



IAAE Show Management Office

Media partnership program
of International Auto Aftermarket EXPO(IAAE)

International Auto Aftermarket EXPO annually has been held at the Tokyo Big Sight over two decades promotes mutual exchange of cutting-edge information and revitalize the aftermarket business, such as the sales, maintenance, and car service.

The show delivers the latest information and the industry trends to the visitors through exhibits, demonstrations, and seminars. For example, specific automobile repair and maintenance certificate, OBD inspections which has already started its pre-operation stage, spread of one-stop services by electronic inspection certificate, etc.

The IAAE Steering Committee consists of 14 organizations related to auto aftermarket industry including Japan Auto Parts Industries Association (JAPIA), Daily Automotive News, furthermore, is supported by Ministry of Economy, Ministry of Land, Infrastructure, Transport and Tourism.

We have currently been cooperated with 12 media partners(domestic/international) related to the auto aftermarket of the show. By further expanding the show, we hope to keep contributing to the revitalization of auto aftermarket industry.

Therefore, if you agree with this purpose of the international event, we would like to propose a media partnership arrangement as follows:

【Summary】

■International Auto Aftermarket EXPO(IAAE) will offer a media partner:

1. Provide a media presentation space at IAAE2025 show.
2. Provide latest press release of the exhibitors and information of exhibits.

■A media partner will offer International Auto Aftermarket EXPO(IAAE):

1. License to use a media partner's company name or it's media name on the IAAE show.
2. Post advertisements or show information articles on the media(paper/online).

This partnership barter on equal value and thus no transactions are required.

Please contact IAAE show management office for further information.



The 22nd International Auto Aftermarket EXPO2025 Outline

■Exhibition Name : The 22nd International Auto Aftermarket EXPO2025 (IAAE2025)

■Date : February 26 – 28, 2025

■Venue : Tokyo Big Sight, East Hall

■Organized by International Auto Aftermarket Expo Steering Committee

Auto parts and accessories related associations (14 members)

Auto-Parts & Accessories Retail Association (APARA) / Japan Auto Accessories Manufacturers' Association (JAAMA) / Japan Auto Chemical Industry Association / Japan Auto Parts Industries Association (JAPIA) / Japan Automobile Dealers Association (JADA) / Japan Automobile Service Promotion Association / Japan Automotive Machinery and Tool Manufactures Association (JAMTA) / Japan Automotive Parts and Accessories Distributors Association (JAPADA) / Japan Automotive Parts Recyclers Association (JAPRA) / Japan Automotive Products Association (JAPA) / Japan Auto Parts Wholesales Association / Japan Filter Element Association / Nippon Auto Parts Aftermarket Committee (NAPAC) / Rebuilt Manufacturers Association Japan / Nikkan Jidosha Shimibun (Daily Automotive News) / JC Resonance Co., Ltd.

■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

(Last record)

■Supported by

Japan Automobile Manufacturers Association (JAMA) / The Japan Automobile Tyre Manufacturers Association, Inc. (JATMA) / Taiwan External Trade Development Council (TAITRA) / Japan Imported Car Service Promotion Association and 35 other relevant associations

(Last record)

■Media partner

Nikkan Jidosha Shimibun / Seibi Senryaku / AUTOMOTIVE Aftermarket / Jidosha Yuryo Buhin / Seibikai / Response / Service Strategy / Yugyo Hochi Shimibun / Hoken Mainichi Shimibun / Monthly Gasoline Stand / CAR CARE PLUS / BODY SHOP REPORT / Taiwan Transportation Equipment Guide

(Last record)