

Post-Show Report 2011

40th
INTERNEPCON JAPAN

28th
ELECTROTEST JAPAN

ICP 12th **IC PACKAGING TECHNOLOGY EXPO**

PWB EXPO
12th Printed Wiring Boards Expo

12th INTERNATIONAL ELECTRONIC COMPONENTS TRADE SHOW
ELE TRADE 2011

MATERIAL JAPAN
2nd Advanced Electronic Materials Expo

MicroTech JAPAN
1st Micro Fabrication/
Fine Process Technology Expo

(*Inside NEPCON JAPAN)

3rd **LED/OLED Lighting Technology Expo**
LIGHTING JAPAN

AUTOMOTIVE WORLD 2011

(*Concurrent Shows)

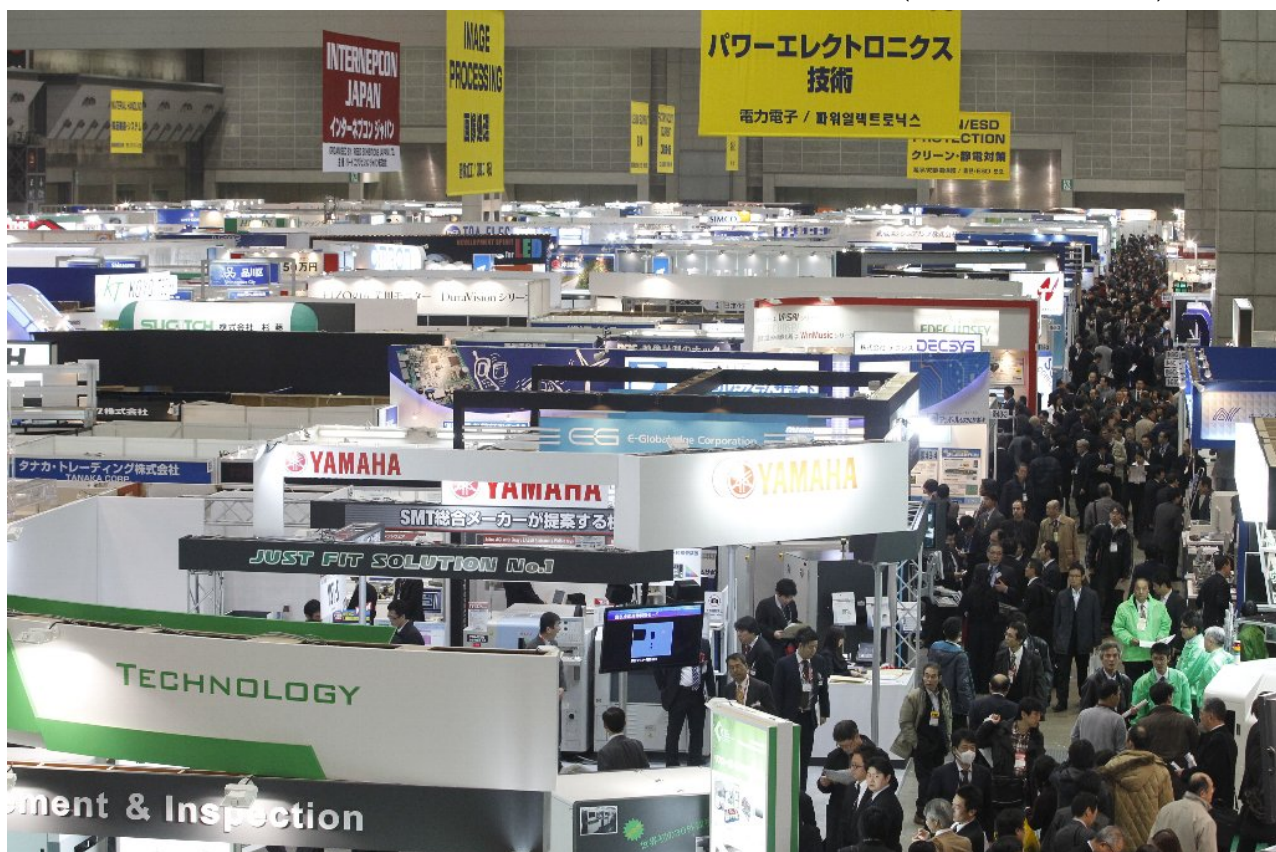


TABLE OF CONTENTS

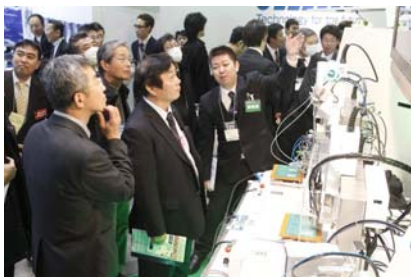
■ Exhibition Outline	-----	1
■ Show Highlight	-----	3
■ Technical Conference	-----	4
■ Public Relations	-----	5
■ Next Shows in 2012	-----	6

