2012 Japan International Aerospace Exhibition

JA2012 REPORTS

SJAC (The Society of Japanese Aerospace Companies)
2012 Japan International Aerospace Exhibition (JA2012) Topics!

- Great success with numbers of Companies, countries as exhibitors and visitors more than expected!
- 199 overseas companies and organizations participated in the exhibition (increased 30% compared with previous exhibition) for promoting further international business!
- 3,497 business meetings were conducted in 2 days utilizing the BCI systems!
- 15 Theme of Business Seminars (90 lecturers) were held!
- Almost Japanese clusters joined the Exhibition in cooperation with Japan Aerospace Industry Forum (JAIF) and local government.
- Exhibition at International airport was held for the first time in 29 years!
- Media Coverage including 67 on TV, 153 on newspapers and other media during before 4 month!
- There was no accident nor medical crisis with 160,000 visitors during this exhibition!
- Eurocopter S.A.S press released the order of one EC135 and seven AS350B3e's, Link Inc., the purchase of three ATR72-600's!
I would like to express my sincere gratitude to all of the exhibitors and participants of the 2012 Japan International Aerospace Exhibition. Fortunately, JA2012 has completed successfully with having over 160,000 visitors during the period. I would like to thank again all of the exhibitors and those who were involved in this Exhibition for their support and cooperation. I expect that further business development and international communications would be continuously promoted utilizing JA2012 as the catalyst.

Chairman Satoshi Hasegawa
General Incorporated Association The Society of Japanese Aerospace Companies

- Exhibition Overview
  Oct 9 (Tue.) to 14 (Sun.), 2012
  at Port Messe Nagoya
  Oct 12 (Fri.) to 14 (Sun.), 2012
  at Central Japan International Airport (Centrair)

- [Organizer]
  The Society of Japanese Aerospace Companies (SJAC)

- [Special Supporters]
  Aichi & Nagoya Support Council (Aichi Prefecture, Nagoya City, Tokoname City, Chubu Economic Federation, Nagoya Chamber of Commerce and Industry, Nagoya Industries Promartion Corporation, Nagoya Convention & Visitors bureau, Chubu Aerospace and Technology Center, Central Japan International Airport Centrair

- [Supporters]

- Participants 32 countries and areas
- Number of Exhibitors 664 companies and organizations (including 28 Centrair)
- Number of Exhibition Booths 243 Booths (993 Exhibition stands)
- Business Meetings 3,497 (organizer management 2 days)
- Number of Visitors (Trade day) 21,753 (4 days)
  ※ net count daily accumulated by registrants
- Number of Visitors (Public day) 141,131
  ※ 20,454 (Port Messe)
  ※ 120,677 (Centrair)
- Exhibition Space Port Messe 27,000 ㎡
  Centrair 100,000 ㎡
- Press and Media coverage 111 companies, 390 reporters
  90 on TV, newspapers, magazines, official gazettes
  270 thousands copies of brochures and posters
  130 thousands copies of official programs and site maps, etc.
Overall condition in trade day from Oct. 9 (Tue.) to 12 (Fri.)

Our 4 days event were blessed with good weather, the exhibition halls were thronged with many visitors. Based on the exhibition concept, it was resulted that the exhibition was made much of business/trade than display for public.

Exhibition in Port Messe Hall 1 and Hall 3.

Exhibitor companies and organizations: 437 (domestic), 199 (overseas)
Participants: 32 countries and areas
Number of Visitors (Trade day): 21,753
Number of Visitors (Public day): 20,454
Total visitors: 42,207
Achievement rate: 104%
Exhibition by organizer and site operation

- **Exhibition features the 100 years history of Japanese aeronautical technology.**(Hall 1)
  
  **Editorial supervisor:**
  Yoshitomo Aoki, (Aviation journalist)

  **Cooperation:**
  Hitoyoshi City, Kumamoto Prefecture (full-scale replica of the Hans Grade airplane), Mitsubishi Heavy Industries co., Kawasaki Heavy Industries co., Fuji Heavy Industries co., Ministry of Defense, Kakamigahara Aerospace Science Museum, JAXA, etc.

