Venue: Tokyo Big Sight  East Hall 7, 8
(Tokyo International Exhibition Center)
Schedule: November 28 (Wed.) to 30 (Fri.) 2018
Organizers: The Society of Japanese Aerospace Companies (SJAC)
Tokyo Big Sight Inc.
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Greeting from the Host

Japan International Aerospace Exhibition 2018 TOKYO (JA2018 TOKYO), the 15th event held at Tokyo Big Sight from November 28 (Wednesday) to 30 (Friday) in 2018, was exhibited 520 companies and groups from 15 countries and 2 regions around the world. Same as last exhibition around 30% major companies, which are on “the Top 100 World's Biggest Selling Companies list in the aerospace industries”, gathered. Foreign exhibitors are up to 40% in area, we could set up international trade show indeed. In addition to 19,937 visitors from 36 countries and 2 areas, the total number of participants including exhibitors was 27,458 during the three days of the exhibition. Throughout the exhibition, active exchanges and lively discussions based on the latest trend in the aerospace field were observed in the business meetings, lectures and seminars. As the first attempt to focus on the business, we planned and organized JA2018 as a trade show. We were grateful that the exhibition finished in the favorable reception for everyone.

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 organizations. On behalf of the Society of Japanese Aerospace Companies (SJAC) and Tokyo Big Sight Inc. that hosted the exhibition, we would like to express our deepest gratitude to all parties concerned.

This report summarizes the outcomes of JA2018 TOKYO 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. One of the largest-scale exhibition in Aerospace industry in Japan
2. From 27 major companies among the world’s top 100 companies
3. Several dignitaries have been invited from 16 countries by Acquisition, Technology & Logistics Agency, Ministry of Defense
4. Japanese Aerospace clusters from all over Japan
5. Providing a global B to B meeting system
Overview

- **Event Name**: Japan International Aerospace Exhibition 2018 TOKYO (JA2018 TOKYO)
- **Organizers**: The Society of Japanese Aerospace Companies (SJAC), Tokyo Big Sight Inc.
- **Special Cooperation**: Tokyo Metropolitan Government

- **Schedule**: Nov. 28 (Wed.) 11:00~17:00※10:00~Invitational Preview Hour
  Nov. 29 (Thu.) - 30 (Fri.) 10:00~17:00
- **Venue**: Tokyo Big Sight East 7・8 Hall
- **Admission Fee**: JPY2,000, Free of charge in case of pre-registered or invited.
- **Number of Exhibitors**: 520 companies / organizations (Exhibitors : 193, Co-exhibitors : 327, Overseas Exhibitors : 121)
  *JA2016 : 812 companies / organizations
- **Exhibit Scale**: 7,282㎡
  *JA2016 : 11,339㎡
- **Country or region**: 17 countries / regions  *JA2016: 31 countries / regions
  - Canada / Czech Republic / Europe Union / France / Germany / Greece / India / Israel / Italy / Japan / Korea / Mexico / Norway / Sweden / Taiwan / U.K. / U.S.A.

### Number of Participants

<table>
<thead>
<tr>
<th>Date</th>
<th>Weather</th>
<th>Visitors</th>
<th>Exhibitors</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov.28 (Wed.)</td>
<td>☀</td>
<td>4,908</td>
<td>2,575</td>
<td>7,483 (JA2016: 8,473)</td>
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<tr>
<td>Nov.29 (Thu.)</td>
<td>☁</td>
<td>7,347</td>
<td>2,476</td>
<td>9,823 (JA2016: 10,664)</td>
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<td>Nov.30 (Fri.)</td>
<td>☀</td>
<td>7,682</td>
<td>2,470</td>
<td>10,152 (JA2016: 11,652)</td>
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<td><strong>Total</strong></td>
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<td>19,937</td>
<td>7,521</td>
<td>27,458 (JA2016: 30,789※1)</td>
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</table>

※1 The number of JA2016 Participants from the first day to the third day. The total number of JA2016 Participants was 44,416. (4 days)
Visitor Composition

