REPORT

JAPAN INTERNATIONAL AEROSPACE EXHIBITION
2016  Achieve your Business Goals in Tokyo

[Period]  Trade  Oct. 12th (Wed.) to 14th (Fri.), 2016
          Trade & Public  Oct. 15th (Sat.), 2016

[Venue]  Tokyo Big Sight (West Exhibition Hall)

[Organizers]  The Society of Japanese Aerospace Companies (SJAC)
              Tokyo Big Sight Inc.

Number of Exhibitors: 636
Number of Visitors: 28,000 *2

*1 Starting in 2008, we changed the method for counting visitors from the cumulative number of entries to the number of persons registered.

*2 Number of visitors at Portmesse Nagoya.

*3 Number of visitors at Chubu Centrair International Airport.

Japan International Aerospace Exhibition 1991
Japan International Aerospace Exhibition 1995
Japan International Aerospace Exhibition 2000
Japan International Aerospace Exhibition 2004
Japan International Aerospace Exhibition 2008
Japan International Aerospace Exhibition 2012
Japan International Aerospace Exhibition 2016

Participants:
NOF Tameike Bidg. 2F, 1-1-14 Akasaka, Minato-ku, Tokyo 107-0052 JAPAN
TEL: +81-3-3585-1641   FAX: +81-3-3585-0541

3-11-1 Ariake, Koto-ku, Tokyo 135-0063 JAPAN
TEL: +81-3-5530-1358   FAX: +81-3-5530-1222
Greetings from the Hosts

Japan International Aerospace Exhibition 2016 (JA2016), the 14th event since 1966 held at Tokyo Big Sight from October 12 (Wednesday) to 15 (Saturday) in 2016, drew a record-high number of exhibitors (a total of 812 companies and groups) from 31 countries and regions around the world, with the exhibition area being larger than ever before. Amongst the exhibitors were approximately 30 major companies (up nearly 40% from the last event held in 2012) that are on the Top 100 World’s Biggest Selling Companies list in the aerospace industries. From the domestic aviation cluster, approximately 350 companies and groups (which is up more than 60% from the last event) exhibited their products. Furthermore, there were 44,416 visitors during the four days of the exhibition, which was up more than 70% from the last event. In addition, the Acquisition, Technology & Logistics Agency (ATLA) and the Japan Air Self Defense Force (JASDF) invited 19 defense officials from 15 countries to visit JA2016, which was the first such attempt ever made. All in all, JA2016, which marked the 50th anniversary of the exhibition, turned out to be a great success.

This success would not have been possible without the understanding and support of all the exhibitors, the related government ministries and agencies, the various embassies, the local governments, and the concerned bodies. On behalf of the Society of Japanese Aerospace Companies (SJAC) that hosted the exhibition and Tokyo Big Sight Inc. that worked alongside with the SJAC for the first time on this event, We would like to express our deepest gratitude to all parties concerned. This pamphlet summarizes the outcomes of JA2016 for reference by all parties concerned, with the view to making the next exhibition even more valuable for both exhibitors and visitors. We, on behalf of the host, thank you in advance for your continued support and assistance.

Topics

1. JA2016, the 14th exhibition held since its first inception in 1966, marked the 50th anniversary of the exhibition. JA2016 drew a record-high number of exhibitors, with the exhibition area being larger than ever before.

2. A greater number of major companies (approximately 30, which is up nearly 40% from the last event) that are on the Top 100 World’s Biggest Selling Companies list in the aerospace industries exhibited their products during the event. JA2016 is the biggest international aerospace exhibition held in Japan.

3. JA2016 had a greater number of exhibitors from the domestic aviation cluster (approximately 350 companies and groups, which is up nearly 60% from the last event) than ever before. We set up a cluster zone. Aircraft Industries Cluster Forum 2016, hosted by the Ministry of Economy, Trade and Industry, was held alongside JA2016.

4. The ATLA and the JASDF invited 19 defense and air force officials from 15 countries to visit JA2016.

5. For the first time, students and younger youths / children were allowed free entrance to the exhibition on the designated public day.
JA2016 Overview

Event Name: Japan International Aerospace Exhibition 2016 (JA2016)
Organizers: The Society of Japanese Aerospace Companies (SJAC), Tokyo Big Sight Inc.
Special Cooperation: Tokyo Metropolitan Government

Schedule: Oct. 12 (Wed.) to 15 (Sat.) 9:30 am - 5:30 pm * Oct. 12 (Wed.) 9:30 am - 12:00 noon Opening Ceremony & Guest Preview Hours
Venue: Tokyo Big Sight West Hall (West Exhibition Hall)
Admission Fee: Trade Day: Oct. 12 (Wed.) to 14 (Fri.)
[Advance registration] JPY 2,000 (Tax included) [Registration at the Venue] JPY 5,000 (Tax included)
*Student JPY 2,000 (Tax included, require presentation of student ID)
Trade / Public Day: Oct. 15 (Sat.)
[Advance purchase] JPY 1,000 (Tax included) [Purchase at the Venue] JPY 1,200 (Tax included)
Number of Exhibitors: 812 companies / organizations (Exhibitors: 344, Co-exhibitors: 468, Overseas Exhibitors: 210) *JA2012: 636 companies / organizations
Exhibit Scale: 11,339m² *JA2012: 8,680m² (Portmesse Nagoya)
Country or region: 30 countries / regions *JA2012: 30 countries / regions
  - Australia / Austria / Canada / Chili / China / Czech Republic / Denmark / Europe Union / France / Germany / India / Israel / Italy / Japan / Korea / Malaysia / Mexico / Netherlands / Norway / Philippines / Russia / Singapore / Spain / Sweden / Switzerland / Taiwan / Thai / Turkey / U.K. / U.S.A. / Ukraine

Number of Visitors

* The number of visitors for JA2012 is for reference only, because the time frame of the exhibition and the days of the week on which the exhibition was held were different for this particular event.

