EXHIBITION GUIDE

MIRAI CITY

BICYCLE-E-MOBILITY CITY EXPO 2027

自転車 - 電動モビリティまちづくり博

in Shinjuku Sumitomo Building Sankaku Hiroba

Date: Wednesday June 30 - Thursday, July 1, 2027

Venue: Shinjuku Sumitomo Building Sankaku Hiroba (all-weather indoor event space)

CONTACT

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THEME

Creating the Future: EV Revolution

Looking ahead to electric mobility and next-generation transportation infrastructure!

BICYCLE-E • MOBILITY CITY EXPO 2027

is

An exhibition promoting future-oriented urban development.

BICYCLE-E・MOBILITY CITY EXPO 2027 - Bicycle and Electric Mobility Urban Development Expo" is an exhibition event that will celebrate its 12th year in 2027. The main themes of this event are the spread and utilization of electric personal mobility that is oriented away from gasoline, such as EVs (electric cars), electric trucks and buses, electric motorcycles, electrically power-assisted bicycles, and hydrogen bicycles, as well as urban development that utilizes such mobility, and the construction of safe and convenient transportation infrastructure and disaster prevention systems.

Currently, mobility and the social, environmental, and economic systems surrounding it are undergoing a period of major change, and addressing global environmental issues is also gaining attention as an important issue.

The increasing importance of utilizing EVs and electric mobility with a view to achieving carbon neutrality is inevitable as we build a sustainable future society. With global environmental issues as a backdrop, there is no doubt that the shift to EVs and electric mobility will become more important in the future.

This exhibition will display new EVs and electric mobility vehicles, provide a glimpse into new mobility, transportation, and logistics systems, and also unveil the latest EV charging and discharging equipment, new bicycle and parking equipment, and robust disaster prevention systems, thereby contributing to the creation of safe, comfortable, convenient, and functional mobility systems and urban development.

PURPOSE

"MOBILITY REVOLUTION" to be unveiled in the massive business city of Nishi-Shinjuku New EVs and mobility devices, EV charging and discharging equipment, bicycle and parking equipment, and disaster prevention systems will all be gathered in the latest event space, the Shinjuku Sumitomo Building Sankaku Hiroba!

Creating an environmentally friendly future city with an eye on the SDGs is a constant theme that has been imposed on us. Urban development based on carbon neutrality is an irreversible challenge that major advanced cities are working on, and it is inevitable that in the future, non-gasoline vehicles that do not emit exhaust gases, EVs and electric mobility will become more prominent.

The latest electric mobility products, such as EVs (electric cars), electric buses, electric trucks, electric tricycles, electric motorcycles, electrically assisted bicycles, and hydrogen bicycles, are all gathered at the exhibition hall and are a hot topic of discussion. Every year, the new functional parts and accessories attract the keen attention of visitors.

Another feature of this exhibition is the large number of EV charging and discharging devices on display. A wide variety of attractive products will be on display in the exhibition space, from high-performance rapid chargers to standard chargers with unique functions. Furthermore, at the previous exhibition, an EV wireless charging system with incredible functionality was unveiled, which suddenly attracted a lot of attention and is still fresh in our memory.

In terms of transportation infrastructure, the latest equipment related to bicycle and parking lots will also be on display, with one of the main themes of the exhibition being not just how to drive, but also how to park beautifully and efficiently. This exhibition will generously showcase noteworthy products that are essential for tomorrow's urban development, such as transportation and transport systems that utilize new mobility, safe and convenient logistics vehicles, high-performance charging equipment that holds the key to the spread of EVs, smart bicycle and parking systems, and even high-performance disaster prevention systems.