*Based on the data regarding the registered visitors (n=17,178)

### Age

<table>
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<tr>
<th>Age Group</th>
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<tr>
<td>Under 19</td>
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<tr>
<td>20-29</td>
<td>13.4%</td>
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<tr>
<td>30-39</td>
<td>17.7%</td>
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<tr>
<td>40-49</td>
<td>24.8%</td>
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<td>50-59</td>
<td>26.6%</td>
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<tr>
<td>Over 60</td>
<td>16.6%</td>
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</table>

### Visitors by overseas region

- Asia: 53.1%
- Europe: 20.7%
- North America: 19.3%
- Central & South America: 1.7%
- Middle East: 2.4%
- Africa: 1.4%
- Oceania & Micronesia: 1.4%

### Visitors by country / region ratio

- U.S.A.: 18.2%
- China: 21.3%
- Korea: 13.2%
- Taiwan: 11.6%
- Singapore: 8.7%
- Thailand: 5.9%
- U.K.: 3.6%
- Hong Kong: 3.5%
- Germany: 3.1%
- France: 3.0%
- Russia: 3.0%
- India: 1.9%
- Others: 2.0%

### Visitor Survey

*Based on the data regarding valid responses (n=339)

#### Q1 What is your reason for visiting JA2018?

- To obtain new product information: 62.5%
- To know industry trends: 54.6%
- To participate in Seminars and Symposia: 17.1%
- To find business partners and matching: 6.5%
- For business meeting: 6.2%
- Others: 6.2%

#### Q2 What is your evaluation of JA2018?

- Less than expected: 5.0%
- More than expected: 22.7%
- As expected: 72.3%
Exhibitor Survey

*Based on the data regarding valid responses (n=172)

Q1 Why did you participate in JA 2018?
- To make a network in aerospace industry: 11.5%
- To gain new clients: 27.5%
- To promote the company or organization: 18.7%
- To research the markets: 9.3%
- To promote to the existing customers: 21.9%
- Because competing companies are exhibiting: 20.0%
- Others: 6.4%
- No answer: 1.0%

Q2 Please select your achievement of exhibit.
- Partially achieved: 41.3%
- Achieved: 41.3%
- Better than expected: 11.0%
- As expected: 73.3%
- Worse than expected: 9.3%
- No answer: 6.4%

Q3 Please select your accomplishment as a place for business negotiation.
- Tokyo: 78.2%
- Areas around Tokyo: 9.8%
- Others: 8.6%
- No answer: 3.4%

Q4 How long did you stay at JA 2018?
- Half a day: 35.1%
- One day: 25.1%
- A couple of hours: 28.9%
- For two days: 8.8%
- For three days: 2.1%
- No answer: 1.0%

Q5 Please answer about the number of visitors in aerospace industry.
- Few: 8.1%
- Average: 34.9%
- Many: 41.9%
- Too few: 3.5%
- Too many: 10.5%
- No answer: 1.1%

Q6 Would you like to exhibit the next JA2021?
- Would like to exhibit: 68.8%
- Considering: 26.6%
- Others: 1.7%
- No answer: 2.9%

Q7 Please answer your hope about frequency of event and the place of next exhibition.
- Every two years: 55.2%
- Every four years: 39.2%
- Every year: 7.6%
- No answer: 4.7%
- Others: 3.3%

Free Answers
- It has the large number of visitors in aerospace industry from all over the world.
- I was impressed by the B to B meeting system. It could help us to obtain new information.
- Free meeting area should be extended.
- It was difficult to understand the job category of visitors.
<table>
<thead>
<tr>
<th>Exhibitors List</th>
<th>© Exhibitor</th>
<th>Number of Exhibitors</th>
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### Exhibitors

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<td>Boeing</td>
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<td>Orbital</td>
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#### P

<table>
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<td>Wärtsilä</td>
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---

