



JESA and ShowStoppers sign MOU to boost international press attendance, coverage of CEATEC JAPAN tech show

TOKYO, JAPAN, December 12, 2018 /EINPresswire.com/ -- AUSTIN, TX., USA, 12 Dec. 2018 and TOKYO, JAPAN, 13 Dec. 2018 – [ShowStoppers®](#) and the Japan Electronics Show Association ([JESA](#)) today signed a Memorandum of Understanding (MOU) that calls for ShowStoppers and JESA to develop a range of activities that drive international press attendance and coverage of [CEATEC JAPAN®](#), [www.ceatec.com](#), the annual exhibition that organizes the Internet of Things, robotics, AI and other digital technologies to showcase Japan's vision for growth and the super-smart Society 5.0 of the future.

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Steve Leon

To begin, JESA will exhibit and meet with journalists that attend ShowStoppers @ CES, the press event that ShowStoppers produces 8 Jan. 2019 in Las Vegas. More than 1,300 journalists from 60 countries are already registered for this event – and over 100 startups and industry leaders are planning to introduce and demo new products and services for work, home and play.

“We look forward to working together with JESA over the next three years to connect more journalists from around the world with CEATEC JAPAN -- as we introduce Japanese technology companies to ShowStoppers events around the world, and also develop plans to produce the Official Press Event at CEATEC JAPAN,” said Steve Leon, principal, ShowStoppers.

“We are closely working with ShowStoppers to accelerate the global activities for delivering our message in order to address the new concept of CEATEC JAPAN – the Cyber Physical System/IoT (CPS/IoT) exhibition that shows how to integrate policies, industries and technologies to connect society and drive the future – Fintech, online shopping, cyber security, smart homes and smart factories, autonomous driving, fitness and healthcare, 5G, robotics, artificial intelligence, Big Data.” said Kiyoshi Shikano, Executive Vice President, JESA.

JESA manages CEATEC (Combined Exhibition of Advanced Technologies) JAPAN, an annual exhibition in October that connects society and co-creates the future at the Japan's largest CPS/IoT oriented exhibition and conference.

Now in its 25th year, ShowStoppers, <http://www.showstoppers.com>, produces special events where reporters, editors, columnists and industry analysts discover the future of business, consumer, lifestyle and digital technologies -- for work, home and play. These events are sponsored by hot companies with cool products that seek to meet the press.

ShowStoppers produces the official press events at IFA and NAB; partners with CTA for ShowStoppers LaunchIt, a pitch event for startups during CES; and produces events concurrent with CES, Mobile World Congress, Mobile World Congress Americas and CE Week, among others.

To exhibit at ShowStoppers events, contact Dave Leon, principal and director of sales,

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