OUTLINE

◆ **TITLE** : BICYCLE–E・MOBILITY CITY EXPO 2027
～Community Development through bicycles and electric mobility devices～

◆ **DATE & TIME** : Wednesday30 June -Thursday 1 July 10:00～17:00
Set Up：Tuesday, June 29 8:00～20:00 (tentative)
Break Down：Thursday, July 1 17:00～21:00 (tentative)

◆ **LOCATION** : Shinjyuku Sumitomo Building Sankaku Hiroba
(all-weather indoor event space)
(2-6-1 Nishi-Shinjuku, Shinjyuku-ku, Tokyo)
(https://office-b.sumitomo-rd.co.jp/sankakuhiroba/)

◆ **Visitors Expected** : 10,000+ (approximately 5,000 per day)

◆ **Expected Exhibitors and Visitors** : Local governments across the country, developers, bicycle parking lot and car park related businesses, car and bicycle dealers, bicycle and EV related businesses, road and construction related businesses, logistics related businesses, information and communications related companies, crime prevention and security related businesses, sports and health related businesses, railway and transportation related businesses, commercial facility, public facility, office building and school related businesses, shopping district related businesses, food delivery related businesses, various organization related businesses, car users, disaster prevention related businesses, cyclists, EV users, overseas bicycle and EV industry related businesses, etc.

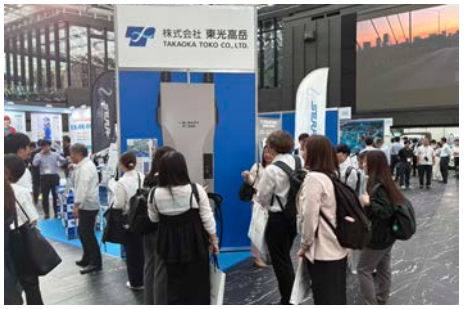
◆ **Organizer** : BICYCLE–E・MOBILITY CITY EXPO 2027 Executive Committee（Operations : Rising Publishing Company Ltd）

◆ **Sponsored** : Bicycle Promotion Parliamentary League, Bicycle Promotion Headquarters, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of Economy, Trade and Industry, Japan Sports Agency, Tokyo Metropolitan Government, Bicycle organization of Mayors, Bicycle Association (Japan), Japan Bicycle Promotion Institute, Bicycling Popularization Association of Japan, Japan Bicyclist Club Federation, Bicycle Parking Facilities Provision Foundation, Bicycle Usage Promotion Study Group、Bicycle Dealers of Tokyo, Japan Share-Cycle Association, Tokyo Environmental Public Corporation(Cool Net Tokyo), CHAdeMO Association, Japan Autobody Repair Work Association, Next Generation Vehicle Promotion Center

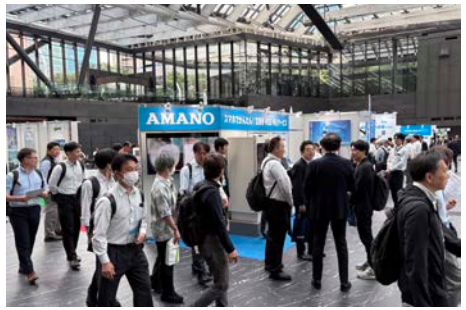
◆ **Sponsorship** : Metropolitan Police Department, MPD Traffic Bureau (tentative)

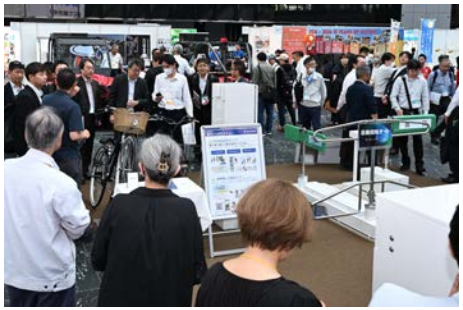
OVERVIEW

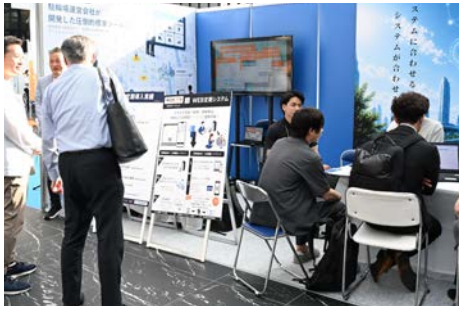
The event will feature cutting-edge EVs, electric mobility, electric cars, electrically power-assisted bicycles, EV charging and discharging equipment, new bicycle and parking equipment, and disaster prevention systems. The event will also feature a rich range of content, including a highly functional mobility mix, the development and expansion of safe and functional infrastructure, MaaS, transportation policies from central and local governments, lectures by researchers and journalists, and panel discussions. The event will be packed with proposals for creating and promoting attractive, people-friendly mobility, transportation, and logistics systems!



