

Showcasing Cutting-Edge Technologies
for the Art of Manufacturing

Measurement and Control Show 2013 TOKYO

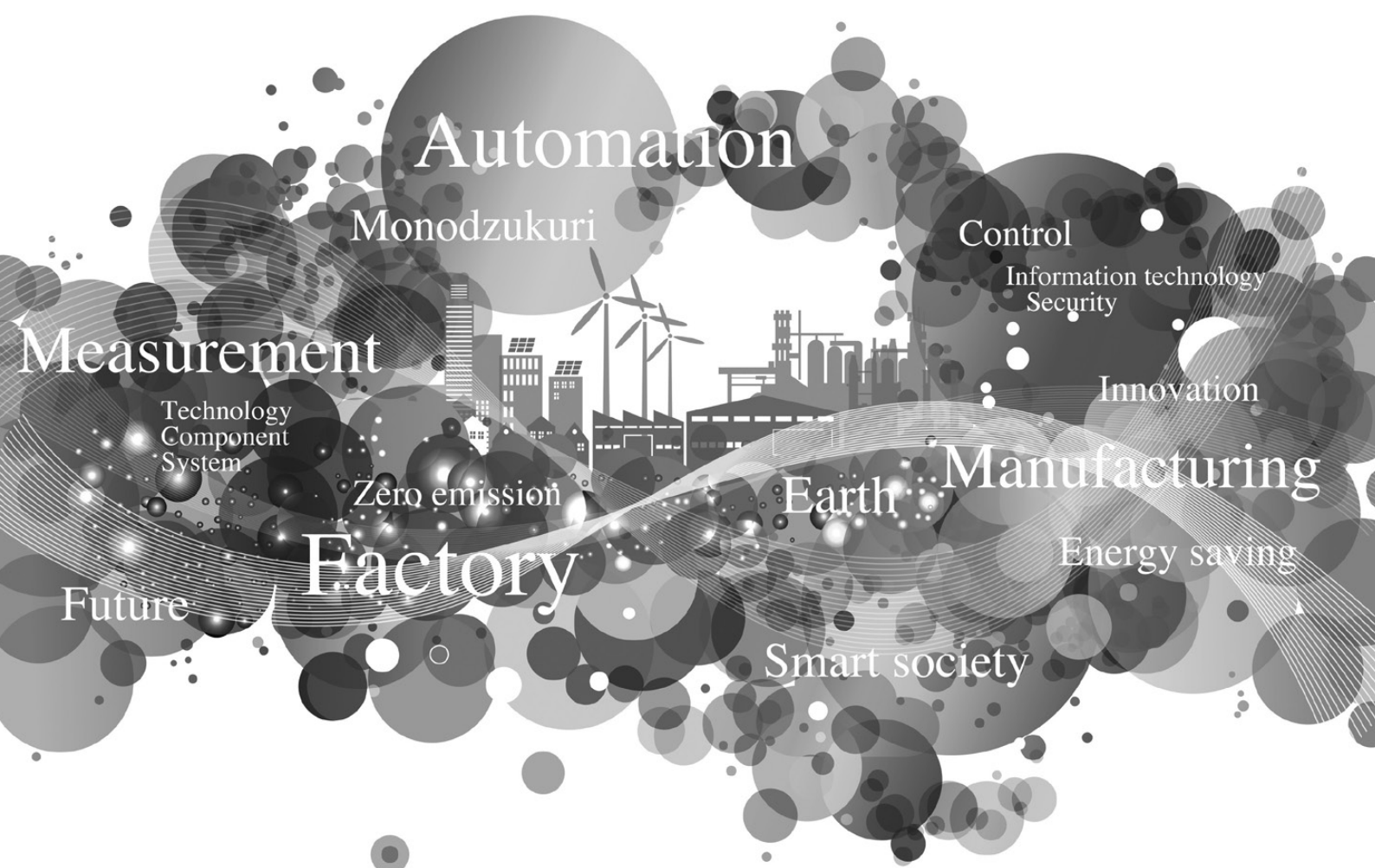
Measurement and Control, lead to the future earth

Date : November 6 (Wed.) – 8 (Fri), 2013

Opening Hours : 10:00 – 17:00

Venue : Tokyo Big Sight West Hall 1, 2 & Atrium

REPORT



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

Organized by

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

Measurement and Control Show 2013 TOKYO

Report

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I .Thanking Remarks

Measurement and Control Show 2013 TOKYO was held from Nov. 6 to Nov. 8, 2013, at Tokyo Big Sight, simultaneously with SYSTEM CONTROL FAIR 2013, and was a major success thanks to the support and assistance of involved agencies and organizations, and widespread participation by the industry.

The event is scheduled to be held next from Wednesday, Dec. 2 to Friday, Dec. 4, 2015, as Measurement and Control Show 2015 TOKYO, and we sincerely hope that you will be able to join other industry leaders there.

Below is a brief summary of the results of the 2013 Show.

