

International **Auto** Aftermarket **EXPO**

The 23rd International Auto Aftermarket
EXPO 2026
— Exploring New Markets —



Date

February 12 - 14, 2026

Venue

Tokyo Big Sight, Japan

Organized by

International Auto Aftermarket EXPO Steering Committee

IAAE is the ideal platform to enter new market and developing business partnerships in Japan.

- Gathering all in one who are fully committed to the auto aftermarket business.
- The only auto aftermarket exhibition in Japan that leads Asian market.
- Where forefront innovations and solutions meet a broad market needs.

Exhibit Zone



Demonstration



Seminar



Event overview

Exhibition Title | The 23rd International Auto Aftermarket EXPO 2026

Date | February 12th (Thu) - 14th (Sat), 2026

Venue | Tokyo Big Sight (Tokyo International Exhibition Center) East Hall 7, 8

Organized by	International Auto Aftermarket Expo Steering Committee	Sponsored by	Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Japan External Trade Organization (JETRO) / National Agency for Automobile and Land Transport Technology / Organization for Small & Medium Enterprises and Regional Innovation, JAPAN (Random order)
	• Japan Auto Parts Industries Association (JAPIA)	Supported by	Japan Automobile Manufacturers Association (JAMA) / Japan Automotive Service Equipment Association (JASEA)
	• Auto-Parts & Accessories Retail Association (APARA)		Japan Car Detailing Association / The Japan Automobile Tyre Manufacturers Association, Inc. (JATMA)
	• Japan Auto Accessories Manufacturers' Association (JAAMA)		BS SUMMIT business cooperative / Taiwan External Trade Development Council (TAITRA)
	• Japan Auto Chemical Industry Association		Japan Imported Car Service Promotion Association / and 29 other relevant associations (Random order)
	• Japan Automobile Dealers Association (JADA)	Special supporting organization	Auto Aftermarket Liaison Council / Automotive Aftermarket Action League (AAAL)
	• Japan Automobile Service Promotion Association		Aftermarket Suppliers Activation Committee (AAC) (Last record)
	• Japan Automotive Machinery and Tool Manufacturers Association (JAMTA)	Media Partners	Nikkan Jidosha Shimbun / Seibi Senryaku / AUTOMOTIVE Aftermarket / Jidosha Yuryo Buhin / Seibikai / Response / Service Strategy / Yugyo Hoshi Shimbun / Monthly Gasoline Stand / CAR CARE PLUS / BODY SHOP REPORT / Taiwan Transportation Equipment Guide / Japan Rubber Weekly Journal of Economic Maintenance Tribology / AutomotiveTireNews / Car and Tech / Tōryō Hōshi Shinbun / Automediat (Random order)
	• Japan Automotive Parts and Accessories Distributors Association (JAPADA)		
	• Japan Automotive Parts Recyclers Association (JAPRA)		
	• Japan Automotive Products Association (JAPA)		
	• Japan Autoparts Wholesales Association		
	• Japan Filter Element Association		
	• Nippon Auto Parts Aftermarket Committee (NAPAC)		
	• Rebuilt Manufacturers Association Japan		
	• Nikkan Jidosha Shimbun (Daily Automotive News)		
	• JC Resonance		

IAAE is the only International Automotive Aftermarket exhibition in Japan where provides wide range of information about auto aftermarket, for example, vehicle purchases and sales, maintenance, collision repair, coating, spare parts, components, etc. The show features showcasing a variety of products, cutting edge solutions, latest devices, and auto chemicals, as well as more informative seminars and practical demonstrations by front-liners and innovators.

