

An aerial photograph of a tropical island with lush green vegetation, a small beach, and turquoise water. A network of white dots connected by thin white lines is overlaid on the image, creating a digital or technological theme. The dots are of varying sizes and are distributed across the frame, with some larger dots acting as hubs. The lines connect these dots, forming a web-like structure that spans the entire image.

ResorTech OkinawaTM

International IT Trade Fair

May. 13, 2019

ResorTech Okinawa Executive Committee

ResorTech OkinawaTM

Tourism

(Resort)

×

IT

(Technology)

Tourism and IT industries are said to be the world's greatest growth industries.

**By combining these two industries, we will introduce innovation and new businesses
from Okinawa to the world.**

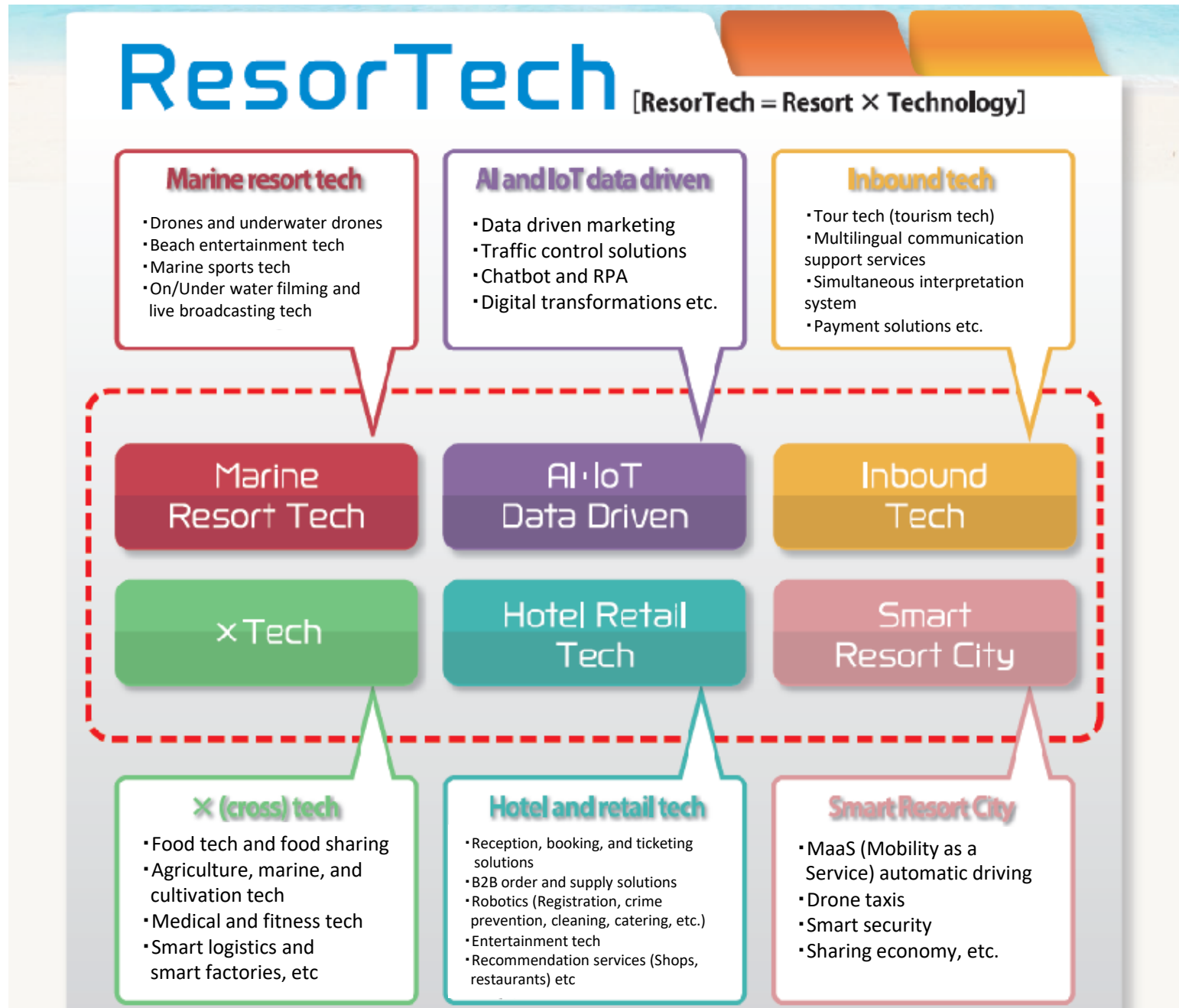
What is ResorTech?

