

July 8 (Wed) – July 10 (Fri)

Manufacturing DX Summit 2026

**The Future of Manufacturing
as it enters the age of AI and Data**

Nikkei BP's Largest Annual Online Event for the Manufacturing Industry

**#Manufacturing DX Summit 2025 Results / #Pre-registrations: 2,205 / #Viewers: 1,744 /
#Manufacturing: approx. 60% / #Executives: approx. 65% / #Companies with 1,000+ employees: approx. 60%**

**Nikkei xTECH
Nikkei Monozukuri
Nikkei Computer
Nikkei BP Intelligence Group**

Ver. 2.0

Purpose of the Initiative

Against a backdrop of social factors such as labor shortages and rising geopolitical risks, the environment surrounding the manufacturing industry is changing at an accelerating pace. Amid these changes, there is a growing trend—led primarily by forward-thinking companies—to further intensify efforts toward digital transformation (DX), including strengthening data infrastructure, fostering collaboration across departmental and corporate boundaries, and implementing structural reforms aimed at creating new value.

In response to these developments, the "Manufacturing DX Summit 2026" will bring together key figures from industry and academia, as well as companies leading the way in digital transformation, to engage in in-depth discussions from multiple perspectives on the future of the manufacturing sector as it enters the era of AI and data. By taking a bird's-eye view of the transformative trends currently unfolding in manufacturing, the summit will clarify their essence and future direction, offering insights into how companies should build their competitive edge moving forward.

We believe this event will be an excellent opportunity for DX solution vendors and consulting firms to showcase your company's strengths as true partners in manufacturing DX.

We sincerely hope you will consider sponsoring this event.

About the Nikkei BP Manufacturing DX Summit

Featuring presentations by CEOs and CIOs/CDOs from leading DX companies, as well as representatives from IT and consulting firms and industry experts, presenting the direction of digital transformation and concrete measures for the manufacturing industry from a multifaceted perspective.

We will delve deeply into strategies for overcoming challenges for companies seriously committed to "X".

Event Overview

- **Event Name: Manufacturing DX Summit 2026**
 - **The Future of Manufacturing as it enters the age of AI and Data–**
- **Dates: July 8 (Wed) – July 10 (Fri)** *Expected to be a 3-day event; subject to change depending on sponsorship status.
- **Format: Online Seminar** *Scheduled to be live-streamed from V-Cube Studio in Shirokane-Takanawa, Tokyo
- **Organizer: Nikkei xTECH**
- **In cooperation with: Nikkei Monozukuri, Nikkei Computer, Nikkei BP Intelligence Group**
- **Fee: Free (Advance registration required)**
- **Target Audience: Executives, corporate planning, DX/new business development, production/manufacturing, engineering/design, research and development, Information Systems, Sales & Marketing, and others**

Estimated Registrations & Viewers:

Approx. 1,800 registrations/day

Approx. 1,300 viewers/day

Subjects

◎ Driving company-wide transformation

- **Formulation and strengthening of company-wide DX promotion strategies**
- Promoting organizational transformation
- **Promoting DX talent development and reskilling**
- Promoting work-style reform
- **Accelerating data-driven decision-making**
- Strengthening digital governance

◎ Data Utilization / Transition to a Data-Driven Approach

- Cloud Services / Cloud Utilization
- **Establishment of a data utilization infrastructure**
- Promoting data integration within the company
- Expanding data collaboration across departments
- **Cybersecurity / OT Security Measures**
- Establishment and enhancement of data analysis and simulation environments

◎ Improving productivity and driving transformation in R&D, design, and manufacturing

- Improving business processes using **generative AI and machine learning**
- **Addressing skills transfer and labor shortages through digitalization**
- **Improving on-site productivity and efficiency through digital technology**
- Improving business processes using VR/AR/MR
- Collaborative creation on the shop floor using **the industrial metaverse**
- **Implementation of digital twins and cyber-physical systems**
- Industrial IoT / Image Recognition / Sensing / Data Analysis
- Transition to software-defined automation
- Utilization of **robots / Introduction of humanoid robots**

◎ Adapting to Changes in the Business Environment

- **Strengthening and optimizing the supply chain**
- Establishing mechanisms for **inter-company data integration**
- Achieving traceability across the entire value chain
- Addressing economic security and data sovereignty
- **BCP (Business Continuity Planning) / Strengthening Resilience**
- **Adapting to the Circular Economy**
- Carbon neutrality across the entire supply chain
- Support for Compliance with Overseas Regulations and Laws

*Please note that we will determine the order of presentations based on the content of each company's presentation. Generally, we plan to group presentations with similar themes together.

*When applying for this event, please inform our sales team of the theme of your presentation.

Program (Tentative)

The event will consist of a total of 30 sessions over three days (including 21 slots for sponsor presentations). It will feature a mix of organizer-curated presentations by CIOs, CDOs, production/manufacturing experts from leading companies, and industry specialists, as well as solution presentations by sponsors such as IT and consulting firms.