  **Abstract:**
  100 years have elapsed since an airplane flew in over Japanese sky for the first time. The history of aeronautical manufacturing technology in Japan for these years is presented with photographs and precise models. Full scale replica of Hans Grade airplane is displayed, which flew with Captain Kumazo Hino on the same day as official first flight in Japan with Captain Tokugawa in 1910.

- **Japanese companies participating actively in space.**(Hall 1)
  
  **Editorial supervisor:**
  Shigeyoshi Hata(SJAC Senior Vice President)

  **Cooperation:**
  JAXA, Japan Space Forum, Educational Research Office of Mito City, Kamiuchuu co.

  **Abstract:**
  Paper craft rocket model chronologically showing development history of world and Japanese rockets and 1/10 scale paper-craft of typical satellite servicing in Japan are displayed to present the activities of Japanese companies.

- **Exhibition of precise scale radio-control airplane.**(Hall 1)
  
  **Editorial supervisor:**
  Shuichi Miya(SJAC Marketing Director)

  **Cooperation:**
  Volunteers of Radio-control airplane flying club in Japan

  **Abstract:**
  1/9 to 1/2.5 scale models of flyable Radio-control airplanes are displayed. Domestically-produced Japan Self Defense Force airplane such as US-2, F-2, T-1, etc. and Domestic and foreign fighter planes of world war II such as Rei-Sen(Zero-fighter), Hayabusa(Ki-43 Osker), Hayate(Ki-84 Frank), Hien(Ki-61 Tony), Spitfire, Mustang, etc. are displayed.

- **Operation of JA2012 Official Shop**
  
  **Cooperation:**
  Tokyu Hands co., Central Japan International Airport Co.

  **Abstract:**
  SJAC sold the official program (presenting the status and forecast of Japanese aerospace industry), JA2012 anniversary goods (caps, stickers, and T-shirts etc.)

- **Operation of Customer Support office.**(Hall 3)
  
  SJAC support the business exhibitors with customer satisfaction.
Exhibition at airport was held for the first time in 29 years, to appeal Japanese development ability of aerospace. In addition, to develop young human resources needed to future aerospace industry and to much more understanding on it, the booth showing various jobs. The exhibition at the airport was held successfully beyond our original plan, with flight demonstration of Blue Impulse despite of the restriction due to the first trial at international airport, good weather, and visiting of more than 100 thousands aerospace fans.

● The international airport connecting 16 domestic cities and 29 oversea cities.
● 3,500 m Runway useable for 24 hours, 9 million passengers a year and the ranking 6th busiest in the nation.
● Access: 28 minutes from Nagoya station via the quickest route.
● Universal design is incorporated.
● No.1 in the world of CS satisfaction by size of passenger number in 2011 with diversified business such as the fullness of commercial facilities.
● Famous as the airport shipping B787 primary structure assemblies to Seattle.

● Aircraft static display / flight demonstration. We could receive more than 100 thousands visitors in well prepared airport without causing such influence to the normal operation at international airport.
● Proactive participation of aircraft and helicopters. Many aircraft were welcomed by of related organizations such as Self-defense Force, Japan Coast Guard, Fire department, Japan Civil Aviation Bureau, Newspaper companies, and other companies, between their tight operating schedules.
● Flight demonstration of Blue Impulse. Special arranged flight such as “Cupid”, “Sakura”, etc. for 10 minutes flight demonstration between the international airport operation, and received appreciate by many aerospace fans looking forward to it.
Demonstration of Dream-lifter Uploading operation.
Two of only four Dream-lifters all over the world gathered at Centrair. Opportunities of close watch were provided the uploading operation of the 787 primary structures of fuselage (manufactured by KHI) and center wing (manufactured by FHI). At the same day, other Dream-lifter departed to Seattle with loading both wings (manufactured by MHI) on the day before.

