

## Exhibition information



# BICYCLE-*E*·MOBILITY CITY EXPO 2025

自転車 - 電動モビリティまちづくり博

in 新宿住友ビル 三角広場



**Organizer:** BICYCLE-E MOBILITY CITY EXPO 2025 Executive Committee  
**Operations:** Rising Publishing Company Ltd.

**Date:** Wednesday June 11 - Thursday, June 12, 2025

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



CONTACT

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## For the “MIRAI CITY”

Outlook for  
next-generation transportation systems

BICYCLE-E · MOBILITY CITY EXPO 2025

is

**An exhibition promoting future-oriented urban development.**

「BICYCLE-E · MOBILITY CITY EXPO 2025～」 will mark its 10th anniversary in 2025. The main theme is the promotion and utilization of environmentally friendly personal mobility such as bicycles, electric cars, electric buses and electric motorcycles, as well as the creation of cities that utilize such mobility and the construction of safe and functional transportation systems.

Currently, mobility and the social environment surrounding mobility are undergoing a period of major change, with the spread of electric mobility in particular, with a view to achieving decarbonization, gasoline-free and carbon neutrality, spreading rapidly. With global environmental issues as a backdrop, it is inevitable that the shift to EVs and electric mobility will accelerate. This exhibition will look at new electric mobility and transportation systems that take into account this social situation, and is an event to improve the mobility environment, including the spread of EV charging and discharging equipment, the evolution of bicycle and parking lots, and road maintenance, and aims to expand its role as a base for disseminating opinions both in Japan and overseas.

「BICYCLE-E · MOBILITY CITY EXPO 2025」 will continue to contribute to the development of a safe and convenient transportation society, and a healthy and environmentally friendly local community, and will continue to move forward as an exhibition that looks ahead to the creation of future cities.

# Purpose

**A future-oriented “urban development” expo utilizing “EVs and electric mobility”, held in a state-of-the-art event space 「Shinjuku Sumitomo Bldg., Sankaku Hiroba」 filled with natural light**

Decarbonization and carbon neutral urban development is a global trend, and creating an environmentally friendly future city with the SDGs in mind can be said to be an unchanging theme that we must promote. Building environmentally friendly mobility and transportation systems is a priority issue being addressed by major advanced cities around the world, and it is inevitable that the trend toward mobility transformation that will open up new horizons will continue to accelerate.

「BICYCLE-E ・ MOBILITY CITY EXPO 2025」 will delve deeply into the above themes, focusing on advanced mobility functions and promoting the construction of safe, convenient transportation systems and environmentally friendly high-tech transportation systems. Every year, the exhibition hall at this exhibition displays a wide variety of noteworthy products that are gasoline-free and electrically powered, such as EVs, electric cars, electric buses, electric motorcycles, and electrically assisted bicycles. It can be said that the functional, complex, and effective use of such personal mobility devices in accordance with the circumstances of the local community is an essential condition for the evolution of urban development. To make this possible, we must tackle many challenges, such as expanding EV charging infrastructure, developing high-performance bicycle and car parking lots, and establishing advanced driving routes. 「BICYCLE-E ・ MOBILITY CITY EXPO 2025」 will tackle these issues and explore the ideal next-generation transportation system and environmentally friendly future city together with exhibitors, visitors, and many other people. We will dynamically utilize the exhibition space and special stage to look ahead to the evolution of mobility and transportation systems.

Nishi-Shinjuku, a huge business city creating a new era of excitement is the perfect exhibition venue to explore 「BICYCLE-E ・ MOBILITY CITY EXPO 2025」 theme.

