

Greetings

We offer support for achieving sound business results



Messe Nagoya Executive Committee
Chairman **Teiji TACHIBANA**

Vice Chairman, Nagoya Chamber of
Commerce & Industry
Advisor, Toyota Motor Corporation

MESSE NAGOYA is a comprehensive international exhibition that cuts across industrial and business boundaries to get the word out both within Japan and overseas on the products and services of our exhibitors, while also striving to help them expand sales channels and enhance both business and personal connections. MESSE NAGOYA has been held for ten years in succession. In 2015, we brought it to a successful conclusion with a record-high 1,346 exhibiting companies and organizations and as many as 63,802 people. We believe that the

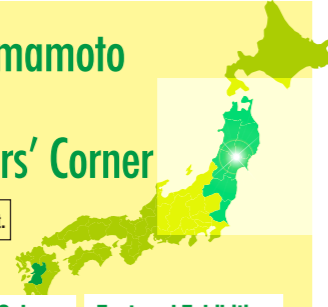
many participants who set up displays have experienced sound business results. Thanks to all of you, this year marks the 11th MESSE NAGOYA and we shall endeavor to organize many more, in times to come. We are hoping to be able to contribute to your fruitful achievement at MESSE NAGOYA 2016 and cordially await your proactive participation in this exhibition.

Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce and Industry)



East Japan and Kumamoto Reconstruction, Supported Exhibitors' Corner

Oct. 26th **Wed.** ▶ 29th **Sat.**



Booth Exhibition

Manufacturers from Tohoku district and Kumamoto prefecture

Specialty Sales

Special and local product, such as foods and drinks

Featured Exhibition

The Process of Recovery after the Great East Japan and Kumamoto Earthquake

Category of Application

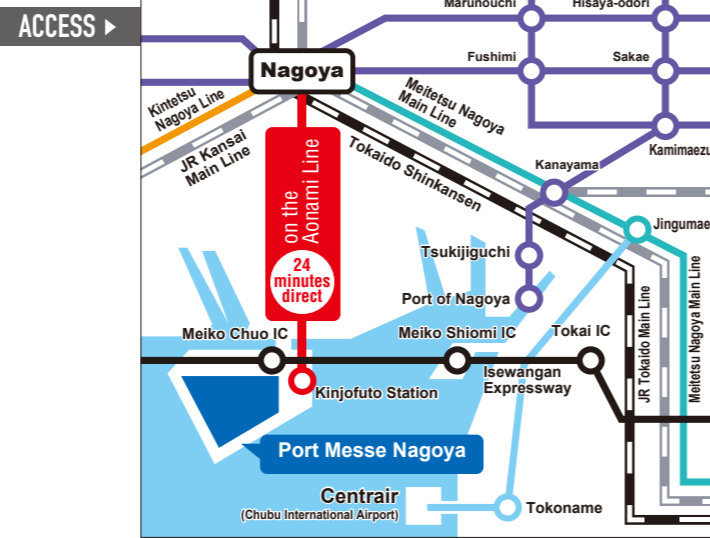
At Messe Nagoya 2016, we are hoping to enhance cross-industrial interactions by grouping the exhibition proposals.
(Booth allocation will be decided based upon the category of application.)

- 1 ▶ Proposal for Advancement of Function and/or Performance
- 2 ▶ Proposal for Cost-Reduction and/or Downsizing
- 3 ▶ Proposal for Efficiency and/or Business Improvement
- 4 ▶ Proposal for Environment-Consciousness, Reliability and Safety
- 5 ▶ Proposal for Design
- 6 ▶ Proposal for Academic-Industrial Alliance and Utilization of Local Resources
- 7 ▶ MESSE Challenge Corner
- 8 ▶ Poster Session Corner (Panel)