View of the 2026 Exhibition

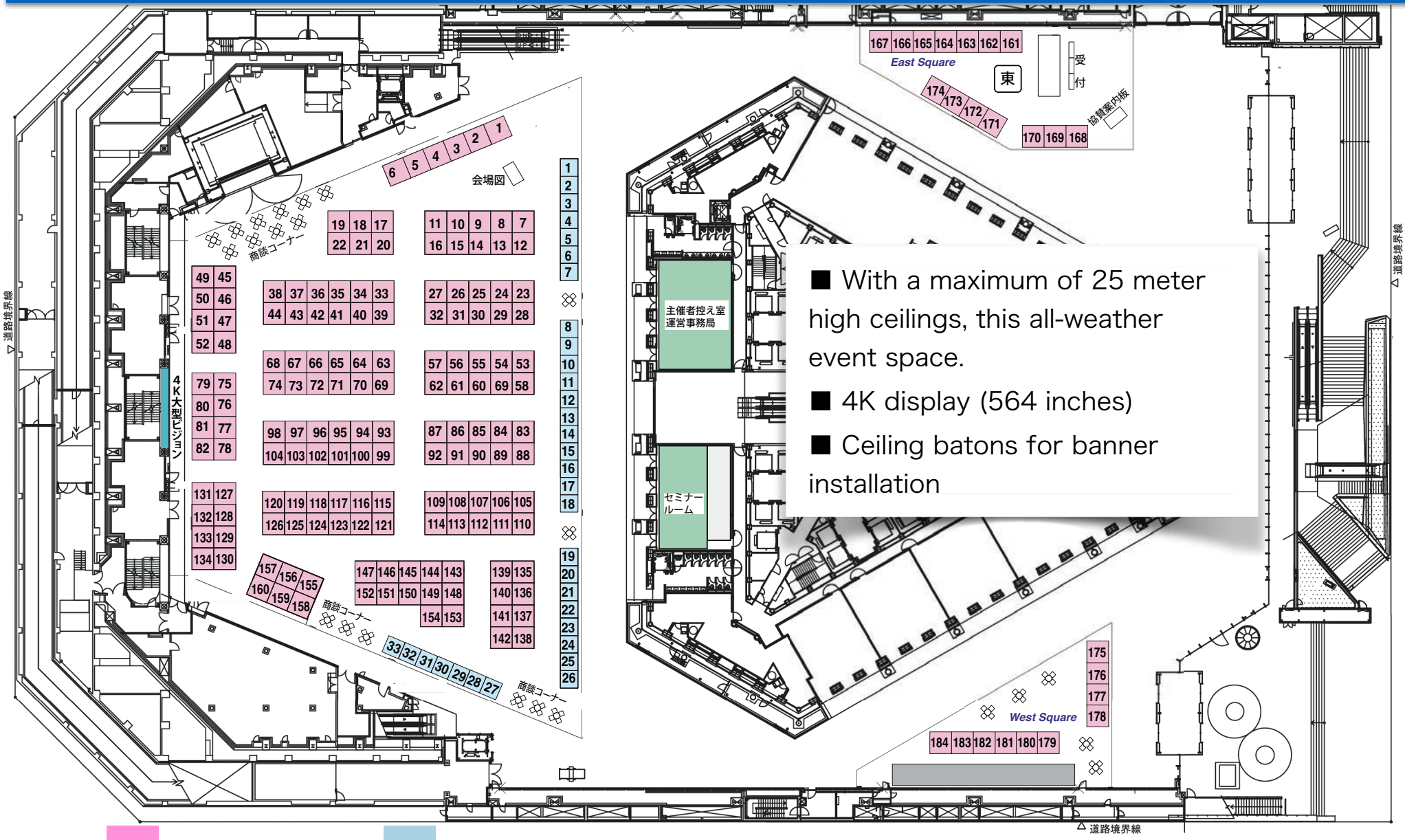






View of the 2026 Exhibition

VENUE MAP



■ With a maximum of 25 meter high ceilings, this all-weather event space.