# Outline

- ◆ **TITLE** : BICYCLE-E・MOBILITY CITY EXPO 2025  
~Community Development through bicycles and electric mobility devices~
- ◆ **DATE & TIME** : Wednesday-Thursday, 11-12 June 10:00~17:00  
Set Up : Tuesday, June 10 8:00~20:00 (tentative)  
Break Down : Thursday, June 12 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** : National, regional, and local governments, developers, Bicycle and parking lot related businesses, Car and bicycle dealerships, Bicycle and EV related businesses, Car users, cyclist, EV enthusiast, Road and construction related businesses, Logistics related companies, Information and communications companies, Crime prevention and security related businesses, Sports and health related companies, Railway and transportation related companies, Commercial and public facilities, Office building and school personnel, Shopping district personnel, Food delivery companies, Various organization related persons, Overseas bicycle and EV industry personnel, and more..
- ◆ **Organizer** : BICYCLE-E・MOBILITY CITY EXPO 2025 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 a wide range of content, including displays of cutting-edge bicycles, electric mobility, electric cars, and EV charging and discharging equipment, new bicycle and parking systems, the expansion and development of safe and functional mobility driving spaces, MaaS, mobility mix, transportation policies of central and local government agencies, and panel discussions by researchers and journalists. It is packed with proposals for creating and promoting attractive mobility and transportation systems !