Exhibition Outline

EXHIBITION OUTLINE	
Exhibitions	40 th NEPCON JAPAN × ELECTRONIX R&D JAPAN -40 th INTERNEPCON JAPAN -28 th ELECTROTEST JAPAN -12 th IC PACKAGING TECHNOLOGY EXPO -12 th INTERNATIONAL ELECTRONIC COMPONENTS TRADE SHOW (ELE TRADE 2011) -12 th Printed Wiring Boards Expo (PWB EXPO) -2 nd Advanced Electronic Materials Expo (MATERIAL JAPAN) -1 st Micro Fabrication/Fine Process Technology Expo (MicroTech JAPAN)
Dates	Jan 19 [Wed] – 21[Fri], 2011
Open Hours	10:00-18:00 (10:00-17:00 on Jan 21)
Venue	Tokyo Big Sight, Japan
Organised by	Reed Exhibitions Japan Ltd.
Concurrent Event	Technical Conference

FACT SHEET	
Number of Exhibitors	1,149*
Number of Visitors	71,322*
Number of Press Members	561*
Number of Seminar Participants	7,880*
Exhibition Scale	69,140 m ² *

(*Including AUTOMOTIVE WORLD)



NEPCON JAPAN Celebrates its 40th Anniversary!

NEPCON JAPAN x ELECTRONIX R&D JAPAN 2011 (Abbreviation: NEPCON JAPAN) is Asia's LARGEST electronics trade show gathering machines and equipments for manufacturing and SMT, as well as components and materials for R&D and design. NEPCON JAPAN celebrated its 40th anniversary from Jan 19th to 21st 2010 in Tokyo Big Sight, Japan. It has always been considered as the best venue to experience the full lineups of products and technologies in electronics industry and conduct business meetings and technical consultations, attracting unrivalled number of visitors from electronics set manufacturers, semiconductor manufacturers, automotive/device manufacturers from both domestic market and abroad. Particularly, in 2011, it concluded with a great success with a record number of **1,149*** exhibitors and **71,322*** visitors. (*including AUTOMOTIVE WORLD.)

Particularly, 2011 is a remarkable year for NEPCON JAPAN as there was a large number of overseas visitors participated in the shows, many of those are top executives from the world's leading electronics manufactures, such as Samsung and LG from South Korea, as for AUTOMOTIVE WORLD, which is the concurrent show of NEPCON JAPAN, there are visitors from the world well known companies such as BYD AUTO from China, HYUNDAI MOTOR etc from South Korea, etc. In the recent years, more and more enterprises realize the importance of overseas markets and seek for opportunities outside of Japan. For this reason, NEPCON JAPAN is now on its way to become a very unique and effective trade show for the both the domestic and foreign participators to expand business networks globally.

NEPCON JAPAN always keeps pace with the development of Japan's electronics industry since its establishment in 1972. Now it covers almost every aspect of the electronics industry, such as manufacturing and SMT equipments and technologies, electronic test, inspection, and analysis tools, various packaging technologies, electronic components and devices, PWBs, PCB Materials and all kinds of design tools, as well as advanced electronic materials. However, as the industry is developing, the scale of the show keeps expanding. In 2011, upon requests from both exhibitors and visitors, the 1st Micro Fabrication/Fine Process Technology Expo (MicroTech Japan) was launched, and the show mainly focuses on the processing technologies for electronics manufacturing. In addition, in the 40th INTERNEPCON JAPAN, a new zone called Power Electronics Zone was established covering one of the hottest areas in the industry.

There are also two concurrent shows of NEPCON JAPAN, namely the AUTOMOTIVE WORLD 2011, and LIGHTING JAPAN- 3rd LED/OLED Lighting Technology Expo. Both of them cover the hot topics of the main applications utilizing the electronics technologies in automotive and emerging LED/OLED lighting industry. NEPCON JAPAN and its concurrent shows attract great attention from industrial specialists, press and receive very positive comments from exhibitors and visitors.