Exhibition Outline for

11th MESSE NAGOYA 2016

Title MESSE NAGOYA 2016
 Theme Interactions for the future, that create new values
 Dates October 26th (Wed.) – 29th (Sat.), 2016
 Venue Port Messe Nagoya (Kinjo Pier, Nagoya Port)
 Open Hours from 10:00 to 17:00* (*Oct.28th; to 18:00, Oct.29th; to 16:00)
 Admission Free
 Organizer Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce & Industry)
 Supporting Tokai Bureau of Telecommunications, Tokai Regional Agricultural Administration
 Organizations* Chubu Bureau of Economy, Trade and Industry, Chubu Regional Bureau, Ministry of Land, Infrastructure and Transport, Chubu District Transport Bureau, Chubu Regional Environment Office, Nagoya Port Authority, Japan External Trade Organization (JETRO) Nagoya, New Energy and Industrial Technology Development Organization (NEDO), Kansai Branch, The Energy Conservation Center, Japan, Tokai Branch, Organization for Small and Medium Enterprises and Regional Innovation Japan (SMRJ), Chubu Head Office, Global Industrial and Social Progress Research Institute (GISPRI), Aichi Industry Promotion Organization, Chubu Economic Federation, Aichi Employers' Association, Chubu Association of Corporate Executives, Chubu Productivity Center, Central Japan Industries Association, Environmental Partnership Organizing Club (EPOC), Chubu International Center, Japan International Cooperation Agency (JICA)
 Special Supporters* Aichi-Nagoya International Business Access Center, etc.
 Supporters* The Chubu Keizai Shimbun; The Chunichi Shimbun
 Exhibition Size* 1,409 Exhibitors, 1,694 booths
 No. of visitors* 65,000
 Related projects* Alliance Partners Matchmaking (Pre-arranged Business Matching Meeting)
 Programs* Special Business Seminar by Notables, International Symposium, Pre-Arranged Business Matching Program, etc.
 (+) Provisional



11th One of the Largest Cross-Industrial Trade Fairs in Japan

MESSE NAGOYA 2016

Theme: Interactions for the Future, that create new values

2016 oct. **26** WED ▶ **29** SAT

FREE ADMISSION
Please register in advance on our website.
Open Hours **10:00-17:00** *Oct.28th; to 18:00, Oct.29th; to 16:00
Venue **Port Messe Nagoya** Kinjo Pier, Nagoya Port



A record high **1,400** and more exhibitors!

Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce and Industry)

Enhance and Step up Interaction among Participants

Decision-Making Day
10.27 [All-day] **THU**
We would request Exhibitors to bring personnel who could be capable of the onward decisions with customers to the venue.

Exhibitor's Interaction Day
10.29 [All-day] **SAT**
Attendees, especially for visitors, can use this opportunity to make interactions and maximize their business opportunities.

11th MESSE NAGOYA 2016

One of the Largest Cross-Industrial Trade Fairs in Japan

Aiming at Favorable Business Results

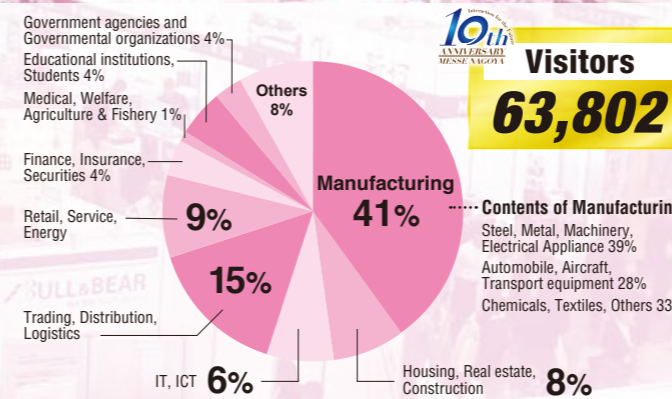
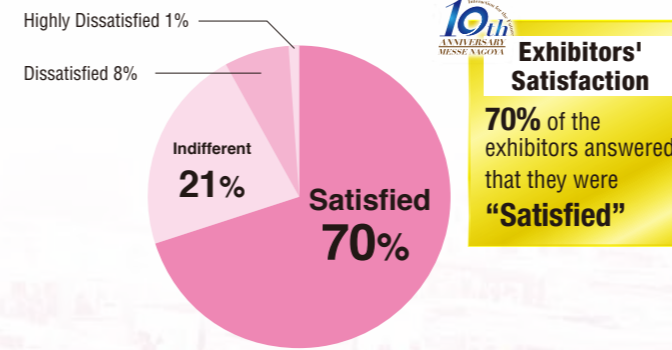
2016 Exhibitors
1,409
Companies and Organizations