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

II. Result

1. Overview

① **TITLE** : Measurement and Control Show 2013 TOKYO

② **THEME** :

Measurement and Control, lead to the future earth

③ **DATE** :

November 6th (Wed.) to November 8th (Fri.), 2013 (3 days)

10:00AM to 5:00PM

④ **VENUE** :

Tokyo Big Sight (Ariake: Tokyo International Exhibition Center)

West Hall-1, Hall-2, and Atrium

⑤ **ORGANIZED BY** :

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

⑥ **SUPPORTED BY (in no particular order)** :

Ministry of Economy, Trade and Industry,

Ministry of the Environment

Japan External Trade Organization (JETRO),

⑦ **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),

The Japan Electrical Manufacturers' Association (JEMA),

NIPPON ELECTRIC CONTROL EQUIPMENT INDUSTRIES ASSOCIATION (NECA),

JAPAN QUALITY ASSURANCE ORGANIZATION (JQA),

The Society of Instrument and Control Engineers (SICE),

The Japan Society of Mechanical Engineers, (JSMA)

JAPAN MEASURING INSTRUMENTS FEDERATION (JMIF),

Japan Analytical Instruments Manufacturers' Association (JAIMA)

⑨ **Concurrent Show** :

SYSTEM CONTROL FAIR 2013

INTERNATIONAL ROBOT EXHIBITION 2013

⑩ **Exhibition scale**

Total exhibitors: 71 (corporations, public organizations and committees) in 283.5 booths

⑪ **Conference scale**

Keynote speech: 2 sessions 502 attendees

Special conference, Round-table session, and Symposium: 6 sessions..... 1,357 attendees