Crowded booths of introduction to aerospace occupations
Many visitors had a good understanding how to become a pilot, mechanic, air traffic controller with brief and exhibition at education agency and company’s booths.
The maximum number of media coverage at opening ceremony was recorded in our international exhibitions focusing on aerospace business!

It was very welcomed the governor of Aichi Prefecture, Mr. Omura, the mayor of Nagoya city, Mr. Kawamura, and other executives in local economic communities and executives of aerospace industry as guests to our opening ceremony. At that day, media coverage more than 100 companies and 350 presses gathered which was unprecedented start as the international exhibition of B to B type focusing on business trade.

High rank officials of Ministry of Economy, Trade and Industry, Aichi prefectural government, Nagoya city government, and other executives of local municipalities, economic communities, major companies visited the respective booths in showing over with SJAC commissioner showing over. SJAC received a lot of expectations by V.I.P.

Opening reception was held greatly and genial with more than 600 guests, including officials of public offices, municipalities, embassies, exhibitor companies, organizations.
B to B (No.1) - Business meetings, Organizer management

Analysis of participant company to BCI business meetings (survey retrieval rate: 37%)

● Company size of participating exhibitor to B to B

Number of employees comparison

- Over 500 employees: 60 companies
- 250–499 employees: 6 companies
- 100–249 employees: 12 companies
- 50–99 employees: 12 companies
- Below 50 employees: 27 companies

● Business category of participating exhibitor to B to B

Business category proportion

- Aviation: 51%
- Defense: 25%
- Space: 24%

● Regional distribution of participating exhibitor to B to B

Regional proportion

- Europe: 28%
- Asia: 59%
- Others: 13%

Regional proportion in Asia

- Korea: 25%
- Taiwan: 13%
- Japan: 56%
- Others: 6%

Regional proportion in Europe

- Poland: 44%
- Germany: 19%
- France: 15%
- Italy: 7%
- Others: 15%

● Access to information of B to B meeting

Access to information

- E-mail, FAX, Telephone: 27%
- BCIevent: 17%
- Magazine ads, etc.: 11%
- Introduction by Organizer: 16%
- Sales: 13%
- Others: 16%

Registration procedure flow

Application for exhibitor (JA2012 homepage)

- Application in Japanese
  - Download/filling up an application form by online site
    - Send by FAX
    - On-line filling up by BCI staff after translation to English
  - Receipt of ID and password by E-mail to access the online catalog

- Application in English
  - Direct application by online site
  - Send by E-mail

Registration procedure completed
Active business meeting were performed between companies other than BCI business meetings in JA2012. Especially, Hundreds of aggressive individual meetings were held by Japan Aerospace Industry Forum (JAIF), Tokyo Metropolis, JETRO, etc.

Analysis No.2 of participant company to BCI business meetings

1. The participant were apt to apply for overseas companies compared with the proportion of home/abroad exhibitor companies.

2. For the company categories, the overwhelming majority are suppliers other than prime contract / Tier-1 companies, so naturally small and medium-sized enterprises.

3. For the buyers, 70 to 80 % of them are airline companies, prime contract companies, and Tier-1 companies of home and abroad, so excellent opportunities for business meeting were given.

4. Estimating that 50% of suppliers would like to get contract for manufacturing work as Tier-2 and Tier-3 companies, other 50% of them would like to offer the package work such as test equipments, jigs, fasteners, analysis contract, etc., to prime contract companies and Tier-1 companies.

