

Japan's Largest Measurement / Control Technology Showcase

Measurement and Control Show 2011 TOKYO

Measurement and Control,
lead to the future earth
~ Recovery and beyond ~

Report



<http://www.jemima.or.jp/>



Japan Electric Measuring Instruments
Manufacturers' Association

 **Nikkei BP**
Nikkei Business Publications America, Inc.

Thanking Remarks

Thank you for your support in Measurement and Control Show 2011 TOKYO.
The Show was a major success, with the great support and cooperation of the exhibitors and the numerous organizations and agencies that helped make it possible. Below please find our report on the results of the Show.
We look forward to working with you again in the future.

Japan Electric Measuring Instruments Manufacturers' Association
Nikkei Business Publications, Inc.

Outline of Show

1. Outline of Show

(1) Name and theme

Name: Measurement and Control Show 2011 TOKYO

Theme : Measurement and Control, Lead to the future earth

(2) Date and venue

Dates: Wed., Nov. 16 to Fri., Nov. 18, 2011 (3 days)

Hours: 10 : 00 ~ 17 : 00

Venue: Tokyo Big Sight (Tokyo International Exhibition Center),
East Exhibition Hall 4

(3) Organizer

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

(4) Co-organizer: Nikkei Business Publications, Inc.

(5) Supported by: Ministry of Economy, Trade and Industry , Ministry of the Environment, Japan External Trade Organization (JETRO)

(6) Collaborated by: The National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Technology and Evaluation (NITE), Japan Electric Meters Inspection Corporation (JEMIC), JAPAN QUALITY ASSURANCE ORGANIZATION (JQA), The Society of Instrument and Control Engineers (SICE), The Japan Society of Mechanical Engineers, JAPAN MEASURING INSTRUMENTS FEDERATION (JMIF), The Japan Electrical Manufacturers' Association (JEMA), NIPPON ELECTRIC CONTROL EQUIPMENT INDUSTRIES ASSOCIATION (NECA), Japan Analytical Instruments Manufacturers' Association (JAIMA)

- (7) Admission fee
¥1000 (consumption tax included)
Note: Admission free with advance registration or invitation
- (8) Conference
Keynote Speech, Special Lecture, Round-table session,
Specialty conference, JEMIMA committee seminars, Exhibitors' Technical seminars
- (9) Concurrent show
SYSTEM CONTROL FAIR 2011, INCHEM TOKYO 2011,
MONODZUKURI NEXT ↑ 2011, Digital Marketing Next 2011
- (10) Measurement & Control Show 2011 TOKYO
EXECUTIVE COMMITTEE

ANRITSU CORPORATION
CHINO CORPORATION
DKK-TOA CORPORATIN
Fuji Electric Co.,Ltd.
HIOKI E.E.CORPORATION
HORIBA, Ltd.
Hitachi High-Tech Trading Corporation
Iwatsu Test Instruments Corporation
KIKUSUI ELECTRONICS CORP.
LEADER ELECTRONICS CORP.
MITSUBISHI ELECTRIC CORPORATION
NEC Avio Infrared Technonogies
NF Corporation
OKAZAKI MANUFACTURING COMPANY
OSAKI ELECTRIC CO., LTD.
SHIMADZU SYSTEM SOLUTIONS Co., Ltd
TAKEMOTO DENKI CORPORATION
TOSHIBA CORPORATION
YAMARI INDUSTRIES, LIMITED
Yamatake Corporation
Yokogawa Electric Corporation

[Alphabetical order]

2. Outline of results

(1) Exhibition scale

Total exhibitors: 90 (corporations, public organizations and committees) in 333 booths

<Breakdown>: Domestic 87 in 330 booths
Foreign 3 in 3 booths

(2) Conference scale

- ① Keynote speech: 2 sessions ————— 175 attendees
- ② Special Lecture and round-table session: 3 sessions ——— 272 attendees
- ③ Specialty conference: 4 sessions ————— 72 attendees
- ④ JEMIMA committee seminar: 4 committees, 4 sessions ——— 492 attendees
- ⑤ Exhibitors' Technical seminar: 11 exhibitors, 25 sessions — 1,083 attendees

(3) Visitors: 27,950 (194 from overseas)

Visitors per day

Date	November 16(Wed.)	November. 17(Thu.)	November. 18(Fri.)	Total
Weather	Fine	Fine	Cloudy	
Attendance	7,670	8,711	11,569	27,950