JEMIMA committee seminar: 8 committees, 8 sessions..... 499 attendees

Exhibitors' Technical seminar: 19 exhibitors, 65 sessions..... 1,846 attendees

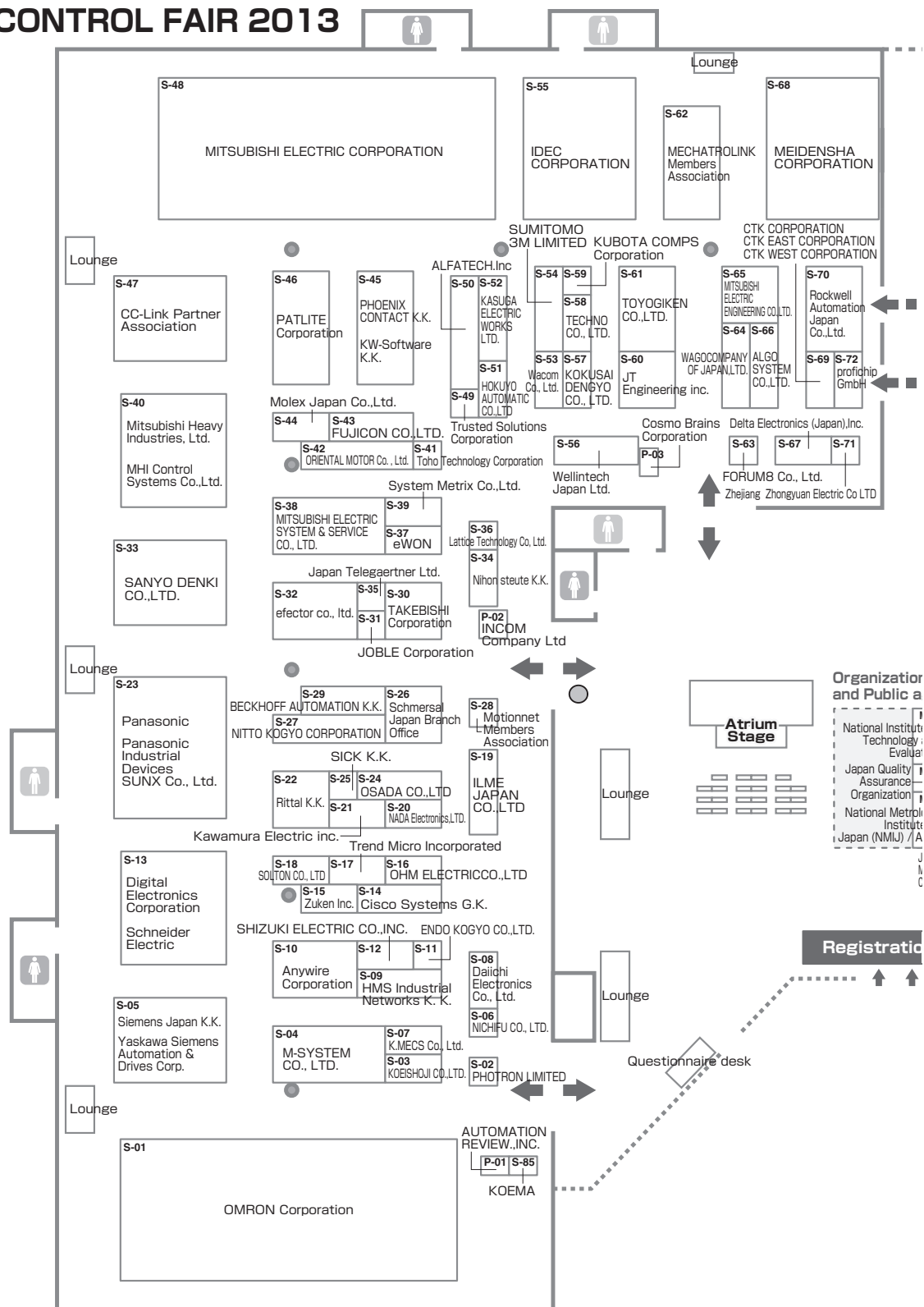
2.Exhibitor List

SCF/M&C Common		
Azbil Corporation	Energy Support Corporation	RION,Ltd.
FUJI ELECTRIC CO., LTD.	F	S
HITACHI GROUP	FDT Group Japan	SARAH INC.
Hitachi, Ltd.	Fieldbus Foundation-Japan	SHIMADZU SYSTEM SOLUTIONS Co., Ltd.
Hitachi High-Tech Solutions Corporation	Fuji Ultrasonic Engineering Co.,Ltd.	Shinano Kenshi Co.,Ltd.
Hitachi High-Tech Fielding Corporation	FUKUDEN INCORPORATED.	SHINKO ELECTRIC CO., LTD.
Hitachi Industrial Equipment Systems Co.,Ltd.	G	T
Hitachi KE Systems, Ltd.	Gailogic Corporation	TAKASAGO Ltd.
Pepperl+Fuchs K.K	H	TANAKA ELECTRIC LABORATORY CO., LTD.
Softing (Gailogic Corporation)	HART Communication Foundation Japan	TAKEMOTO DENKI CORPORATION
TOSHIBA CORPORATION	HAGITEC CO.,LTD.	The Society of Instrument and Control Engineers
TOSHIBA INDUSTRIAL PRODUCTS and SYSTEMS CORPORATION	HIMA Paul Hildebrandt GmbH+CoKG	Toko Instruments,Inc.
TOSHIBA IT & CONTROL SYSTEMS CORPORATION	HIOKI E.E CORPORATION	U
Toshiba Schneider Inverter Corporation	HORIBA,Ltd.	UINICS CO.,LTD
TOSHIBA MITSUBISHI-ELECTRIC INDUSTRIAL SYSTEMS CORPORATION	I	UMEZAWA MUSEN DENKI CO.,LTD.
Yokogawa Electric Corporation	ISA 100 Wireless Compliance Institute	Y
[Taiwan Pavilion]	IWATSU TEST INSTRUMENTS CORPORATION	YAMARI INDUSTRIES, LIMITED
DINKLE INTERNATIONAL CO., LTD.	J	Yokogawa Meters & Instruments Corporation
FON CHANG ELECTRICAL CORP.	Japan Electric Meters Inspection Corporation	Open Network Zone
JAKI ENTERPRISE CO., LTD.	Japan Industrial Publishing Co., LTD.	Actuator-Sensor-Interface Japan
JAWS CO., LTD.	JAPAN FINECHEM COMPANY,INC.	CAN in Automation(CiA)
LEAD YEAR ENTERPRISE CO., LTD.	JAPAN QUALITY ASSURANCE ORGANIZATION	EtherCAT Technology Group
Taiwan Electrical and Electronic Manufacturers' Association	K	ODVA, Inc.
(TEEMA)	Kawaso Electric Industrial CO.,Ltd.	Sercos Asia - Japan Office
Measurement & Control Show 2013 TOKYO	KIKUSUI ELECTRONICS CORP.	The Japan Electrical Manufacturers' Association (Special Committee for Network Promotion)
A	KOA Corporation	Japanese PROFIBUS Organization
ABB K.K.	KYOSAI TECHNOS Co.,Ltd.	Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)
Alpha Electronics Corporation	KYOTO EIC CO., LTD	Calibration Service Committee
ANRITSU CORPORATION	L	Green Products Committee
Anritsu Meter Co.,Ltd.	LINEAR TECHNOLOGY	Electronic Measuring Instruments and Systems Committee
C	N	Energy/Low-carbon Committee
CHINO CORPORATION	nac Image Technology Inc.	PA/FA Measurement and Control Committee
Chuo Electronic Systems,Inc.	National Institute of Technology and Evaluation (NITE)	Radiation Measurement Committee
D	National Metrology Institute of Japan (NMIJ) /AIST	Strategic Study Committee for Advanced Technology
Data Design Co.,Ltd.	NEW COSMOS ELECTRIC CO.,LTD.	Environmental Measurement Committee
Dempa Publications,Inc.	N F Corporation	Temperature measurement Committee
DKK-TOA CORPORATION	Ninomiya Electric Wire Co.,LTD.	Product Safety / EMC Committee
E	O	
Easy-Measure Co.,Ltd.	Ohkura Electric Co.,Ltd.	
Emerson Japan,Ltd.	OHTE GIKEN, INC.	
EMIC CO.,LTD.	OKAZAKI MANUFACTURING COMPANY	
Endress + Hauser Japan Co.,Ltd.	P	
	PTI JAPAN LTD.	
	R	
	REX Inc.,Ltd.	
	Riken Keiki Co., Ltd	