<table>
<thead>
<tr>
<th>Date</th>
<th>Weather</th>
<th>Trade day / Public day</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct.12 (Wed.)</td>
<td>☀️</td>
<td>Trade day</td>
<td>8,473 (JA2012: 5,570)</td>
</tr>
<tr>
<td>Oct.13 (Thu.)</td>
<td>☁️</td>
<td>Trade day</td>
<td>10,664 (JA2012: 5,875)</td>
</tr>
<tr>
<td>Oct.14 (Fri.)</td>
<td>☀️</td>
<td>Trade day</td>
<td>11,652 (JA2012: 6,154)</td>
</tr>
<tr>
<td>Oct.15 (Sat.)</td>
<td>☀️</td>
<td>Trade &amp; Public day</td>
<td>13,627 (JA2012: 7,944)</td>
</tr>
</tbody>
</table>

Total: 44,416 (JA2012: 25,543)

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*1 The number of visitors on the first Trade Public Day (Fri-day) of JA2012.
*2 The number of visitors during the first four days of JA2012. JA2012, which was held for six days, had a total of 42,207 visitors. (This does not include visitors to the Chubu Centrair International Airport.)
*3 This includes the number of exhibitors (n = 13,815).
**Visitor Composition**

*Based on data regarding the registered visitors (n = 18,608) to the exhibition during the Trade Days from October 12 to 14.*

### Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 19</td>
<td>1%</td>
</tr>
<tr>
<td>20-29</td>
<td>13%</td>
</tr>
<tr>
<td>30-39</td>
<td>19%</td>
</tr>
<tr>
<td>40-49</td>
<td>26%</td>
</tr>
<tr>
<td>50-59</td>
<td>25%</td>
</tr>
<tr>
<td>Over 60</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Address

- **Kanto region**: 71%
- **Chubu region**: 12%
- **Chugoku region**: 11%
- **Kyusyu & Okinawa region**: 1%
- **Hokkaido / Tohoku region**: 2%
- **Shikoku region**: 0.5%
- **Kanto region**: 5%
- **Chugoku region**: 5%
- **Kyusyu & Okinawa region**: 5%
- **No answer**: 0.5%

### Industry classification

- Manufacturing: 44%
- Design: 5%
- Research/Development: 14%
- CEO / Member of Board: 14%
- Planning / Marketing: 8%
- Maintenance / Repair: 2%
- Quality Control / Inspection: 2%
- Materials / Purchase: 2%
- Others: 1%

### Job category

- Sales / Merchandise: 27%
- CEO / Member of Board: 14%
- Planning / Marketing: 8%
- Manufacturing / Industrial: 6%
- Administration: 6%
- Research / Development: 12%
- In an advisory capacity: 11%
- Giving opinions as an user: 11%
- Contributory: 11%
- Decisively: 11%
- No answer: 1%

### Visitors by overseas region

- East & Southeast Asia: 50%
- North & Central America: 26%
- Europe: 20%
- Oceania & Micronesia: 2%
- South America: 0.5%
- Africa: 0.5%
- Middle East: 1%

### Visitors by country / region ratio

1. **U.S.A.**: 21%
2. **Thai**: 9%
3. **Taiwan**: 8%
4. **China**: 8%
5. **U.K.**: 7%
6. **France**: 7%
7. **Singapore**: 6%
8. **Korea**: 5%
9. **Canada**: 4%
10. **Vietnam**: 3%
11. **Germany**: 2%
12. **Philippines**: 2%
13. **Others**: 18%

**Visitor Survey**

69% of the visitors responded that their experience at the exhibition either “exceeded expectations” or “met expectations.”

*Based on data regarding valid responses (n = 466) collected during the Trade Days from October 12 to 14.*

**Q1** What is your reason for visiting JA2016?

- To know industry trends: 48%
- To obtain new product information: 40%
- For business meeting: 29%
- To find business partners and matching: 22%
- To participate in Seminars and Symposiums: 9%
- Others: 8%
- No answer: 1%

**Q2** What is your evaluation of JA2016?

- More than expected: 22%
- As expected: 74%
- Less than expected: 3%
- No answer: 1%
Exhibitor Survey

Q1 Why did you participate in JA 2016? (Circle all that apply)
- Hope to break into the aerospace industry 8%
- To make a network in aerospace industry 8%
- To research the markets 11%
- To promote the company or organization 10%
- To gain new clients 29%
- To promote to the existing customers 10%
- Because competing companies are exhibiting 4%
- Others 2%