Previous show

IAAE2025 Facts & Figures

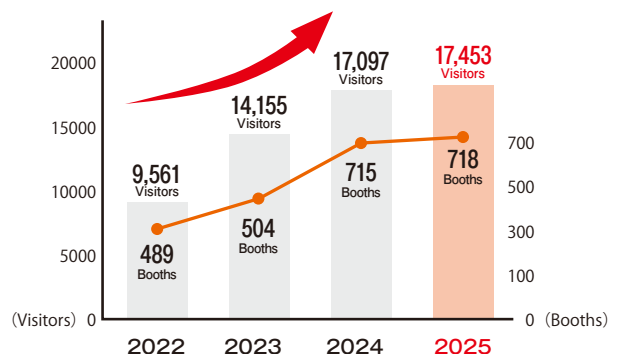
Visitors..... 17,453

Exhibitors 395

Booths 718

Event area 17,000 (sqm)

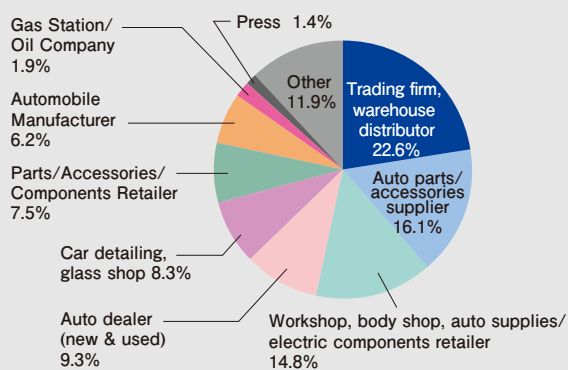
Change in the numbers of visitors and booths



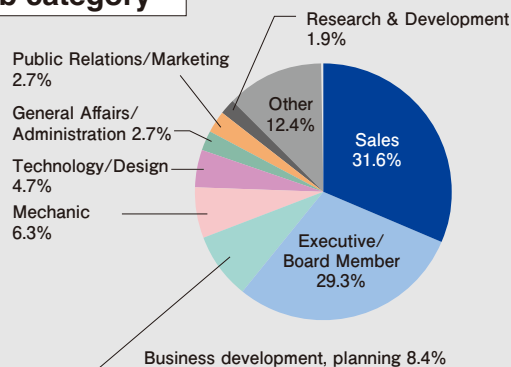
The number of visitors and booths were the highest ever at IAAE2025 show.

Visitor Profile

Business type



Job category

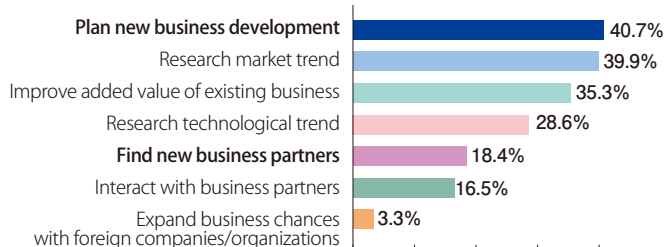


International visitors: Australia / Azerbaijan / Bangladesh / Belgium / Canada / China / Denmark / Estonia / Germany / Greece / India / Indonesia / Iraq / Italy / Malaysia / Mongolia / New Zealand / Norway / Pakistan / the Philippines / Poland / Saudi Arabia / Singapore / South Korea / Spain / Sri Lanka / Taiwan / Tajikistan / Thailand / Turkey / UAE / UK / U. S.

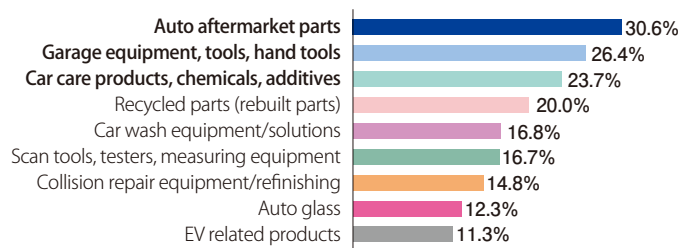
Exhibit Profile



Objective of visit



Categories attracted visitors



Who visits IAAE?

- Approximately **30% of decision makers**.
- Over 1,600 buyers from local auto dealerships and used car.
- All Japanese major car manufacturers joined.

Why exhibit?

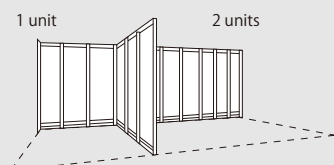
- Ideal platform to **find local distributors**.
- Visitors are looking for hints on how to explore new business ventures and add value to existing projects.
- **Benchmarking** competitor's latest products and solutions.
- Elevate brand awareness and bolster your local presence.
- Take advantage of this meeting opportunity as exchanging with suppliers and partners.