List of participating companies and organizations

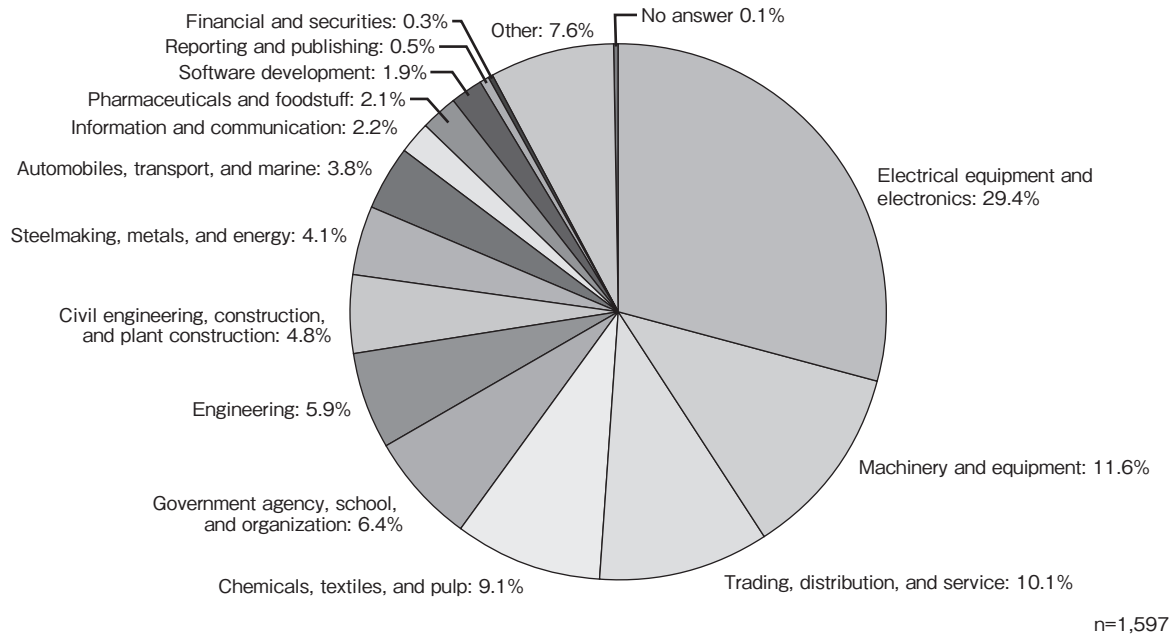
company and Organization name
A
ABB K.K.
ABB Bailey Japan
Advanced Polytechnic Center
Aichi Science & Technology Foundation
Alpha Electronics Corp.
ANRITSU CORPORATION
C
CHINO CORPORATION
CORES CORPORATION
COSMO SOUND CO., LTD
Cosmos Corporation
D
DEMPA PUBLICATIONS, INC.
DKK-TOA CORPORATION
E
Emerson Japan, Ltd.
EMIC CO., LTD
Endress + Hauser Japan Co.,Ltd.
F
Fluke
Fuji Electric Co., Ltd.
Fuji Technical Research Inc.
Fujikin Incorporated
Fujita Electric Works, Ltd.
G
Gailogic Corporation
H
HART Communication Foundation
HIMA Japan
HIOKI E.E. CORPORATION
HIRAI Co.,Ltd
Hitachi High-Tech Trading Corporation
HOKKOHSYA CO.,LTD
HORIBA, Ltd.
HORIBA STEC.,Co.Ltd
HORIBA Advanced Techno,Co.Ltd
HORIBA ITECH Co.,Ltd.
HP Technos Corporation
I
IAJapan, National Institute of Technology and Evaluation
INFORMATION TECHNOLOGY PROMOTION AGENCY
Inter Reha
Iwatsu Test Instruments Corporation
J
Japan Electric Meters Inspection Corporation
JAPAN FINECHEM COMPANY, INC.
Japan Industrial Publishing Co., Ltd.
JAPAN QUALITY ASSURANCE ORGANIZATION
K
KIKUSUI ELECTRONICS CORPORATION

