

Post-Show Report 2012

Inside AUTOMOTIVE WORLD

CAR-ELE JAPAN 4th Int'l Automotive Electronics
Technology Expo 

EV JAPAN 3rd EV & HEV Drive System
Technology Expo 

2nd Automotive
Weight Reduction Expo

Concurrent Shows

NEPCON
2012 JAPAN
R&D and Manufacturing

4th **LED/OLED** Lighting
Technology Expo
LIGHTING JAPAN



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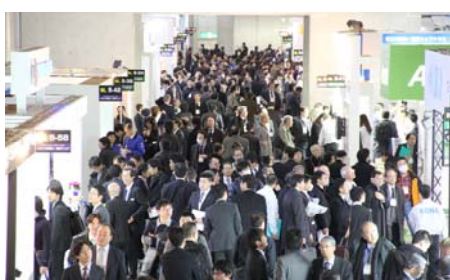
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Exhibition Outline

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Exhibition Title	AUTOMOTIVE WORLD 2012 - CAR-ELE JAPAN-4th Int'l Automotive Electronics Technology Expo - EV JAPAN-3rd EV & HEV Drive System Technology Expo - 2nd Automotive Weight Reduction Technology Expo
Dates	Jan 18 (Wed) -20(Fri), 2012
Venue	Tokyo Big Sight, Japan
Concurrent Events	Technical Conference
Concurrent Shows	NEPCON JAPAN 2012 – 41 st Electronics R&D and Manufacturing Technology Expo LIGHTING JAPAN-4th LED/OLED Lighting Technology Expo
Total Exhibit Space	80,660 m ² (Including Concurrent Shows)
Organised by	Reed Exhibitions Japan Ltd.

Visitor Count				
	Jan. 18 [Wed]	Jan. 19 [Thurs]	Jan. 20 [Fri]	3-days total
1) On site registrants	4,516	5,324	5,741	15,581
2) VIP registrants	1,143	437	422	2,002
3) Seminar attendees/speakers	1,854	746	635	3,235
4) Press	105	47	31	183
5) Special guests	144	6	0	150
Total number of visitors of AUTOMOTIVE WORLD	7,762	6,560	6,829	<u>21,151</u>

<http://www.automotiveworld.jp/en/doc/TAC/>



AUTOMOTIVE WORLD 2012 Concluded with Great Success!

AUTOMOTIVE WORLD 2012, which is Asia's leading trade shows in the automotive industry, including CAR-ELE JAPAN which is Japan's only exhibition specialized in automotive electronics, EV JAPAN which gathers everything about EV & HEV technologies, Automotive Weight Reduction Expo which is Japan's first tradeshow for automotive weight saving technologies. In 2012, the show grandly held from Jan 18th to 20th 2012 in Tokyo Big Sight, Japan. A recorded number of 349 exhibitors and 21,151 professional visitors from automotive and related industries participated in the exhibition and its concurrent technical conferences, which is the largest scale ever. AUTOMOTIVE WORLD is recognized as one of the best venues for technical consultations and business network expansions of the Asian automotive industry.

TOYOTA, HONDA, BMW, Volkswagen, Ford...

39 Leaders Gathered for Opening Ribbon-Cutting Ceremony



A lavish 'Opening Ribbon-Cutting Ceremony' was held on the morning of January 18 [Wed] in front of the show venue to announce the grand opening of the show. In this year, a total of 39 top executives from automotive manufactures, component/device manufactures and semiconductor manufactures from both domestic and abroad celebrated the opening of AUTOMOTIVE WORLD 2012.