Exhibition space fee and booth configuration

Raw Space: JPY 363,000 per booth
(tax included, decoration fee does not included)

- Booth size is 9 square meters (3m × 3m) per booth.
- In principle, **only a raw space is provided**. If there is/are adjoining booth(s), a H2.7 m partition wall/walls (octanorm panel, white color) will be installed. (See the example below.)
- Exhibitors are required to decorate their booths according to the Guideline for Exhibitors, which will be distributed at the end of December.
- Please contact the Show Management Office if you would like to use your original decoration plan.

If there is/are adjoining booth(s)



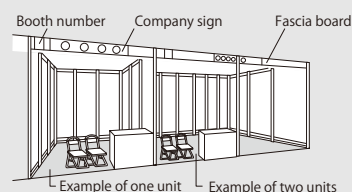
*Optional

Display Package (A-1) : JPY 110,000
(tax included, booth space fee does not included)

- Display package (A-1) is applied for 9square meters (3m × 3m) .
- There are several types of display packages by content, design, and booth size.
- All types of display packages can be applied from mid-December.

Display Package (A-1) includes items described below.

- Company sign : Exhibitor's name and booth number on the fascia board
- Flooring : Punch carpet
- Lighting : 2×LED light (20W), 2×LED Spotlight (5W)
- Furnishing : 1×Reception counter (W900×D450×H750), 2×Folding chairs
- Electricity : 1×Visiting card box
- 1× Electric outlet (100v/850W), setup fee and electricity usage fee (up to 850w) included



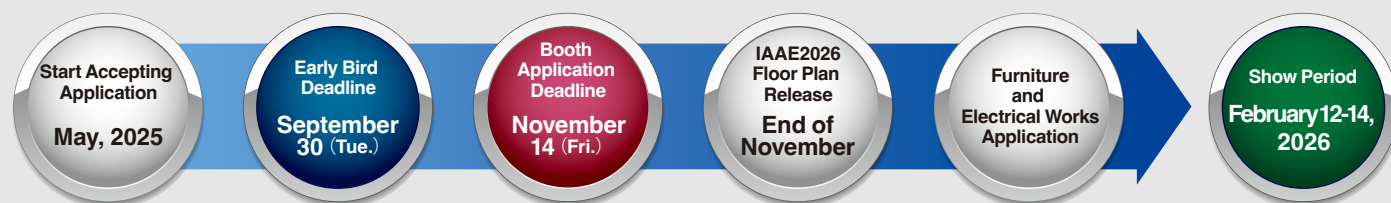
Product presentation slots

30-minute Product Presentation slots in the seminar room.

- *Exhibitor can apply only 1 slot.
- *First-come, first-served basis.
- *Application is free of charge.
- *Cancellation is not acceptable after application has been made.
- Only IAAE exhibitor can apply for this slot. External speaker cannot give lectures.
- Date and time will be allocated by show management office.
- 30-minute presentation time slot is subject to change.
- Only free internet connection by the event hall is available, and exhibitor must arrange other secure connection if necessary.
- Presentation equipment will be provided by show management office other than laptop and product information materials.
- Exhibitors are responsible for advance notices and attracting audiences.
- Exhibitor shall arrange for an interpreter and presentation materials in Japanese language.



Timeline



Contact

International Auto Aftermarket EXPO Show Management Office

c/o JC Resonance Co., Ltd. 1-12-2 Shirokane, Minato-ku, Tokyo 108-0072 Japan
TEL: +81 (0) 3 5422 9446 FAX: +81 (0) 3 5422 9149 <https://www.iaae-jp.com/en/> E-mail: office@iaae-jp.com

Overseas Agents

Show Management Office cooperates with overseas agents to support both exhibitors and visitors from outside of Japan. Please contact the agents at the addresses listed below for inquiries.

Taiwan

Taiwan External Trade Development Council (TAITRA)
Industry Marketing Department, 5F, 333 Keelung Rd., Sec.1, Taipei 11012, Taiwan, R.O.C.
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