

< Brands

NEON announces partnership supporting growth in Japan

Group enters joint venture with **Itochu Property Development, Ltd.** and **Sankei Building Co., Ltd.**



Words: [Rebecca Hardy](#)
5th October 2023 | 2 min read

Share this [Twitter](#) [Facebook](#) [LinkedIn](#) [Pinterest](#) [Email](#)

NEON Group Limited, a **global leader in creating and producing immersive experiences**, has announced a new partnership with Itochu Property Development, Ltd. and Sankei Building Co., Ltd. establishing the foundation for its strategic expansion in Japan.

This collaboration offers NEON the opportunity to benefit from the expert knowledge and extensive network of Itochu Property Development, Ltd. and Sankei Building Co., Ltd.'s various business lines. This will facilitate multi-faceted projects, including identifying and securing venues in cities across Japan for NEON Group Limited's internationally acclaimed **IP experiences**.

Ron Tan, executive chairman and Group CEO of NEON, comments: "This joint venture is a testament to our unwavering commitment to creating epic experiences for our audiences in Japan and around the world.

"The evolution and convergence of experiences and real estate is an emerging and inevitable trend and we are excited to embark on this journey with Itochu Property Development, Ltd. and Sankei Building Co., Ltd. to bring about extensive business opportunities for us as well as for our prominent venture partners here in Japan."



ITOCHU Property Development, Ltd.



THE SANKEI BUILDING CO., LTD.



Image credit:

Photo on left: Ron Tan, executive chairman & Group CEO, NEON (left), Norio Matsu, president of Itochu Property Development, Ltd. (right)

Photo on right: Kazunobu Iijima, president & CEO of Sankei Building Co., Ltd. (left), Ron Tan, executive chairman & Group CEO, NEON (right)

Strategic expansion in Japan

Through this partnership, NEON will have the opportunity to take advantage of the vast networks and operational excellence of both the Itochu Group and the FUJI SANKEI COMMUNICATIONS Group. This will help to accelerate the Group's expansion plan in Japan and create new, exciting opportunities for NEON and its valued collaborators.

NEON remains committed to delivering immersive experiences that will enchant visitors across the globe, as the Group develops its activities and engages a bigger audience in Japan.

Last month, NEON revealed that *Ramses & the Gold of the Pharaohs*, which is showing in Sydney later this year, will be the **largest cultural exhibition to visit Australia** in over a decade.

The exhibition will be on show at the Australian Museum and is a collaboration between World Heritage Exhibitions, NEON Global and the Houston Museum of Natural Science, with support from Egypt's Ministry of Tourism and Antiquities.

- IP
- Immersive experiences
- Attractions business
- Museum suppliers
- Japan

Share this

[Twitter](#) [Facebook](#) [LinkedIn](#) [Pinterest](#) [Email](#)



Rebecca Hardy

Rebecca Hardy has been working in the culture and heritage sector for over 10 years. She studied Fine Art at university and now writes for a broad range of creative organisations including artists, galleries, museums and retailers. When she's not writing, she spends her time getting lost in the woods and making mud pies with her young son.

[More from this author](#)

Companies featured in this post



neon

Follow us:

[Twitter](#) [Instagram](#) [Facebook](#) [LinkedIn](#) [Pinterest](#) [YouTube](#)

Blooloop is taking climate action

[Find out more](#)



Become part of the Blooloop community:

[Work with us](#)

[Sign in](#)

[About](#)

[Privacy Policy](#)

[Search jobs](#)

