

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

22nd  
**APRCE**  
TOKYO 2026

7th Wed. -10th Sat. OCTOBER, 2026

TOKYO INTERNATIONAL FORUM  
AND SURROUNDING FACILITIES

**Theme** The Future of Retail ~Innovation Meets Tradition~

**Convention** Over 60 prominent speakers  
from Asia-Pacific and Japan

**Exhibition** RETAIL EXPO Tokyo 2026

**Special Event** "J Subculture x Retail Business"

■ **Keynote Speech [Convention]**

"The Third Wave of Anime and Manga Expansion:  
The Future of Experiential Business Cultivated by Retail."  
Atsuo Nakayama (Entertainment Sociologist) Japan

■ **Welcome J Characters [Convention]**

Characters greet participants at the conference entrance.

■ **J Character Shop [Exhibition]**

Selling Japanese character merchandise at the exhibition.

■ **J Subculture Business Networking**

Business networking with subculture-related companies.



# TOKYO JAPAN

Organizers



日本小売業協会  
JAPAN RETAILERS ASSOCIATION

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

Official website ▼



Supported by

Tokyo Convention & Visitors Bureau

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## Greetings

The Asia-Pacific Retailers Convention & Exhibition (APRCE) will be held in Tokyo, Japan for the first time in 19 years. This world-class international conference and exhibition, themed “The Future of Retail: Innovation Meets Tradition” brings together top retail executives from 18 countries and regions affiliated with the Federation of Asian-Pacific Retailers Associations (FAPRA). APRCE TOKYO 2026 will provide diverse networking opportunities across national, regional, and industry boundaries through international conferences, the Retail Expo, and welcome/farewell receptions. It will also feature a special program offering business meeting opportunities with Japan's character business, which enjoys high recognition across Asia. We aim to use this event to showcase Japan's appeal, highlight the high potential and power of Asian retail, and elevate the international presence of the retail industry. We sincerely look forward to your participation.



Hirofumi Nomoto  
President, The 22nd Asia-Pacific Retailers Convention & Exhibition  
Chairman, Japan Retailers Association

## Program

<b>Wednesday, October 7th</b>	<b>6:00-8:00 p.m. • Welcome Reception (Tokyo Kaikan)</b>		
<b>Thursday, October 8th</b>	<b>The 22nd Asia-Pacific Retailers Convention</b> (Tokyo International Forum Hall A-C) <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• Keynote Speech</li> <li>• Super Session</li> <li>• Themed Session</li> <li>• Welcome J Characters</li> </ul>	<b>Exhibition "RETAIL EXPO Tokyo 2026"</b> (Tokyo International Forum Hall E) <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• Presentations by Exhibitors</li> <li>• J-Character shop, J-Subculture Business Networking</li> </ul>	<b>Business Networking</b> (Tokyo International Forum Hall B5, E) <ul style="list-style-type: none"> <li>• A dedicated business networking area will be available at the convention and exhibition venue during the event.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Networking reception</b> *Invited guests only</li> </ul>		
<b>Friday, October 9th</b>	<ul style="list-style-type: none"> <li>• Super Session</li> <li>• Themed Session</li> <li>• Country &amp; Regional Reports</li> <li>• Loss Prevention Conference</li> <li>• Welcome J Characters</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations by Exhibitors</li> <li>• J-Character shop, J-Subculture Business Networking</li> </ul>	
	<b>7:00-9:00 p.m. • Farewell Party (Grand Prince Hotel Shin Takanawa)</b>		
<b>Saturday, October 10th</b>	<ul style="list-style-type: none"> <li>• <b>Retail Study Tours (Retail Facilities in Tokyo)</b>*Open to foreign participants only</li> </ul>		

\*Japanese cultural experience programs and accompanying persons programs will be offered on both Oct. 8 and 9.

## The 22nd Asia-Pacific Retailers Convention

We will invite more than 60 speakers of retail executive and experts from various countries. They will participate in five different Themed Sessions, where they will give presentations.

Program ▼



### Keynote Speech

**"The Third Wave of Anime and Manga Expansion: The Future of Experiential Business Cultivated by Retail."**  
**Atsuo Nakayama** Entertainment Sociologist (Japan)



**Biography** Entertainment Sociologist & Consultant, METI adviser, Cabinet office media strategy adviser, guest lecture at Keio univ. and Waseda/NTU univ. Based on the 15yrs career as a marketer/business development in Recruit Staffing, DeNA, Deloitte, Bandai Namco, Bushiroad, he has initiated character business creation into various field: Game, Anime, Trading Card, Musical, Music Live, Sports. Publishing; “Entertainment Business Textbook” (2025) “Character Nation Japan” (2025), “Creator Wonderland” (2024) “Entertainment Business History” “Entertainment Guru” (2023), “Stan Economy” (2021), “Otaku Economy Genesis” (2019 Nikkei BP) “The Third Wave of Japanese Games” (2015)