**Overseas Exhibitors**

- **Co-exhibitor**

  - **A**
    - Airbus
    - Armament Fastening Systems
  - **B**
    - Bell Corporation
  - **C**
    - Canada Pavilion
    - Aérospatiale Services
  - **D**
    - Dakota
    - IAI
    - Lockheed Martin
  - **E**
    - Embraer
    - General Electric
    - GE Capital
  - **F**
    - Gulfstream
    - Hellenic Space Agency
  - **G**
    - Honeywell
    - Israel Aircraft Industries
  - **H**
    - Leonardo
    - Lockheed Martin
    - LM
    - MATS
  - **M**
    - MBBA
    - MBDA
    - MBB
  - **N**
    - NLR
    - NLR
  - **O**
    - Orbital
    - Orbital
  - **P**
    - Paralux
    - Paralux
  - **Q**
    - Quincy
    - Quincy
  - **R**
    - Raytheon
    - Raytheon
  - **S**
    - SAFIR
    - SAFIR
  - **T**
    - TAAG
    - TAAG
  - **U**
    - UH-60
    - UH-60
  - **V**
    - Wärtsilä
    - Wärtsilä
  - **W**
    - Xeros
    - Xeros
  - **X**
    - Yaskawa
    - Yaskawa
  - **Y**
    - Yaskawa
    - Yaskawa
  - **Z**
    - Zeppelin
    - Zeppelin
Seminars and Symposiums

During the three Trade Days, 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.

Seminars and Symposiums

Nov.28 (Wed) 13:05~16:20

Japanese/English Simultaneous Interpretation

K1

Government Policy and Industries overview for Aerospace

Prospects and guidelines of Japan's aerospace industry
Hiroshi Inoue
Chief of Manufacturing Bureau
Ministry of Economy, Trade and Industry

Tasks and direction on defense production / technology base
Nobuaki Miyama
Commissioner
Acquisition, Technology and Logistics Agency, Ministry of Defense

Japanese space policy
Shuzo Takada
Director-General, National Space Policy, Secretariat Cabinet Office

Nov.29 (Thu) 11:00~13:00

English

D4

"Italy - Japan Industry Day"
Defence Equipment Cooperation

Introduction to Italy-Japan partnership on Defence
H. E. Giorgio Starace
Ambassador
Embassy of Italy

Nobuaki Miyama
Commissioner
Acquisition, Technology and Logistics Agency, Ministry of Defense

Italian Defence Industry: technology and capabilities for future security challenges
Carlo Pescucci
Secretary General
Italian Industries Federation for Aerospace, Defence and Security

Italian-Japan opportunities on industrial cooperation
Roberto Garavaglia
Senior Vice President Competitive Analysis & Strategy
Honeywell International & Space Systems Division Leonardo

Elettronica Group, profile and capabilities
Gianluca TREENA
Elettronica

Nov.29 (Thu) 10:00~12:00

Japanese/English Simultaneous Interpretation

A4

Standardization Activities for Future Aviation

Introduction to European perspective for future aviation and standardization by EUROCAE
Christian Schleifer-Heinigkärer
Secretary General
EUROCAE

2 Standardization activities in CARATS
ShiJu Takahashi
Director, Air Traffic International Affairs Office
French Aerospace Industries Association (IFIAS)

Japanese contributions to standardization of avionics - the case of TCAS
Shigeru Ozeki
Director General
Electronic Navigation Research Institute

Nov.29 (Thu) 10:30~12:15

Japanese Simultaneous Interpretation

D1

Development Aircraft

Research and development and defense technology strategy of Acquisition, Technology and Logistics Agency
Dr. Yasuharu Atobe
Director, Technology Strategy Division
Acquisition, Technology and Logistics Agency, Ministry of Defense

Towards efficient and robust defense aircraft production
Hirohito Hatada
Director
Aerospace and Defense Industry Division, Manufacturing Industry Bureau, Ministry of Economy, Trade and Industry

Future Fighter
Lt. Gen. Hiroaki Uchikura
Director-General of Aerial Systems Acquisition, Technology and Logistics Agency, Ministry of Defense

Nov.29 (Thu) 14:00~15:30

Japanese Simultaneous Interpretation

A1

Safety certification system for development aircraft (International framework and Japanese initiatives)
Toshihiro Koda
Director, Airworthiness Division Aviation Safety and Security Department
Civil Aviation Bureau, Ministry of Land, Infrastructure, Transport and Tourism

Bring Honda's dream to the global sky.
Jet Engine development at Honda
Atsuki Watarai
President
Honda Aero, Inc.

