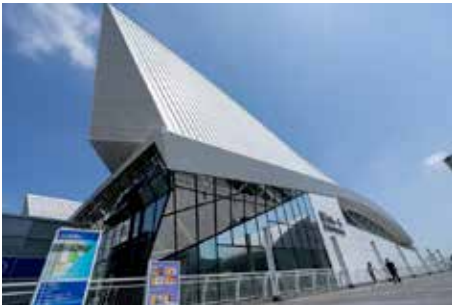


The event report

PHOTONEXT 2023



1. PHOTONEXT 2023

The date of the event: June 6 (Tuesday) - June 7 (Wednesday) 2023

The date of the preparing date: June 5 (Monday)

The exhibition place: Pacifico Yokohama Hall B

The place of co-sponsored Study Session by industry group:
Meeting rooms in 2nd floor

The number of exhibit companies and the number of the booth:

87 companies, 208 booths

The number of visitors (the number of registration in the reception)

June 6: 5,093(4,761- last year 2022)

June 7: 3,683 (3,251-last year 2022)

total: 8,776 (7,976-last year 2022)

The overview of the event:

PHOTONEXT 2023 was held by Promedia Co. Ltd as an organizer.

The Photo-Sensitized Materials Manufacturers' Association, Japan Photo Imaging Association, Japan Photo and Imaging Accessory Association as organizer' s groups.

The purpose of the event is :

Targeting the photo shooting field and the distribution field of photo-related products, the market activation and demand expansion.

Futhermore, through the exhibition and study sessions, we aim to raise the level of professionals and business people involved in

photography, provide consumers with the rich joy of photography and video, and create a innovative industry that contributes to the creation of fulfilling lifestyle.

This event has been 19th event since The Studio Photo Fair is former name of PHOTONEXT, and it has been 13th event since PHOTONEXT which the new name has started, and 13 new exhibitors has joined this year.



The study session (workshop and lectures) were held about 40 sessions, a lot of visitors joined sessions until the end of the last day.

Many visitors were staying and spending their time all day long in this event.

* The theme of 2023 is “ More Professional”



While various fields, such as photo studios, weddings' industry and school photography have changed significantly due to the covid-19 disaster, differentiation is required to become a best studio photographer of choice.

These years, Photonext has been visited by a large number of people, including young people and women, who are seriously trying to get involved in the photography business. This year, we have positioned it as a place for such people to further develop their professionalism so that they could become “ photographers of choice” .



From May 8th, the position of the covid-19 law was changed to a category 5 infectious disease, and the “ Guidelines for preventive measures against covid-19 in Pacifico Yokohama” were abolished on the same day.

Along with this, the basic measures to prevent infectious disease after the same day would be entrusted to the independent decision of the organizers and participants. We did not measure the temperature at the entrance and exit of the venue so that visitors could enter the hall smoothly.



Visitors Class

photo studio 41% (33%)
 photographer 23% (23%)
 maker, trading company, laboratory 12% (15%)
 ordinary people, students 9%(10%)
 bridal industry 3%(5%)
 design, publishing, printing 4%(4%)
 camera shop, photo shop, DP shop 3%(4%)
 IT, communication related business 3%(4%)
 fashion1%(1%)
 electronics retail store 1%(1%)

*()= last year

This year, female and younger visitors are more increasing than the previous year.





Press

During the exhibition period, about 20 companies, including newspaper companies, camera magazines companies, and photo industry journal trade paper companies, interviewed us.

2. The exhibition Hall B

The exhibit of exhibitors



The exhibition halls showcased the latest photographic equipments, albums, softwears, printing services, and related supplies.

Business equipment and solutions were proposed by manufactures trading companies, laboratories, distributors, and involved in the field of professional photography in Japan participated, and offering the latest information to a wide range of people, including photo studios, photo shops, DP shops, photograohers, the bridal field, consumer electronics mass retailers, publishing, printing, and design.



Some companies that had exhibited before the covid-19 disaster, returned here after a long period, and there were also some overseas exhibitors such as the United States and South Korea could exhibit in this time.



The number of booth was increased from the last time, and there were new exhibitors such as dress-fashion and shooting equipment were making the booth configuration rich in variety.

The Main Stage ;

The main stage was divided into two part of the stage A and B, stages for talking and musics, and the study and lectures to the audience based on major themes that symbolized PHOTONEXT.



The keynote speech takes particular note of “ Metaverse” , which has been introduced in various fields in recent years, and focused on the possibilities of “ Digital twins” . The background of the project is that we have started to see cases of joining ceremonies, weddings, and coming of aged ceremonies using the Metaverse as an opportunity to take advantage, after the covid -19 disaster.



This time the study project was shifted from the Metaverse to the Digital twins. Because “ the Metaverse does not necessarily to exist in reality” but the Digital twins “ it is to digitize that actually exists and connect it to the actual process for optimization” . According to the above, it gave us an image of architecture, the production process of a factory, and even the construction of a studio space.