Q2 Please select your accomplishment as a place for business negotiation.
- Achieved none 6%
- Achieved 39%
- Partially achieved 29%
- To gain new clients 29%
- To promote to the existing customers 10%

Q3 Please select your achievement of exhibit.
- Better than expected 10%
- As expected 75%
- Worse than expected 15%

Q4 Please answer about the number of visitors.
- Few 22%
- Many 30%
- Average 33%
- Too few 6%
- Too many 7%
- Others 1%

Q5 Please answer about the number of visitors in aerospace industry.
- Few 12%
- Many 40%
- Average 33%
- Too few 9%
- Too many 9%

Q6 Would you like to exhibit the next JA 2016?
- Would like to exhibit 65%
- Considering positively 32%
- Would not like to exhibit 2%

Q7 Please answer your hope about frequency of event and the place of next exhibition.
- Every year 11%
- Every two years 48%
- Every four years 30%
- Areas around Tokyo 21%
- Tokyo 70%
- Other 9%
- Others 2%

Free Answers
- I was impressed by the large number of visitors, high standards of the companies presenting their products, and the variety of nationalities of the visitors.
- This exhibition reminded me in many ways that the aerospace industry will undergo major changes in the coming years.
- We were able to build a connection with some aerospace companies with which we would like to do business in the future.
- A security check upon entrance to the building was too strict.
- It would be more convenient if the exhibition was open from 10:00 to 17:00.
## Exhibitors List

### Domestic Exhibitors

#### Booth No.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asics Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>Toyobo Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>NTT Communications Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>WATTANA MOTOR WORKS CO., LTD.</td>
<td>6</td>
</tr>
<tr>
<td>WATTANA MOTOR WORKS CO., LTD.</td>
<td>6</td>
</tr>
<tr>
<td>Ya Thai Chemical Co., Ltd</td>
<td>6</td>
</tr>
</tbody>
</table>

### Domestic Clusters

#### Cluster:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nippon Kogaku</td>
<td>24</td>
</tr>
<tr>
<td>Sony Corporation</td>
<td>25</td>
</tr>
<tr>
<td>Sharp Corporation</td>
<td>26</td>
</tr>
<tr>
<td>Toshiba Corporation</td>
<td>27</td>
</tr>
<tr>
<td>Panasonic Corporation</td>
<td>28</td>
</tr>
</tbody>
</table>

### Co-exhibitors

#### Booth No.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fameline Products Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>Hemaraj Land and Development Public Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>Idea Metalwork Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>K.P.S. Plating Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>Nopadol Panich Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>KOCHI INDUSTRIES (THAILAND) Co., Ltd.</td>
<td>6</td>
</tr>
<tr>
<td>Wandlee Pharmacy</td>
<td>6</td>
</tr>
<tr>
<td>WATTANA MOTOR WORKS CO., LTD.</td>
<td>6</td>
</tr>
<tr>
<td>Ya Thai Chemical Co., Ltd</td>
<td>6</td>
</tr>
</tbody>
</table>
Display of F-35 mock-up. (Oct. 12th - 15th) *1
Display of Rescue helicopter and Rescue fire engine by Japan Air Self Defense Force. (Oct. 15th) *2,3
Display of US military helicopter. (Oct. 12th - 14th) *4

Floor Map (West Hall 1 & 2, Atrium, Outdoor Exhibition Area)

Exhibitor Presentation Corner
- Exhibitor Presentations
- Public event (Oct. 15th only)

Information
Registration Counter

Atrium Stage
- Exhibitor Presentations

Official Goods Shop

Corner

Eating Area

Escalator

1F Atrium
West Hall 1
West Hall 2

Tokyo Metropolitan Small and Medium Enterprise Support Center
Information (1:30 pm - 2:15 pm)
Display of F-35 mock-up. (Oct. 12th - 15th) *1
Display of Rescue helicopter and Rescue fire engine by Japan Air Self Defense Force. (Oct. 15th) *2,3
Display of US military helicopter. (Oct. 12th - 14th) *4
During the three Trade Days from October 12 to 14, top government and industrial officials were invited to give keynote and special lectures, and leading experts in the fields of aviation, space, and defense from inside and outside the country gave lectures and seminars in the Conference Tower of Tokyo Big Sight. The lectures and seminars which required prior registration to participate had the average attendance rate of over 80%, and ended in great success.

### Seminars and Symposia

#### Oct. 12 (Wed) 1:10 pm - 4:00 pm

**Prospects and Policy to the Japanese Aircraft Industries**
- Mr. Toshihide Katsuragi
  - President, Mitsubishi Heavy Industries

**Challenges and Direction of ATLA Based on the Results of This Year**
- Mr. Hidetaka Watanabe
  - Executive Director, Technology, and Capital Agency, Ministry of Defense

**Japan Space Strategy**
- Mr. Shuzo Takahashi
  - Director General, National Institute of Policies and Administration, External Affairs

**US-Japan Cooperation in the Aerospace Industries**
- Mr. Makoto Morita
  - Managing Director, Lockheed Martin

**Europe-Japan Cooperation in the Aerospace Industries**
- Mr. Craig Oliphant
  - President and Special Manager, Business and Regional Systems, Commercial Systems

**Japanese Aerospace Industry - Flying into the Future**
- Mr. Hidetaka Uyama
  - Special Advisor, Society of Aeronautical and Space Sciences