company and Organization name
Kyosai Technos Co.,Ltd
Kyoto EIC CO.,Ltd.
KYOTO RESEARCH PARK CORP.
Kyushu-Kyohan Co.,Ltd.
L
Light Stone Corp.
M
Michell Japan K.K
N
nac Image Technology Inc.
National Metrology Institute of Japan / AIST
National Institute of Advanced Industrial Science and Technology
NEC Avio Infrared Technologies Co.,Ltd.
NEC Purchasing Service Ltd.
NF Corporation
Nikkei Business Publications, Inc.
NSD CO., LTD.
O
OHKURA ELECTRIC CO.,LTD
OHTE GIKEN, INC.
OKAZAKI MANUFACTURING COMPANY
P
PEPPERL+FUCHS K.K.
R
RIKEN KEIKI Co., Ltd.
RION CO.,LTD.
Ryoei Technica Corporation
S
SCS Co., Ltd
SENSUS YAMAMOTO CO.,LTD
SHIMADZU SYSTEM SOLUTIONS CO., LTD.
SHINKO ELECTRIC CO., LTD.
Softing Industrial Automation GmbH
SONIC CORPORATION
Spectris Co.,Ltd. HBM Division.
T
Taiwan Electrical and Electronic Manufacturers' Association
TAIYOKOGYO.,Ltd
TAKEMOTO DENKI CORPORATION
Tanaka Electric Laboratory Inc.
The Society of Instrument and Control Engineers
Thermoneeds Co.,Ltd.
Toko Instruments, Inc.
TOSHIBA CORPORATION
U
U.R.D.co.,ltd
Y
YAMARI INDUSTRIES, LIMITED
Yamatake Corporation
Yokogawa Electric Corporation
Yokogawa Meters & Instruments Corporation

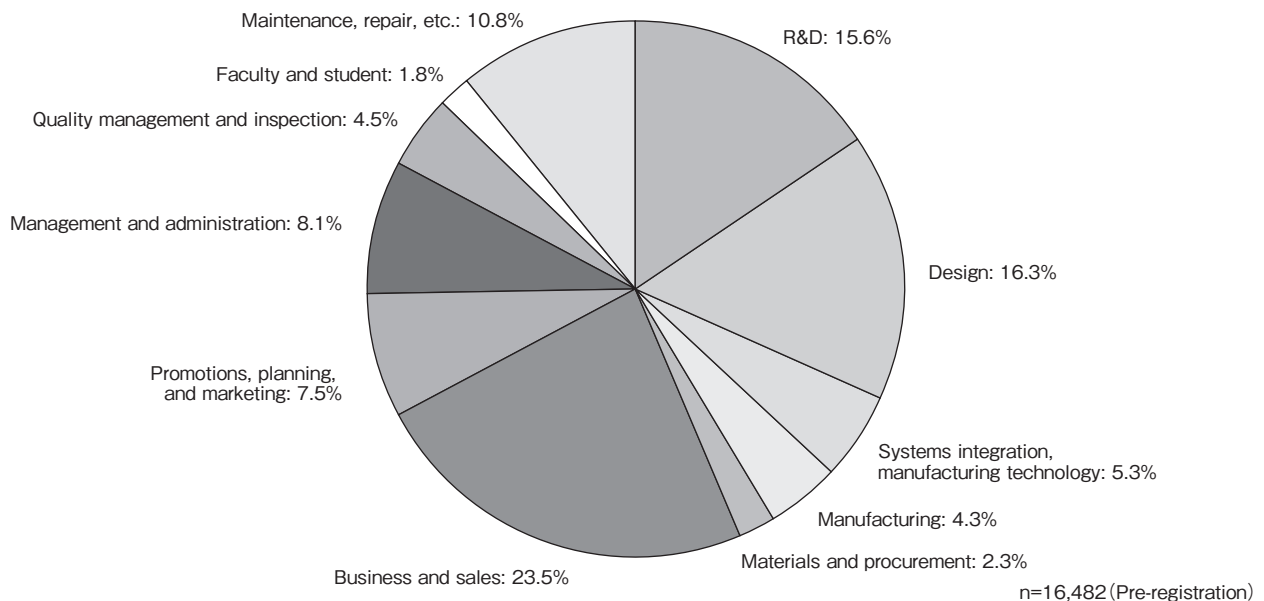
Visitors' Profile

■Q1 What category is your company or organization?