Nov.29 (Thu) 11:00~12:00

A5

Japanese/English Simultaneous Interpretation

AirCraft equipment

Recommendations to enhance competitiveness for Aerospace Equipment Field
Hiroaki Nakamura
Visiting Professor
University of Osaka Prefecture
NDT Researcher

Future Prospects of Commercial Aircraft Interiors Industry
Ushio Ikutaka
Senior Specialist
Seit Engineering Department
Engineering and Technology Division, Aircraft Interiors and Components Group, Japan Civil Aviation Bureau

Global trends and market opportunities for MRO business
Janesh Janardhanan
Asia-Pacific Defense & Security Consulting Director
Frst & Sullivan Aerospace

Nov.29 (Thu) 10:00~12:00

Start-ups for Spacecraft

Tageting Launch Services for SpaceOne
Kozo Aba
Board director
Space One Co., Ltd.

Revolutionize the Earth Observation: iQPS’ s world’ s first 1m resolution 100kg SAR satellite
Shunsuke Onishi
CEO
iQPS Inc.

BMD and new Surveillance technologies

Aegis and BMD
Brad Hicks
Vice President
International Strategy and Business Development
Lockheed Martin Rotary and Missions Systems (BMD)

New Technologies for Japan's Surveillance Environment
Ioannis Papachristoflou
Marketing Vice President
Aerospace Defense & Space

Nov.29 (Thu) 13:30~15:00

Japanese Simultaneous Interpretation

D2

BMD Future Prospects of Commercial Aircraft Interiors Industry
Ushio Ikutaka
Senior Specialist
Seit Engineering Department
Engineering and Technology Division, Aircraft Interiors and Components Group, Japan Civil Aviation Bureau

Global trends and market opportunities for MRO business
Janesh Janardhanan
Asia-Pacific Defense & Security Consulting Director
Frst & Sullivan Aerospace
Nov.30 (Fri) 10:00~12:30  
S3  Reception Hall A

NewSpace business ecosystem

1 Opening Remarks  
Minoru Terada  
Director, Center for Economic and Accounting Research, National Institute of Public Administration

2 To expand space utilization toward the promotion of the space industry  
Norihiro Sakamoto  
Chairman, Japan Aerospace Business Council

Panel Discussion

- Mishu Onuki  
CEO, Space Access Corporation
- Rana Okajima  
CEO, Asia Co., Ltd.
- Ko Ogasawara  
Vice President & General Manager, Space Systems Division, Integrated Defense & Space Systems, Mitsubishi Heavy Industries, Ltd.

Yuya Nakamura  
CEO, Axiom Space Corporation

Mihoko Shintani  
President & CEO, Space Work Inc.

Tatsuji Yoshida  
Professor, Industry Research Department, Mitsubishi Bank, Ltd.

Simultaneous Interpretation

ECO, The University of Tokyo, Center for Aviation Innovation Research

Seminars and Symposiums

Joint Seminars

SAE International Aerospace Japan Symposium

URL: https://www.sae.org/attend/aerospacejapan  
Coorganized by the University of Tokyo Center for Aviation Innovation Research

Commercial Aircraft

Nov.30 (Fri) 10:30~12:00  
A2  International Conference Room

The Second Century of Aerospace: Boeing's Reflections on the Future of Flight  
Joseph M Keegan  
Senior Business Development Manager, Boeing Commercial Airplanes

Airbus in Japan and Path to Innovation  
Takahiro Nosaka  
Communication Director - Japan, Airbus Japan

Simultaneous Interpretation

English

IAMD (Integrated Air and Missile Defense) - Global trends

Bradley Jasman  
Senior Business Development Manager, International Sales, Boeing Defense, Space & Security

Capabilities of RPAS (Remotely Piloted Aircraft System) for military applications - Present and Future  
Kan Looi  
Regional Director, Asia Pacific, International Strategic Development, General Atomic Aeronautical Systems, Inc.