#### Oct. 13 (Thu) 10:00 am - 12:35 pm

**Current Technologies in Civil Aviation and Expectation of Japanese Aerospace Industries (1)**
- **Boeing Japan**
  - Mr. Shin-ichi Gomyo
    - President, Boeing Commercial Marine

**Current Technologies in Civil Aviation and Expectation of Japanese Aerospace Industries (2)**
- **Airbus**
  - Mr. Frédéric Pouchel
    - Vice President, Business Development & International

**Seminars and Symposiums**

#### Oct. 13 (Thu) 1:30 pm - 4:20 pm

**SAFRAN Turbomeca Japan**
- Mr. GPUs Market
  - President and CEO

**RAE Systems**
- Mr. Chris Cobden
  - Head, Business Development, Advanced Propulsion

**Sunjet-4 Outline and EU-Japan Cooperation**
- Mr. Joaquin Parera
  - Project Manager, Airbus Group Innovation

#### Oct. 13 (Thu) 10:00 am - 12:15 pm

**Prospects to the Space Use and Satellite Utilization to the Industries (1)**
- **Space Policy of Japan - Its Industry, National Security and Technology Aspects**
  - Prof. Hiroshi Yamamura
    - Professor Space Engineering, Kyushu University

**The Transition and Future Prospects of Satellite Development / Space Utilization**
- Mr. Takasi Takeda
  - President, Mitsubishi Electric Corporation

#### Oct. 14 (Fri) 10:00 am - 12:15 am

**9 Years Plus Commercial Aircraft Back Order, Is It Real or Bubble?**
- Mr. Takashi Kuzama
  - Partner, Aerospace and Defense Sector, Deloitte Tohoku Consulting LLC

**Development of the Whole Commercial Aircraft and the Future Business Prospects**
- **MUJ - The Next Generation Regional Jet**
  - Mr. Jumpei Muramoto
    - President & CEO, Mitsubishi Aircraft Corporation

**Agenda and Actions to Promote OEM Business and Develop Aviation Industry**
- **Characteristics of OEM Business and Its Utilization**
  - Prof. Shinta Suzuki
    - Director of Engineering, Department of Aeronautical and Astronautical Engineering, The University of Tokyo
During the three Trade Days from October 12 to 14, top government and industrial officials were invited to give keynote and special lectures, and leading experts in the fields of aviation, space, and defense from inside and outside the country gave lectures and seminars in the Conference Tower of Tokyo Big Sight. The lectures and seminars which required prior registration to participate had the average attendance rate of over 80%, and ended in great success.

### Seminars and Symposia II

**Seminars and Symposiums**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 13 Thu</td>
<td>10:00 am - 12:00 noon</td>
<td>Reception Hall B</td>
</tr>
<tr>
<td></td>
<td>Special Lecture</td>
<td></td>
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<tr>
<td></td>
<td>Brazil IT</td>
<td></td>
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<tr>
<td></td>
<td>Instituto Tecnologico de Aeronautica</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dominici de Andrade</td>
<td></td>
</tr>
<tr>
<td>Oct. 13 Thu</td>
<td>2:40 pm - 5:30 pm</td>
<td>Conference Room 101</td>
</tr>
<tr>
<td></td>
<td>Procurement Seminar</td>
<td></td>
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<tr>
<td></td>
<td>French-Japan partnership for the future of aerospace</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vincent Garvy</td>
<td>European and North American Director - CRNPA</td>
</tr>
</tbody>
</table>

### Joint Seminars

**Aircraft Industries Cluster Forum 2016**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 11 Thu</td>
<td>1:00 pm - 6:00 pm</td>
<td>TFT Building 906, 909</td>
</tr>
<tr>
<td>Oct. 12 Wed</td>
<td>10:10 am - 11:20 am</td>
<td>Conference Room 101</td>
</tr>
<tr>
<td></td>
<td>Next Generation Industry Division, Nanko Bureau of Economy, Trade and Industry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Next Generation Industry Division, Chubu Bureau of Economy, Trade and Industry</td>
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</tbody>
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**“Sky Day / Space Day” Memorial Lecture**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 13 Thu</td>
<td>1:00 pm - 4:30 pm</td>
<td>Conference Room 102</td>
</tr>
<tr>
<td></td>
<td>The Japan Society for Aeronautical and Space Sciences / Japan Aeronautical Engineers’ Association / Japan Aeronautic Association</td>
<td></td>
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</tbody>
</table>

**JAXA Aeronautics Symposium 2016**

- Technological challenge and open innovation -

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 13 Thu</td>
<td>1:30 pm - 4:00 pm</td>
<td>Reception Hall B</td>
</tr>
<tr>
<td></td>
<td>Japan Aerospace Exploration Agency (JAXA)</td>
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</tbody>
</table>

**The Fourth CMI Symposium**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 14 Fri</td>
<td>1:00 pm - 5:00 pm</td>
<td>International Conference Room</td>
</tr>
<tr>
<td></td>
<td>Collaborative Research Center for Manufacturing Innovation, IS, U-Tokyo</td>
<td></td>
</tr>
</tbody>
</table>