☞ List of Ribbon-Cutting Dignitaries for Opening Ceremony ☞

■ TOYOTA MOTOR CORP.	Managing Officer	Moritaka Yoshida
■ HONDA R&D CO., LTD.	Operating Officer	Toshihiro Mibe
■ MAZDA MOTOR CORP.	Director, Senior Managing Executive Officer	Hiroataka Kanazawa
■ MITSUBISHI MOTORS CORP.	Member of the Board, Head Officer	Ryugo Nakao
■ BMW AG	Director	Bernhard Blaettel
■ FORD MOTOR COMPANY	Director, Global Electrification	Nancy Gioia
■ GREAT WALL MOTOR COMPANY LTD.	President of Electronics and Electrical Engineering R&D Center	JIANGANG GU
■ GENERAL MOTORS JAPAN LTD.	Managing Director	Sumito Ishii
■ VOLKSWAGEN AG	Executive Vice President	Rudolf Krebs
■ AISAN INDUSTRY CO., LTD.	Executive Senior Managing Director	Michikatsu Sato
■ AISIN SEIKI CO., LTD.	Managing Officer	Tsuyoshi Yoshida
■ ADVICS CO., LTD.	Managing Officer	Masahiro Inden
■ ALPS ELECTRIC CO., LTD.	Director	Takashi (Thomas) Kimoto
■ CALSONIC KANSEI CORP.	Senior Vice President	Akira Fujisaki
■ CLARION CO., LTD.	Executive Corporate Officer	Hiroyasu Kan
■ KEIHIN CORP.	Director, Member of the Board	Hiroshi Seikai
■ CONTINENTAL AUTOMOTIVE CORPORATION	Board of Management	Yoshihito Ito
■ JTEKT CORPORATION	Managing Officer	Yutaka Mori
■ JATCO LTD.	Executive Vice President	Yo Usuba
■ DENSO CORP.	Executive Director	Hiroyuki Ina
■ TOKAI RIKA CO.,LTD.	Corporate Officer	Masakazu Goto
■ TOYOTA INDUSTRIES CORPORATION	Managing Officer	Kan Otsuka
■ DELPHI AUTOMOTIVE SYSTEMS JAPAN, LTD.	Representative Director	Akira Sasahara
■ HITACHI AUTOMOTIVE SYSTEMS, LTD.	Director & CTO	Yasushi Fukunaga
■ FUJITSU TEN LIMITED	Managing Officer	Kiyoshi Yagi
■ BOSCH CORP.	Senior Managing Director	Hidekazu Oshizawa
■ HONDA ELESYS CO., LTD.	Managing Director	Shigehiro Kimura
■ YAZAKI CORPORATION	Executive Officer	Noboru Osada
■ HITACHI VEHICLE ENERGY, LTD.	Vice President	Yoshiharu Katsuta

■ BLUE ENERGY CO., LTD.	Senior Managing Director	Masahito Mitsumori
■ LITHIUM ENERGY JAPAN	Director	Masanori Kitamura
■ MEIDENSHA CORPORATION	Director and Senior Managing Executive Officer	Atsushi Kubota
■ NIDEC CORPORATION	Senior General Manager	Masahiro Hibino
■ YASKAWA ELECTRIC CORPORATION	Associate Director	Michihiko Zenke
■ INFINEON TECHNOLOGIES JAPAN K.K.	President	Yasuaki Mori
■ FREESCALE SEMICONDUCTOR JAPAN LTD.	President	David M. Uze
■ LINEAR TECHNOLOGY K.K.	Representative Director	Yasu Mochizuki
■ RENESAS ELECTRONICS CORP.	Executive Vice President	Yoichi Yano
■ REED EXHIBITIONS JAPAN LTD.	Managing Director	Katsuhiko Hamaguchi

(In random order, As of Jan. 17)

Show Highlight

AUTOMOTIVE WORLD – The EXHIBITION and CONFERENCE-

AUTOMOTIVE WORLD covers all of the relevant areas of automotive industry.

- | | |
|--|--|
| <input type="checkbox"/> Embedded System & Software | <input type="checkbox"/> Drive System |
| <input type="checkbox"/> Semiconductors, Electronic Components & Devices | <input type="checkbox"/> Rechargeable Batteries, Next-generation Batteries |
| <input type="checkbox"/> Testing, Inspection and Analysis Devices/Software | <input type="checkbox"/> Motor Technologies |
| <input type="checkbox"/> Automotive Components & In-vehicle System | <input type="checkbox"/> Inverters, Peripherals |
| <input type="checkbox"/> Electronic Materials | <input type="checkbox"/> Materials |
| <input type="checkbox"/> Manufacturing & Testing Equipment/Technology | <input type="checkbox"/> Molding / Processing Technologies, Processing Equipment |
| | <input type="checkbox"/> Devices / Modules |

Gathering of Leading Companies:

Manufacturing companies such as INFINEON TECHNOLOGIES JAPAN, RENESAS ELECTRONICS, STMICROELECTRONICS, FREESCALE SEMICONDUCTOR JAPAN, LINEAR TECHNOLOGY, INTERSIL all gathered at CAR-ELE JAPAN to exhibit their Semiconductor, which is a major part of automotive electronics. There are very few exhibitions that are able to collectively bring all the semiconductor manufacturers together who work in the automotive semiconductor industry. Visitors were checking the latest products of each company and it was a great opportunity for conducting business meetings and technical consultations.

Semiconductor manufacturers who exhibited were very satisfied with the result and a large majority applied to exhibit again next year at the show.

Motors, inverters & drive system, are one of the major components at EVs, and leading companies of the industry such as YASKAWA ELECTRIC, MEIDENSHA, NIDEC, TAMAGAWA SEIKI, HITACHI, FUJI ELECTRIC also participated. Among them, NIDEC had exhibited for the first time in 10 years. In the automotive sector NIDEC only used to specialise in small motors and had never participated in the large motor drive market for EV. It had been brought to the attention when they would enter the market and happen to chose EV JAPAN to introduce the products into the market. "rare earth-less motor" was the product they launched at the show, which grabbed the attention of many automotive industrial specialists.