■ 4K display (564 inches)

■ Ceiling batons for banner installation

Booth Type A

Booth Type B

※Numbers displayed are not booth numbers; these are for guidance purposes only.

ADVERTISING PROMOTION

The exhibition will be featured in "Mobility Life," a magazine specializing in urban development utilizing personal mobility, and "EV Chargers Evolution," a bicycle and EV-related magazine, both published by Rising

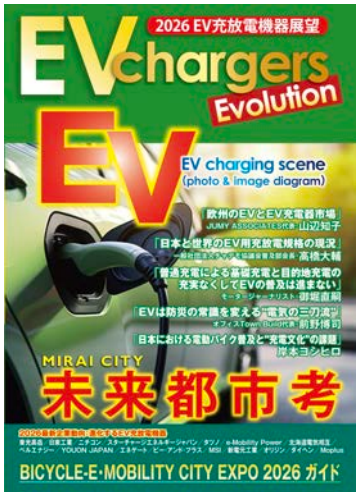
●The bimonthly magazine "Mobility Life" is packed with timely articles on the latest mobility information, EV charging and discharging equipment, vehicle driving spaces, car and bicycle parking areas, transportation systems, tourism, transport policies, environmental issues, and information on mobility and cities overseas. In the lead-up to the event, we will be publishing a series of special articles on "BICYCLE-E MOBILITY CITY EXPO 2027 - Bicycle and Electric Mobility Urban Development Expo."

This exhibition will be highly promoted to local governments, railway and road-related companies, developers, EV users, cyclists, commercial and public facility personnel, car dealers, bicycle and automobile retailers, urban development organizations and companies, bicycle and parking lot management companies, and shopping district personnel from all over the country.

●Events are announced through press releases, newspapers and magazines, web advertising, faxes, the official website, social media, etc. Every year, the "BICYCLE-E MOBILITY CITY EXPO" receives extensive coverage of its exhibits in both the general media and specialized publications. By presenting information on mobility, transportation systems, and urban development in Japan and around the world, this exhibition is sure to garner widespread attention.

●We will be promoting and publicizing the "BICYCLE-E MOBILITY CITY EXPO 2027" at various vehicle-related event venues, bicycle and car dealerships, etc. We are focusing on PR and advertising promotions, and expect to attract more than 10,000 people, which will directly lead to business expansion and the promotion of urban development.

●A special feature article on "BICYCLE-E MOBILITY CITY EXPO 2027 - Bicycle and Electric Mobility Urban Development Expo" has been published in a magazine and mook published by Rising Publishing, which covers electric vehicles, electric mobility, electrically assisted bicycles, and EV charging and discharging equipment.



EXHIBIION PLAN

Booth Type	Booth Size	Partition Panels	Number of application booths	Price for One Booth (incl. 10% tax)
Type A	2475mm×2475mm	included	1	¥308,000
	2475mm×2475mm	included	2～3	¥297,000
	2475mm×2475mm	included	4 or more	¥286,000
Type A (corner)	1 Corner (Exhibitors applying for 2 or more booths)			¥33,000
Type B	1980mm×1980mm	included	1	¥198,000

※Booths do NOT include tables, seating, power supply, or lighting. Exhibitors requiring extras must applyfor additional rental arrangements.

【 CAUTION !!! 】Regarding lithium-ion batteries

Lithium-ion batteries used in exhibition vehicles and EV chargers will be limited to genuine, authentic products (PSE-certified).
And Homemade battery packs are strictly prohibited.