3.Exhibition Floor plan

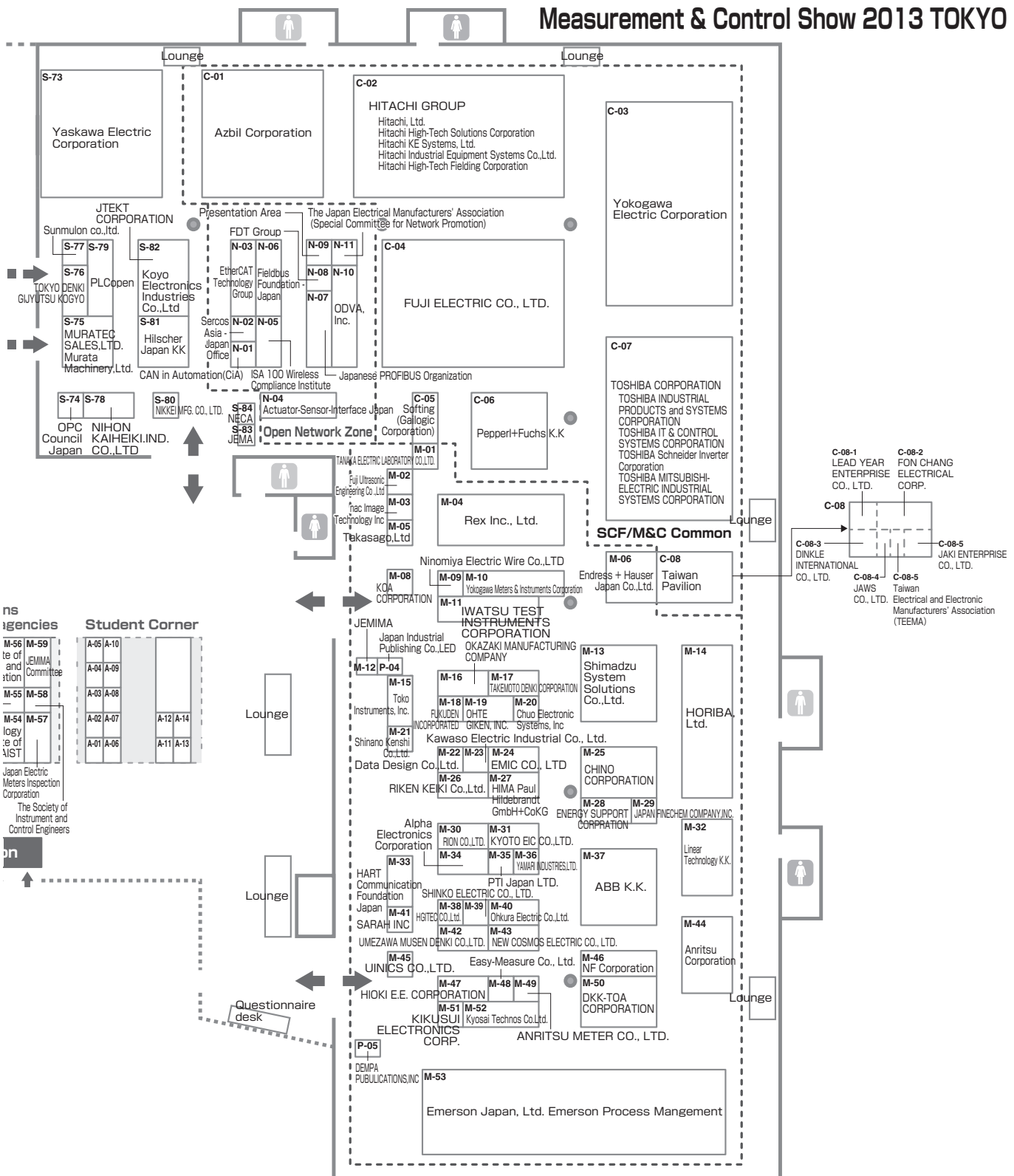
West Hall 1

SYSTEM CONTROL FAIR 2013



West Hall2

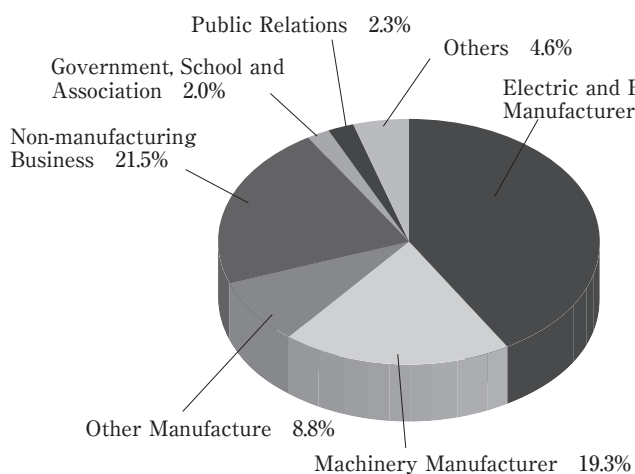
Measurement & Control Show 2013 TOKYO



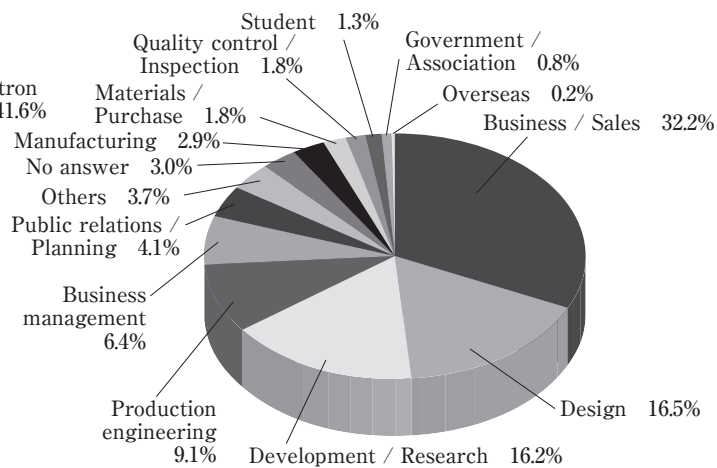
4.Visitors

Visitors per day

Date	2013/11/6(Wed.)	2013/11/7(Thu.)	2013/11/8(Fri.)	Total
Weather	Fine	Cloudy/Rain	Fine	
Attendance	8,984	11,925	15,862	36,771
	12,931	14,889	18,951	46,771 ※Including exhibitors



Visitor Classification (%)



Visitor Classification (%)

5.Opening ceremony

DATE: November 6th (Wed.), 9:30AM

VENUE: Tokyo Big Sight, West HallAtrium



6.Opening reception

DATE: November 6th (Wed.), 5:30PM

VENUE: Tokyo Big Sight, Conference Tower, Reception Hall



7. Simultaneous event: Conference & Seminar

• Keynote 1

Proposal from the Gemba of Monodzukuri
—Growth Strategy Using the Strength of Komatsu
Kunio Noji
Chairman of the Board
Komatsu Ltd



Kunio Noji

• Keynote 2

Innovation Strategy of Japan's Science and Technology
—A Message Towards Collaboration Between Industry and Academia
Kazuo Kyuma
Executive Member (Full-time member)
Council for Science and Technology Policy



Kazuo Kyuma

• Special Conference 1

Electric Vehicle Innovation with Motorcycles
—With the Spirit to Change the World
Toshihumi Konno
Director
Terra Motors Corporation



Toshihumi Konno

• Special Conference 2

A New Epsilon Launch Vehicle Opens a New Space Age
—Cutting-Edge Engineering and a Super Team
Yasuhiro Morita
M-V Launch Vehicle Project Manager
Japan Aerospace Exploration Agency (JAXA)



Yasuhiro Morita

• Special Conference 3

How a Subcontractor Electronics Manufacturer Became a Major Health Brand
—The Tanita Way of Changing Conceptions About “Measuring”
Senri Tanita
President & CEO
TANITA CORPORATION



Senri Tanita

• Special Conference

Measurement and Control Show 2013 TOKYO
Engineering Collaboration for Social Safety in Preparation of a Great Earthquake
—Movements and SICE's Efforts
Ryuichi Nakata
The Society of Instrument and Control Engineers (SICE)



Ryuichi Nakata

• Round Table Session

The Future of Japan's Monodzukuri
