

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

The 24th International Auto Aftermarket
EXPO 2027

Exploring New Markets



Date **March 10 (Wed)-12 (Fri), 2027**

Venue **Tokyo Big Sight south hall 1-4**

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.

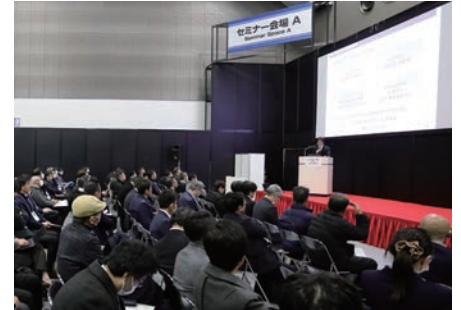
Exhibit Zone



Demonstration



Seminar



Event overview

Exhibition Title | The 24th International Auto Aftermarket EXPO 2027

Date | March 10th(Wed) - 12th(Fri), 2027

Venue | Tokyo Big Sight (Tokyo International Exhibition Center) South Hall 1 - 4

<p>Organized by</p> <ul style="list-style-type: none"> International Auto Aftermarket Expo Steering Committee • Japan Auto Parts Industries Association (JAPIA) • Auto-Parts & Accessories Retail Association (APARA) • Japan Auto Accessories Manufacturers' Association (JAAMA) • Japan Auto Chemical Industry Association • Japan Automobile Dealers Association (JADA) • Japan Automobile Service Promotion Association • Japan Automotive Machinery and Tool Manufacturers Association (JAMTA) • 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 Shimibun (Daily Automotive News) • JC Resonance 	<p>Under the patronage of</p> <p>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 / Italian Trade Agency / Embassy of Italy - Trade Promotion Section (Last edition record, Next request planned)</p>
<p>Supported by</p> <ul style="list-style-type: none"> Japan Automobile Manufacturers Association (JAMA) / Japan Automotive Service Equipment Association (JASEA) Japan Car Detailing Association / The Japan Automobile Tyre Manufacturers Association, Inc. (JATMA) BS SUMMIT business cooperative / Taiwan External Trade Development Council (TAITRA) Japan Imported Car Service Promotion Association / and 31 other relevant associations (Random order) 	<p>Special supporting organization</p> <p>Auto Aftermarket Liaison Council / Automotive Aftermarket Action League (AAAL)</p> <p>Aftermarket Suppliers Activation Committee (AAC) (Last record)</p>
<p>Media Partners</p> <ul style="list-style-type: none"> Nikkan Jidosha Shimibun / Seibi Senryaku / AUTOMOTIVE Aftermarket / Jidosha Yuryo Buhin / Seibikai / Response / Service Strategy / Yugyo Hochi Shimibun / Monthly Gasoline Stand / CAR CARE PLUS / BODY SHOP REPORT / Taiwan Transportation Equipment Guide / Japan Rubber Weekly Journal of Economic Maintenance Tribology / Car and Tech / Toryo Hochi Shinbun / Automediat / MAINTENANCE SHOP REPORT (Last record) 	

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

Previous show

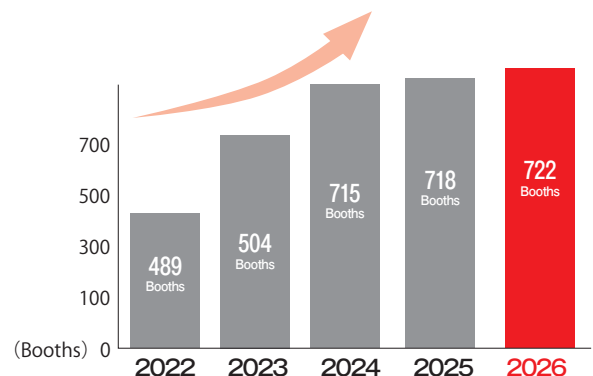
IAAE2026 Facts & Figures

Visitors 16,719

Exhibitors 368

Booths 722

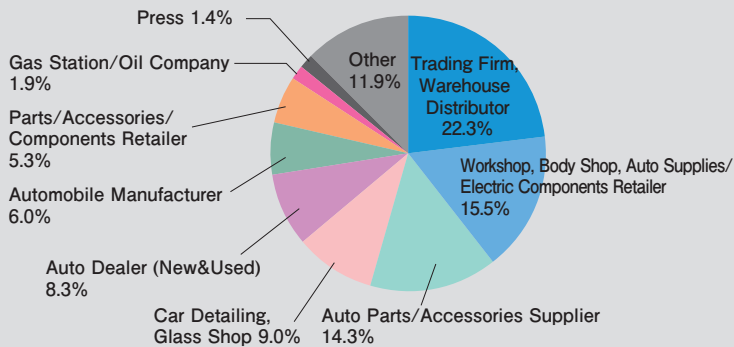
Event area 15,000 (sqm)



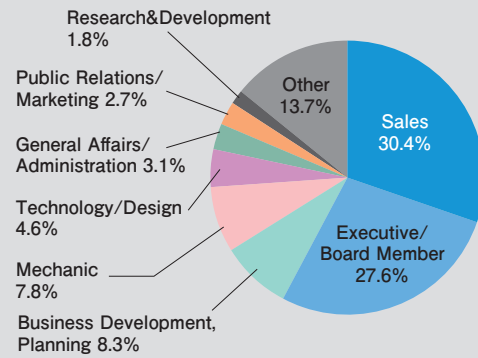
The number of booths were the highest ever at IAAE2026 show.