BOOTH TYPE A

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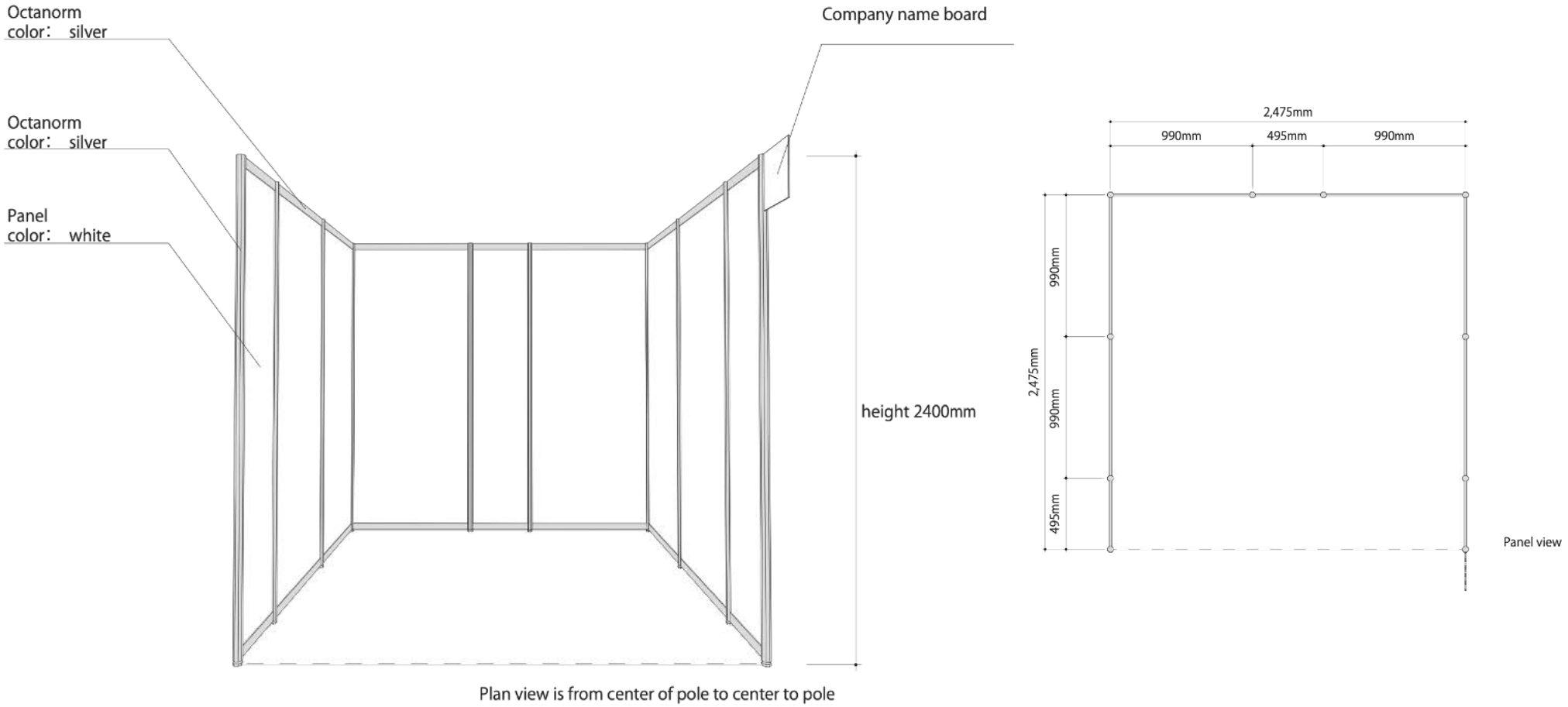

・All booths equipped with panels and a company or organization name plate.

※Booths do NOT include tables, seating, power supply, or lighting. Exhibitors requiring extras must apply for additional rental arrangements.