- ◆ The largest group was Electrical equipment and electronics at 29.4%, followed by Machinery and equipment 11.6%, and Trading, distribution, and service 10.1%

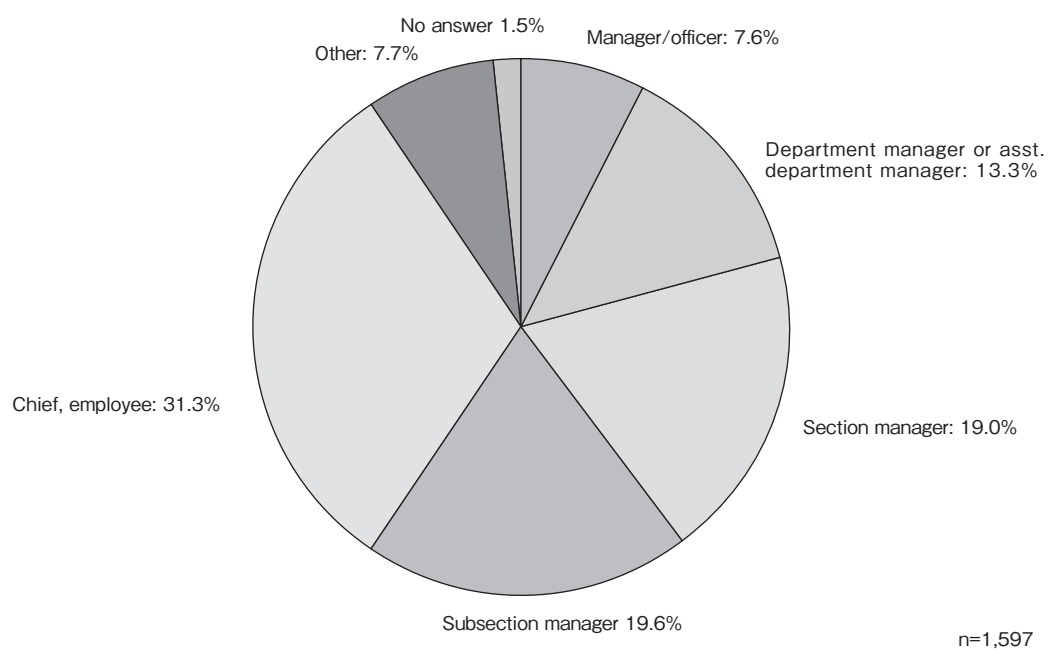


■Q2 What is your current occupation?



■Q3 What is your title?

◆ 59.5% of visitors are managers or corporate officers



Visitor questionnaire

Method: Questionnaire corner was set up inside the Show site. Questionnaires were distributed and collected.

