

UK PAVILION AT WIND EXPO JAPAN 2026

17 - 19 March, 2026 | Tokyo, Japan

WIND EXPO
Int'l Wind Energy Expo



Department for
Business & Trade



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Date: 17th - 19th March 2026

Location: Tokyo Big Sight, Japan

Join the **UK Pavilion at Wind EXPO Japan 2026** to secure a prime stand location, enhanced promotion and visibility as well as access to industry experts through our extensive networking opportunities.

WIND EXPO is Japan's largest Wind Energy Trade Show, gathering a wide range of technologies for wind power generation including wind turbines to wind farm construction, maintenance and operation, and offshore wind technologies, etc. The event is aimed at companies looking to develop new business opportunities, gain technical insights and consultations as well as building and strengthening early business relationships.

Join us and be a part of the experience!

38,000+

Attendees

120+

National Pavilions

850+

Exhibitors

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Market Intelligence

Offshore wind power is an integral part of Japan's decarbonisation strategy. The government is targeting to deploy 10GW of offshore wind capacity by 2030 and 30GW to 45GW by 2040, as part of its target to reach net-zero emissions by 2050.

To facilitate this expansion, Japan amended the "Act on Promoting the Utilization of Sea Areas", allowing offshore wind development within its Exclusive Economic Zones (EEZ), thereby significantly increasing the areas available for such projects. In December 2024, BP and JERA formed a joint venture, JERA Nex bp, to generate 13GW of offshore wind power by 2030 with a USD 5.8 billion investment. The same month, Japan completed its third round offshore wind auction, awarding two key projects to JERA and partners, as well as a consortium including BP, Marubeni, and Tokyo Gas. Round 4 auction is anticipated to take place in 2025. The project sites under consideration by METI and MLIT include areas identified as "promising zones" in Hokkaido.

The government also plans to raise the local content target for offshore wind farms from 60% to 70%, with a review planned and findings expected in 2025.

There is also great potential and interest for floating wind farms, due to its deeper coastal waters. With Japan's ever-increasing energy demand as well as energy security on the agenda, speeding up the development of offshore wind power is essential, hence creating a multitude of business opportunities for developers and supply chain companies alike.

10GW

Offshore Wind
Capacity by 2030

34GW

Electrolyser capacity
until 2030

Net-Zero

Emissions by 2050

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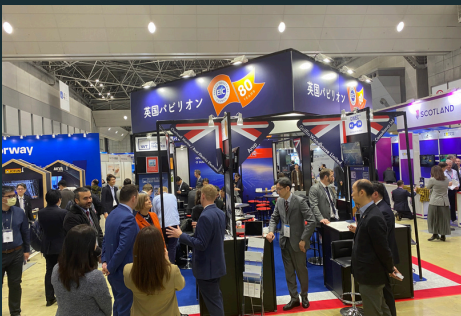
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Benefits of Participating on the UK Pavilion



Prime
Location



Enhanced Promotion



High visibility
presence



Access to industry
experts



Onsite Support
by EIC and DBT



Shared interpreters
at hand



VIP visitors &
pavilion tours
(subject to availability)