5. In our industry, although number of prime contractor in civil aircraft companies are limited, however, as the operations for 787 and new developments for unmanned air vehicles, engines system components increased, the more business opportunities in test for equipments and support equipments for development occur. So, there is a sufficient chance of B to B project at the exhibition having a few airline / prime contract companies.
Cooperation with US/Europe and the Expectation to Japanese Aerospace industry
- Boeing 7 87 Lessons Learned : Lecture : Mr. Luckey, Jeffrey G (Vice President, 787 Supplier Management)
- The Future of Global Defense Partnership : Lecture : Mr. R. Kirkland (Vice President, Lockheed Martin)
- Pratt & Whitney Next Generation Product Family Overview : Lecture : Mr. Bob Saia (Vice President)
- RFC Flight Test Demonstration : Lecture : Mr. Osamu Funatogawa (IHI)
- UTC Aerospace Systems’ current Business and expectation to Japan : Lecture : Mr. Geoffrey Newma (Director)
- Roadmap of Collaborative Research Between Europe and Japan in Aeronautic field : Lecture : Mr. Patrick de Prevaux (Director, ASD, Reg. of SUNJET)
- Collaborative Development Activity with European Union : Lecture : Mr. Atsuhiko Sakabe (FHI)
- Airbus Innovation and Expectation to Japan : Lecture : Mr. Luis Nobre (Program Executive)
- Rolls-Royce’s Current Business and expectations to Japan : Lecture : Mr. Nick Peacock (Program Executive)
- Thales Current Business and Expectation to Japan : Lecture : Mr. Loic De la Bourdonnaye (Director)

Space Seminar 〜 Space Policy in major countries and Japan’s space utilization strategy 〜
- Small Satellite Challenge : Lecture : Professor Sir Martin Sweeting (SSTL)
- NASA: Current Activities, Future Plans and the Importance of International Cooperation : Lecture : Mr. Christopher Blackerby (NASA)
- The French Space Development - Preparing the next 50 years : Lecture : Mr. Mathieu GRIALOU-OSAWA (CNES in Japan)
- IAS strategy and main Italian space programs : Lecture : Mr. Mario Cosmo (Director)
- Russian ISTC and Collaborative Programs with Japan : Lecture : Dr. Tatiana Ryzhova (Russian ISTC)
- Japan Space Industry Policy : Lecture : Mr. Takashi Kadomatsu (Director, Space Industry Office, METI)
- Promotion of QZSS service project : Lecture : Mr. Eigo Nomura (Office of National Space Policy, Cabinet Office)
- JAXA’s collaboration with space industries : Lecture : Mr. Mitsuru Watando (JAXA)
- Development of space systems and global expansion of space utilization : Lecture : Mr. Susumu Sanbonmatsu (President, Japan Space Systems)
- Japanese H-II A/B Launch Vehicle : Today and Future Plan : Lecture : Mr. Shokichi Asada (MHI)
- Challenge of the thruster export : Lecture : Mr. Yutaka Sato (IHI Aerospace)
- State and views of the satellite manufacturers : Lecture : Mr. Masaki Adachi (NEC)

Overviews of Foreign Aerospace Markets/Major OEMs Procurement & Supply Chain Policy
- Overview of Canada’s Aerospace Industry : Lecture : Mr. Jim Quick (President AIA)
- The Bombardier Way of Managing Global Supply Chain : Lecture : Mr. Jean-Francois Tessier (Director)
- Risk Management in Boeing’s Global Supply Chain : Lecture : Mr. Jeff Luckey (Vice President)
- All MHI Procurement Enhancement and Supply Chain Management for Commercial Airplane Business : Lecture : Mr. Nobuhiro Takeshima (MHI)
- Mexico Opportunities for aircrafts parts manufacturing : Lecture : Mr. Rodolfo Esau de Garza de Vega (Promexico)
- Polish Aviation Sector : Lecture : Mr. Arkadiusz Tarnowski (Deputy Director, PAliz)
- How Korea-Japan can cooperate in the aerospace industry field : Lecture : Mr. Choon Young (Peter) Song (Korea Aerospace University)
- EADS/Airbus Global Sourcing : Lecture : Mr. Antoine Gaugler (EADS)
- Avio Corporate Purchasing : Lecture : Mr. Paolo Sciascia (Avio)
- Quebec Aerospace, a Vital and Wide Ranging Sector : Lecture : Mr. Andre Bazergui (CRIAQ) / Mr. Mohan Patel (Q)
- Procurement Measures and Policies of Kawasaki Heavy Industries, Aerospace Company : Lecture : Mr. Hisashi Sugitani (KHI)
- Malaysian Aerospace Industry Outlook : Lecture : Mr. Shamsul Kamar Abu Samah (MIGHT)
- Overview of UK Industry : Lecture : Mr. David Scott (ADS)
Defense Seminar

