

# Messe Nagoya 11th

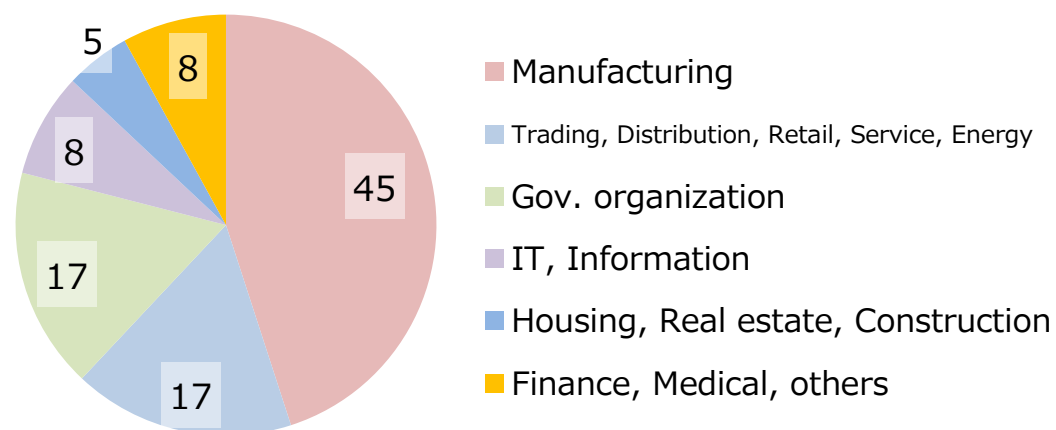
One of the Largest Cross-Industrial Trade Fairs in Japan.

## EXHIBITION HIGHLIGHTS

The 11th MESSE NAGOYA was successfully ended with 1,409 exhibitors (companies or organizations, record-high) and 64,792 visitors. 83 foreign governments, organizations and companies from 20 international countries or area participated as exhibitor with the purpose and successful results of introducing their goods or services to the existing potential customer and partners in Nagoya, the largest industrial homeland-area in Japan.

- **Date** : October 26<sup>th</sup> (Wed) to 29<sup>th</sup> (Sat), 2016
- **Venue** : Port Messe Nagoya, Nagoya-city, Aichi Prefecture, Japan
- **Theme** : Interaction for the future, creating new values.
- **Organizer** : Messe Nagoya Executive Committee  
(Aichi Prefectural Government, City of Nagoya and Nagoya CCI)

**Exhibitors: 1,409 companies or organizations (1,694 booths)**



**Exhibitors from Overseas**  
20 countries or area,  
83 companies or organizations

### Overseas Exhibitors' country

Austria (1), Bahrain (1), Cambodia (5), China (4), Czech (4), England (1), France (8), India (2), Indonesia (2), Italy (7), Korea (28), Malaysia (1), Netherland (1), Philippine (4), Russia (2), Turkey (1), Taiwan (1), Thailand (1), U.S.A.(7), Vietnam (2): total(83)

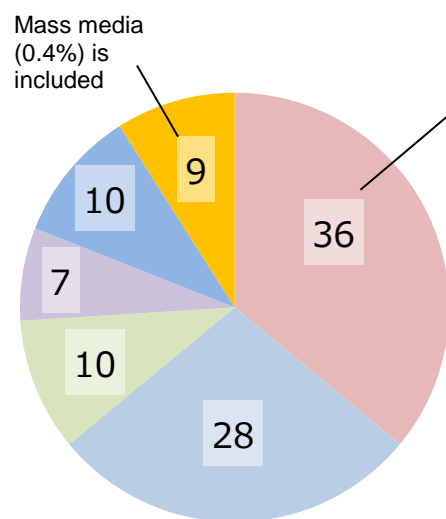
\*number in parenthesis;  
exhibitor(s) from each country

### Visitors during Messe Nagoya

Date	Weather	Visitors
Oct. 26 <sup>th</sup>	Fine	15,804
Oct. 27 <sup>th</sup>	Fine	17,765
Oct. 28 <sup>th</sup>	Rainy	18,504
Oct. 29 <sup>th</sup>	Fine	12,719
Total Visitors		64,792

**Visitors: 64,792 people, during 4 days to the venue**

(Each color in the graph, below, indicates the same category as the graph, above.)



Category "Manufacturing (36%)" can be divided into 3 categories.

- 1)Steel, Metal, Machinery, Electrical: 20%
- 2)Automobile, Aircraft, Transport equip.:7%
- 3)Chemical, Textile, etc.: 9%

### "Result from MESSE NAGOYA" Voices from Overseas exhibitors

"Questions from visitors are concrete and tangible. We feel quite rewarded to respond." (Commerce division in Asian embassy)

"We commenced the implementations as follows."

- Produce materials for office desks and chairs in exhibitor's country."
- Translation into Vietnamese, ordered from visitors to the booth.
- Collaboration with the next-booth exhibitor to sell local foods, such as coffee, wine and cheese. (Asian trade company)

"We collected approximate 2,000 name cards during MESSE NAGOYA." (East Asian embassy)

### Events during Messe Nagoya



**Opening Ceremony** (350 attenders)



**Opening Reception** on Oct. 26<sup>th</sup>



**Global Seminar** on Oct. 27-28<sup>th</sup>

- **2016 result in MESSE NAGOYA**  
**11 government organizations with 384 participants** in total.  
= Ave. 35 participants per a seminar.
- If a government organization would be an **exhibitor of Messe Nagoya**, it will be able to hold an **invest-related seminar, by Free-of Charge.**

<Scope of Free-of-Charge>

- Venue (100 accommodation)
- Projector with screen and cable
- Promotion in MESSE NAGOYA's home pages and brochures, etc.

- **Country held "Global Seminar"**; Vietnam, Indonesia, Thailand, India, Austria, Russia, Korea, Netherland, Czech, France, Bahrain (**Total 11 presenters**)



**Business Matching Meeting**  
Pre-Arranged Business Matching Meeting has been implemented at the venue of Messe Nagoya, in which 547 companies entered and 790 arranged meetings.(2016)

### Views & Scenes at the venue



### Visit by Notables (Excerpt from many visitors)



Mr. Scellier(\*) & Delegation from Val d'Oise, France  
(\*)Member of National Assembly

Mr. Kawamura  
Chairman Emeritus  
HITACHI, Ltd.

Mr. Uchiyama  
Chairman  
TOYOTA Motor Corporation

Mr. Ohmura  
Governor of  
Aichi prefecture

### Business Seminar (Presentations by outstanding top managements)



Dr. Hiroto IZUMI  
Special Advisor  
to the Prime Minister



Makiko EDA  
Representative Director  
and President, Intel K.K.  
Vice President of Sales  
and Marketing Group,  
Intel Corporation



Takashi KAWAMURA  
Chairman Emeritus  
Hitachi, Ltd.



Dr. Hiroshi AMANO  
Professor  
Nagoya University

### MESSE NAGOYA 2017

Schedule : **November 8 (Wed) to 11 (Sat), 2017**

Apply for exhibition booth to [messenagoya@nagoya-cci.or.jp](mailto:messenagoya@nagoya-cci.or.jp)