

**About 1,300 researchers to gather at Makuhari Messe  
Chiba to host the 2025 Photonics and Electromagnetics Research  
Symposium (PIERS 2025)**

The Chiba International Convention Bureau (CCB), an affiliated organization of Chiba Prefecture aimed to promote Chiba as business event destination is dedicated in strengthening the prefectural's position in the global market and help improve the academic and tourism industry in order to attract gatherings including those with high global economic growth prospects such as international conferences.

The CCB has been working closely with Chairman Kazuya Kobayashi, a member of the PIERS local selecting committee and a Japan National Tourism Organization (JNTO)'s MICE Ambassador. The Bureau has been also coordinating with the Japan Tourism Agency, the Japan government, JNTO, Chiba Prefecture, Chiba City, and Makuhari Messe to make the PIERS coming to Japan possible.

This time, the Chiba Convention Bureau is proud to officially announce that the 2025 Photonics and Electromagnetics Research Symposium (PIERS 2025) will be held at Makuhari Messe in Chiba, Japan.

■ Overview

Conference	2025 Photonics and Electromagnetics Research Symposium (PIERS 2025)
Date	November 4 to November 9, 2025 (6 days)
No. of attendance	Approximately 1,300 participants from about 50 countries
Venue	Makuhari Messe International Conference Hall, Chiba City
Organizers	International: The Electromagnetics Academy
Reference	PIERS is an international conference in the area related to electromagnetics. The symposium will serve as a knowledge-sharing platform for scientists and engineers from around the world. The dissemination of new discoveries related to electromagnetics will contribute to the dramatic development of information and communication technology in Japan and overseas. PIERS 2025 will be the 4th time in Japan following Osaka (2001), Tokyo (2006), and Toyama (2018).
Economic Ripple Effect	350 million yen (Chiba Prefecture)

■ CCB-IC Support/Assistance

- Documentation
- Chiba MICE promotion video
- Convention volunteers (scheduled)
- Promotion assistance (scheduled)
- Invitation letters
- Introduction to venue rental subsidies
- Pre/post convention programs for participants (scheduled)
- Live entertainment/cultural experience (scheduled)

Despite the many MICE events cancellation, postponement, and online shift due to the pandemic, Chiba Convention Bureau continued to promote and attract business events and deliver the best possible assistance to event organizers.