ResorTech is a made-up word combining "resort" and "technology".

ResorTech is a group of technologies that makes travel experience more convenient and fun; such as accommodation, shopping, transportation, and activities. The technologies cover a wide range of tourism aspects that include marketing, simultaneous translation, cashless payment, stress-free transportation, robotics, and marine drone.

Event Outline

■ E v e n t	ResorTech Okinawa™ International IT Trade Fair Pre-Exhibition
■ S p o n s o r	ResorTech Okinawa Executive Committee
■ D a t e	Feb.5 (Wed) to Feb.6 (Thu), 2020
■ V e n u e	Okinawa Convention Center 4-3-1 Mashiki, Ginowan City Okinawa 901-2224, Japan
■ C o n t e n t s	Exhibitions, Business Meetings, Startup Festa, Presentation/Pitch, Conference
■ Target field	Tourism industries, IT industries and other peripheral industries relating to tourism
■ V i s i t o r	<ul style="list-style-type: none">•Tourism industry companies in Japan and abroad (hotels, resort, retails, restaurants, tourism activities, transportations, agricultural diversification related, medical, logistics)•IT companies in Japan and abroad, VC, DMO, local government offices IT/Tourism charge•Overseas buyers are expected mainly from Asia (some will be invited), Domestic buyers are expected from all over Japan
■ Exhibitor	<ul style="list-style-type: none">•RestorTech related IT solution providers in Japan and abroad•RestorTech related Startup in Japan and abroad, and supporting company
■ S c a l e	Exhibition : 50 booths
■ W e b s i t e	https://isc-okinawa.org/resortech-okinawa/ (Provisional)



Overall Concept

ResorTech Okinawa is a hybrid trade fair of business matching, state-of-art technology information gathering, cultural exchanges and interaction between people from Asia and around the world.



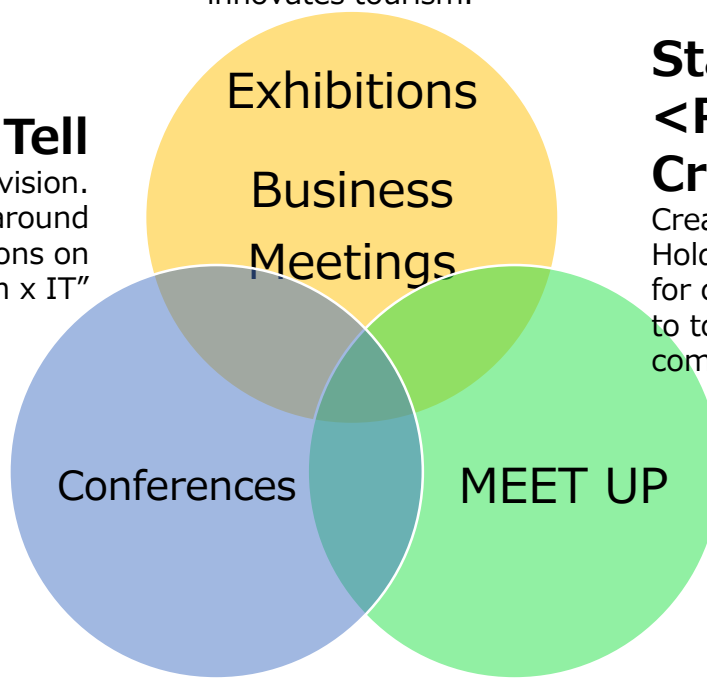
Gather, Buy, Sell

Opportunity for business negotiations for cutting edge IT business that innovates tourism.