Simultaneous Interpretation

Japanese

Emerging Technology and Standardization

Nov.29 (Thu) 10:00~12:00  
A6-1  607/608

Address from the Japan delegate  
Hiroyuki Naka  
Director, Minister of Economy, Trade and Industry

SAE Standards Overview  
David ALEXANDER  
Director of Aerospace Standards Development, SAE International

Simultaneous Interpretation

Japanese/English

Manufacturing Technology of Kawasaki Aerospace Systems Company

Junichi Tamura  
Senior Manager, Production Strategy Department, Manufacturing Division, Aerospace Systems Company, Kawasaki Heavy Industries, Ltd.

Re-definition of Long-Term Competitive Advantage by State-of-the-Art Digital Technologies  
Kentaro Nakamura  
Managing Director, Accenture Strategy, Communications, Media & Technology, Japan

Manufacturing Innovation in Aerospace

Chair  
Dr. Hiroshi USUKI  
Director of CMI, Professor, University of Tokyo

Panelist  
Kenichi Abe  
Senior Managing Officer, General Manager, Robot Business Division, FANUC Corporation

Roger Eybel  
Materials and Processes Group Leader, Safran Electronics & Electrical Systems, Safran Landing Systems

Kentarou Tamagishi  
Chairman, Club of Osaka, Club of Heavy Industries

Simultaneous Interpretation

Japanese/English

Current Manufacturing of aircraft

Nov.30 (Fri) 13:30~15:30  
A3  Reception Hall B

Cutting-edge manufacturing methods employed in Boeing 777X panel assembly line, M-PAL  
Hirokata Masuda  
Director, Assembly Department, Boeing Commercial Airplanes

Achievement of aerospace parts by 3D printers  
Kazuma Takahata  
Key Account Manager, EOS Japan

Simultaneous Interpretation

Japanese
Memoriam Symposium for establishment of The CMC Center, Tokyo University of Technology “CMC and the Future of Aviation Industry”

Opening remark
Sado Kurjik
President, Tokyo University of Technology

Complimentary address
Yasushi Saito
Director, Material Science and Nanotechnology Development Division, METI

Keynote speech: The future of CMC
Yutaka Kagawa
Director, The CMC Center, Tokyo University of Technology

Complimentary address
Tenryu Ishii
Professor Emeritus of The University of Tokyo

Invited speech: Improving the Value Proposition of Ceramic Matrix Composites
Andrew Lazur
President of 3ds.com

Panel discussion: The future of CMC and the role of The CMC Center
Dr. Yutaka Kagawa
Takeshi Nakamura
Kenichiro Igarashi
Masaki Ushida

Nov.30 (Fri) 13:00~17:00

The Gas Turbine Civic Forum” Gas Turbine Society of Japan

Aero-Engine Industries in Japan and Future Outlook
Shuji Suyama
General Manager Planning Department, Japan Aero Engines Corporation

Development of Ni-base Superalloys for Jet Engine Applications
Kyoko Kawagishi
Group Leader, Superalloys and High Temperature Materials Group

Road to Success on Entering into the Market–Market outlook by an aircraft manufacturer
Kajito Yamashita
Executive Director, YSEC Group

Perspective of Engine Maintenance at JAL
Hitoshi Harakawa
Manager, Aerodynamic Technology Group

Exhibitor Presentations

703 New application of Laser Cleaning for Aerospace market
Clean-Lasersystem GmbH has sold more than 1000 units in several industries starting with aerospace and automotive and more new applications are available in each fields.
TEL +81 (0) 52-211-1881 E-mail k.soeta@ficjpn.co.jp

704 Aircraft operations at sea
What marinization is and why it matters; and how amphibious forces are inherently joint and flexible. Purpose built amphibious forces are able to execute across the range of military operations, from high end combat to HADR operations and providing defense support to civilian authorities.