**The Gas Turbine Civic Forum**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 15 Sat</td>
<td>12:30 pm - 2:00 pm</td>
<td>Conference Room 102</td>
</tr>
<tr>
<td></td>
<td>Gas Turbine Society of Japan</td>
<td></td>
</tr>
</tbody>
</table>
### Exhibitor Presentations

#### Atrium Stage  
*West Hall, 1st floor*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Exhibitor</th>
<th>Title</th>
<th>Subject</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct.13</td>
<td>1:00 pm - 2:00 pm</td>
<td>British Embassy Tokyo, Department for International Trade</td>
<td>The UK aerospace industry and Brexit</td>
<td>Detailed explanation of the UK aerospace industry, and key update on the developments around Brexit.</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>11:00 am - 12:00 noon</td>
<td>Kaigai Corporation</td>
<td>EMS Operation of AW109SP</td>
<td>The current status of EMS operation. Each second critically matters. (Doctor Hideki Yoshihara, Emergency and Critical Care Center in Kagoshima)</td>
<td>J</td>
</tr>
<tr>
<td>Oct.14</td>
<td>1:00 pm - 2:00 pm</td>
<td>LEONARDO-FINMECCANICA SPA</td>
<td>Introducing Leonardo's new helicopter to Japanese market: AW109 Trekker</td>
<td>The AW109 Trekker is the newest light twin-engine helicopter in the 3-tonne class, which suited for multi-role. Although it is in 3-tonne class, the helicopter provide most advanced system, and payload similar to larger helicopter.</td>
<td>E</td>
</tr>
</tbody>
</table>

#### Presentation Corner  
*West Hall 1, 1st floor and West 1 - Meeting Room (6)*

*Only Oct. 13th (1:30 pm - 2:15 pm)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Exhibitor</th>
<th>Title</th>
<th>Subject</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct.12</td>
<td>1:30 pm - 2:15 pm</td>
<td>IGUCHI ISSEI CO.,LTD</td>
<td>Government project commissioned by METI</td>
<td>IGUCHI ISSEI CO.,LTD is the globally most advanced metal processing center, who has cutting edge SME group.</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>3:00 pm - 3:45 pm</td>
<td>Elsevier Japan K.K.</td>
<td>Value Story for Aerospace Industry</td>
<td>Elsevier provides engineering work flow tool: Knovel and introduces the value story for Aerospace Industry.</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>4:30 pm - 5:15 pm</td>
<td>Ipsen</td>
<td>Ipsen Aerospace Excellence</td>
<td>Reasons why Ipsen has the majority of the vacuum furnace heat treating market in aerospace. Ipsen will review. Some considerations for improved NADCAP/AMS certification. Hot treated “to go” should attend this session!</td>
<td>E</td>
</tr>
<tr>
<td>Oct.13</td>
<td>10:30 am - 11:15 am</td>
<td>MAKINO MILLING MACHINE CO., LTD.</td>
<td>Introduction of pur Product and application technology for aerospace parts</td>
<td>We introduce own product and application technology, which can achieve maximization invest effect aerospace parts.</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>12:00 noon - 12:45 pm</td>
<td>Dassault Systèmes K. K.</td>
<td>Leading Edge Solutions for A&amp;D Industry</td>
<td>CATIA and Other Integrated Solutions for Development and Production, which is Widely Used Globally.</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>1:30 pm - 2:15 pm</td>
<td>YUSEN LOGISTICS CO., LTD.</td>
<td>Logistics Solutions / Aerospace Industry</td>
<td>Introduction of optimized logistics solutions utilizing our global network for Aerospace industry.</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>1:30 pm - 2:15 pm</td>
<td>PRISMA HD JAPAN Co., Ltd.</td>
<td>The Global AM Solution</td>
<td>We offer progressive AM technology based in France, to realize the mass production in Japan.</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>3:00 pm - 3:45 pm</td>
<td>Aerospace IIDA</td>
<td>Action for the aviation promotion of Nagano</td>
<td>Policy for the aviation promotion of NAGANO, including prefecture industry and SHINSHU university will be presented.</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>12:00 noon - 12:45 pm</td>
<td>Chunichi Craft co., Ltd.</td>
<td>Manufacturing innovation by the laser hardening</td>
<td>Introduction of the characteristic of the laser hardening.</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>3:00 pm - 3:45 pm</td>
<td>Dassault Systèmes K. K.</td>
<td>Leading Edge Solutions for A&amp;D Industry</td>
<td>CATIA and Other Integrated Solutions for Development and Production, which is Widely Used Globally.</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>4:30 pm - 5:15 pm</td>
<td>Polytec Japan</td>
<td>Advantages of Non-contact LDV measurement</td>
<td>Benefit of non-contact measurement for new materials and lightweight structures</td>
<td>E</td>
</tr>
</tbody>
</table>
## B to B Meetings

### B to B Meetings organized by BCI

**Schedule** Oct. 13 (Thu.) - 14 (Fri.), 2016 (2days)  
**Number of Meetings** 4,457 meetings (2days)  
**Number of Companies** 316 companies from 24 countries [Supplier companies: 284 (Overseas: 85, Domestic: 199), Buyer Companies: 32 (Overseas: 21, Domestic: 11)]  
**Number of Participants** 588 people [Supplier: 500 (Overseas 148, Domestic: 352), Buyer: 88 (Overseas: 37, Domestic: 51)]