—The Fusion of Human Sensitivity and Cutting-Edge Technology, and Japan's Strength from the Gemba of Monodzukuri

• Control Security Seminar

“Control System Security Symposium”

8.Simultaneous event: Atrium Stage

Talk Show“Cool Japanese Technologies”

There will be a stage in the Atrium, located in the center of the West Hall. A female announcer and commentator will hold a lively talk show each day.

The talk show will introduce sites of “Cool Japanese Technologies” with videos.

Stage 1

Industrial Robots Becoming More Intelligent

Stage 2

The Correct Way to Measure Radiation

Stage 3

Capacity Building of the Next Generation

Stage 4

Safety and Security for the Elderly

Stage 5

Factories and Smart Grids

Stage 6

Promoting Energy Conservation in Small to Middle Sized Companies



9.Simultaneous event: Open Network Zone

Open networking allows easy, efficient and secure communication of data and information between various machines and devices in factories and plants. Ten groups that promote open networking will gather to show the current situation and advantages of each network type. In the Presentation Area, six of the groups will alternately introduce the newest information.

Exhibitor : Actuator-Sensor-Interface Japan, CAN in Automation(CiA), EtherCAT Technology Group, FDT Group, Fieldbus Foundation – Japan, ISA 100 Wireless Compliance Institute, Japanese PROFIBUS Organization, ODVA, Inc., Sercos Asia, The Japan Electrical Manufacturers' Association (Special Committee for Network Promotion)

10.Simultaneous event: Student Corner

• Exhibition

Fourteen laboratories from universities and technical colleges across Japan will participate to exhibit booths that introduce cutting-edge research presentations regarding automation, measurement and control.

• Awards

There will be cutting-edge research presentations from universities and technical colleges regarding future technologies and practical technologies regarding automation, measurement and control. Laboratories with exceptional presentations will be awarded, and the students will be offered support.