Automotive manufactures and automotive components manufactures said "this is the only place to experience latest cutting-edge technologies," and "EV Japan has become 'the' exhibition which gather the automotive industry top leaders"

Automotive Weight Reduction Expo has doubled in size!

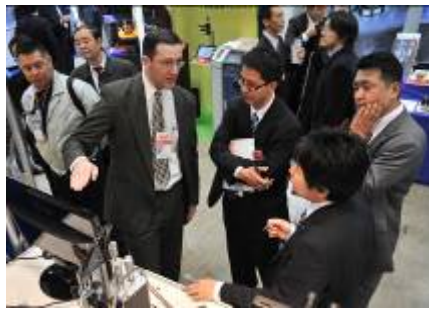
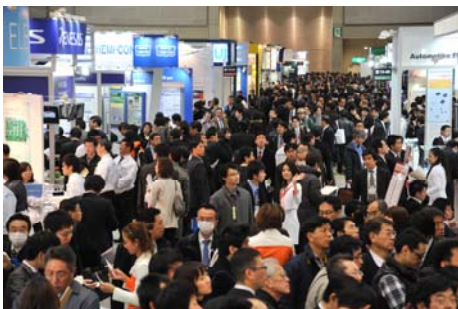
Compared to last year, it has massively expanded in size.

Since automotive manufactures put a great deal of effort in force fuel efficiency and driving performance of the EVs, the number of companies with products and technologies contributing to weight saving increased this year.

Automotive Weight Reduction Expo is the only tradeshow which specialises in "automotive weight saving" and even though it is the second opening of the show, it has become a "business meeting place for weight saving" among engineers and exhibitors of automotive components manufactures.

Electric Vehicle Exhibit Area :

At the Electric Vehicle Exhibit Area, Toyota, Nissan, Mitsubishi exhibited from Japan, and overseas companies such as Daimler, General Motors, Tesla Motors also participated. It attracted many of the visitors and press's attention.



Technical Conference :

Every year, "Technical Conference" wins great popularity as a concurrent event of the exhibition. In 2012, there were 11 sessions in total, and 33 speakers were invited. A great number of 3,235 industry professionals participated in those sessions for the latest industry trends, cutting-edge technologies and companies' strategies.

KEYNOTE SESSION

※Simultaneous Interpretation:
English/Chinese/Korean/Japanese

AUTOMOTIVE WORLD Keynote Session		Date: Jan. 18 [Wed] 10:30-12:30
<p>Rapidly Changing Automotive Industry and its Expectations for Car Electronics</p> <p>Moritaka Yoshida Managing Officer, Toyota Motor Corp.</p> 	<p>Volkswagen Group Strategy for Electric Mobility</p> <p>Rudolf Krebs Executive Vice President, Head of Group E-Traction, Volkswagen AG</p> 	<p>Ford's Sustainable Electrification Approach</p> <p>Nancy Gioia Director, Global Electrification, Ford Motor Company</p> 



Next Shows in 2013

AUTOMOTIVE WORLD will keep expanding in the number of exhibitors and visitors, as it always has. From **Jan 16th to 18 in 2013**, AUTOMOTIVE WORLD 2013 will be held grandly with NEPCON JAPAN 2013 – 42nd Electronics R&D and Manufacturing Technology Expo and 5th LED/OLED Lighting Technology Expo (LIGHTING JAPAN 2013) in Tokyo Big Sight.

As the central place of the latest automotive electronics and weight reduction technologies, as well as EVs/HEVs related technologies, the shows have come under the spotlight among industry professionals as a must-attend event. The shows recorded the largest number of exhibitors and visitors this year. Most of participants were satisfied with their business results, and in fact, Show Management has received many positive comments from them.

If you are interested in exhibiting at this event, please contact us immediately. The exhibit space is limited and it is expected to be sold out at an early stage. Also, if you have interest in visiting the show, please pre-register via website. Click the “Visitor Pre-registration” banner on the official website, fill out the form, and press “submit” button. After that, you will receive the newest information by e-mail or airmail.

Next Show Dates

Dates: January 16 [Wed] - 18 [Fri], 2013

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

2013 Show Outline

AUTOMOTIVE WORLD 2013

- * CAR-ELE JAPAN – 5th Int'l Automotive Electronics Technology Expo
- * EV JAPAN – 4th EV & HEV Drive System Technology Expo
- * 3rd Automotive Weight Reduction Expo

For any other inquiries, please feel free to contact us.
We are looking forward to seeing you at the show in 2013.

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