Make The World
More Sustainable

November 20, 2024
Ichigo
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Ichigo Holds Meet The Neighbors! Event at Tradepia Odaiba

Ichigo is a Japanese sustainable infrastructure company dedicated to making the world more sustainable.

On November 14, 2024, Ichigo held a Meet The Neighbors! event at its large-scale office building, the Tradepia Odaiba, connecting tenants and neighbors. This is the second Meet The Neighbors! event held at the office following last year's event.

Ichigo has held Meet The Neighbors! events at other locations, including Akasaka this past July and Shibuya and Monzen Nakacho last year. Ichigo will continue to hold these events in other areas as part of its social initiatives.



Meet The Neighbors! Objective

As a sustainable infrastructure company, Ichigo aims to drive the value of its real estate assets. Ichigo believes that it is essential for neighbors to help each other in times of emergencies, and building communities with neighbors in the surrounding area is an important tenant service.

The Tradepia Odaiba serves as a temporary emergency shelter for the surrounding community in case of an emergency. In holding the Meet The Neighbors! event via partnering with nearby facilities, Ichigo is supporting the community development of people working in the Tradepia Odaiba and nearby facilities.

The event included an emergency drill and first aid training, as well as classical music concerts sponsored by Spice Factory, a Tradepia Odaiba tenant who proposed holding the live concert to entertain office workers and local residents in the Odaiba area.

The event also featured an augmented reality (AR) sports game held in cooperation with HADO AREA Odaiba, an amusement facility in a neighboring retail building, and a lottery where the event's 350 guests had a chance to win prizes.

Meet The Neighbors! Overview

Date	November 14, 2024
Venue	Tradepia Odaiba 23F Bay Village Café & Large Hall
Overview	Emergency drill, live classical music concerts, first aid training, games (hosted by HADO ARENA Odaiba), a lottery with prizes provided by tenants and companies in the Odaiba area, and networking
Sponsors	Aqua City Odaiba, DECKS Tokyo Beach, DiverCity Tokyo Plaza, Grand Nikko Tokyo Odaiba, Hilton Tokyo Odaiba, Toyota Alvark Tokyo, Mori Building, SMBC, Family Mart, want.jp, Japan Datacard, Sojitz LifeOne, Ajinomoto Trading, Suntory Allied, Toda Bldg. Partners, MEDIROM Healthcare Technologies, and Mitsubishi Jisho Property Management

Organized by Ichigo, food and drinks provided at the Tradepia Odaiba's Bay Village Café, a tenant-only cafe





Message From Ichigo Estate President & Representative Director Yasuhide Hosono



We have held another successful Meet The Neighbors! event at the Tradepia Odaiba following last year's event, with new tenants joining.

We invited our neighbors to the event with the aim to build a community in the Odaiba area.

Toyota Arena, home to B.LEAGUE's Alvark Tokyo, is scheduled to open in Odaiba next year. We will support the local Odaiba team and hope their presence will attract more people to Odaiba.

Meet The Neighbors! is an event promoting disaster prevention. This year, we conducted an emergency drill and first aid training with the help of the Tokyo Fire Department.

The event also featured live classical music concerts, a prize lottery, and an AR game by HADO.

We hope the Meet The Neighbors! events contribute to building relationships within the Odaiba area community

Message From Spice Factory CEO & Representative Director Konosuke Takagi



Following last year's event, we co-sponsored Ichigo Estate's Meet The Neighbors! event as part of our social contribution initiatives.

We wholeheartedly support the event's objective to foster connections within the community that transcends industries in a world where people face division and loneliness. We are looking forward to revitalizing the local Odaiba community with the wonderful companies in the area.

Message From One Million Classic Live General Incorporated Association Representative Director Shusaku Minoda



One Million Classic Live concerts were held at this year's Meet The Neighbors! event held by Ichigo Estate during the day and at night, similar to last year. We would like to thank the event sponsors Spice Factory and Ichigo Estate for their efforts to build an Odaiba community and develop Odaiba as a city where music is incorporated into daily life. We hope that these great initiatives will draw support from the community and Odaiba will indeed be recognized as a city where music is incorporated into daily life. We are looking forward to continue working together to expand these initiatives.

Event Photos





















Meet The Neighbors! Event Poster



Inquiries (Japanese & English): Ichigo Communications at +81-3-4485-5515