- Japan’s Prospect for International Cooperation in Defense R&D: Opportunities and Obstacles, Lecture: Dr. Masahiro Matsumura (Professor, ST. ANDREW’S UNIVERSITY)
- Why is Enterprise Sustenance Critical?, Lecture: Mr. Joseph Fengler (Director, AIA)
- “The Guideline for Overseas Transfer of Defense Equipment” and Defense Industrial Policy, Lecture: Mr. Hajime Wakuda (Director, Aerospace and Defense Industry Division, METI)
- Toward the development of the Strategy on Defense Production and Technological Bases, Lecture: Mr. Masahiro Kawasaki (Director, Bureau of Finance and Equipment, MoD)
- The History and Future of the Military Aircraft in Japan Ground Self Defense Force, Lecture: Colonel Katsunori Sekiguchi (Ground Staff Office, MoD)
- Current Status and Issues of Building Up Maritime Defense Capability of Aviation, Lecture: Captain Shuji Kitano (Maritime Staff Office, MoD)
- The International Development and Production of F-2 Fighter - Lesson Learned, Lecture: Mr. Mitsuru Hamada (MHI)
- Development Trend of Software Defined Radio, Lecture: Mr. Yutaka Ukegawa (NEC)
- “Hitachi Defense Technologies to Contribute National Security” ~ safe and secure from seabed to outerspace ~, Lecture: Mr. Toshiaki Arai (Hitachi, Ltd)
- Next Generation of Military Engine, Lecture: Mr. Bjorn Gidner (VP, GE Aviation)
- European industry experience in international cooperation armament programs - how it can contribute to Europe - Japan cooperation in defense technology? The helicopter industry example, Lecture: Mr. Philippe Gueguen (Director, Eurocopter)
- 3Ps Overview: US Industry Perspective, Lecture: Mr. Peter Notarianni (VP, Raytheon International)

Latest Trend and Future Prospects of Japanese Aviation Technology

- The Future Plan of JAXA Aeronautics, Lecture: Mr. Toshiyuki Iwamiya (JAXA)
- R&D Activities in ENRI and JCAB CARATS, Lecture: Mr. Kazuo YAMAMOTO (Director, Electronic Navigation Research Institute)
- Advanced Material Application for Aircraft Structure, Lecture: Mr. Kiyoshi Enomoto (RIMCOF)
- The latest trend about the systematization of the product support, Lecture: Mr. Yasuhiro Haruta (MHI) Mr. Yasuyuki Kuno (Fujitsu Ltd)
- Prospective of algae fuel and its challenge, Lecture: Mr. Tomohiro Fujita (President, IHI NeoG Algae Neo-Morgan Laboratory Incorporated)
- Another aviation using UAV and its road, Lecture: Dr. Kakuya Iwata (National Institute of Advanced Industrial Science and Technology)
- Expectations of insulation material coated with ceramic, Lecture: Mr. Tatsujirou Ishiko (President, Nissin-Sangyo Co.,Ltd)
- Challenge for Supersonic Business Travel = Mobility Innovation=, Lecture: Mr. Kimio Sakata (President, SKY Aerospace Institute)

The Expansion of the Overseas Markets for Japanese Development Aircraft

- Development Progress of MRJ, Lecture: Mr. Hirohide Takaseki (Mitsubishi Aircraft Corporation)
- Overview and the export project of US-2, Lecture: Mr. Takeshi Kamogashira (Shinmeiwa Industries, Ltd)
- Commercialization of C-2 Transport Aircraft, Lecture: Mr. Masanobu Ogaki (KHI)

Approaches to environmental regulations ICAO ~ Toward the realization of Green Aviation ~