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### Staff range of participating companies

- Over 500: 27%
- 250-499: 12%
- 100-249: 23%
- 50-99: 10%
- Under 50: 28%

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### Sector of participants

- Aeronautics: 53%
- Space: 27%
- Defense: 20%

---

### What were the participants’ expectations?

- Identify new technologies and processes: 7%
- Meet new customers: 38%
- Meet new suppliers: 14%
- Promote your skills: 9%
- Better their knowledge of the aerospace market: 12%

---

### Location of Participants

- Asia: 66%
  - Japan: 66%
  - Korea: 4%
  - Taiwan: 13%
  - Singapore: 17%
  - Thailand: 21%
- Europe: 25%
  - France: 60%
  - Spain: 3%
  - U.K.: 7%
  - Germany: 7%
- North America: 5%
  - U.S.A.: 59%
  - Canada: 36%

---

### Among these contacts, how many are worth a follow up?

- None: 9%
- Under 25: 37%
- 25-50: 28%
- 50-75: 15%
- Over 75: 7%

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### JETRO’s Business Meetings with Overseas Buyers

During the three days from Oct. 12 (Wed.) to 14 (Fri.), Japan External Trade Organization (JETRO) hosted business meetings with overseas buyers at the JA2016 venue. JETRO invited eight buyers in the aerospace field (i.e., companies specializing in maintenance, repair, and overhaul (MRO) services, engineering, engine manufacture, or satellite manufacture) from five countries. These buyers had as many as 121 business meetings with a total of 82 Japanese companies, which is significantly greater than the number of business meetings held during the previous exhibition (JA2012).
Public Events

On the last day of the exhibition (Oct. 15 (Sat.)), we offered a public event to foster the understanding of the aerospace industry among the general public and to raise awareness of the industry among youth. With focus on women and students, this event offered various programs for all to enjoy, attracting great many visitors.

### Lecture by Astronaut Naoko Yamazaki

- **Time:** 3:30 pm - 4:30 pm
- **Venue:** International Conference Room

A lecture meeting that covered themes such as the tasks assigned to crews sent to the International Space Station (ISS) and the fascination of space attracted approximately 850 listeners. During this lecture, the audience got to see a video message to them from Takuya Onishi, an astronaut who was on active duty at that time at the ISS.

### Japan Air Self Defense Force “CENTRAL BAND” Concert

- **Time:** 1:00 pm - 2:00 pm
- **Venue:** International Conference Center

A concert was held by the JASDF Central Band. The band works extensively in all parts of Japan, giving regular concerts and family concerts and commanding wide popularity. During the concert, many numbers on the theme of space were performed, fascinating an audience of approximately 950 people.

### Japan Air Self Defense Force “Blue Impulse Junior”

- **Time:** 10:00 am - 10:30 am, 2:15 pm - 2:45 pm
- **Venue:** Rooftop Exhibition Area

A blue-and-white minibike called “Blue Impulse Jr” made a spectacular exhibition run that almost outshined the Blue Impulse’s acrobatic flight performance.

### Japan Air Self Defense Force “Marching Drill” by Aviation Cadet

- **Time:** 11:30 am - 12:00 noon
- **Venue:** Rooftop Exhibition Area

A “fancy drill” was presented, during which flight school students aspiring to become pilots performed various movements to the music. The audience was enthralled by the unified and beautiful performance.

### Lecture “Future Airline, Future Airport”

- **Time:** 12:20 pm - 1:00 pm
- **Venue:** Atrium

Professor Hajime Tozaki from Otsuma Women’s University, who specializes in traffic policies and public economics, gave a lecture. During this lecture, Professor Tozaki discussed the future of airlines and airports with the audience.

### Japanese Rocket Society “Sorajo” Event

**Japanese Rocket Society “Sorajo” Event**

**An exciting whirlwind of space innovation:**

**the Space Business talk show**

- **Time:** 10:30 am - 12:00 noon
- **Venue:** Atrium

A lecture meeting was given to explain space projects undertaken through collaboration between space ventures and non-space companies, to discuss the expansion and future of space businesses that are based on space development and use, and to outline the prospects for next-generation space businesses.

**Sorajo 1st anniversary celebration**

- **Time:** 1:00 pm - 2:45 pm
- **Venue:** Reception Hall A

A meeting commemorating the first anniversary of the founding of “Sorajo” (a term coined in Japan meaning “space girls”) was held. During this meeting, the members reflected on the past activities and discussed the future plans for the group. In addition, a Sorajo logo mark competition was held and a workshop on the group’s visions was also held.
active duty at that time at the ISS. See a video message to them from Takuya Onishi, an astronaut who was on
sent to the International Space Station (ISS) and the fascination of space
A lecture meeting that covered themes such as the tasks assigned to crews
outline the prospects for next-generation space businesses.
A lecture meeting was given to explain space projects undertaken
through collaboration between space ventures and non-space
businesses that are based on space development and use, and to
public events to foster the understanding of the aerospace industry among the
general public and to raise awareness of the industry among youth. With focus on women and students, this event offered various
A mockup of Lockheed Martin’s latest F-35A stealth fighter jet was presented, and some visitors were
assisted inside the cockpit. A JASDF’s helicopter flew in to the exhibition venue, and was presented
alongside a rescue fire truck (chemical fire truck for airports).
Official Events

