

News Release

February 5, 2024

LOGISTEED will be Exhibiting at the 2024 Sapporo Snow Festival

We are pleased to inform that LOGISTEED, Ltd. exhibits our snow statue and special booth at the 2024 Sapporo Snow Festival, holding from February 4 to 11, in Sapporo, Hokkaido, Japan. The Sapporo Snow Festival marks the 74th in this year. The event began in 1950 when local students exhibited six snow statues. In this year 196 statues set up for display. Nowadays, nearly 2 million people from Japan and overseas visit to the event.

We will contribute to the revitalization of the region and promote Japanese culture that takes advantage by utilize snow through exhibiting the Sapporo Snow Festival, which attracts attention from Japan and around the world as an event that represents winter in Japan.



LOGISTEED booth



The statue is made only of snow

Our snow statue has the title of Toward New Dimension LOGISTEED and it was created with the image of a truck running toward the future of logistics. At the venue, snow tube sliders are set, and the festival can be enjoyed by both adults and children.

■2024 Sapporo Snow Festival Overview

Event period	From February 4 to 11, 2024
Venue	Odori park
Organization	City of Sapporo, Sapporo Tourist Association, Sapporo City Board of Education, Sapporo Chamber of Commerce and Industry
Official website	https://www.snowfes.com/en/

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