- Japan’s Approaches to environmental regulations ICAO (CAEP), Lecture: Mr. Yoshiya Nakamura
- Direction and Approaches of environmental emission standards for aircraft, Lecture: Mr. Hideki Moriai (MHI)
- Direction and Approaches of Aircraft Noise Standards, Lecture: Mr. Tsutomu Oishi (IHI)
- Approaches to environmental regulations from flight operation point of view, Lecture: Mr. Kozo Funabiki (JAL)

Presentation, Research/Development of Advanced aircraft Technology Development Center Exhibitors Presentation by each companies / organization

JOINT SYMPOSIUM and INTERNATIONAL MEETING

International Aerospace Quality Group (IAQG) Nagoya meeting
Asian Passenger Plane Forum 2012 Organized by Tokyo Metropolitan Government
Aichi-Nagoya Aerospace Symposiums Executive Committee
UN/Japan Nano-Satellite Symposium Organized by UNOOSA / Tokyo University Nagoya Aeronautics Symposium Organized by JAXA
SJAC organized special projects with Chunichi Shimbun co. were performed on Oct. 12(Fri.) to 13 (Sat.). Total 7 groups and 145 students including 11 students of Nagoya Technical high school, 54 students of Japan Aviation Academy. 10 SJAC Specialists were in charge of tour guide, briefing for them with acceptance. After the session, we received the message of gratitude.

A contest organized by The Japan Society for Aeronautical and Space Sciences was held at Hall 2 on Oct. 13(Sat.) and 14 (Sun.). Total 55 teams, from university, technical college, vocational school entered and 1,000 people gathered. Students flew their hand made airplane and competed with their manufacturing and control technique of it which passed the high requirement. The first ranking was Tokyo University, followed by Akita National College of Technology, and Nagoya University.

Lecture presentations

Oct. 13(Sat.) and 14 (Sun.). These lecture presentations were projected by the organize to understand more about aerospace industries. Approximately 1,000 visitors audited these lectures presentations of many lecturers such as JAXA Astronaut Soichi Noguchi and Mr. Terada Director of JAXA, Professor Takemura of Kyoto University of Art and Design, Senior Director of KHI, pilots and cabin attendants of ANA, and pilot of JASDF Blue Impulse demonstration team.

The 8th All Japan Student’s Indoor Flying Robot Contest

A contest organized by The Japan Society for Aeronautical and Space Sciences was held at Hall 2 on Oct. 13(Sat.) and 14 (Sun.). Total 55 teams, from university, technical college, vocational school entered and 1,000 people gathered. Students flew their hand made airplane and competed with their manufacturing and control technique of it which passed the high requirement. The first ranking was Tokyo University, followed by Akita National College of Technology, and Nagoya University.
Looking closely of the uploading operation in Dreamlifter was gained great popularity on first public event day, Oct. 12. Flight demonstration by helicopter was performed. Static display of special vehicle for airport. On 13 (Sat.) and 14 (Sun.), with good weather, many people visited these events.

Flight service of Helicopter was performed as a favor of Eurocopter Japan co. through the exhibition period of JA2012. Invitation flight around Port Messe for 9 (Tue.) to 11 (Thu.) and shuttle flight service for VIP between both event site for 12 (Fri.) to 14 (Sun.).

At this Centrair, many public visitors gathered each day, when commemoration flight by Japan Air Self Defence Force’s Blue Impulse was performed on 13 (Sat.) and 14 (San.).

For exhibition site information, posters and brochures were distributed adequately at exit of Meitetsu line airport station, inside of airport bldg.

SJAC arranged job information area to introduce aerospace occupations in airport bldg with exhibitions of 14 education agencies /organizations, 8 stores to sell aerospace goods. Many people came every day.