Know, Learn, Tell

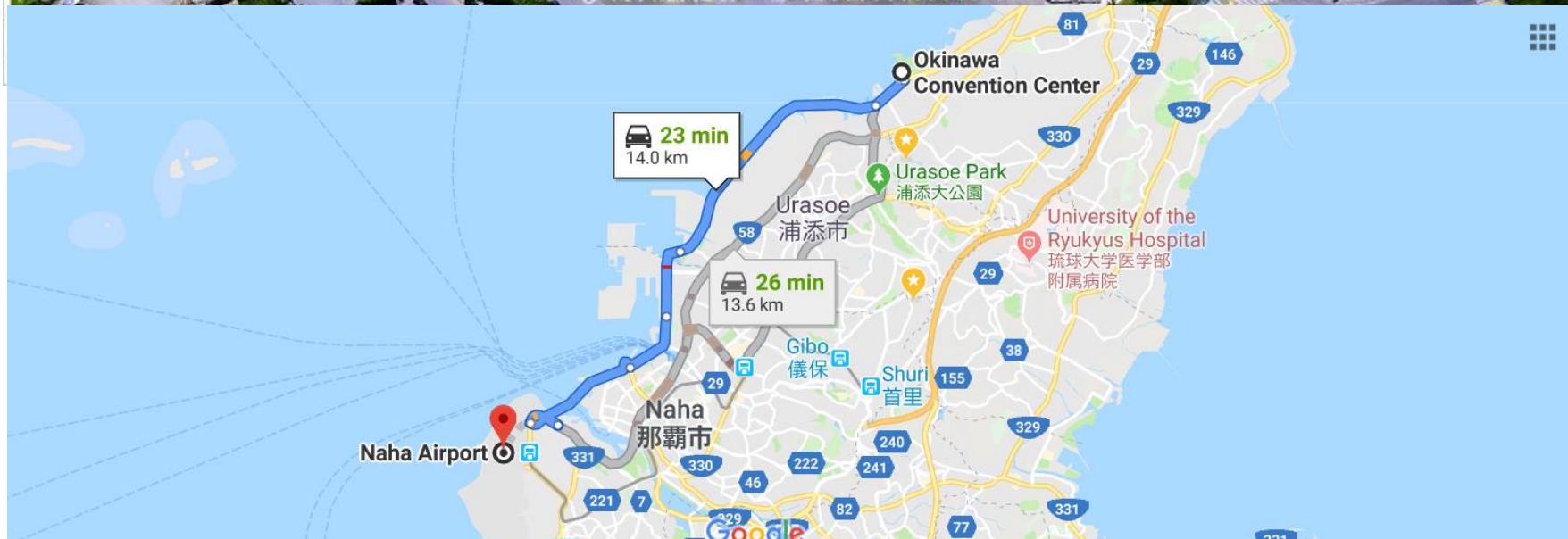
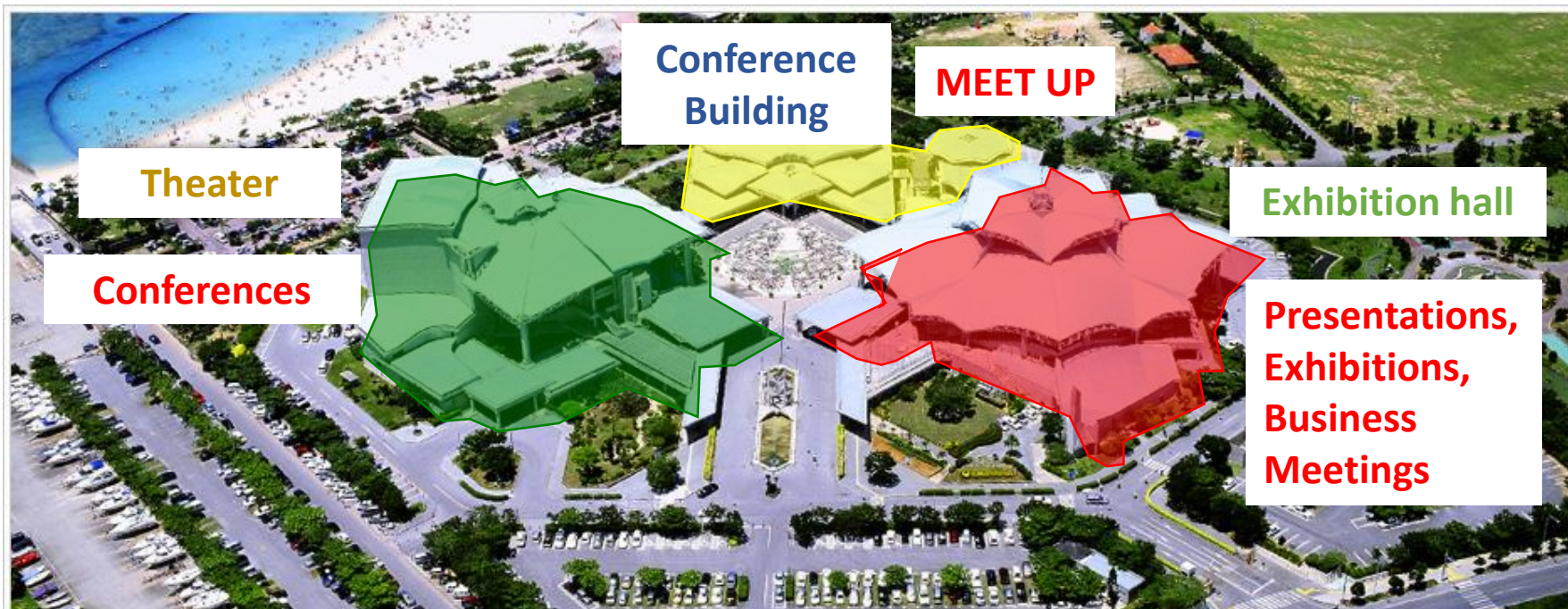
Transmitting global tourism vision. Top players from Asia and around the world share their new visions on experiential value in "Tourism x IT"