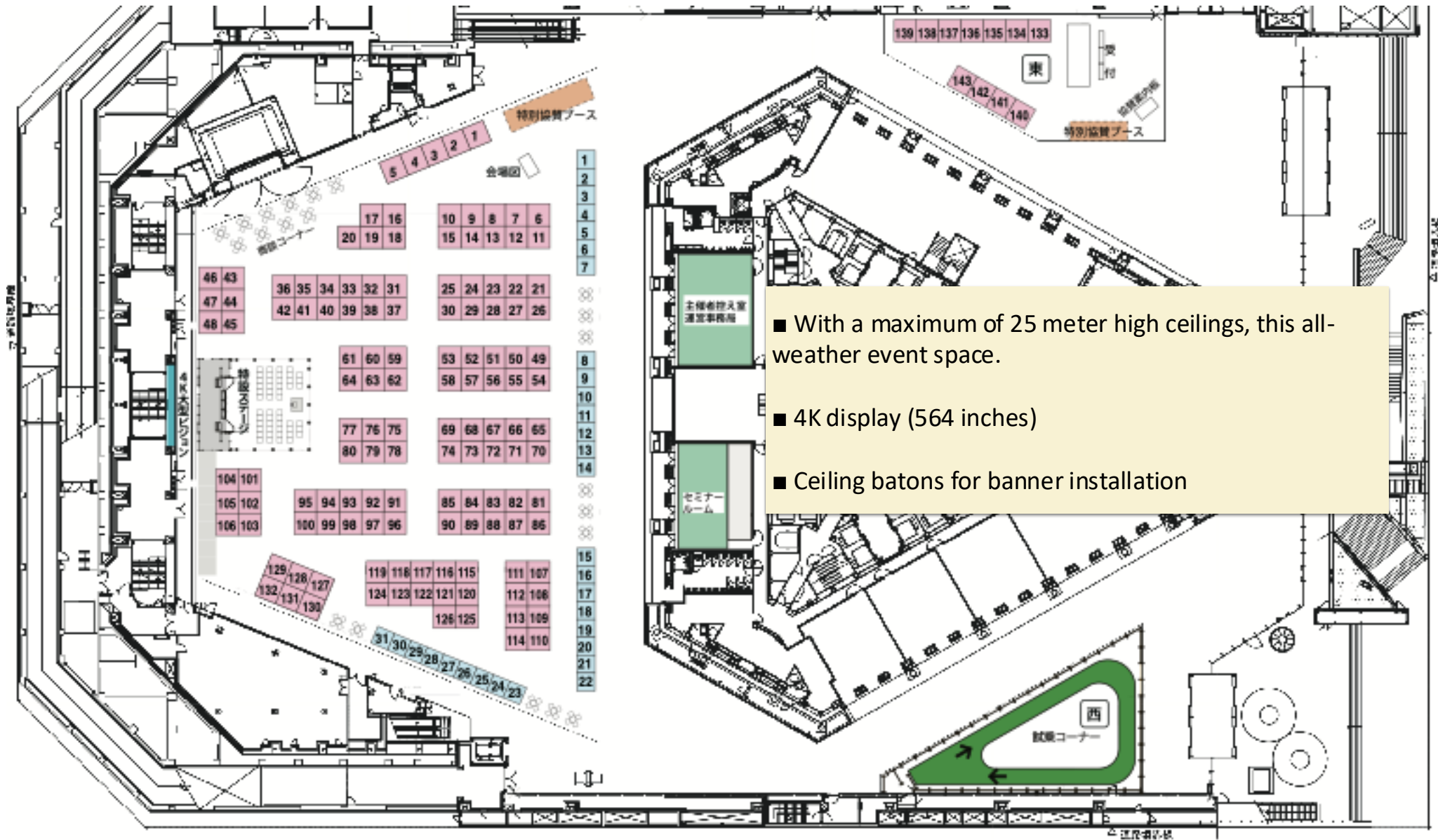
View of the 2024 Exhibition







# VENUE



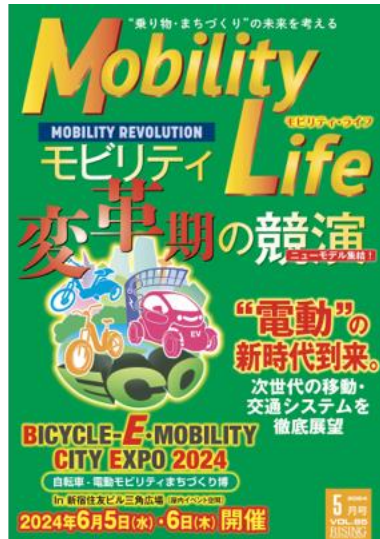
- With a maximum of 25 meter high ceilings, this all-weather event space.
- 4K display (564 inches)
- Ceiling batons for banner installation

Booth Type A
  Booth Type B

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

# Advertising Promotion

Feature articles on this exhibition will be published in "Mobility Life," a magazine published by Rising Publishing Co., Ltd. that specializes in "urban development" utilizing personal mobility, and in a special issue on bicycles and EVs. In addition, we will be promoting and announcing this exhibition in the general media.



●Featured opinion presentation!! The bimonthly magazine "Mobility Life" focuses on urban development utilizing various personal mobility devices and is packed with timely articles on the latest information on mobility, EV charging and discharging equipment, vehicle driving spaces, parking and bicycle parking spaces, transportation systems, tourism, transportation policies, environmental issues, and overseas mobility and urban information.

In the lead up to the event, we will be publishing a series of special articles on "BICYCLE-E MOBILITY CITY EXPO 2025 - Bicycle and Electric Mobility Urban Development Expo."

The exhibition will make a strong appeal to local governments nationwide, railway and road-related companies, developers, EV users, cyclists, commercial and public facility personnel, car dealers, bicycle and automobile dealerships, urban development-related organizations and companies, bicycle and parking lot management companies, and shopping district personnel.

●A special feature article on "BICYCLE-E・MOBILITY CITY EXPO 2025 - Bicycle and Electric Mobility Urban Development Expo" is published in a magazine and mook book published by Rising Publishing, which covers electric vehicles, electric mobility, electrically assisted bicycles, and EV charging and discharging equipment.

●Announce the event through press releases, newspapers and magazines, web advertisements, official websites, social media, etc.

Every year, the exhibits at the "BICYCLE-E MOBILITY CITY EXPO" receive extensive coverage in the general media and specialist newspapers and magazines. This exhibition is sure to garner widespread attention by presenting information on mobility and urban development in Japan and around the world.

● We will carry out publicity and promotion activities for the "BICYCLE-E MOBILITY CITY EXPO 2025 - Bicycle - Electric Mobility Urban Development Expo" at various vehicle-related event venues and bicycle and car dealerships. We will focus on public relations and advertising promotion, and expect to attract more than 10,000 people, which will directly contribute to the expansion of business and the promotion of urban development.