An photo sessions with Blue Impulse pilot and aviation journalist, and performance of “Kumamonn”, titled with 2011 champion of national “Yuru” character contest, helped boost this event.
Public Relation media announcement activities -1, JA2012 Office

**Promotion for Exhibitors (Master piece)**

- **Exhibitors Guide** - 12,000 copies
- **B to B Guide** - 4,000 copies
- **Leaflets** - 150,000 copies
- **Announcement Ad on Nikkei** - 3 million copies

**Promotion for visitors (Master piece)**

- **Ad posters on Meitetsu train** - 1,500 copies
- **Posters for trade days** (A1) - 2,000 copies
- **Posters for public days** (A1) - 3,500 copies

**Web promotion**

- Web promotion via JA2012 website, sale of special tickets for public days which was valid for 3 days and web exclusive run up to more than twice estimated figure.

**Information service (Master piece)**

- **Official program** - 6,000 copies
- **Official guidebook** - 2,000 copies
- **Information map for both sites** (A2) - 80,000 copies
- **Centrair site guide** (A4) flier - 40,000 copies

With the unprecedented aid of internet communication via JA2012 website, sale of special tickets for public days which was valid for 3 days and web exclusive run up to more than twice estimated figure.
SJAC provided many promotion contents of JA2012 to media regularly for over 2 years, to satisfy exhibitors companies and organizations. Also, we had made a very conscious effort to satisfy exhibitor’s. As a result, a great deal of coverages due to this effort is estimated at effect equal to 760 million yen in net advertising cost. We sincerely appreciate exhibitor’s cooperation to media coverages, interviews, photographing.

■ Newspaper

Advance announcement strategy involved communication for traders on national newspapers, for public day visitors on block and local newspaper. A lot of coverage had appeared successfully in cooperation with them. So far, 176 clippings have been piled up.

■ Magazines

SJAC tied up with aerospace special topics in the October issue of monthly “The Economist”. 8 pages of those JA2012 topics were printed out to 70,000 copies and distributed. Also many other magazines covered JA2012 in event information pages. During the exhibition, “WING” by aviation newspaper Co., “Show news” by Koku News Co., and a business magazine in English “SHOWDAILY” were published including news about JA2012.

■ TV

NHK Nagoya broadcast station supported us by coverage which includes several news reports a day and aerospace special program on Oct.12 (Fri.) at 19:30 for 73 minutes with live from JA2012 Port Messe site. Other commercial broadcasters through Tokyo key station covered news report from Nagoya to all local broadcaster.

■ Government gazette

Before opening, information had been published on government gazette by Aichi prefecture, Nagoya city, Tokoname city, and other municipalities / organizations, and sufficient support corresponding on their circulation figure were provided, especially on sales of public days tickets.

■ Internet

Information about JA2012 exhibition outline, exhibit application, and purchase of tickets of exhibition had been provided sufficiently on official website. At the last minute of opening, our website received 1.5 million accesses every day. Flight and static information of aircraft on SNS, to be useful information sources for aviation.
Coverage of major newspapers distributed in the country

Coverage of major newspapers for JA2012 recorded more than 170 clipping articles provided by Chunich, Yomiuri, Nikkei Sangyo, Nikkan Kogou, etc.
### Basic marketing data

#### 1. Scale

<table>
<thead>
<tr>
<th>(1) Number of Exhibitors (Companies/Organizations, Countries)</th>
<th>Port Messe Nagoya: 636 (Domestic: 437, Overseas: 199)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aircraft Display:</td>
<td>14</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Countries</th>
<th>32 Countries/Regions</th>
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</thead>
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#### 2. Number of Visitors

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Trade day</td>
<td>5,570</td>
<td>5,879</td>
<td>6,154</td>
<td>4,164</td>
<td>21,763</td>
<td>42,207</td>
<td></td>
</tr>
<tr>
<td>Public day</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,790</td>
<td>8,791</td>
<td>20,454</td>
<td></td>
</tr>
<tr>
<td>Centrair</td>
<td>Public day</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>9,670</td>
<td>42,358</td>
<td>120,677</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>5,570</td>
<td>5,879</td>
<td>6,154</td>
<td>17,914</td>
<td>51,149</td>
<td>76,522</td>
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</tbody>
</table>