• Industry Research Seminars

An industry research seminar will be held to communicate the fascination of working in the automation, measurement and control industry, targeting graduate and undergraduate students in the science and technology field. We hope many students will participate to share what will be offered.

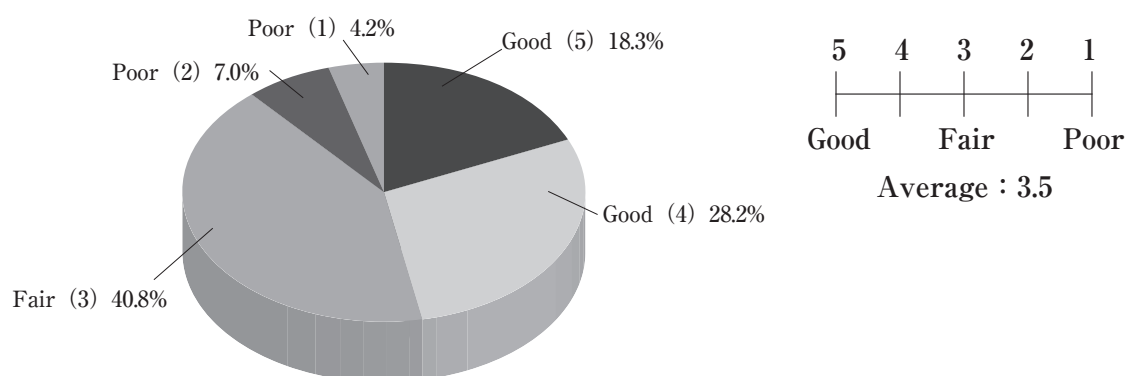
• Student Lounge, for Science and Technology Students (Collaboration by Mynavi 2015)

For all graduate and undergraduate students of science and technology that are interested in automation, measurement and control, Mynavi staff will offer support in order to experience and utilize System Control Fair 2013 and the Measurement and Control Show 2013 Tokyo for industry research. Students will be instructed in appropriate manners when visiting booths, how to circle the venue effectively, and other pointers that will be useful in industry research. We hope many students will utilize this opportunity.

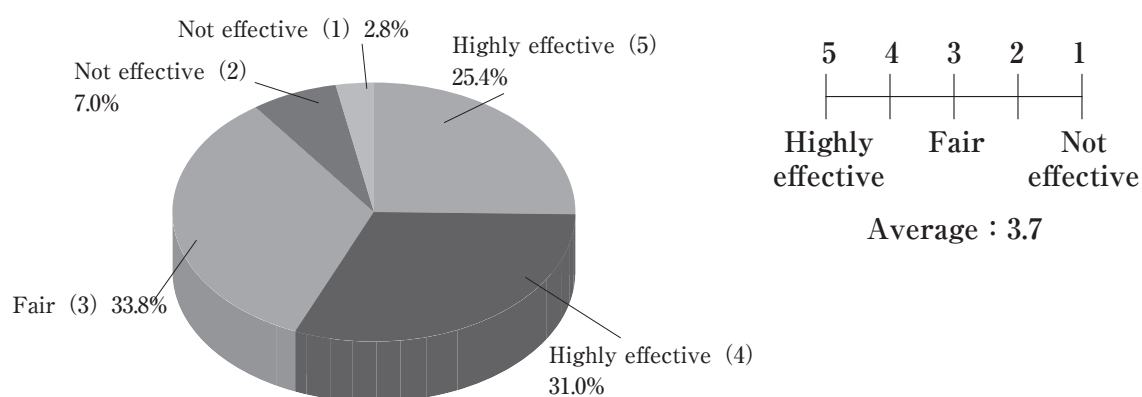


III. Voice of exhibitors

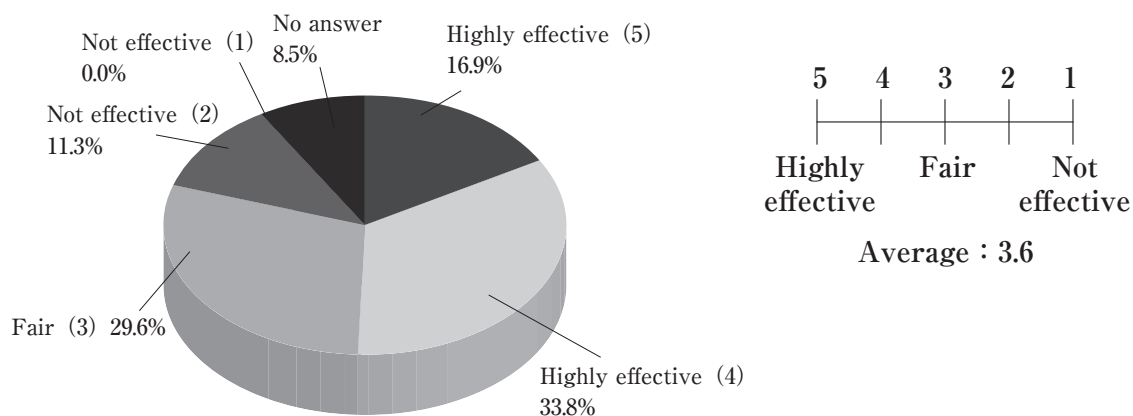
1. What do you think about the venue ?