# EXHIBITION PLAN

Booth Type	Booth Size	Partition Panels	Booth Allotment	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 apply for additional rental arrangements.

※Portable power sources are not permitted. If you use electricity, you must apply for at least one outlet (1.5kw).

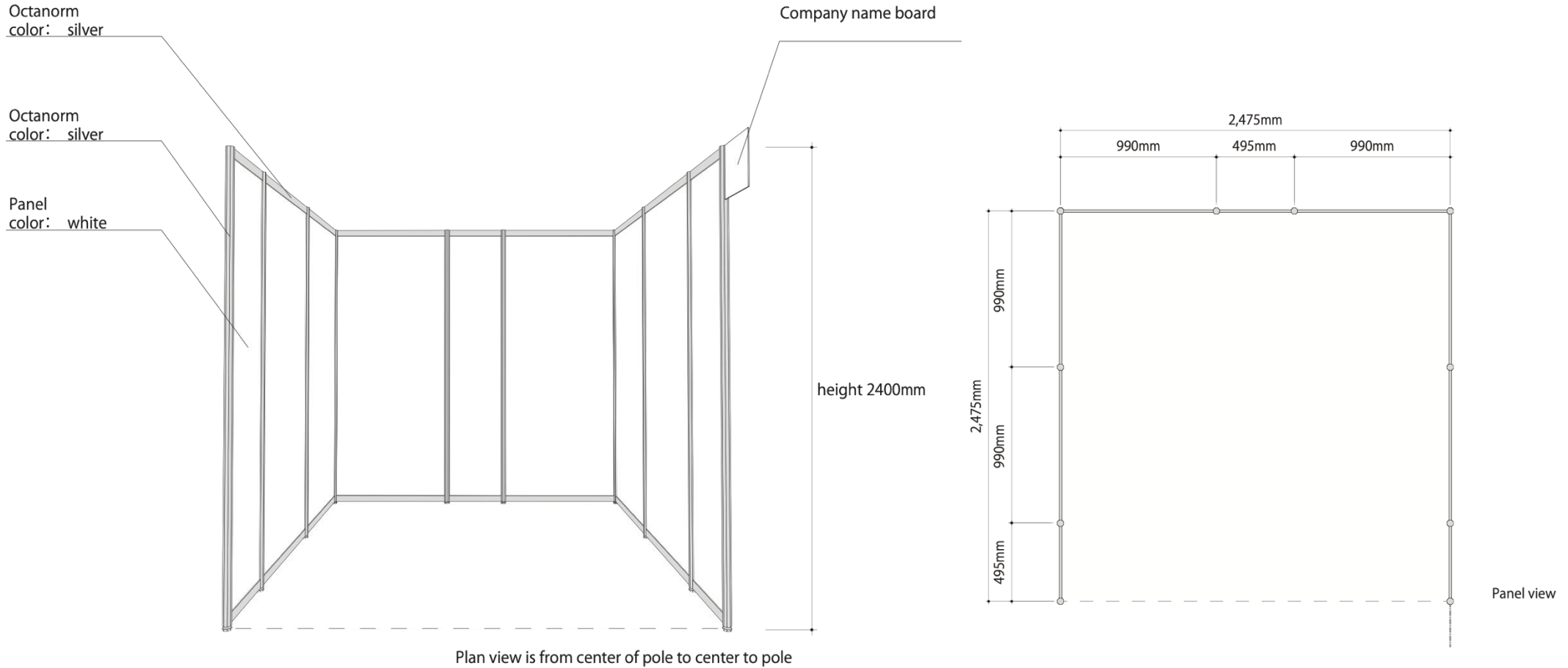
Usage Fee of Test Drive Course	¥33,000 (incl. 10% tax)
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## 【 CAUTION !!! 】 Regarding lithium-ion batteries