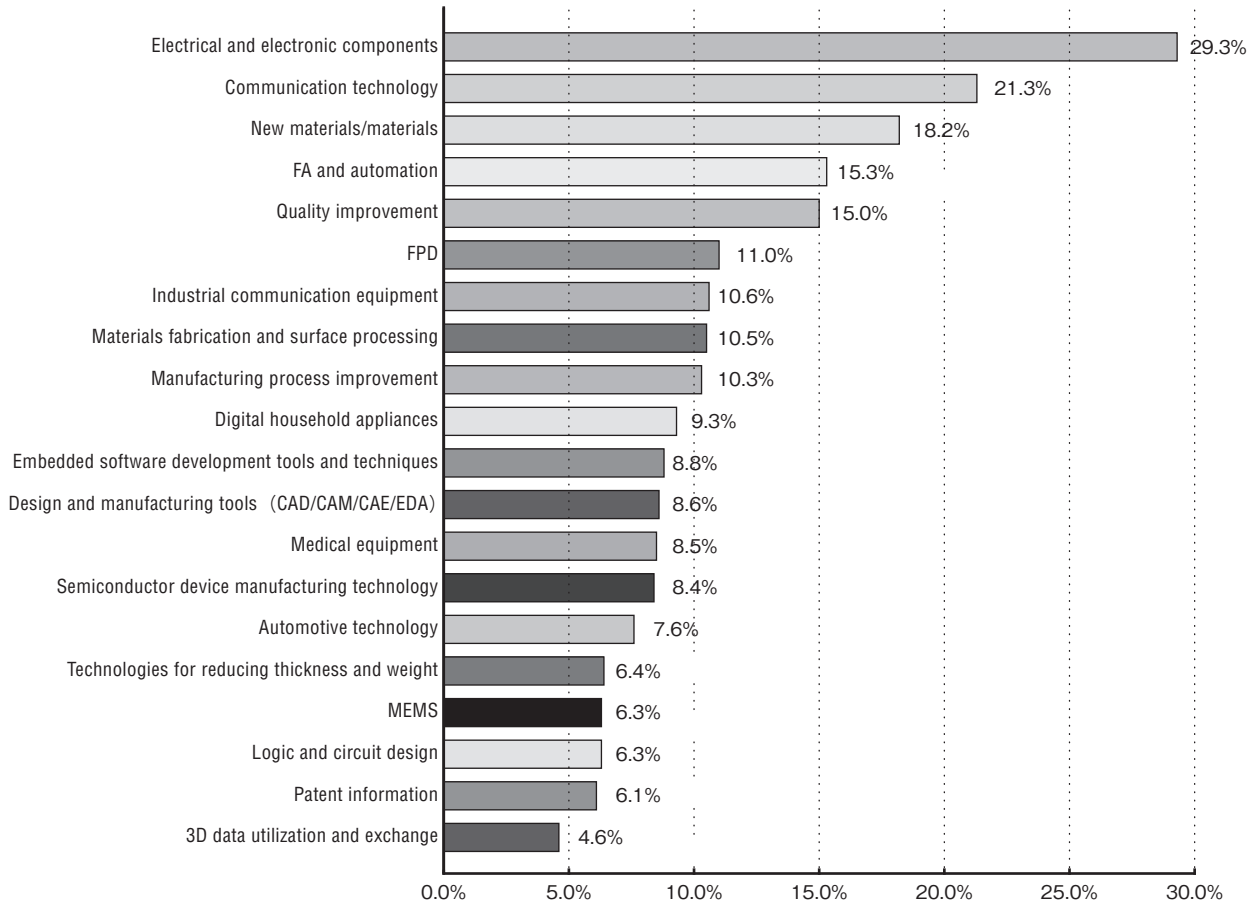
Total valid responses: 1,597

Survey period: Wed., Nov. 16 to Fri., Nov. 18, 2011

Data processing: Nikkei BP Consulting

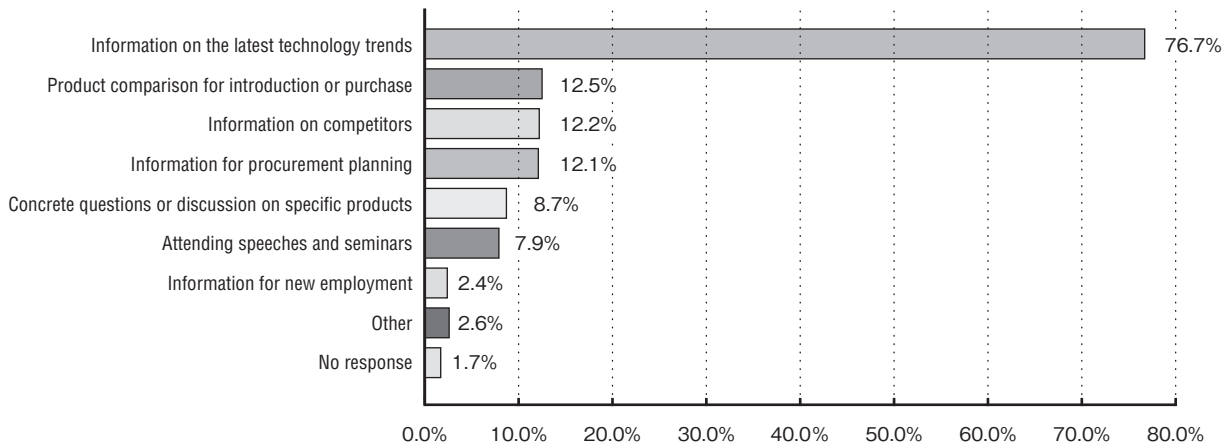
Q4 What fields and types of information are you interested? (multiple choice)

◆ The most common response was Electrical and electronic components (29.3%), followed by Communication technology (21.3%) and New materials/materials (18.2%).