July 8 (Wed)			July 9 (Thu)			July 10 (Fri)		
AM	Organaizer's Session	30 min	AM	Organaizer's Session	30 min	AM	Organaizer's Session	30 min
	Sponsor's Presentation	30 min		Sponsor's Presentation	30 min		Sponsor's Presentation	30 min
	Sponsor's Presentation	30 min		Sponsor's Presentation	30 min		Sponsor's Presentation	30 min
	Sponsor's Presentation	30 min		Sponsor's Presentation	30 min		Sponsor's Presentation	30 min
PM	Organaizer's Session	30 min	PM	Organaizer's Session	30 min	PM	Organaizer's Session	30 min
	Sponsor's Presentation	30 min		Sponsor's Presentation	30 min		Sponsor's Presentation	30 min
	Sponsor's Presentation	30 min		Sponsor's Presentation	30 min		Sponsor's Presentation	30 min
	Sponsor's Presentation	30 min		Sponsor's Presentation	30 min		Sponsor's Presentation	30 min
	Sponsor's Presentation	30 min		Sponsor's Presentation	30 min		Sponsor's Presentation	30 min
	Organaizer's Session	30 min		Organaizer's Session	30 min		Organaizer's Session	30 min

*Generally, we plan to hold the event as a live broadcast from our studio in Shirokane-Takanawa on the scheduled date. (Please note that remote presentations are not available for live events.)

*Depending on the speaker's availability, pre-recorded sessions are available for a fee (400,000 yen). Please contact us for details.

*Regarding the order of presentations, we will determine the schedule based on the content of each company's presentation. We generally plan to group presentations with similar themes together.⁶

*When applying for this event, please inform our sales team of the theme of your presentation.

Sponsorship Plans

<Options>

- Reviews may also be published in Nikkei Business.
⇒ See page 8 for details
- When providing leads, we can flag your session for viewers to watch.
- ⇒ See page 10 for details

	Gold	Silver
Sponsorship Fee (excluding tax)	5.5 million yen	3.8 million yen
Presentation Slot	Estimated 300 attendees	Estimated 300 attendees
Lead generation	List of all registrants during the event period (Estimated 2,000–3,000 attendees) *Actual attendance for a 3-day event in 2024: 3,126 *Actual attendance for a 2-day event in 2025: 2,205	List of all registrants for your presentation day (Estimated 1,000–2,000 attendees) *2024 Actual Attendance: 2,118–2,360 *2025 Actual Attendance: 1,884–1,888
Post-event Review Advertorial	Nikkei Monozukuri (October issue) FCFP Nikkei Computer (September 17 issue) FCFP Nikkei xTECH September 1–30 (equivalent to FCFP)	Nikkei xTECH: September 1–30 (equivalent to FCFP)
Survey	Acceptable *Subject to operational rules (separate instructions will be provided by the secretariat)	

*Presentation Review: We will publish your content within the "Manufacturing DX Summit Review" feature in Nikkei xTECH from September 1 to September 30. There will be no reports on page views or similar metrics.

*Lead Generation: The number of leads provided is merely an estimate and is not guaranteed. It may vary significantly depending on attendance and the status of sponsorship recruitment.

*If you wish to pre-record your session, we can accommodate this for an additional 400,000 yen (excluding tax).

Option 1

Publication of reviews in Nikkei Business and other media outlets

*Publication in Nikkei Automotive or Nikkei Electronics is also possible.
Please contact us separately for details.

We can re-edit your Manufacturing DX Summit review manuscript and publish it as an advertorial in Nikkei Business in an interview format.

At a discounted rate, you can convey your company's message to a broad audience of approximately 150,000 business professionals, including executives.

*Sample layout for a 4-color, 2-page ad

- 2-page, full-color spread = 3.5 million yen (production costs included, excl. tax)
- Full-color, Full page = 2 million yen (production costs included, excl. tax)

*The standard advertising rate for a 4-color, 1-page ad in Nikkei Business is 2.52 million yen (excl. tax).

*Publication is tentatively scheduled for September. The specific issue will be determined after consultation.

■ Nikkei Business Media Overview
2024 (Jan–Dec) ABC Circulation: 122,622 copies
Providing "insights for the future" to approximately 120,000 top executives who shape Japanese society, serving as a source of information that helps them "foresee the future." It is the No. 1 comprehensive economics and management magazine, recognized as the leading resource for corporate decision-making.
Media Information
<https://www.nikkeibp.co.jp/ad/atcl/netmedia/NBO/>



Option 1

Review publication in other media such as Nikkei Business

日経ビジネス 広告接触率調査

日経ビジネスでは、ご出稿いただいたすべての広告主様に対して、広告接触率レポートをご用意しております。レポートを通して、広告が読者に対してどのような印象を与えているのか、明確に知ることができます。