NEPCON JAPAN 2012 is under vigorous preparation now and many of the exhibitors have already booked their spaces. For details, please refer to the following chapters.

Show Highlight

NEPCON JAPAN – The EXHIBITION and CONFERENCE-

NEPCON JAPAN covers all of the relevant areas of electronics industry. In NEPCON JAPAN 2011 the products and technologies include the following Power Devices / Power Modules

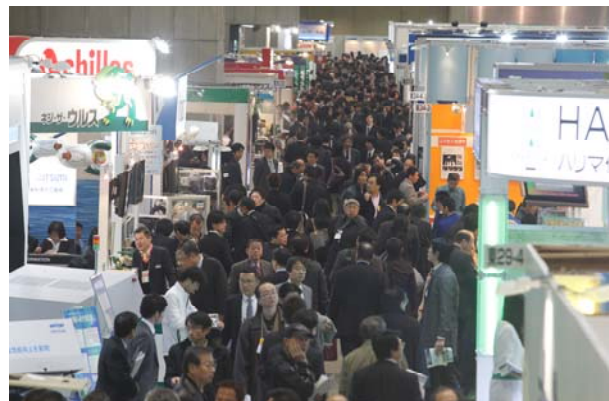
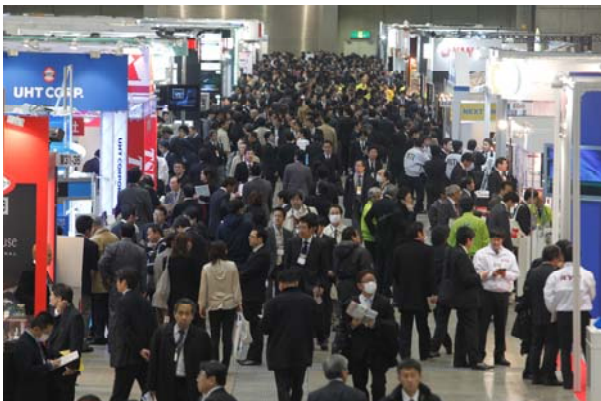
- | | |
|--|---|
| <input type="checkbox"/> Mounters | <input type="checkbox"/> Board Vision Inspection Equipment |
| <input type="checkbox"/> Test / Analysis / Measurement Equipment | <input type="checkbox"/> Assembly Equipment |
| <input type="checkbox"/> Soldering Machines | <input type="checkbox"/> Packaging Materials/Components |
| <input type="checkbox"/> Cleaning Equipment | <input type="checkbox"/> General Electronic Components |
| <input type="checkbox"/> Dry Cleaning | <input type="checkbox"/> sensors |
| <input type="checkbox"/> Factory/Facility Equipment | <input type="checkbox"/> PWBs/PCBs |
| <input type="checkbox"/> Material Handling Equipment | <input type="checkbox"/> PCB Materials |
| | <input type="checkbox"/> Electronic Materials etc. |

A Gathering of World Leading Companies:

Japan has always been considered as the center of electronics manufacturing and R&D. NEPCON JAPAN is the gathering of all the advanced “made in Japan” products and technologies and more than that! Many of the world’s leading companies attended the show. In the 40th INTERNEPCON JAPAN, TAMURA, NIHON GENMA MFG, KYB, KOMATSU ELECTRONIC, NBC MESHTECH, ASTI, UENO SEIKI, YAMAHA MOTOR, UMC ELECTRONICS, AUTEC MECHANICAL, etc attracted great attention. The 28th ELECTROTEST JAPAN gathered OMRON, QUALTEC, CKD, ASKI CORPORATION HITACHIGIKEN SONY MANUFACTURING SYSTEM, etc. CANON COMPONENTS and TEKEUCHI INDUSTRY were the two main exhibitors in the 12th International Electronic Components Trade Show (ELE TRADE), with a vast majority of medium-sized and small enterprises which brought up their unique products were all gathered in this area. In the 12th IC Packaging Technology Expo, CASIO MICRONICS, J DEVICES, FUJITSU INTEGRATED MICROTECHNOLOGY, ROHM AND HAAS ELECTRONIC MATERIALS, HITACHI CHEMICALS showed their advanced IC Packaging Technologies. CMK, DAI NIPPON PRINTING and NEC TOPPAN CIRCUIT SOLUTIONS were the main exhibitors in the 12th Printed Wiring Boards Expo. The 2nd MATERIAL JAPAN and the newly launched MicroTech Japan also gained great success attracting exhibitors such as FUJIFILM, ITOHROKU, KURARAY, etc.