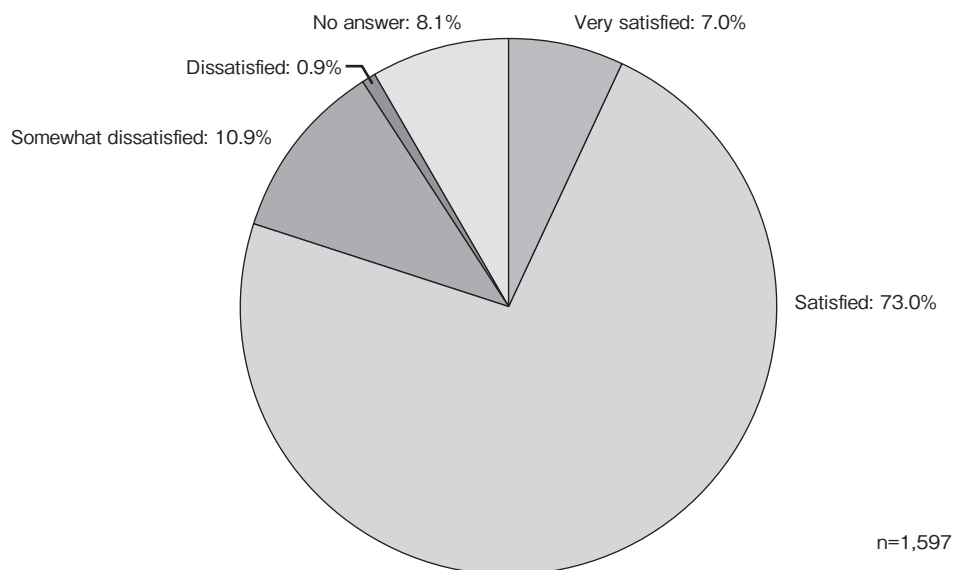
Q5 What was your purpose in visiting the show? (closest answer, multiple choice)

◆ The majority came to collect Information on the latest technology trends (76.7%), followed by Product comparison for introduction or purchase (12.5%) and Information on competitors (12.2%).



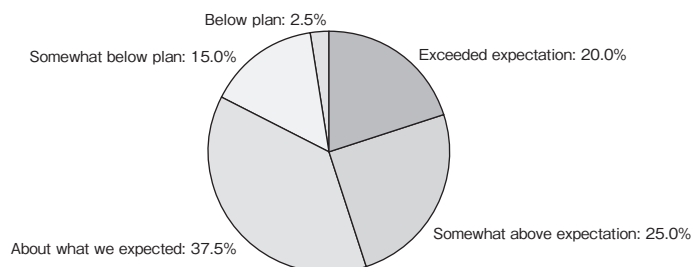
■Q6 How satisfied were you with the content of the show?

◆ 80% of visitors replied Satisfied.

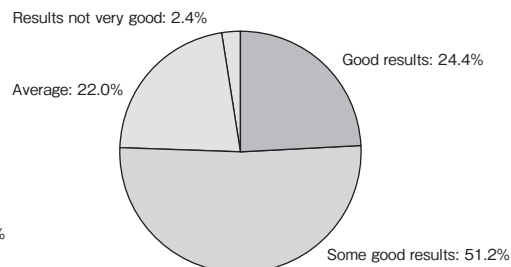


Voice of exhibitors

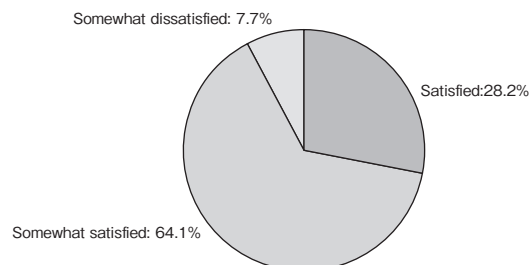
■Q1 Quantity of visitors to booth



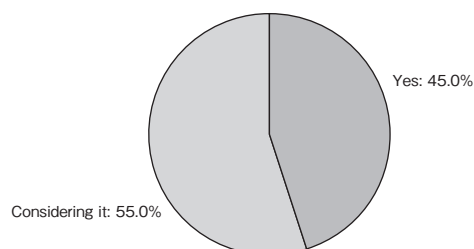
■Q2 Exhibition results



■Q3 What is your overall level of satisfaction?



■Q4 Do you plan to exhibit in Measurement and Control Show 2013 TOKYO?



Exhibitor questionnaire

Method: Questionnaires were distributed to all exhibitors after the end of the Show, and collected
Total valid responses: 46 firms (61.3% recovery)

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