#### 3. Business meetings

- **Presented by SJAC**
  - Day Subject: The 8th All Japan Student’s Indoor Flying Robot Contest
  - Organizer: Technical High School, etc.
  - Audience: 145 visitors

- **Presented by co-oprate Organization**
  - Day Subject: Lecture Presentation
  - Organizer: JAXA Astronaut Soichi Noguchi
  - Audience: 287 visitors

#### 4. Static Display (at Centrair)

<table>
<thead>
<tr>
<th>(1) Aircraft (16 Aircrafts)</th>
<th>Owner</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Boeing Company</td>
<td>Dreamlifter</td>
</tr>
<tr>
<td>2</td>
<td>Qantas</td>
<td>Mitsubishi MU-300</td>
</tr>
<tr>
<td>3</td>
<td>Tochi Association of Aviation</td>
<td>Fuji FA-200</td>
</tr>
<tr>
<td>4</td>
<td>Utsumo Nihon Flying Club</td>
<td>Fuji FA-200</td>
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<tr>
<td>5</td>
<td>JAXA</td>
<td>Cessna Citation Sovereign</td>
</tr>
<tr>
<td>6</td>
<td>Ministry of Land, Infrastructure, Transport and Tourism, Civil Aviation Bureau</td>
<td>Global Express</td>
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<td>7</td>
<td>Churchill Aviation</td>
<td>Learjet 31A</td>
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<tr>
<td>8</td>
<td>AER0 ASSOCIATION</td>
<td>Cessna SR-22G</td>
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<tr>
<td>9</td>
<td>JACO Aviation</td>
<td>Cessna 172</td>
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<tr>
<td>10</td>
<td>Okayama Air Service Corporation</td>
<td>Cessna 172</td>
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<tr>
<td>11</td>
<td>Tokyo Creative, Inc.</td>
<td>Beech 200</td>
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<tr>
<td>12</td>
<td>NAKANISHI AIR SERVICE</td>
<td>Gulfstream G450</td>
</tr>
<tr>
<td>13</td>
<td>Private owner</td>
<td>C-1</td>
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<tr>
<td>14</td>
<td>Japan Air Self-Defense Force</td>
<td>T-4</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Japan Maritime Self-Defense Force</td>
<td>SH-60J</td>
</tr>
</tbody>
</table>

#### 5. Flight Display (at Centrair)

- **Owner**
  - 1: Nagoya City Fire Department
  - 2: Japan Coast Guard Chubu Airport Base
  - 3: Ministry of Land, Infrastructure, Transport and Tourism, Civil Aviation Bureau
  - 4: College of Naka-nippon Aviation
  - 5: Japan Air Self-Defense Force
  - 6: Japan Maritime Self-Defense Force

#### 6. Exhibition (at Centrair)

- **Exhibiting Companies and Organizations**
  - 1: JAPAN AIRLINES (JAL)
  - 2: ALL NIPPON AIRWAYS CO., LTD. (ANA)
  - 3: Kawasaki Heavy Industries, Ltd./Central Helicopter Service, Ltd
  - 4: College of Naka-nippon Aviation
  - 5: Alpha Aviation Co., Ltd
  - 6: Japan Air Self-Defense Force
  - 7: Japan Coast Guard Chubu Airport Base

#### 7. Public Day Events

- **Indoor Guided tour**
  - 1: JAXA Astronaut Soichi Noguchi
  - 2: JAXA Astronaut Shinkichi Takamori

- **Lecture Presentation**
  - 1: Global Perspective to Design the Future
    - Organizer: JAXA Astronaut Soichi Noguchi
    - Audience: 201 visitors

- **Aviation Technology and Society - Japanese Aircraft**
  - Organizer: JAXA Astronaut Soichi Noguchi
  - Audience: 195 visitors

- **The 8th All Japan Student’s Indoor Flying Robot Contest**
  - Organizer: The Japan Society for Aeronautical and Space Sciences
  - Audience: 145 visitors

- **The 2012 Commemorative Speeches**
  - Organizer: The Japan Society for Aeronautical and Space Sciences
  - Audience: 140 visitors