Best Venue for Business Negotiation:

Another feature of NEPCON JAPAN is its success in conducting business meetings and technical consultations. The advanced online appointment registration system brings significant effectiveness according to exhibitors and visitors.



Technical Conference

Every year, "Technical Conference" wins great popularity as a concurrent event of the exhibition. In 2011, there were 45 sessions in total, and 133 speakers were invited. A great number of industry professionals participated in those sessions to get the latest industry trends, cutting-edge technologies and companies' strategies. Especially in 2011 there were 2,170 and 1,929 audiences attended the keynote sessions of NEPCON JAPAN and AUTOMOTIVE WORLD respectively, which remarks as a great success of the seminar sessions.

KEYNOTE SESSION

※Simultaneous Interpretation:
English/Chinese/Japanese/Korean

INJ Keynote Session: Date: Jan.19 (Wed) 10:30 – 12:00/ Venue: Room 608

Asteroid Explorer, Hayabusa

-Its 7 Years Round-Trip Journey



Jun'ichiro Kawaguchi
Professor, ISAS (Inst. of Space and
Astronautical Science),
Program Director,
JSPEC (JAXA Space Exploration
Center), MUSES-C "Hayabusa",
Project Manager, JAXA

GALAPAGOS

-Sharp's Cloud Media Business Strategy-



Toru Chiba
Executive Officer, Group General
Manager,
Network Service Business
Development Group,
Sharp Corp.

ICP Keynote Session: Date: Jan.20 (Thu) 10:00 – 11:30/ Venue: West

The Increasing Role of Semiconductor Packaging



Tien Wu
Chief Operating Officer,
ASE Group

J-DEVICES' Strategy as the Japanese OSAT (Outsourced Semiconductor Assembly and Test) -Empowering Japan's Semiconductor Industry-



Yoshifumi Nakaya
President & Chief Executive
Officer,
J-Devices Corp.

PWB Keynote Session: Date: Jan.20 (Thu) 13:30 – 15:00/ Venue: West

The strategy of NTT DOCOMO's Smartphone



Kiyohito Nagata
Senior Vice President, Managing
Director,
Strategic Marketing Dept.,
NTT DOCOMO, Inc.

Toward a Dream TV -Toshiba's Strategy and 3D Technologies-



Takashi Kamitake
Chief Fellow, Corporate Research
& Development Center,
Toshiba Corp.

AUTOMOTIVE WORLD Keynote Session: Date: Jan.19 (Wed) 10:30 – 12:30/ Venue:

EV Creates the Future

—Evolution of Car Electronics and
Activities for Smart Community—

Minoru Shinohara

Senior Vice President,

Nissan Motor Co., Ltd.



Automotive Electronics for New Generation Vehicles

Volkmar Denner,
Member of the Board
of Management,

Robert Bosch GmbH



Development of Hyundai/Kia's YF SONATA Hybrid System

Ki-Sang Lee,
Senior Vice President,
HEV Development
Group,

Hyundai-Kia Motors



Public Relations

In 2011, 561 registered press members from all over the world visited the show to cover the story. Compared to last year, more media such as TV, magazine, radio and web-based company seem to focus on the latest technologies currently drawing great attention from across the world.

PRESS LIST of 2011 (excerpt/in random order)

■ JAPAN

- JAPAN BROADCASTING (NHK)
- NIPPON TELEVISION NETWORK
- TOKYO BROADCASTING SYSTEM
- FUJI TELEVISION NETWORK
- TV ASAHI
- TV TOKYO
- TELEVISION OSAKA
- SHIN-ETSU BROADCASTING
- REUTERS JAPAN
- KYODO NEWS
- AGENCE FRANCE-PRESSE (AFP)
- ASSOCIATED PRESS (AP)
- PAN-ASIA NEWSPAPER ALLIANCE
- NIHON KEIZAI SHIMBUN
- NIKKEI SANGYO SHIMBUN
- THE ASAHI SHIMBUN
- THE YOMIURI SHIMBUN
- THE MAINICHI NEWSPAPERS
- FUJI SANKEI BUSINESS I
- THE SANKEI SHIMBUN
- THE TOKYO SHIMBUN
- THE SHIZUOKA SHIMBUN
- YAMAGATA SHIMBUN
- THE HOKKAIDO SHIMBUN
- THE JAPAN TIMES
- THE NIKKAN KOGYO SHIMBUN
- DEMPY SHIMBUN
- THE SEMICONDUCTOR INDUSTRY NEWS
- THE DENKI SHIMBUN
- WEEKLY DIAMOND
- WEEKLY TOYO KEIZAI
- KEIZAIKAI
- MONO MAGAZINE
- ONGEN PUBLISHING
- THE DENKI SHIMBUN
- WEEKLY DIAMOND
- WEEKLY TOYO KEIZAI
- KEIZAIKAI
- MONO MAGAZINE
- ONGEN PUBLISHING