Visitor Profile

Business type

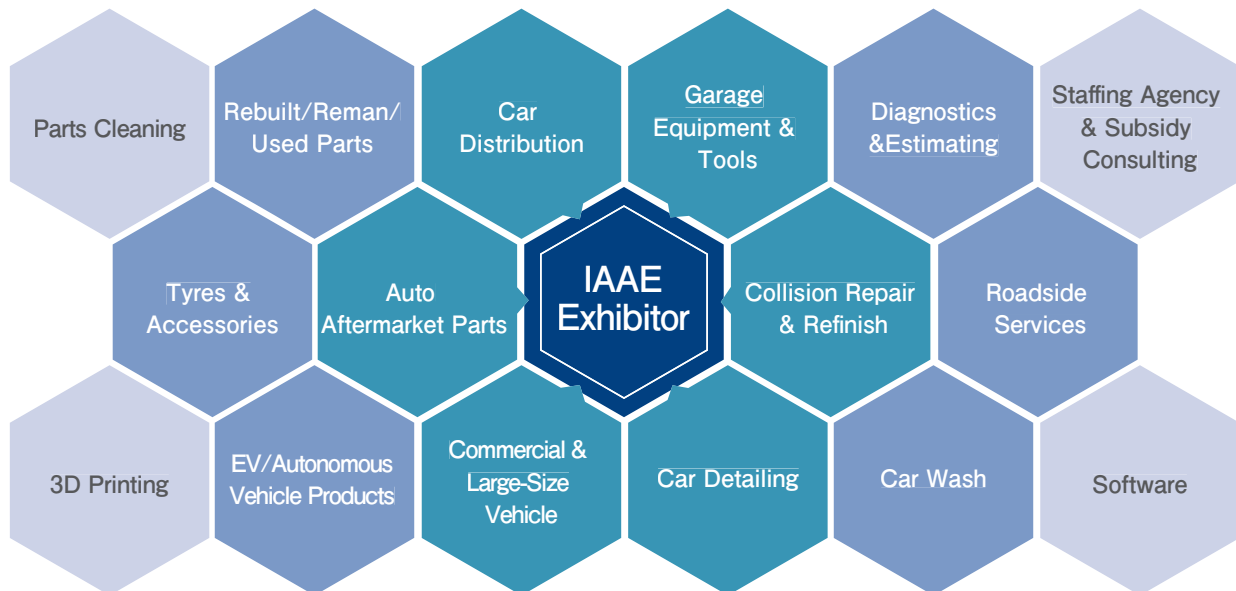


Job category



International visitors: Australia / Austria / Canada / China / Denmark / Ecuador / France / Germany / Iceland / India /Indonesia / Italy / Kazakhstan / Malaysia / Mongolia / Morocco / Netherlands / Pakistan / Philippines / Romania / Russia / Singapore / South Korea / Spain / Sri Lanka / Taiwan / Thailand / Trinidad and Tobago / Turkey / UAE / UK / USA / Vietnam

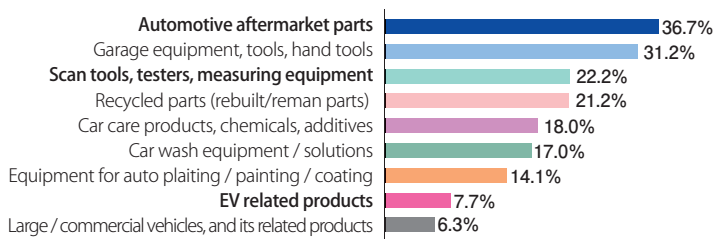
Exhibit Profile



Objective of visit



Categories attracted visitors



Who visits IAAE?

- Approximately **30% of decision makers**.
- Over 1,300 buyers from local auto dealerships and used car.
- Comprehensive event gathering all of Japan's primary automotive manufacturers.

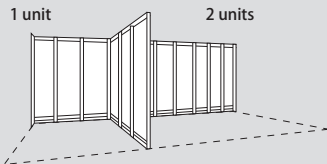
Why exhibit?

- 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 (available from December)

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 the end of 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
 1 × Visiting card box
 Electricity : 1 × Electric outlet (100v/850W), setup fee and electricity usage fee (up to 850w) included

Example of one unit (A-1)



Example of two units (A-2)



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



<https://www.iaae-jp.com/en/>

Contact

International Auto Aftermarket EXPO Show Management Office

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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.

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