

Report on Exhibition at eMEX'05 (Electronics Manufacturer Expo)

Communications Subcommittee

Exhibition Period: October 19 to 22, 2005

Fair: eMEX'05 (Electronics Manufacturer Expo)

Venue: Suzhou International Exhibition Center (Suzhou Industrial Zone)

Participant: Naoko Hori, Secretariat, VCCI Communications Subcommittee

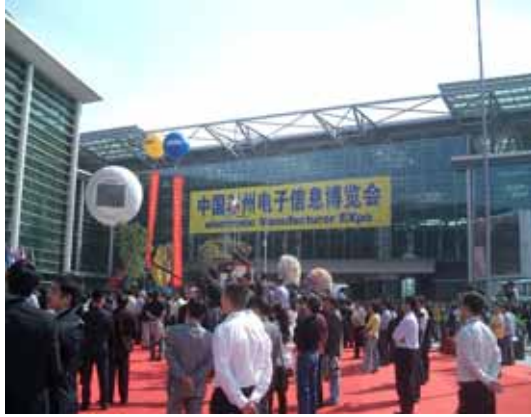
About eMEX

Official Website: <http://www.goemex.com/emex2005/jp/default.asp>

- eMEX stands for “Electronics Manufacturer Expo” and is a fully fledged IT fair fourth in series in 2005. The exhibition lasted four days between October 19 and 22.
- A total of 123,600 persons visited the exhibition.
- About 500 companies exhibited their products in about 1300 booths. Taiwanese companies accounted for 50% of the exhibitors. The numbers of exhibitors from Japan, Europe and North America were not many, but their booth areas were large. From Taiwan, BenQ, Asustek, Lite-on and TaTung displayed their products. From Korea, Samsung and many other companies, which were VCCI members, also exhibited their products.
- Japanese exhibitors included Hitachi, Renesas Technology, Epson, Canon, Ricoh, Toshiba and Taiyo Yuden.
- By exhibitor product category, 3C digital related products and peripheral equipment accounted for about 30%, optoelectronic and electronic components, about 40%, technical services, about 20%, and materials, about 10%.

Japan Pavilion

- The Japan Pavilion set cooperated booths for small and midsize companies which could not afford to exhibit their products in their booths independently.
- An interpreter assisted in trade negotiations from time to time.
- VCCI rented one booth in the Japan Pavilion from TCA, which was the sponsor of the Japan Pavilion, and publicized its activities on four days.



eMEX opening ceremony

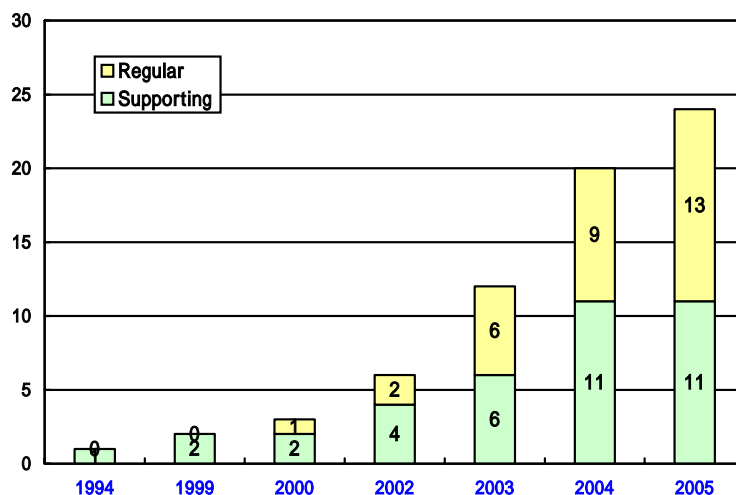


VCCI booth

Purpose of Exhibition

After VCCI participated in eMEX in 2003, admission of manufacturing companies in the Chinese mainland doubled in two years as members of VCCI even though VCCI had almost no Chinese members from the mainland until then. VCCI decided to participate in it again in 2005 to publicize its activities inside and outside of Japan, hoping to have more Chinese enterprise members in the future.

Growth of Chinese member companies (excluding Hong Kong and Taiwan)



Exhibition and Future

- Compared with two years ago, the 2005 exhibition showed that more companies and people were interested in VCCI. In the four days, about 500 persons visited the VCCI booth. The VCCI activities in detail were subsequently e-mailed to 50 companies as potential VCCI members.
- The most frequently asked question was “What were you manufacturing?” As an answer, VCCI tried to explain that VCCI was not manufacturing products and that the booth was set to publicize its activities. It took time to have the people understand the nature of the activities of VCCI. When brochures are prepared in the future for use outside of Japan, an overseas version will specially be prepared, instead of translating the Japanese brochures as they are.
- The exhibition at eMEX was a good opportunity to widely publicize the VCCI activities to the people in Asia, especially in China. VCCI will continue to make publicity activities in Asia in the future also.