2015 Exhibitors
1,346 Companies and Organizations

2015 Visitors
63,802

MESSE NAGOYA 2015

※As of December, 2015



2005
Aichi Expo 2005
Establishment of Messe Nagoya Executive Committee

1st 2006
Theme: Eco-industry
Industry with an environmental focus
Exhibitors: 237 Companies and Organizations, 442 booths
Visitors: 37,180

2nd 2007
Theme: Safety, Security, and Comfort
Exhibitors: 380 Companies and Organizations, 790 booths
Visitors: 54,840 (Jointly held with "Nagoya Food Festa")

3rd 2008
Theme: Environment and Energy
Exhibitors: 411 Companies and Organizations, 741 booths
Visitors: 45,530

4th 2009
Theme: Safety, Security, and Trust
Exhibitors: 439 Companies and Organizations, 724 booths
Visitors: 44,119

5th 2010
Theme: Environment and Energy
Exhibitors: 617 Companies and Organizations, 1,044 booths
Visitors: 42,929

6th 2011
Theme: Proposals for Blazing a Trail to Tomorrow: Environment, Safety, and Manufacturing
Exhibitors: 657 Companies and Organizations, 1,037 booths
Visitors: 50,753

7th 2012
Theme: Environment, Safety, and Manufacturing
Exhibitors: 964 Companies and Organizations, 1,286 booths
Visitors: 61,398

8th 2013
Theme: Environment, Safety, and Manufacturing
Exhibitors: 1,179 Companies and Organizations, 1,509 booths
Visitors: 61,751

9th 2014
Theme: Interactions for the Future — Environment, Safety, and Manufacturing —
Exhibitors: 1,315 Companies and Organizations, 1,685 booths
Visitors: 65,975

10th 2015
Theme: Interactions for the Future, that creates new values
Exhibitors: 1,346 Companies and Organizations, 1,694 booths
Visitors: 63,802

Events at Messe Nagoya

Various enriching events to enhance the interactions between exhibitors and visitors in large numbers are organized

Opening Ceremony (500 participants)



Reception



Global Seminar

11 government organizations will participate. (Chart, below).
-Average 40 participants for each seminar (2015 result)



Business Matching Meeting

Pre-Arranged Business Matching Program has been implemented at the venue of Messe Nagoya, in which 527 companies entered and 830 appointments arranged. (2015 result)

Business Seminar

Please register in advance on our web-site.

Presentations by Dignitaries and Notables



Special Advisor to the Prime Minister

Oct.26th 10:30-11:30

Dr.Hiroto IZUMI



Representative Director and President, Intel K.K. (Japan)
Vice President of Sales and Marketing Group, Intel Corporation

Oct.27th 13:00-14:00

Makiko EDA



Chairman Emeritus Hitachi, Ltd.

Oct.28th 13:00-14:00

Takashi KAWAMURA



Professor Nagoya University

Oct.29th 13:00-14:00

Dr.Hiroshi AMANO

Global Seminar

Please register in advance on our web-site.

- One of the largest Overseas Investment-related Seminars in Japan. -
Presented by government organizations, on their business and invest-related environment in Japan.

Venue / Meeting Room #3 or #4, 3rd Floor, Main Hall
Capacity / 100 People

Date/Time slot	Venue	10:20-11:20	11:40-12:40	14:20-15:20	15:40-16:40
Oct.27th Thur.	Room#3	INDIA	CZECH Republic	AUSTRIA	KOREA
	Room#4	BAHRAIN	RUSSIA	Val d'Oise, FRANCE	-
Oct.28th Fri.	Room#3	NETHERLAND	VIETNAM	INDONESIA	THAILAND