



The Sustainable Brands 2026 TOKYO–Marunouchi was held in Marunouchi on 18 and 19 February 2026. Focusing on sustainability, this milestone event marked its 10th edition this year. Since 2023, the conference has been held in Marunouchi, following a shared vision between the organizers and DMO Tokyo Marunouchi—to host the event near Tokyo Station, the central business district in Japan, and to create an international conference that is open and connected to the city.

On the evening of February 17, a "Pre-Night Party" was held for organizers, exhibitors, and guest speakers. “Wow, this is amazing!”, expressions of awe were heard from invited guests as they stood before the grand marble staircase lined with a red carpet in The Industry Club of Japan, the venue for this evening event. The Industry Club of Japan is a historic private club completed in 1920. It was proposed by DMO Tokyo Marunouchi in response to the organizers’ request to host the event in a truly special setting.

As guests stepped into the party room, they were captivated by the white plaster walls rising to a 7.4-meter-high ceiling, dark green stone columns and ornate decorations, all preserved from its original construction. The atmosphere heightened participants’ sense of anticipation.

Dinner was served after the opening remarks by the organizers and related parties. While categorized as "catering," the quality was that of a premier private club with its own on-site kitchen. Freshly prepared dishes were brought directly from the kitchen, creating a relaxed atmosphere where conversation and networking flowed naturally.



The Pre-Night Party



A welcome speech was delivered by the Executive Director of DMO Tokyo Marunouchi

The conference officially kicked off on February 18 with a plenary session attended by approximately 400 people. To mark the opening, Kabuki actor Hashigo Nakamura energized the audience with a dynamic performance unique to Japan's traditional kabuki theater.

This year, the conference utilized multiple spaces across the Tokyo International Forum. Plenary sessions were held in a large-scale hall, while themed sessions and networking sessions were held in small halls. In addition, an expansive area known as "Hall E" was used to accommodate exhibitor booths and seminars. Hall E is a double-height space with a 9-meter ceiling filled with natural light. Its glass-walled design allows people passing through the Forum to see what is happening inside the conference and feel the lively atmosphere.



During lunchtime, a catering service was provided in Hall E by the five-star Imperial Hotel, Tokyo, one of DMO TOKYO Marunouchi's members. In line with the event's theme, the menu included specialty vegetables grown using compost made from aquatic plants harvested from the Imperial Palace Moat, offering participants a truly local and sustainable dining experience. Moreover, reflecting the concept of an "Area-wide" MICE event, participants were also given lunch vouchers that could be used at sustainable restaurants throughout Marunouchi.

DMO TOKYO Marunouchi supported the organizers by coordinating with local restaurants and curating these dining options, encouraging attendees to explore and enjoy the vibrant district.



Recommended by DMO TOKYO Marunouchi, the popular café "Happ", which is located along Marunouchi Naka-dori Street, also provided sustainable dishes during the conference.

Promotion was also a key aspect of the conference.

This time, in collaboration with Kodansha's popular magazine "FRaU", we published a complimentary magazine introducing not only the conference itself but also a wide range of sustainable initiatives by various companies, which was distributed to all participants.

We provided full editorial support, highlighting numerous sustainable initiatives across the Marunouchi area, many of which are often overlooked by event organizers. In addition, we coordinated with the sustainability-conscious shops in Marunouchi and arranged for the free paper to be available on the Marunouchi Shuttle, an eco-friendly electric bus. Through these efforts, we helped extend the promotion to office workers and visitors across the district.



The Sustainable Brands 2026 TOKYO–Marunouchi concluded successfully, attracting around 3,000 attendees over two days. It was a highly fulfilling experience for everyone involved. This also marked our fourth year supporting the event in the Marunouchi area.

Conference themes and participants vary each time, so it is necessary to tailor the program accordingly. While this can be challenging, it is also an enjoyable and rewarding process for DMO TOKYO Marunouchi.

Furthermore, we believe that a key factor for success is being involved from the early stages, working closely with organizers from the early planning stages. Moving forward, we will continue our efforts to attract and support a diverse range of international conferences.