2. How would you rate the **SYSTEM CONTROL FAIR 2013** and **Measurement and Control Show 2013 Tokyo** simultaneous event ?



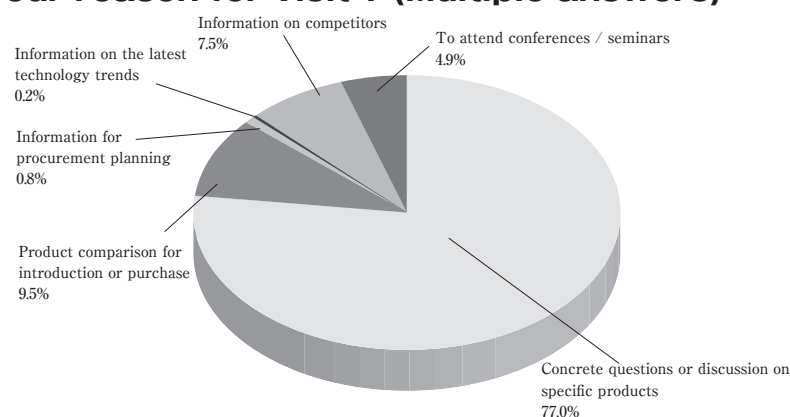
3. Was it effective for your business to exhibit at the show ?



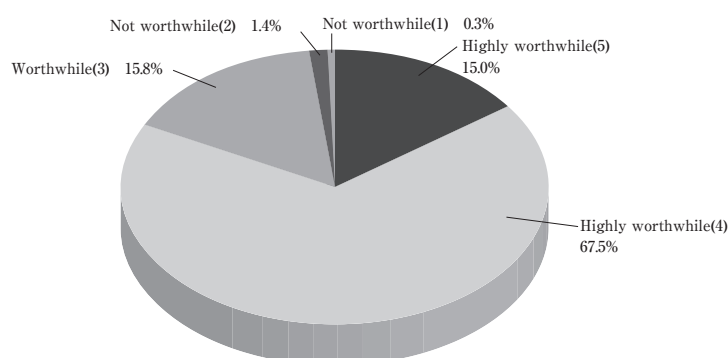
Total valid responses : 71 firms
Recovery : 100%

IV. Visitor questionnaire

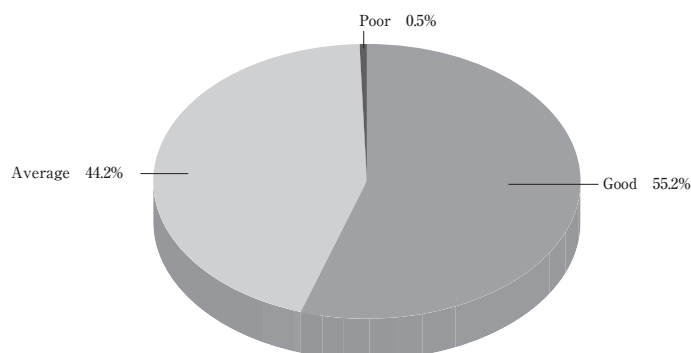
1. What was your reason for visit ? (Multiple answers)



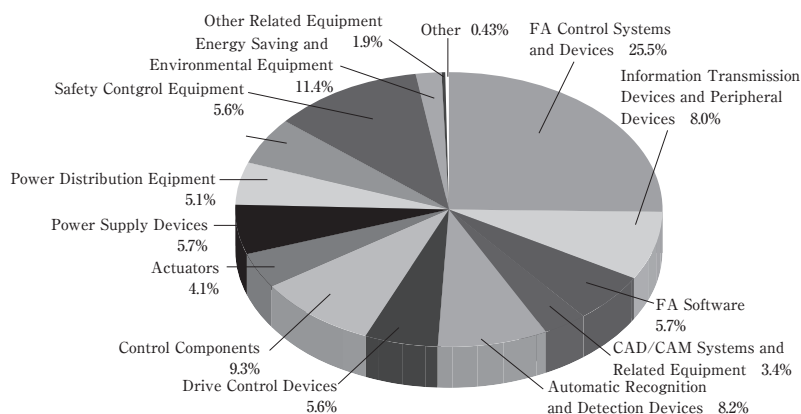
2. Do you consider your visit was worthwhile ?



3. How would you rate the SYSTEM CONTROL FAIR 2013 and Measurement and Control Show 2013 TOKYO simultaneous event ?



4. Which category of exhibits did you find interesting ? (Multiple answers)



Visitor questionnaire
Method: Questionnaire
corner was set up
inside the show
site. Questionnaires
were distributed
and collected.
Total valid
responses : 3,073

V. Advertising and PR activities

1. Press conference and mass media announcements

On Nov. 16, 2012, representatives of companies planning to exhibit at the fair were welcomed to an explanatory presentation, followed by a press conference. Information provided included an outline of the fair and exhibitions, and introductions to key features. It was announced that System Control Fair 2013 and Measurement and Control 2013 Tokyo would be held simultaneously at the same site, under a single integrated concept: "Showcasing Cutting-Edge Technologies for the Art of Manufacturing."