<table>
<thead>
<tr>
<th>Opening Ceremony</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 300 visitors participated in the opening ceremony of JA2016, which started out with a great rendition of the national anthem by the JASDF Central Band, a spectacular event befitting of the 50th anniversary of the exhibition.</td>
</tr>
<tr>
<td><strong>Date and time</strong></td>
</tr>
<tr>
<td><strong>Venue</strong></td>
</tr>
<tr>
<td><strong>Greetings from the Host</strong></td>
</tr>
<tr>
<td><strong>Greetings from the Guest-of-Honor</strong></td>
</tr>
<tr>
<td><strong>Performance</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opening Reception</th>
</tr>
</thead>
<tbody>
<tr>
<td>A total of 800 individuals, including those from the government ministries / agencies, local governments, and various embassies as well as interested parties from the aerospace industry and exhibitors participated in the grand opening reception.</td>
</tr>
<tr>
<td><strong>Date and time</strong></td>
</tr>
<tr>
<td><strong>Venue</strong></td>
</tr>
<tr>
<td><strong>Greetings from the Host</strong></td>
</tr>
<tr>
<td><strong>Greetings from the Guest-of-Honor</strong></td>
</tr>
<tr>
<td><strong>Sake barrel opening</strong></td>
</tr>
<tr>
<td><strong>Toast</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Guest Preview Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>From 10:00 to 12:00 on the first day of the exhibition, the venue was open exclusively to the press and the administrative officers invited by the host. (General visitors were allowed entrance from the afternoon.) The invited officials include Minister Tsuuo, Vice Minister Matsumura, Vice Minister Wakamiya, Vice Minister Ishihara, among others, as well as the 19 defense and air force officials from 15 countries invited by the ATLA and the JASDF.</td>
</tr>
<tr>
<td><strong>Date and time</strong></td>
</tr>
</tbody>
</table>
Public Relations

Promotions

Exhibition & Air Show
- INTERNATIONAL PARIS AIRSHOW (France)
- FARNBOROUGH INTERNATIONAL AIRSHOW (U. K.)
- ILA Berlin Air Show (Germany)
- SINGAPORE AIR SHOW (Singapore)
- Seoul ADEX (Korea)
- Taipei Aerospace & Defense Technology Exhibition (Taiwan)
- DSEI (U. K.)
- Tokyo Aerospace Symposium (Tokyo, Japan)
- Business Arena in Saitama (Saitama, Japan)
- International Symposium on Space Technology and Science (Hyou, Japan)

Press release & Presentation
- Jul. 1, 2016 Press release (Tokyo, Japan)
- Jun. 17, 2016 Presentation at INTERNATIONAL PARIS AIRSHOW
- Jun. 2, 2016 Presentation at ILA Berlin Air Show
- Jul. 13, 2016 Presentation at FARNBOROUGH INTERNATIONAL AIRSHOW

Others
- Visits to regional municipalities and related organizations and groups
- Sending of direct mail
- Transmission of e-mail newsletters
- Transmission of press releases
- Utilization of SNS
- Implementation of satellite events at Haneda Airport, etc.

Advertisements

General Newspaper
- Sep. 5 (Mon.) Nihon Keizai Shim bun
- Sep. 29 (Thu.) The Yomiuri Shim bun
- Oct. 3 (Mon.) Nihon Keizai Shim bun
- Oct. 12 (Wed.) Asahi Shim bun

Industrial Economic Newspaper
- Sep. 8 (Thu.) Nikkan Kogyo Shim bun
- Sep. 16 (Fri.) Nikkan Kogyo Shim bun
- Sep. 22 (Thu.) Nikkan Kogyo Shim bun
- Sep. 27 (Fri.) Nikkan Kogyo Shim bun
- Sep. 30 (Fri.) Nikkan Kogyo Shim bun
- Oct. 3 (Mon.) Nikkei Sangyo Shim bun
- Oct. 4 (Tue.) Nikkei Sangyo Shim bun
- Oct. 5 (Wed.) Nikkei Sangyo Shim bun
- Oct. 6 (Thu.) Nikkei Sangyo Shim bun
- Oct. 7 (Fri.) Nikkei Sangyo Shim bun
- Nikkei Marketing Journal
- Nikkan Kogyo Shim bun
- Nikkei Marketing Journal
- Nikkan Kogyo Shim bun
- Nikkei Sangyo Shim bun
- Nikkei Sangyo Shim bun

Domestic Journal
- Sep. 22 (Thu.) Asagumo Shim bun
- Sep. 29 (Wed.) WING

Overseas Magazine
- June Asian Aviation
- Jul. 11 (Mon.) Flight Daily News
- Jul. 11 (Mon.) - 13 (Wed.) Show Daily

Web
- June. 1 (Wed.) - Oct. 15 (Sat.) Asian Aviation website
- July. 29 (Fri.) - Oct. 14 (Fri.) Google AdWords, Yahoo!, Google
- Sep. 1 (Thu.) - Oct. 14 (Fri.) Yahoo!, Nikkei, Twitter
- Sep. 28 (Mon.) - Oct. 14 (Fri.) Nikkei Technology online

Transit Ads
- Oct. 4 (Tue.) - 15 (Sat.) Poster ads - Yurikamome Line
Stations : Shimbashi, Shiodome, Odaiba-kahinko-en, Daiba, Kokusai-tenjijie-seimon, Toyosu
- Oct. 4 (Tue.) - 15 (Sat.) Poster ads - Rinkai Line
Stations : Oimachi, Tennozu Isle, Tokyo Teleport, Kokusai-tenjii, Shinkome, Shin-kei

Media

Newspaper, Magazine

Overseas Media
CzechInvest Newsletter / Flight International etc.