- AV REVIEW
- IT MEDIA
- CNET JAPAN
- ASCII
- THE DENKI SHIMBUN
- WEEKLY DIAMOND
- WEEKLY TOYO KEIZAI
- KEIZAIKAI
- MONO MAGAZINE
- ONGEN PUBLISHING
- AV REVIEW
- IT MEDIA
- CNET JAPAN
- ASCII
- IMPRESS WATCH
- MONTHLY SEMICONDUCTOR FPD WORLD
- MONTHLY DISPLAY
- ELECTRONIC JOURNAL
- EIZOJOHO INDUSTRIAL
- EIZO SHIMBUN
- ELECTRONIC PARTS AND MATERIALS
- M&E
- MECHATRONICS DESIGN NEWS
- EDN JAPAN
- EE TIMES JAPAN
- ELECTRONIC PACKAGING TECHNOLOGY
- IMAGE LAB

■ CHINA

- CHINA ELECTRONICS NEWS
- ASIAN CHANNEL GROUP
- GLOBAL MARKET GROUP
- LED TECHNOLOGY CHINA
- STM CHINA
- ELECTRONIC PRODUCTS CHINA
- 21IC
- AUTOMOTIVE ENGINEERING INTERNATIONAL
- AUTOMOTIVE MANUFACTURING & DESIGN FOR CHINA
- CHINA AUTOMOTIVE REVIEW
- SOVEY

■ KOREA

- KBS
- ETNEWS
- MONTHLY DISPLAY
- MOTION CONTROL
- UBI SANUP RESEARCH
- JOIN MEDIA
- THE ELECTRONIC TIMES

■ TAIWAN

- INDUSTRIAL MATERIALS
- DIGITIMES
- ITRI
- ARCO INFOCOMM
- PIDA
- LED INSIDE
- DIGITIMES
- EE TIMES

■ AUSTRIA

- LED PROFESSIONAL

■ UNITED KINGDOM

- + PLASTIC ELECTRONICS
- AUTOMOTIVE INDUSTRY

■ UNITED STATES

- PHOTONICS SPECTRA
- LED MAGAZINE

■ INDIA

- GLOBAL AUTOMOTIVE

Next Shows in 2012

NEPCON JAPAN will keep expanding in the number of exhibitors and visitors, as it always has. From **Jan 18th to 20th in 2012**, the 41st NEPCON JAPAN will be held grandly with AUTOMOTIVE WORLD 2012 and LIGHTING JAPAN 2012 (the 4th LED/OLED Technology Expo) in Tokyo Big Sight.

As the central place of the latest electronics 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.

For any other inquiries, please feel free to contact us.
We are looking forward to seeing you at the show in 2012.

Contact Us: NEPCON JAPAN Show Management

● Public Relations

TEL: +81-3-3349-8502 FAX: +81-3-3349-4900 E-mail: inw@reedexpo.co.jp
Attn: Jia Li (Ms.)/Yuki Ohmichi (Ms.)/Sangmi Jong (Ms.)

● Exhibiting Inquiry

TEL: +81-3-3349-8502 FAX: +81-3-3349-4900 E-mail: inw@reedexpo.co.jp
Attn: Hajime Suzuki (Mr.)/Kanakano Otsuka (Ms.)/Taikoku Kin (Mr.)

● Visiting Inquiry

TEL: +81-3-3349-8502 FAX: +81-3-3349-4900 E-mail: inw@reedexpo.co.jp
Attn: Ayumi Seno (Ms.)/Sangmi Jong(Ms)/Jia LI (Ms.)/ Yuki Ohmichi(Ms.)

Official Website:

NEPCON JAPAN ▶ ▶ ▶ <http://www.nepcon.jp/en/>