BOOTH TYPE B

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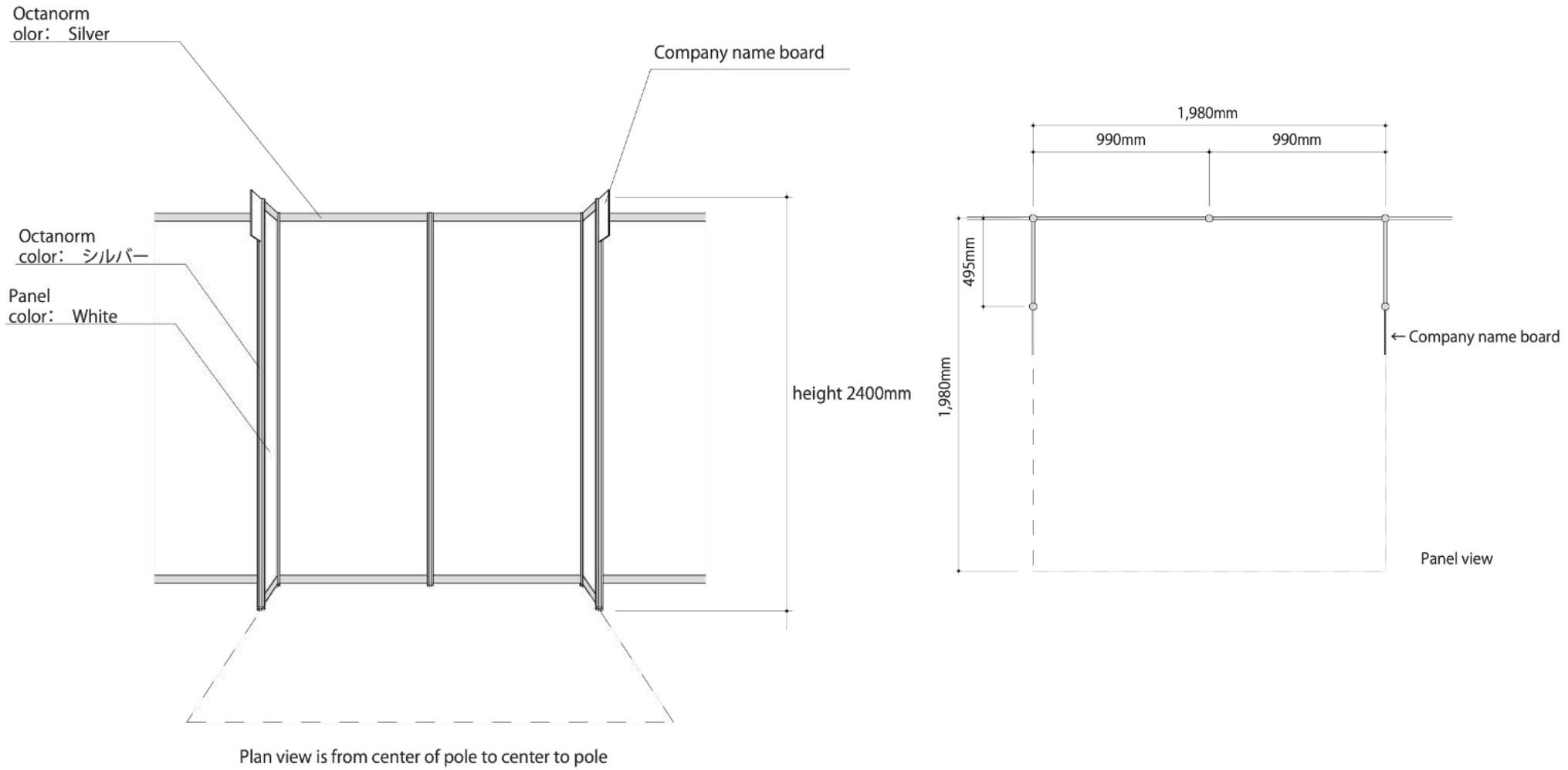

・All booths equipped with panels and a company or organization name plate.

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SCHEDULE (tentative)

2027

May 14 (Fri)	Venue layout finalized
June 29 (Tue)	Venue opens, set up begins
June 30 (Wed) – July 1 (Thu)	BICYCLE-E MOBILITY CITY EXPO 2027
July 1 (Thu)	Expo closes, break down