Major Visiting Media (Number of press visitors during the exhibition: 526 persons from 283 companies)

Domestic

Overseas

TV
- Oct. 12 (Wed.) NHK
- Oct. 12 (Wed.) TELEVISION NIGATA NETWORK
- Oct. 21 (Fri.) Aichi Television Broadcasting
- Oct. 28 (Fri.) NHK Nagoya
- Nov. 7 (Mon.) NHK
# Japan Aerospace History

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Dates</th>
<th>Venue</th>
<th>Participants</th>
<th>Number of Exhibitors</th>
<th>Number of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Japan International Aerospace Show</td>
<td>Nov. 3-6, 1966</td>
<td>JASDF Iruma Air Base</td>
<td>2 countries</td>
<td>42</td>
<td>380,000</td>
</tr>
<tr>
<td>2</td>
<td>Japan International Aerospace Show</td>
<td>Oct. 9-13, 1968</td>
<td>JASDF Iruma Air Base</td>
<td>6 countries</td>
<td>96</td>
<td>500,000</td>
</tr>
<tr>
<td>3</td>
<td>Japan International Aerospace Show</td>
<td>Oct. 29-Nov. 3, 1971</td>
<td>JASDF Komaki Air Base</td>
<td>8 countries</td>
<td>177</td>
<td>500,000</td>
</tr>
<tr>
<td>4</td>
<td>Japan International Aerospace Show</td>
<td>Oct. 5-11, 1973</td>
<td>JASDF Iruma Air Base</td>
<td>8 countries</td>
<td>119</td>
<td>610,000</td>
</tr>
<tr>
<td>5</td>
<td>Japan International Aerospace Show</td>
<td>Oct. 16-24, 1976</td>
<td>JASDF Iruma Air Base</td>
<td>8 countries</td>
<td>123</td>
<td>480,000</td>
</tr>
<tr>
<td>6</td>
<td>Japan International Aerospace Show</td>
<td>Nov. 17-25, 1979</td>
<td>JASDF Iruma Air Base</td>
<td>9 countries</td>
<td>122</td>
<td>270,000</td>
</tr>
<tr>
<td>7</td>
<td>Japan International Aerospace Show</td>
<td>Oct. 29-Nov. 6, 1983</td>
<td>JASDF Gifu Air Base</td>
<td>7 countries</td>
<td>110</td>
<td>430,000</td>
</tr>
<tr>
<td>8</td>
<td>Japan International Aerospace Exhibition 1991</td>
<td>Feb. 14-18, 1991</td>
<td>Makuhari Messe (Nippon Convention Center)</td>
<td>10 countries</td>
<td>259</td>
<td>80,000</td>
</tr>
<tr>
<td>9</td>
<td>Japan International Aerospace Exhibition 1995</td>
<td>Feb. 15-19, 1995</td>
<td>Makuhari Messe (Nippon Convention Center)</td>
<td>24 countries</td>
<td>282</td>
<td>84,000</td>
</tr>
<tr>
<td>10</td>
<td>Japan International Aerospace Exhibition 2000</td>
<td>Mar. 22-26, 2000</td>
<td>Tokyo Big Sight (Tokyo International Exhibition Center)</td>
<td>24 countries and areas</td>
<td>297</td>
<td>110,000</td>
</tr>
<tr>
<td>11</td>
<td>Japan International Aerospace Exhibition 2004</td>
<td>Oct. 6-10, 2004</td>
<td>Pacifico Yokohama</td>
<td>24 countries and areas</td>
<td>346</td>
<td>110,000</td>
</tr>
<tr>
<td>12</td>
<td>Japan International Aerospace Exhibition 2008</td>
<td>Oct. 1-5, 2008</td>
<td>Pacifico Yokohama</td>
<td>22 countries and areas</td>
<td>529</td>
<td>42,000 *1</td>
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<tr>
<td>13</td>
<td>Japan International Aerospace Exhibition 2012</td>
<td>Oct. 9-14, 2012</td>
<td>Port Messe Nagoya and Centrair</td>
<td>32 countries and areas</td>
<td>636</td>
<td>42,000 *2 120,000 *3</td>
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<tr>
<td>14</td>
<td>Japan International Aerospace Exhibition 2016</td>
<td>Oct. 12-15, 2016</td>
<td>Tokyo Big Sight (Tokyo International Exhibition Center)</td>
<td>31 countries and areas</td>
<td>812</td>
<td>44,000</td>
</tr>
</tbody>
</table>

*1 Starting in 2008, we changed the method for counting visitors from the cumulative number of entries to the number of persons registered.

*2 Number of visitors at Portmesse Nagoya.

*3 Number of visitors at Chubu Centrair International Airport.

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**The Society of Japanese Aerospace Companies (SJAC)**

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