

# Report on Participation in KES2006

Communications Subcommittee

In recent years, Communication Sub-committee has been carrying out the activity of participating in overseas exhibitions focusing mainly on Asia, to introduce the VCCI's activities also to foreign countries. Recently, we participated in a Korean exhibition for the first time from October 16 to 21. The following is the report on the activity.

Exhibition Name: Korea Electronic Show (KES2006)

Exhibition Period: October 16 to 21, 2006

Venue: KINTEX (Korea International Exhibition Center)

Participants: Atsushi Shimoyama, Member of Communication Sub-committee (NEC AccessTechnica)

Shinji Tada, Member of Communication Sub-committee (TDI)

Kojiro Yamada, VCCI Administrative Manager

Naoko Hori, Secretariat of Communication Sub-committee

The KES2006 was one of the largest exhibitions in Korean electrical and electronic industry, and participated by 200-odd companies including Korean and foreign companies. VCCI secured a space of approx. 3m x 3m for this exhibition. This is equivalent to the space for past exhibitions held inside and outside Japan.

To participate in the exhibit, we prepared the equipment and materials for building a booth, the CD-ROMs to introduce VCCI together with a projector to air their contents in the venue, Annual Report and Guide to Membership (English version and Japanese version), and novelties, from Japan. In addition, we prepared the list of regulation values written also in Korean characters and the list that describes the role of VCCI in Japan in Korean characters individually, as the materials for introducing them in Korea.

As the venue, KINTEX is a large-scale exhibition complex completed in 2002, it is very modern and brand-new. Being a good distance from the city of Seoul, it seems close to the Makuhari Messe in Japan. During the exhibition period, as KES2006 itself was a large exhibition and another exhibition was also held in the adjacent hall, the area around the venue was very booming.



VCCI Booth



KINTEX

As KES2006 was a comprehensive exhibition in the electrical and electronic industry, it was participated by a wide range of companies from major Korean electronics manufacturers to parts/module manufacturers, and most of them were Korean manufacturers. As for parts/module manufacturers, many Chinese manufacturers participated and there was a special area in which Chinese manufacturers were concentrated. Meanwhile, participated Japanese manufacturers were small in number. A major manufacturer ran a relatively large booth to exhibit electronic dictionary etc., however, the exhibits from Japan like VCCI's were very few. Regarding the visitors, from the nature of the comprehensive exhibition, it was visited by a wide range of people, from the common people seeking novelties, students, to the industry participants or engineers checking parts, modules, and technology trends or trying to discuss business. As for EMC-related exhibits, we made a tour of the venue and found three certification consulting firms, three exhibits to introduce EMC measuring equipment, and many parts manufacturers dealing with EMC filters, ferrite cores, or shielding materials.

When exhibiting, we initially aired pictures and sounds of English-version CD-ROM outlining and introducing the VCCI, however, we changed the CD-ROM to air to the Japanese-version in the middle of the exhibition period. The reason is that both English and Japanese are languages equally difficult to understand for people in Korea, and Japanese language can catch people walking because it is even more unusual than English. Upon airing Japanese-version CD-ROM, we started to receive attention of the people as if to say, "What is this booth about?"

While the Korean EMC regulations take the form of registration and certification by government agencies such as MIC and EK, the Japanese VCCI has been setting voluntary controls at the initiative of members. Main points are explanations of difference in structure between Korea and Japan, and of the categories of object products.



Among the questioners, every now and then, there were some who understood English and some who understood even Japanese. Maybe they had experience in trading products for foreign countries or trading with Japan. There were various questions. To cite cases of misunderstanding, a questioner had thought us as to be an EMC measurement service company, and another asked us if we were people of Japanese government. This may be because the EMC regulations in Korea are implemented at the initiative of Korean government. Among the business cards dropped into our card box, there were those of certification consulting firms and local manufacturers. As for the handouts, Japanese version, not English version, was requested in some cases.

On Thursday, the 4<sup>th</sup> day of the exhibition, we decided to work to advertise the workshop by International Relations Sub-committee, as it would be held on that day. While airing the Japanese-version voice as in the past, we replaced the pictures on the projector with the PPT for introducing the workshop. The promo word "introduction of EMC regulations necessary for exporting to Japan" seems to be successful, and we would say their awareness has been raised than ever before. As we received more inquiries for handouts than usual, we carried on the announcement of the workshop throughout the day.

We had continued to distribute handouts also on the final day of the exhibition, however, the novelties ran out before the end of exhibition. Furthermore, the Korean-version handout to introduce VCCI also ran out. The distribution of English-version annual report and Guide to Membership only was not so attractive, and in some cases, the English-version materials once handed out to visitors were returned as they could not read English. In the latest hours of the day, we had a hard time that there were no handouts even when trying to make

explanations. It is somewhat regrettable that our preparation was not good enough to bring our exhibition to a successful conclusion.

Also, there are several points of detail that we must reflect on. As the preliminary surveys on language and place were unsatisfactory, we mistook our destination or got lost sometimes. In addition, as mentioned above, we must pay attention to the number of copies of local language version of the handouts to be distributed at the exhibition and the quantity of novelties. We have our minds set on utilizing these lessons next time.

Although there were many points that we reflected upon because it was our first exhibition in Korea, we consider it is meaningful that we could dare to participate in a Korea-led large exhibition with small participation from Japan, and we could introduce the EMC regulations necessary for exporting the products in the electrical and electronic field.

Lastly, we would like to take this opportunity to extend our appreciation to Ms. Jung Jae Yun who worked as an interpreter and devotedly introduced Japanese VCCI activities when participating in the exhibition in Korea.