705 Quality management system and Information / Online Standard Database “BSOL”
Quality management system for manufacturing, MRO, and distributor in Aerospace and Defense industry. Introduction of BSOL online standard database
TEL +81 (0) 3-6890-1172 E-mail Sales.Japan@bsigroup.com

706 DMG MORI’s solutions for aircraft parts machining
With the promising forecasts reported, the aircraft industry is facing a challenge in boosting production volume and productivity. DMG MORI will introduce unique solutions to meet their needs.
DMG MORI CO., LTD.

707 Introduction to 3DEXPERIENCE Platform adopted by major OEM in the world
The platform provides industry specific software solutions for every organization in your company.
E-mail Japan.Marketing@3ds.com

708 Air Keeper - Advanced Integrated Airborne Intelligence Gathering Approach
Modern electromagnetic arenas are characterized by variety of threats and scenarios spanning over a wide spectrum. Air Keeper: A multi-use airborne E/W System handling all EW aspects: ELINT, COMINT, EA, SP, COMJAM on the same aircraft.
TEL +977 54-993-2260 E-mail Yaakov.siman-tov@elbitsystems.com

709 Measuring Considerations for Jitter & Microvibration Characterization on Reaction Wheels
Measuring higher frequencies using ceramic design piezoelectric dynamometers and best practice.
TEL +81 (0) 45-471-8620 E-mail sales.jp@kistler.com

710 Advanced Airborne Self-Protection EW Solutions
ALL-in-SMALL™ – full EW Self Protection Suite for Helicopters & Transporters: A unique EW suite providing protected EW functionalities within a single LRU. EWC, Digital RWR, IR-based MWS, LWS and CMS.
TEL +977 54-993-2260 E-mail Yaakov.siman-tov@elbitsystems.com

711 To meet NIST SP800-171

712 Snap-on Tools introduces the solution for digital tool management
With the digitization of information and management progressing in industry of the aircraft manufacturing or maintenance, the tool digitization also becomes important. Snap-on Tools would like to introduce our solution for digital tool management.
TEL +81(0)3-5534-1281 E-mail japanwebcom@snapon.com
Official Events

### Opening Ceremony

**Date and time:** Nov. 28 (Wed) 9:30 am~9:50 am  
**Venue:** New East Hall Link Space  
**Greetings from the Host:** Chairman, The Society of Japanese Aerospace Companies (SJAC)  
**Greetings from the Guest-of-Honor:** Vice-governor, Tokyo Metropolitan Government  
**Tape-cutting:**  
- Vice-governor, Tokyo Metropolitan Government  
- Director-General, Trade Policy Minister’s Secretariat (Manufacturing Industries Bureau)  
- Commissionaire, Acquisition, Technology and Logistics Agency  
- Director-General, National Space Policy Secretariat, Cabinet Office  
- Representative for Chairman, Aerospace Industries Association  
- Vice President, Raytheon Company  
- President, Integrated Defense Systems  
- Chairman, The Society of Japanese Aerospace Companies (SJAC)  
- President & CEO, Tokyo Big Sight Inc.

### Opening Reception

**Date and time:** Nov. 28 (Wed) 11:30 am~12:45 pm  
**Venue:** Reception Hall B  
**Greetings from the Host:** Chairman, The Society of Japanese Aerospace Companies (SJAC)  
**Greetings from the Guest-of-Honor:**  
- Minister of State for Science and Technology Policy  
- Vice Minister of Economy, Trade and Industry  
- Vice Minister of Defense  
**Sake barrel opening:**  
- Chairman, The Society of Japanese Aerospace Companies (SJAC)  
- President & CEO, Tokyo Big Sight Inc.  
- Ambassador of France  
- Ambassador of Italy  
- Ambassador of Israel  
- CEO, Groupement des industries françaises aéronautiques et spatiales (GIFAS)  
- Representative for Chairman, Aerospace Industries Association (AIA)  
- Vice President, Raytheon Company  
- President, Integrated Defense Systems

### Guests Preview Hours

From 10:00 to 11:00 on the first day of the exhibition, the venue was open exclusively to the press and the administrative officers invited by the host. The invited officials include Minister Hirai, Vice Minister Sato, Vice Minister Seki, Vice Minister Isozaki, Vice Minister Harada, among others, as well as the 19 defense and air force officials from 16 countries invited by the ATLA.