Startups <Participate, Create>

Creating business opportunities. Hold business pitches and meetups for cutting edge IT solutions related to tourism, by attracting startup companies.





Make the whole Okinawa a big Testbed place for "ResorTech"

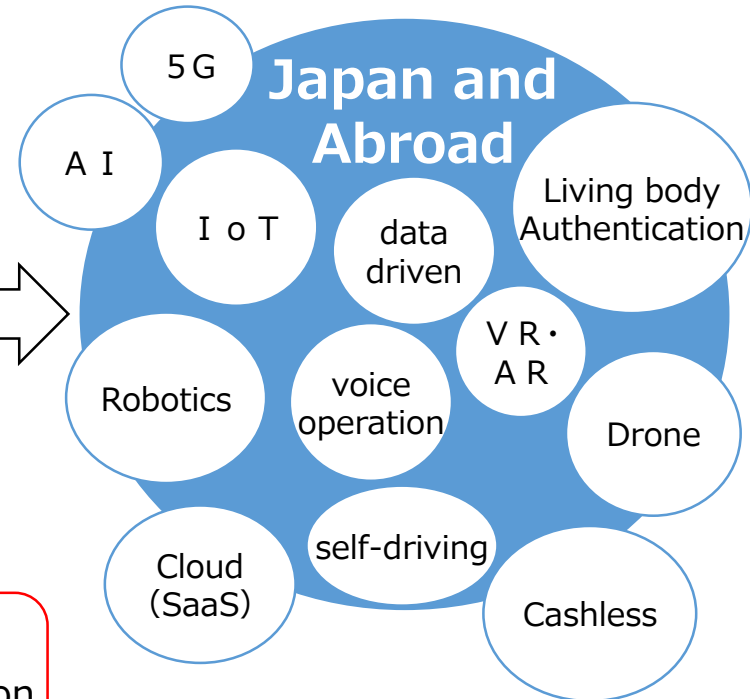
(Test Field)



Any Tourism science in Okinawa provide a place as the test fields

- ⇒ Demonstration and Incorporation of advance IT
- ⇒ Value-added Travel Experience

(Cutting edge IT Innovation)



Experimenting State-of-the-Art IT Innovation

- ⇒ Promotion, Case Studies
- ⇒ Partnership

Testbed, Social Implementation, Matching

**ResorTech
Internationa IT
Trade Fair**

ResorTech
experience

Global
promotion

ResorTech Okinawa
Brand building