Pathana Inter-Holding Public Company Limited, Thailand)

[**Themed Sessions**] (Sessions held simultaneously at each venue)

- (**Session 1**) **Theme:** "The Universal Value of Retail - Japanese Tradition and the Customer-First Principle"

Toshiyuki Hosoya (President and CEO, Isetan Mitsukoshi Holdings Ltd.) TBC

Mitsuhiro Kurokawa (Chairman, Toraya Confectionery Co., Ltd.)

Kiyoko Niwasaki (President, Wako Co., Ltd.)

- (**Session 2**) **Theme:** "Strategies and Case Studies of Domestic and International Retailers Tackling Social Issues"

Kensuke Hosomi (Representative Director and President, FamilyMart Co., Ltd.)

Reiko Kojima (Director, Senior Executive Officer and Chief Well-being Officer (CWO), MARUI GROUP Co., Ltd.)

Ayumi Ishikawa (President and CEO, SHIBUYA109 Entertainment Corporation)

Teruyuki Omote (President and CEO, LUMINE Co., Ltd.)

- (**Session 3**) **Theme:** "Challenges Facing Japan's Retail Industry"

Tomoyasu Maruya (Chairman, Secoma Co., Ltd.)

Kozo Furukawa (Chairman, Takamatsu Marugamemachi Shopping District Promotion Association)

Masaru Wasami (President and CEO, AZ-COM Maruwa Holdings Inc.)

Tomoya Sumitomo (Director, Tokushimaru Inc.)

- **(Session 4)** Theme: "IT and Innovation"

Atsushi Toyonaga (Chairman, GS1 Japan)

Renaud de Barbuat (President and CEO, GS1 AISBL)

Bharat Rupani (Representative Director, AEON NEXT Co., Ltd.)

Miki Tsusaka (President, Microsoft Japan)

- **(Session 5)** Theme: "Strategies and Case Studies of Globally Expanding Enterprises"

Junro Ito (Representative Director & Executive Chair, Seven & i Holdings Co., Ltd.)

Naoya Okada (Executive Officer, AEON Co., Ltd.)

Naoki Yoshida (Director, Pan Pacific International Holdings Corporation (PPIH))

Satoshi Shimizu (President and Representative Director, Ryohin Keikaku Co., Ltd.)

Exhibition

Exhibition: "RETAIL EXPO TOKYO 2026"

Venue: Tokyo International Forum Hall E

Zones:

(1) Cutting-edge Retailers and Distribution Zone

(2) Japanese Culture, Tradition, and Subculture Zone

(3) Retailers Business Solutions Zone

Number of Exhibitors: Approx. 40 companies from Japan and overseas.

Expected Visitors: Over 10,000.

Special Event

Special Event: "J Subcul x Retail Business Support"

Keynote Speech: "The Third Wave of Anime and Manga: How Retail Nurtures the Future of Experiential Businesses" Dr. Atsuo Nakayama

Projects include:

(1) Welcome J Characters: Characters greet participants at the conference entrance.

(2) J Character Corner: Selling Japanese character goods at the exhibition.

(3) J Subculture Business Negotiations: Business matching with subculture-related companies.

Retail Study Tours

For overseas participants. Tours of traditional department stores, modern commercial facilities, and Tokyo's subculture districts.

Other Topics

Other Topics:

- Utilizing AI for interpretation.
- App-based networking for smooth business matching.
- Sponsor-hosted receptions for international networking.
- Showcasing Japanese traditional culture at welcome and farewell events.

APRCE Logo



The design is inspired by the ginkgo leaf, the symbol of Tokyo. It represents people coming together, connecting, and expanding toward the future. The colors are reminiscent of Japan's beautiful autumn foliage.