### Super Session



**Akio Nitori**  
Chairman and Chief Executive Officer, Nitori Holdings Co., Ltd. (Japan)



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



**Akio Yoshida**  
Director, President and Representative Executive Officer, AEON Co., Ltd. (Japan)



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

**● Session 1**

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

- ① Junichiro Otsuki President, Head Office, Kongo Gumi Co., Ltd. (Japan)
  - ② Toshiyuki Hosoya President and CEO, Isetan Mitsukoshi Holdings Ltd. (Japan)
  - ③ Mitsuhiro Kurokawa Chairman, Toraya Confectionery Co. Ltd. (Japan)
  - ④ Kiyoko Niwasaki President, WAKO Co., Ltd. (Japan)
  - ⑤ Kentaro Fujiwara Director, Representative Corporate Executive Officer, President and CEO, Shiseido Company, Limited (Japan)
- and more



**● Session 2**

**Theme: "Strategies and Case Studies of Domestic and International Retailers Tackling Social Issues"**

- ① Seichiro Ishibashi President, York Holdings Co., Ltd. (Japan)
  - ② Reiko Kojima Director, Executive Officer and CWO, MARUI GROUP CO., LTD. (Japan)
  - ③ Ayumi Ishikawa President and CEO, SHIBUYA109 ENTERTAINMENT Corporation (Japan)
  - ④ Teruyuki Omote President and CEO, LUMINE Co., Ltd. (Japan)
  - ⑤ Molly Fong Executive Director, InNature Berhad (Malaysia)
  - ⑥ Rhyoe Min Kyaw CEO, City Mart Holdings Company Ltd. (Myanmar)
  - ⑦ Alice T. Liu President & CEO, Golden ABC Inc. (Philippines)
- and more



**● Session 3**

**Theme: "Challenges Facing Japan's Retail Industry"**

- ① Tomoyasu Marutani Chairman, Secoma Company, Ltd. (Japan)
  - ② Kozo Furukawa Chairman, Takamatu Marugamemachi Shopping Street Association (Japan)
  - ③ Masaru Wasami President Chief Executive Officer (CEO), AZ-COM MARUWA Holdings Inc. (Japan)
  - ④ Tatsuya Sumitomo Director and Founder, Tokushimaru Co., Ltd. (Japan)
  - ⑤ Nanako Sadasue President & CEO, Maker's Shirts Kamakura Co., Ltd. (Japan)
  - ⑥ Saburosuke Fujisaki Representative Director, Chairman and President, Fujisaki Co., Ltd. (Japan)
- and more



**● Session 4**

**Theme: "IT and Innovation"**

- ① Yoshihide Nagai Representative Director, COO, Retail AI, Inc. (Japan)
  - ② Akira Sakakibara Senior Vice President, Chief Technology Officer (CTO), Panasonic Connect Co., Ltd. (Japan)
  - ③ Atsushi Toyonaga President, Distribution Systems Research Institute (GS1 Japan) (Japan)
  - ④ Bharat Rupani President, Aeon Next Co., Ltd. (Japan)
  - ⑤ Izuru Nishimura Managing Executive Officer, CIO, Head of Group DX Division, Seven & i Holdings Co., Ltd. (Japan)
  - ⑥ Miki Tsusaka Representative Director and President, Microsoft Japan (Japan)
  - ⑦ Hiroshi Ishiguro Professor, Department of Systems Innovation, The University of Osaka (Japan)
  - ⑧ Renaud de Barbuat President & CEO, GS1 AISBL (Belgium)
  - ⑨ Pang Shi Hao Director, APPBAY STUDIO SDN. BHD. (Malaysia)
  - ⑩ Ryan Alfons Kaloh Marketing Director, Alfamart (Indonesia)
- and more



**● Session 5**

**Theme: "Strategies and Case Studies of Globally Expanding Enterprises"**

- ① Naoki Yoshida Director, Pan Pacific International Holdings Corporation (Japan)
  - ② Naoya Okada Executive Officer, Chief Malaysia Business Officer, AEON CO., Ltd. (Japan)
  - ③ Satoshi Shimizu President & Representative Director, RYOHIN KEIKAKU CO., LTD. (Japan)
  - ④ Junro Ito Representative Director and Executive Chair, Seven & i Holdings Co., Ltd. (Japan)
  - ⑤ Supaluck Umpujh Chairwoman, The Mall Group Co., Ltd. (Thailand)
- and more



**Other conference**

**Country & Regional Reports**

Representatives of retail associations from FAPRA member countries and regions will report on the current status and challenges of their local retail industries.

**Loss Prevention Conference**

The session will feature case studies on loss prevention aimed at reducing shrinkage and improving store operation efficiency, followed by a panel discussion on international loss prevention surveys.

**FAPRA Member Countries and Regions (18 countries and regions in Asia Pacific region)**  
China, Chinese Taipei, Fiji, Hong Kong, India, Indonesia, Japan, Kyrgyz, Malaysia, Mongolia, Myanmar, New Zealand, Philippines, Republic of Korea, Singapore, Sri Lanka, Thailand, Vietnam  
\*alphabetical order



**APRCE Logo**

The official logo embodies the conference theme, "Innovation Meets Tradition," using the ginkgo leaf as its central motif. It represents people coming together, connecting, and growing as they look toward the future. The two theme colors are inspired by the rich hues of Japan's autumn foliage.