On Oct. 9, 2013 a press conference for mass media was held, introducing the outlines, key features, and concepts for both events. 21 reporters from 19 mass media vehicles attended, with active Q&A and individual interviews.



2. Presentation for embassies, trade promotion organizations, and related groups

On March 4, 2013, a presentation was given to representatives from embassies, trade promotion organizations, and related groups, covering the outlines and features of the two events. Representatives from eight nations, mostly the United States and European, participated, engaged in an active exchange of opinions.



3. Advertising and PR activity by organizer

A dynamic media promotion strategy designed to boost the number of visitors was implemented throughout Nikkei group media, leading industry newspapers and technical journals, websites, e-mails, and other vehicles.

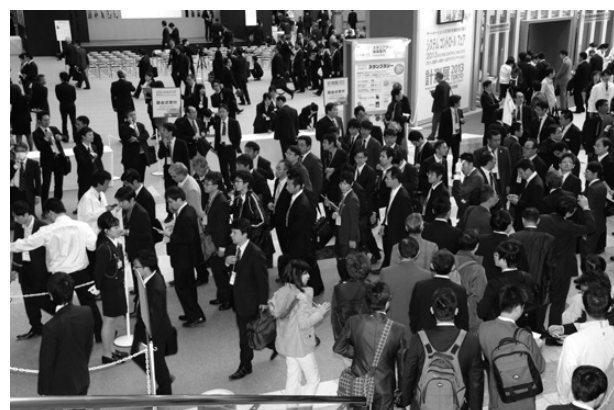
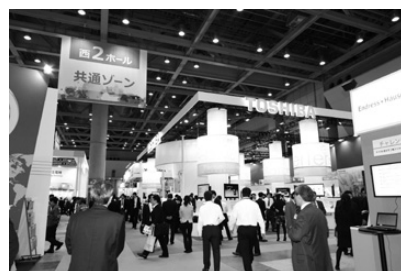
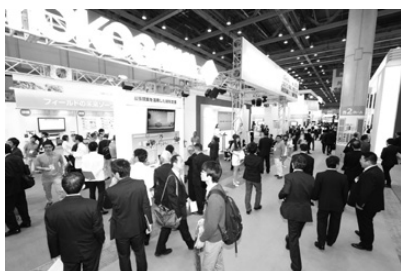
Website

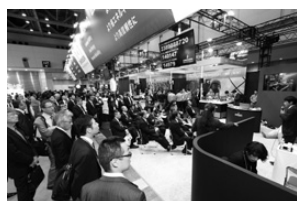
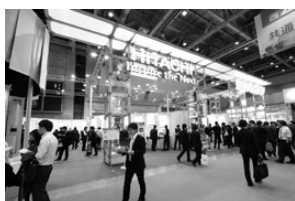
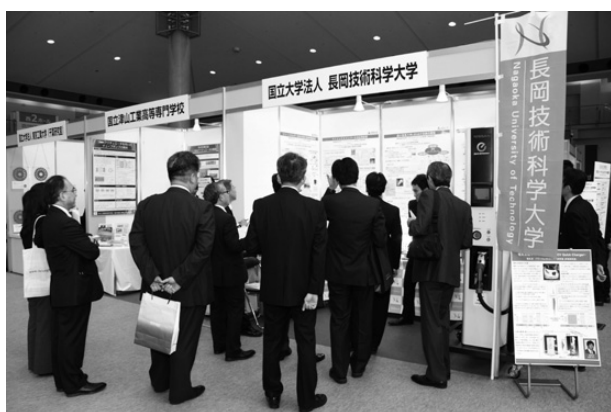


Flyer



VI.Portofolio





Measurement & Control Show 2013 TOKYO

EXECUTIVE COMMITTEE

ANRITSU CORPORATION

Azbil Corporation

CHINO CORPORATION

DKK-TOA CORPORATIN

Emerson Japan., Ltd.

Endless+Hauser Japan Co., Ltd

Fuji Electric Co.,Ltd.

HIOKI E.E.CORPORATION

HORIBA, Ltd.

Hitachi High-Technologies Corporation

Iwatsu Test Instruments Corporation

KIKUSUI ELECTRONICS CORP.

KYOSAITECHNOS CO., LTD

LEADER ELECTRONICS CORP.

MITSUBISHI ELECTRIC CORPORATION

NF Corporation

OKAZAKI MANUFACTURING COMPANY

OSAKI ELECTRIC CO., LTD.

SHIMADZU SYSTEM SOLUTIONS Co., Ltd

TAKEMOTO DENKI CORPORATION

TOSHIBA CORPORATION

YAMARI INDUSTRIES, LIMITED

Yokogawa Solution Service Corporation

(Alphabetical order)




Pre-announcement for

Measurement and Control Show 2015 TOKYO

Date : December.2 (Wed.) – 4 (Fri.), 2015 (3 days)

Venue : Tokyo Big Sight
(Ariake: Tokyo International Exhibition Center)

Organizer :  Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

Contact

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