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

# BOOTH TYPE [A]

## Image



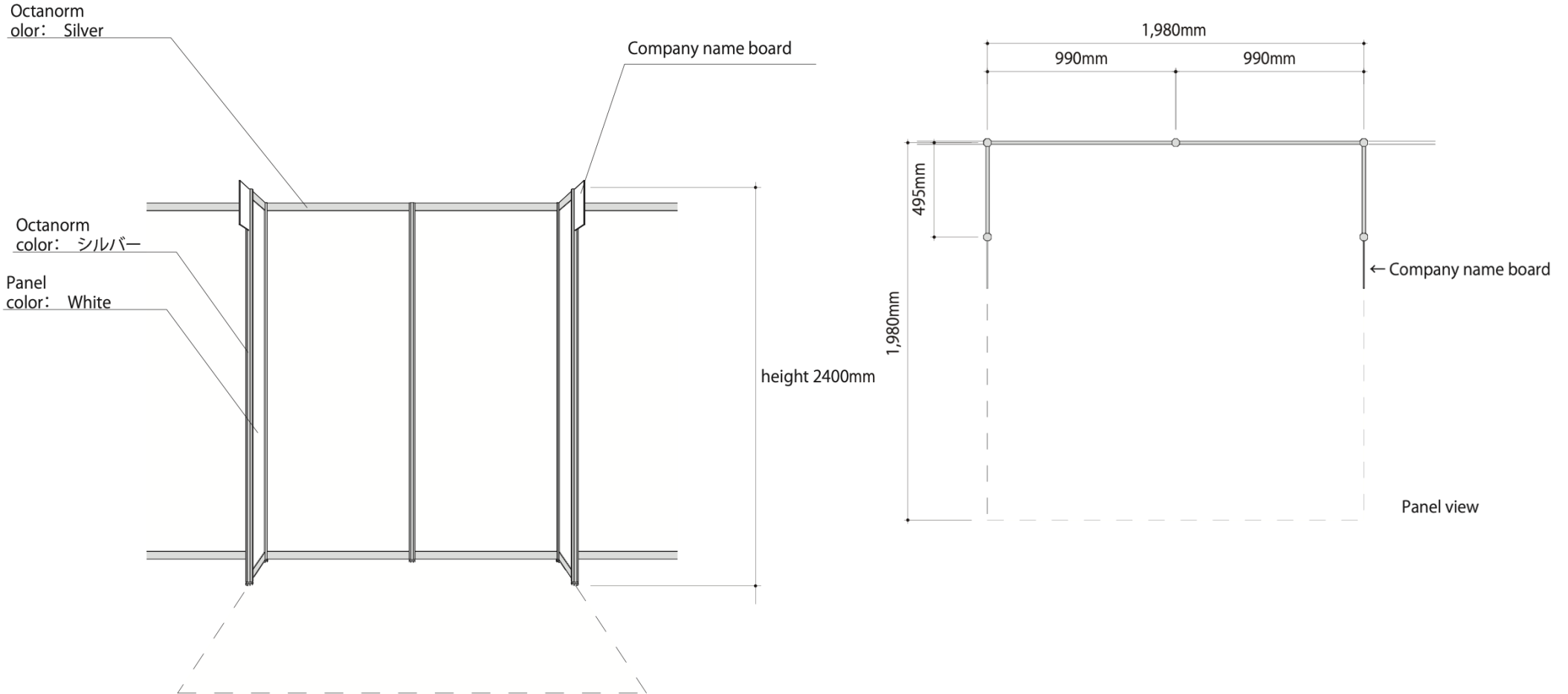
- All booths equipped with panels and a company or organization name plate.

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



# BOOTH TYPE 【B】

## Image



Plan view is from center of pole to center to pole

- **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.**

# SCHEDULE (tentative)

2025	
April 25 (Fri)	Venue layout finalized
June 10 (Tue)	Venue opens, set up begins
<b>June 11 (Wed) – 12 (Thu)</b>	<b>BICYCLE-E MOBILITY CITY EXPO 2025</b>
June 12 (Thu)	Expo closes, break down