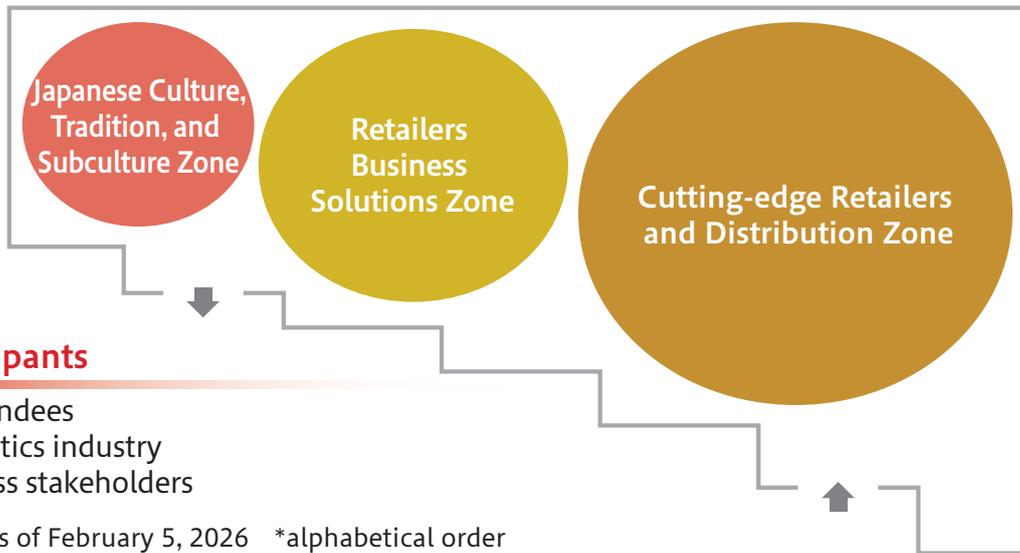
## Exhibition "RETAIL EXPO Tokyo 2026"

The exhibition will feature three themed zones showcasing industry-wide challenges and cutting-edge technologies in the retail sector, while offering visitors and excellent opportunity to explore future business models and expand their professional networks.

Exhibition



### Exhibition Map (Tokyo International Forum Hall E)



### Target Participants

Registered attendees  
Retail and logistics industry  
Related business stakeholders

### Exhibitors \*as of February 5, 2026 \*alphabetical order

AEON Co., Ltd. / AVITA, Inc. / BIPROGY Inc. / Celebal Technologies Co. Ltd. / CP AI Robotics Co., Ltd. / Daiso Industries Co., Ltd. / Fujitsu Limited / Future Architect, Inc. / HBLAB JAPAN Co., Ltd. / IntaSect Communications, Inc. / Ishokudogen.com Co., Ltd. / ITOCHU GROUP (FamilyMart Co., Ltd. / ITOCHU-SHOKUHIN Co., Ltd.) / ITO EN, LTD. / The Japan Industrial Association of Electronic Article Surveillance Machines (JEAS) / Kiva Co., Ltd. / Malaysia Retailers Association / Microsoft Japan Co., Ltd. / Mitsubishi Corporation / Mitsui & Co., Ltd. / MUFG Bank, Ltd. / National Supermarket Association of Japan / NCR Commerce Japan Ltd. / Nitori Holdings Co., Ltd. / NS Solutions Corporation / Pan Pacific International Holdings Corporation / Seven & i Holdings Co., Ltd. / SOLUM CO., LTD. / TERAOKA SEIKO Co., Ltd. / TOKYU CORPORATION / Toshiba Tec Corporation / VINX CORP.

## Special Event "J Subculture × Retail Business"

### Business Networking between Retail and Subculture-Related Companies

- **Welcome J Characters**  
Characters greet participants at the conference entrance.
- **J Character Shop**  
Selling Japanese character merchandise at the exhibition.
- **J Subculture Business Networking**  
Business networking with subculture-related companies.

## Registration for APRCE TOKYO 2026

Registration begins: April 2026 Please register through the official website.

Registration



### ● Registration Fee (tax included)

- **Early-bird Registration: ¥70,000** (approx. US\$450) per person April 1- June 30 3:00 p.m. (JST)
- **Regular Registration: ¥80,000** (approx. US\$515) per person July 1- August 31 3:00 p.m. (JST)
- **Accompanying person: ¥50,000** (approx. US\$325) per person

\*Registration fees include access to the Convention, the Welcome Reception, the Farewell Party, lunch, and other related services.

\*¥10,000 discount will be applied to those who do not attend the Farewell Party.

\*The USD amounts above are approximate and are based on the exchange rate as of February 2026.

### ● Free admission to the exhibition "RETAIL EXPO Tokyo 2026"

### Venue

Welcome Reception Tokyo Kaikan  
Convention/Exhibition Tokyo International Forum  
Farewell Party Grand Prince Hotel Shin Takanawa



### For any inquiries

Japan Retailers Association (JRA)  
22nd APRCE General Secretariat  
TEL: +81 3-6758-1771  
aprce2026@japan-retail.or.jp