

PRESS RELEASE



July 18, 2024
FOR: All Press Representatives

World's largest! The World's Premier Show for Cameras, Photography and Imaging CP+2025 CONFIRMED!

Full of events including exhibitions of the latest equipment and imaging technologies, seminars by professional photographers and creators, immediately useful workshops, the very popular PLARAIL diorama, photo contests, and more

**Event Dates: Thursday, February 27 - Sunday, March 2, 2025 (4 days)
Venue: Pacifico Yokohama (Yokohama, Kanagawa Prefecture) / Online
(Hybrid on-site & online event)**

The Camera and Imaging Products Association (CIPA) [Representative Director and Chairman: Hiroyuki Ikegami, Location: MA Shibaura Building, 3-8-10 Shibaura, Minato-ku] will hold CP+2025, the world's premier show for cameras, photographs, and imaging, as an online and on-site hybrid event. The on-site event will take place at Pacifico Yokohama. The event will run for four days, from Thursday, February 27 to Sunday, March 2, 2025. Admission is free (prior registration required).



**From beginners to professionals and Gen Z to seniors
CP+ is one of the world's largest photography & videography industry events, hugely popular among photo and imaging enthusiasts of all ages, genders, and nationalities**

CP+ is one of the world's largest camera and imaging shows, where camera, lens, accessory and software companies showcase their latest products and services. In addition to creators and professional photographers and videographers, CP+ appeals to a broad range of visitors, including young people looking for photogenic opportunities, families interested in photography and video production, and older people looking to perfect their hobby. In recent years, the event has also been attracting visitors from overseas.

88 companies and organizations exhibited at the 2024 event with approximately 50,000 visitors (30% more than the previous year), and over 330,000 unique users accessed the official website.

The successful 2024 event featured a variety of activities that could be enjoyed throughout the day.

CP+2025 reflects returning popularity of dedicated cameras and ever-evolving social media trends

Diverse exhibits and hands-on events under the theme of "Shooting, Viewing, Connecting"

CP+2025 quickly captures the global revival of dedicated cameras in the smartphone age, the latest social media trends, and more. From creators and professional photographers to people who are interested but finding it difficult to get started, and beginners wishing to make a social media debut, CP+2025 offers something for everyone. With "Shooting, Viewing, Connecting" as keywords, CP+2025 offers product and art exhibits, seminars, workshops, and more, where you can find trending techniques and inspirations that are right for you. The event is packed full of information and discoveries to help people find what they want and information that is immediately useful.

Special programs at the CP+ venue include **CREATORS EDGE Spring Edition** for creators, hosted by Genkosha, the publisher behind Video Salon and Commercial Photo, and the **Cat Photo Exhibition @CP+2025** directed by photographer Toshimitsu Hoshino, an exhibition of photographic works capturing the cute and amazing charm of cats. There will also be an exhibition of works from the Photo Koshien (photo competition for high school student) Final and winning works from the ZOOMS JAPAN Photo Contest. For the social media generation, there will be a **LIVE Streaming Studio** supported by PRONEWS, which will stream daily during the event, and a **Club Exhibit Area** where visitors can enjoy exhibitions and interact with university photo & videography clubs. Plus, in response to the very popular 2024 edition, the PLARAIL Diorama Zone makes a return for the 2025 event.

In addition, there will be **experiential workshops** where anyone can learn in a fun way. There will also be content reflecting SNS trends and events for families with children. Following on from last year, there will also be exhibits from photo and art book publishers and galleries, and presentation stages by photographers and photo critics, providing an experience that will make a wide range of people become "photo and video" enthusiasts.

Come to CP+2025 and discover something that will help you have more fun and enhance your visual lifestyle.

[Key On-Site Events]

■ CREATORS EDGE Spring Edition

An event for video and photo creators hosted by Genkosha, the publisher of "Video Salon", a specialized magazine for video creators, and "Commercial Photo", a specialized magazine for professional photographers. This stage will host seminars aimed at creators in various domains, including advertising, editorial, web (YouTube and social media), music, fashion, and film, to provide useful know-how applicable to their work.



■ Cat Photo Exhibition @CP+2025

A cat photo exhibition full of unique images captured by cat photographers from all over Japan, each with their own unique style. The area is curated by Toshimitsu Hoshino, the photographer who also took part in CP+2024. The exhibition will feature ever more attractive cat photos for many cat photo fans.



■ Exhibition of Works for Photo Koshien 2024 Finalist Selection Panel

Photo entries submitted by high school photography clubs and circles from across the country were selected through a process of work and presentation evaluation. In 2024, a record 604 schools participated. CP+ will exhibit works by 18 schools that advanced to the finals from 11 blocks across Japan. Visitors will enjoy the showcase of creativity and



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sensitivity of high school students who are seriously into photography.

■ ZOOMS JAPAN

"ZOOMS JAPAN," a photo contest aimed at discovering up-and-coming photographers, will be held again this year. The area will exhibit the best works from photographers aiming to expand their presence overseas. In partnership with the Salon de la Photo*, CP+ promotes cultural exchange between Japan and France through exhibition of award-winning works from France's Les Zooms at the CP+ venue and invitation of the winners to Japan.

Note: Details of the contest to be announced upon confirmation.

*A French camera show with half a century of history



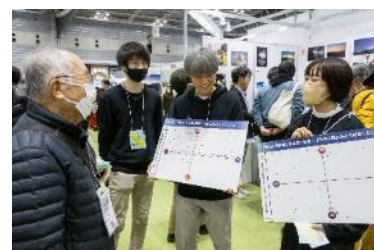
■ LIVE Streaming Studio supported by PRONEWS

PRONEWS RADIO, a daily live stream of the hottest information at the venue, and product introductions by influencers and Youtubers of interest, will be transmitted daily from the hot distribution booths in the venue.



■ Club Exhibition Area

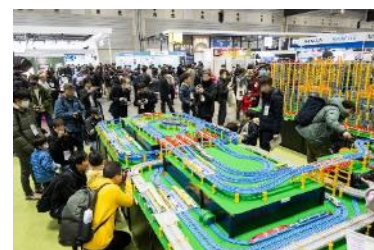
Photography and video clubs and circles from universities across the country will gather again this year. Through the exhibition of works overflowing with youthful creativity and the showcasing of activities, the area will foster new interactions between a diverse generation of people. Activities will include exchange of opinions and advice on creative works.



■ PLARAIL Diorama Display

The gigantic PLARAIL diorama which was a big hit at CP+2024 will be back! Fun to look at and fun to take photos of, the spectacular exhibit will captivate many fans of all ages.

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■ Hands-on Workshops

Workshops that are slightly different from seminars on stage, open to everyone where they can learn in a fun way. The area will spotlight contents reflecting social media trends and contents for families with children, providing experiences to showcase the fun of photo & video to everyone. Plus, a variety of other events, including photo exhibitions, social media tie-up projects, world premiere announcements, food trucks and more will be available.



[CP+2025 Event Summary]

■ **Event Title:** CP+2025

■ **Schedule:** Thursday, February 27 - Sunday, March 2, 2025 (4 days)

* Admission times: 10:00-18:00 (10:00-17:00 on the final day only)

* Thursday, February 27, 10:00 – 12:00: Admission time for VIP, press and influencers

■ **Venue:** **Pacifico Yokohama** (Yokohama, Kanagawa Prefecture) / **Online** (CP+ Official Website)

(Hybrid on-site & online event - Online event footage will be available as archive until March 31)

Official CP+ Website:

<https://www.cpplus.jp/>

<Press Inquiries> CP+ Public Relations Office (YOUTH PLANNING CENTER Inc.)

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