Dedicated project
manager



Appointed EIC
freight
partner & stand
designer



Country overviews/
project data
presentation



Company profile
in the EIC group
brochure



Help to identify
potential partners
& customer

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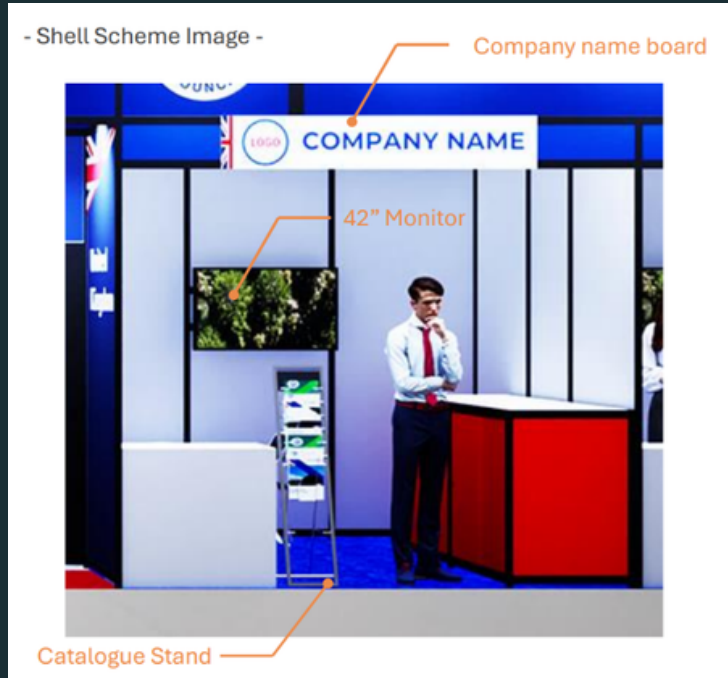
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Your Stand



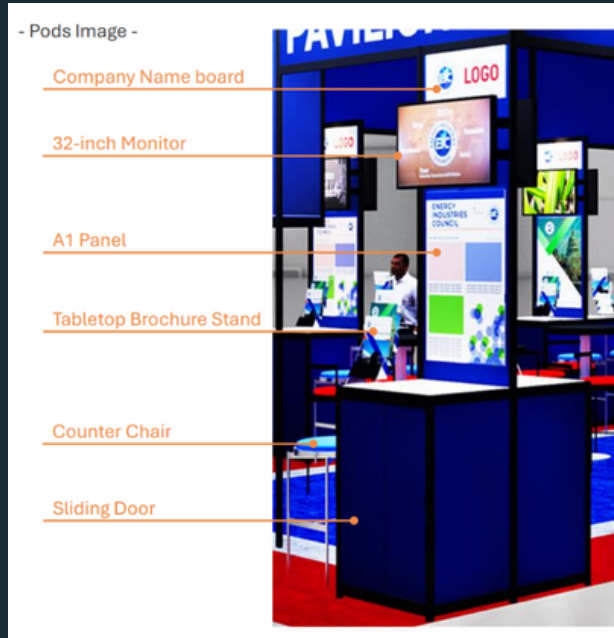
*Image for display purposes only

**Please note that any stand enhancements such as wall graphics, AV, additional sockets etc will need to be ordered and charged separately with EIC's appointed stand builder or the third-party contractor of your choice.

Shell scheme package includes:

- Back & side hard walls (graphics optional extra, see below)
- Fascia name board
- 42in screen included within the price
- Lighting
- 1 power outlet
- Access to UK Lounge
- Access to UK Pavilion networking session
- 1 round table & 3 chairs
- 1 counter
- Catalogue Stand
- Wastepaper basket
- Project management

Your Pod



*Image for display purposes only

**Please note that any stand enhancements such as wall graphics, AV, additional sockets etc will need to be ordered and charged separately with EIC's appointed stand builder or the third-party contractor of your choice.

Pod package includes:

- Prime location
- 32in screen included within the price
- A1 Panel Poster (Design to be provided by exhibitor)
- Tabletop Brochure Stand
- Counter Chair
- Power outlet
- Catered group lounge
- Meeting tables and chairs
- UK group branding
- Networking Reception
- Project management



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Costs

(Excluding VAT)

Shell Scheme Stand Cost

EIC Member

£9,200

per 8.1 sqm stand

Non Member

£9,600

per 8.1 sqm stand

Pod Package Cost

EIC Member

£5,450

per pod

Non Member

£5,900

per pod

Freebuild space

£6,500

per 8.1 sqm

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How to Book

To secure your space, please complete your booking form and return to: internationaltrade@the-eic.com



Contact

If you have any questions about the event or wish to discuss your options in more detail please contact:

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FX Payment Partner:

Corpay[^]

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