調査概要

<指標の定義>
 回答のうち、その広告を
 ・**広告接触率**＝「詳しく読んだ(%)」+「確かに見た(%)」+「見たような気がする(%)」
 ・**広告注目率**＝「詳しく読んだ(%)」+「確かに見た(%)」
 ・**広告精読率**＝「詳しく読んだ(%)」

【調査対象者】定期購読者(無作為抽出)
 【調査手法】郵送調査
 【詳細】アンケート用紙と見本誌を送付し、回答を返信してもらう
 【実施時期】発売後4～5日で郵送
 【調査内容】「詳しく読んだ」「確かに見た」「見たような気がする」「見覚えがない」から一つ選択
 見覚えに関わりなく広告への理解度/興味度/インパクトを評価
 【平均回数サンプル数】40～50件
 【調査対象号】毎号

レポート項目

- 1 全体_調査概要**
 - ・調査概要
 - ・回答者の属性(年代、業種、役職、職種)
- 2 ランキング一覧**
 - ・全体ランキング一覧
- 3 接触率ランキング**
 - ・全体平均
 - ・ランキング上位10社
- 4 製品ジャンル別**
 - ・ランキング上位(各3位まで)
- 5 クリエイティブランキング**
 - ・全体平均
 - ・ランキング上位10社
- 6 個別**
 - ・広告別評価
 - ・広告が印象に残った理由(自由意見)

広告掲載レポートイメージ

【ランキング一覧】全体ランキング一覧の例

順位	広告主名	広告種別	広告掲載率 (%)	注目率 (%)	精読率 (%)	見覚えがある (%)	見覚えがない (%)	内容がよい (%)	インパクトがある (%)	広告内容に興味を持った (%)	より詳しく知れた (%)
1	A社交通	純広告	81.0	54.4	21.5	32.9	26.6	19.0	48.1	11.4	29.1
1	CO商事	純広告	81.0	44.3	12.7	31.6	36.7	19.0	32.9	35.4	17.7
3	E建設	記事体広告	79.7	46.8	11.4	35.4	32.9	20.3	25.3	40.5	15.2
4	FGHコーポレーション	純広告	72.2	45.6	21.5	24.1	26.6	27.8	34.2	24.1	17.7
4	IJ飲料	純広告	72.2	35.5	8.9	26.6	36.7	27.8	20.3	20.3	25.3
6	K商事	純広告	70.9	49.4	15.2	34.2	21.5	29.1	34.2	21.5	25.3

【個別】広告別評価の例

広告主名	ジャンル	【A】広告掲載			【B】注目率			【C】インパクト			【D】興味			【E】精読		
		掲載率 (%)	注目率 (%)	精読率 (%)	注目率 (%)	精読率 (%)	順位	内容がよい (%)	興味 (%)	インパクト (%)	順位	内容がよい (%)	興味 (%)	順位	内容がよい (%)	興味 (%)
業界〜		54.2	22.5	4.2	16.2	10.2	3.5	11.3	4.8	7.0	11.3	4.8	7.0	11.3	4.8	7.0
カラー3ページ以上		49.3	21.2	5.2	11.6	6.4	11.6	6.4	13.9	6.4	13.9	6.4	13.9	6.4	13.9	6.4
カラー1ページ		54.8	23.3	3.8	9.5	12.5	8.8	12.5	8.8	4.2	8.8	4.2	8.8	4.2	8.8	4.2
物中〜		55.8	24.8	3.7	11.5	10.4	11.3	10.4	11.3	4.5	11.3	4.5	11.3	4.5	11.3	4.5
雑誌掲載		58.8	26.7	5.6	10.2	12.5	14.6	10.2	14.6	6.2	14.6	6.2	14.6	6.2	14.6	6.2

Advertisements published in Nikkei Business or Nikkei Manufacturing come with an ad reach survey. For more details, please contact our sales department.

*Please note that the ad reach survey is not included for Nikkei Computer.

【個別】広告が印象に残った理由(自由意見)の例

- アピールポイントが明確。
- ビジュアルがよい。
- 企業認知度と内容がフィット。
- 内容を対話式にしているので分かりやすい。
- 一般によく分かっている事例は興味を持てる。

Option 2

Viewing Flag for Your Session

While standard lead provision typically includes only an attendance flag for the entire seminar, for this summit, you can optionally **have a viewing flag for your session added** when leads are provided.

Option Fee: 50,000 yen (excl. tax)

Schedule & Cancellation Policy

April 24 (Fri)	Sponsorship Application Deadline
May 15 (Fri)	Submission of Presentation Information
May 22 (Fri)	Online Announcement Posted
July 8 (Wed) – July 10 (Fri)	Summit Held
Around July 17 (Fri)	Providing a list of registered attendees
Around the end of July	Providing a conference report
September–	Publication of presentation reviews starts

*Dates are subject to change.

- Cancellation of Sponsorship (Cancellation Policy)

If you cancel your sponsorship after submitting your application, or after the seminar secretariat has sent you information regarding event preparations, the full sponsorship fee will be charged as a cancellation fee.

Contact

Global Business Unit

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