Matter-port that was the keynote speaker in this time, was leading the digital transformed of the architectural world. The company’ s groundbreaking spatial data platform digitizes architecture, are increasing the value and accessibility of space.

–Millions of building in over 177 counties have transformed into the digital twins from the planning, constructions and operations to documentation, appraisals and marketings. It has been improved every part of the building life cycle.



On the main stage, visitors who have never seen or never heard of “ The Digital Twin” could easily understand and image, and made it possible for their experience, because out technique of digital twin could be presented with demonstrations in the exhibition hall.

* The Study Session (workshops and lectures) place;



The study session, workshops and lectures which were held by exhibitors mainly, were not only promote their products, but also showed their most advanced photo business and cutting edge photography techniques, were conducted by inviting visiting lectures. Seven companies were entered this year, in addition, two sessions were held as the organeizer standard, incorporated high level session with fees same as the main stage. For example, how to get the photofraphy skills which is not only how to make customer’ s smile but also how to get the internationally acclaimed digital artwork expression techniques.

* The Outlet Store;



Here is the most popular place in the exhibition hall for visitors and exhibitors every year, where exhibitors list and sell products other than current products. 23 companies (five more companies joined this year) listed and sold their goods and exhibited and sold photographic equipments and photograhic accessories, long sleeved Kimono (young ladies’ formal Kimono) and children’ s Kimono, dresses, clothes and other goods. The stores were crowded and better than expected.



*Art Gallery;

As a new exhibition plan for this year, we held a contemporary art exhibition which the theme of “Family Photo Project Exhibition “ conjunction with official ambassadors and study-session planning, participate exhibition that was theme of “ What is family photography for you?” in addition, it was also held “ Children and Camera Photo Exhibiton” and the “ Nippon Photo Studio Award - winning Works Exhibition “, which attract a large number of visitors every year.

* Official Ambassador and The Support Theme Song;

As official ambassadors, we had been thinking and planning support and help people who are maintaining activity in various genres trough photography. As the results of the rigorous review, one Grand Prix winner and five Semi- Grand Prix winners were selected from among many applicants.



Tessai Kobayashi, who won the Grand Award at last year' s NAPA Print Competition, was in charge of the photography planning, with the theme of Bunmei-Kaika/Civilization and Enlightenment of the event.

An award' s ceremony was held on the main stage in the final day.

A special Japanese dancer who is one of the winner, performed Japanese traditional dance in the stage. In addition, the cheering theme song live was also held. These did it to a perfection of the final day.



* The Study Session (with fee)

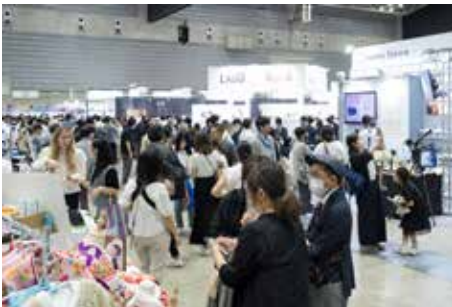
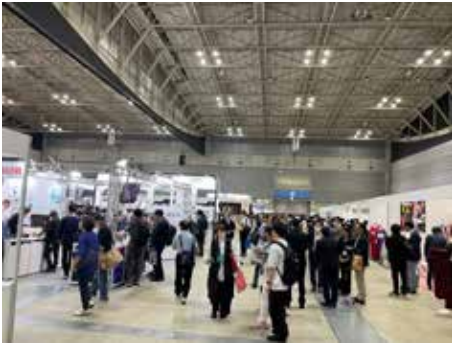
This year, we carefully selected four sessions. We created groundbreaking studio and measures to attract customers to SNS centering on the much-talked-about Tic-Toc. We also incorporated fresh flowers into New Born Photo studies, for the high-quality phtography.

It was a fulfilling place to learn, such as developmental and considerate to take safety services of studios.



* The Study Session (industry-related)

It was held seven sessions hosted by the Photographic Society of Japan and the Photosensitive Materials Industry As-



sociation on June 6th, and three sessions were held by the Japan Photo Imaging Association on the same day.

3. Others

Sponsor/ Special Sponsor/ Corporation

We received following support;

The city of Yokohama

The prefecture office of Tokyo

JPSE Japan Photo Studio Equipment

Camera Journal Press Club

Public interest Incorporated association of International Culture College

National Commemorative Photo Business Cooperative Association

All Japan Federation of Photographic Material Merchants Association

Japan Camera Foundation

Japan Advertising Photographers Association

Japan Professional Photographers Association

Photographic Society of Japan

Japan Society of Photographic Arts

Japan Photographic Copyright Association General Incorporated Association Japan

Photography Culture Association

* Going Forward Into 2024

We have decided the schedule of PHOTONEXT next year;

Date: June 11 (Tuesday)- June 12 (Wednesday) 2024

The date of preparing : June 10 (Monday)

Place: Pacifico Yokohama Exhibition Hall B

Main organizer and organization group are continue to regularly held executive committee meetings once a month to prepare for the event. We are going to try holding more fulfilling fair, based on good various planing and preparation work in-the executive committee to make this exhibition better.