**Date and time:** Nov. 28 (Wed) 10:00 am~11:00 am
B to B Meetings organized by BCI

**Schedule**
Nov.29(Thu.) - 30(Fri.), 2018 (2days)

**Number of Companies**
137 companies from 15 countries

**Number of Participants**
245 people

**Number of Meetings**
1,438 meetings (2days)

**Suppliers**
111

**Buyers**
26

**Supplier**
191

**Buyer**
54

What were the participants' expectations?

- Meet new customers: 31%
- Meet new suppliers: 15%
- Meet new partners: 19%
- Better their knowledge of the aerospace market: 16%
- Identify new technologies and processes: 5%
- Promote your skills: 14%

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

- Over 75%: 9%
- 50% ~ 75%: 34%
- 25% ~ 50%: 11%
- Under 25%: 46%

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)
  - DSEI (U.K.)
  - Business Arena in Saitama (Saitama, Japan) etc.

- **Press release & Presentation**
  - Jul. 2, 2018
    - Press release (Tokyo, Japan)
  - Jun. 21, 2017
    - Presentation at INTERNATIONAL PARIS AIRSHOW
  - Aug. 27, 2018
    - Presentation at ILA Berlin Air Show
  - Jul. 18, 2018
    - 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 etc.

**Media**

- **Newspaper, Magazine, Online news**
  - Asahi Shimbun
  - Nihon Keizai Shimbun
  - OITA GODO SHIMBUN
  - Shimotsuke Shimbun
  - Zaikei Shimbun
  - KOTSU SHIMBUN
  - Nikkan Kogyo Shimbun
  - WING
  - AIRLINE
  - Aviation Wire
  - FNN.jp Prime Online
  - Sankei News
  - JJI.com
  - TOYO KEIZAI ONLINE
  - NIKKEI xTECH
  - Bouncy
  - PRESIDENT Online
  - Yahoo! News etc.

**Major Visiting Media**
(Number of press visitors during the exhibition: 231 people from 112 companies)

**Domestic**

- Asahi Shimbun
- The Sankei Shimbun
- Nihon Keizai Shimbun
- Mainichi Shimbun
- The Yomiuri Shimbun
- OITA GODO SHIMBUN
- Kanagawa Shimbun
- Shimotsuke Shimbun
- Chunichi Shimbun
- Nikkan Kogyo Shimbun
- Nikkei Sangyo Shimbun
- Nikkei Business
- Fuji Sankei Business i.
- Aviation Wire
- WING
- AIRLINE
- Japan Military Review
- AIRVIEW
- KOKU-FAN
- J Wings
- JJI.com
- NHK
- TBS
- TV ASAHI
- Fuji TELEVISION NETWORK
- Hokkaido Broadcasting
- Nippon Broadcasting System etc.

**Overseas**

- AVIATION WEEK
- Defense Times
- Financial Times
- Flight Global etc.
<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>
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<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>
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<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>
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<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>
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<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>
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<td>Oct. 16-24, 1976</td>
<td>JASDF Iruma Air Base</td>
<td>8 countries</td>
<td>123</td>
<td>480,000</td>
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<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>
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<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>
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<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>
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<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>
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<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>
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<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>
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<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&lt;sup&gt;1&lt;/sup&gt;</td>
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<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&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<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>
<tr>
<td>15</td>
<td>Japan International Aerospace Exhibition 2018 TOKYO</td>
<td>Nov. 28-30, 2018</td>
<td>Tokyo Big Sight (Tokyo International Exhibition Center)</td>
<td>17 countries and areas</td>
<td>520</td>
<td>27,000</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.

Next Exhibition  
Japan International Aerospace Exhibition 2021  
Venue : Tokyo Big Sight

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