

# Kyoto Japan in Dubai

We look forward to seeing you at the venue.

## Technology Contents Kyoto x World's Best Concentrated World Laboratory, Dubai First Japanese/Kyoto exhibition in Dubai's history

The "Kyoto Japan in Dubai" will be the first ever Dubai government-approved exhibition of Japan and Kyoto, and the first ever "Kyoto Japan in Dubai" consisting of a "Japan/Kyoto Exhibition", "Draft Conference (investor pitch)", etc. With the support of all seven emirates of the UAE, the event will bring together companies with excellent advanced science, technology, traditional technology, food, video, games, animation and other technology content from Japan and Kyoto. The event aims to match companies with technology and content from Japan and Kyoto with royalty, VIPs (government, embassies, etc.), companies and investors (UAE, Persian Gulf countries, global companies and investors from North America to India), and local people.



### Exhibitors

100-200 companies (about half of which are in Kyoto) with excellent advanced science and technology, traditional technology, food, and content/technology such as video, games, and animation)

### Schedule and Venue

2024/1/22(Mon)-24(Wed)  
Dubai World Trade Center  
Estimated 50,000 visitors

### Sponsors Wanted

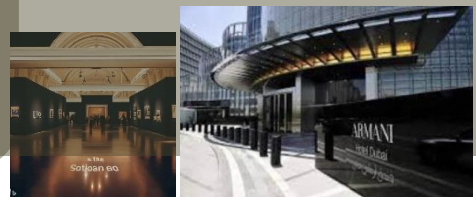
Sponsorship plans are available. We have media exposure in Japan and Dubai, and opportunities for exposure in both.

### VIP Party Introduction

Invitation slots for sponsors to the VIP party, which will be attended by the Dubai government, VIPs, companies, investors, etc.

A VIP party will be held on January 24 at the Armani Hotel. Date, time, and location are in the planning stages and are subject to change. A separate fee is required for this event.

Platinum Sponsors : 5 invited guests  
Gold Sponsor : 3 Invited guests  
Silver Sponsor : 2 invited guests  
Bronze Sponsor : 1 invited guests



Sponsor plan	JPY	USD
Platinum sponsor	¥20,000,000	\$150,000
Gold sponsor	¥10,000,000	\$75,000
Silver sponsor	¥5,000,000	\$38,000
Bronze sponsor	¥3,000,000	\$23,000
Supporting partner	¥1,000,000	\$7,500



京都府

Co-sponsor: Kyoto Prefectural Government (e-mail: [monozukuri@pref.kyoto.lg.jp](mailto:monozukuri@pref.kyoto.lg.jp))

Organizer: KYOTO JAPAN IN DUBAI executive committee (BORDER ZERO, etc) (e-mail: [info@borderzero.jp](mailto:info@borderzero.jp))

## Sponsors Wanted

### ● Use of Logo and Name Rights for Exhibitions

Sponsor plan	Platinum	Gold	Silver	Bronze
Exhibition logo usage rights	○	○	○	depending on the application
Naming right	○	○	○	○

### ● Sponsor Exposure at the venue

Sponsor plan	Platinum	Gold	Silver	Bronze
Logo on large screen at the venue	○	○	○	—
Signboard in the venue	○	○	○	○
Backroad Logo	○	—	—	—
Product Exhibits	○	—	—	—
Logo SNS ad exposure (UAE/GCC)	× 30	× 20	× 10	× 5

### ● Sponsor Exposure in Japan

Sponsor plan	Platinum	Gold	Silver	Bronze
Logo placement in articles (major domestic media)	○	○	○	—
Introducing our products in published media article	○	○	—	—
Logo on website	○	○	○	○
Logo placement in Metaverse	○	○	○	—
Metaverse Space Production	○	—	—	—
Introduction on Facebook	○	○	○	○
Logo placement in SNS ads	○	○	—	—

## Event Details

### 【DAY1 : Jan.22】

Opening Ceremony, BtoB business meetings with VIP & influencers.

### 【DAY2 : Jan.23】

BtoB business meetings, investor approach day

### 【DAY3 : Jan.24】

Open to the public, Citizens' Marketing Day



Kyoto, Japan's "Technology and Contents" x Dubai, the "World's Best", "World's Concentration" and "World's Laboratory".

## ◆ WORLD("No1" Dubai) × JAPAN("Only1" Kyoto)

We will make it the world's best JAPAN EXPO in 3 years! With Dubai's goal of making Japan Expo the world's largest in 3 years, we will grow into a platform for various economic and cultural exchanges throughout the year, centering on the annual EXPO, We will grow into a platform for various economic and cultural exchanges throughout the year, centering on the annual EXPO! With Dubai's vision "To be the best in the world or not to be the best in the world! The fusion of Dubai, "the best in the world or else", and Kyoto, "the only one in the world or else", will usher in a new era never seen before! We will open up a new era of unprecedented excellence!

