

News Release

February 5, 2026

LOGISTEED Participate in the 2026 Sapporo Snow Festival

LOGISTEED, Ltd. is pleased to announce that we are exhibiting a snow sculpture at the "2026 Sapporo Snow Festival," which is being currently held in Sapporo, Hokkaido from February 4 to 11.

The "Sapporo Snow Festival" began in 1950 when local students displayed six snow sculptures. This year marks the 76th anniversary of the event, with approximately 210 ice and snow sculptures on display. Following last year's participation, we aim to contribute to the promotion of Japan's unique snow culture and the revitalization of the region by exhibiting at this event, which attracts attention from both domestic and international audiences as a representative winter event in Japan.



The snow sculpture presented by LOGISTEED



The company introduction signboard

At Odori 10-chome UHB Family Land, our snow sculpture, titled "A LOGISTEED's Truck and Logistics Center," depicts a truck departing. Our company introduction signboard features images of our group's logistics center exterior, trucks waiting to depart, and warehouse operations, creating an exhibition that links the world expressed through the snow sculpture with the reality of our actual logistics operations.

■ 2026 Sapporo Snow Festival Overview

Event period	From February 4 to 11, 2026
Venue	Odori venue, Susukino venue, Tsudome venue Our exhibition venue: Odori 10-chome UHB Family Land
Organization	Sapporo Snow Festival Executive Committee
Official website	https://www.snowfes.com/en/
Number of visitors last year	The 75th event (2025) had 2,327,000 visitors Total for Odori venue and Tsudome venue

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