

## Post-Show Report 2011

**CAR-ELE JAPAN** 3rd Int'l Automotive Electronics  
Technology Expo 

**EV JAPAN** 2nd EV & HEV Drive System  
Technology Expo 

1st Automotive  
**Weight Reduction Expo**

(\*Inside AUTOMOTIVE WORLD 2011)

40th  
**INTERNEPCON JAPAN**

3rd **LED/OLED Lighting**  
Technology Expo  


(\*Concurrent Shows)



### TABLE OF CONTENTS

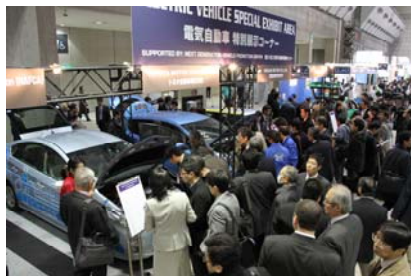
|                        |   |
|------------------------|---|
| ■ Exhibition Outline   | 1 |
| ■ Show Highlight       | 3 |
| ■ Technical Conference | 4 |
| ■ Public Relations     | 5 |
| ■ Next Shows in 2012   | 6 |

## *Exhibition Outline*

| EXHIBITION OUTLINE |   |
|--------------------|---|
| Exhibition         | AUTOMOTIVE WORLD 2011<br>- CAR-ELE JAPAN-3rd Int'l Automotive Electronics Technology Expo<br>- EV JAPAN-2nd EV & HEV Drive System Technology Expo<br>- 1st Automotive Weight Reduction Expo |
| Dates              | Jan 19 [Wed] - 21[Fri], 2011  |
| Open Hours         | 10:00-18:00 (10:00-17:00 on Jan 21)   |
| Venue              | Tokyo Big Sight, Japan  |
| Organised by       | Reed Exhibitions Japan Ltd.   |
| Concurrent Event   | Technical Conference  |

| FACT SHEET                     |                         |
|--------------------------------|-------------------------|
| Number of Exhibitors           | 301                     |
| Number of Visitors             | 23,483                  |
| Number of Press Members        | 561*                    |
| Number of Seminar Participants | 2,787                   |
| Exhibition Scale               | 69,140 m <sup>2</sup> * |

(Including concurrent shows)



## AUTOMOTIVE WORLD 2011 Concluded with Great Success!

AUTOMOTIVE WORLD 2011, which is Asia's leading trade shows in the automotive industry, including CAR-ELE JAPAN which is Japan's only exhibition specialized in automotive electronics, EV JAPAN which gathers everything about EV & HEV technologies, and the newly established Automotive Weight Reduction Expo which is Japan's first tradeshow for automotive weight reduction technologies. In 2011, the show grandly held from Jan 19<sup>th</sup> to 21<sup>st</sup> 2011 in Tokyo Big Sight, Japan. A recorded number of **301** exhibitors and **23,480** professional visitors from automotive and related industries participated in the exhibition and its concurrent technical conferences, which is the largest scale ever. AUTOMOTIVE WORLD is recognized as one of the best venues for technical consultations and business network expansions of the Asian automotive industry.

AUTOMOTIVE WORLD 2011 has successfully presented itself as a truly international event, not only domestic but also international companies participated both the shows and the conference sessions. In the Keynote session of AUTOMOTIVE WORLD 2011, speeches given by key persons from Nissan Moto, Robert Bosch GmbH, and Hyundai-Kia Motors attracted a record breaking number of **1,929** audiences. As for the visitors, many industry leaders from all over the world attended the show, such as BYD Auto and Beijing Automobile from China, Hyundai-Kia Motors from South Korea, BMW Group from the USA, etc.

AUTOMOTIVE WORLD always keeps pace with the development of the automotive industry and is a showcase of the latest industry trend. In 2011, the most attractive parts of the show were the Electric Vehicles Exhibit Area which gathered many whole cars from latest EV/HEVs from world well known manufacturers, and the establishment of the 1<sup>st</sup> Automotive Weight Reduction Expo, as automotive weight reduction technology is a bottleneck of the current automotive industry. Both of the two exhibition areas gained great success.

There are two concurrent shows of AUTOMOTIVE WORLD namely the 40th NEPCON JAPAN x ELECTRONIX R&D JAPAN, which is Asia's largest show case in the electronics industry, and LIGHTING JAPAN- 3rd LED/OLED Lighting Technology Expo which is Asia's leading tradeshow in the emerging LED/OLED lighting industry. Both of them gather the cutting-edge technologies and have great connections with automotive industry. AUTOMOTIVE WORLD and its concurrent shows always attract great attention from industrial specialists, press and receive very positive comments from exhibitors and visitors.

AUTOMOTIVE WORLD 2012 is under vigorous preparation right now and many of the exhibitors have already booked their spaces. For details, please refer to the following chapters.

# Show Highlight

## AUTOMOTIVE WORLD – The EXHIBITION and CONFERENCE-

AUTOMOTIVE WORLD covers all of the relevant areas of automotive industry.

- |  |  |
|--|--|
| <input type="checkbox"/> Embedded System & Software                        | <input type="checkbox"/> Drive System  |
| <input type="checkbox"/> Semiconductors, Electronic Components & Devices   | <input type="checkbox"/> Rechargeable Batteries, Next-generation Batteries       |
| <input type="checkbox"/> Testing, Inspection and Analysis Devices/Software | <input type="checkbox"/> Motor Technologies                                      |
| <input type="checkbox"/> Automotive Components & In-vehicle System         | <input type="checkbox"/> Inverters, Peripherals                                  |
| <input type="checkbox"/> Electronic Materials                              | <input type="checkbox"/> Materials   |
| <input type="checkbox"/> Manufacturing & Testing Equipment/Technology      | <input type="checkbox"/> Molding / Processing Technologies, Processing Equipment |

### **Various Products and Technologies in CAR-ELE JAPAN**

Automotive electronics technologies are becoming increasingly important as advanced electronics technology is the key to realize the main themes of automotive technologies nowadays, which are “comfort”, “safety”, “environment” and “credibility”. CAR-ELE JAPAN is Japan's ONLY exhibition featuring all lines of automotive electronics, gathering core technologies and products such as component, material, and software, manufacturing & testing equipment. Many of the world leading companies participated in the show such as SUMITOMO BAKELITE, TOKAI BUSINESS, SOMAR, HITACHI, RUBYCON, SANKEI ENGINEERING, BOSCH, TATA CONSULTANCY, KOHYOUNG TECHNOLOGY, INTERSIL CORPORATION, DAN HOLDINGS etc. As for the products, RENESAS AUTOMOTIVE brought up new solutions specifically for eco-friendly EV/HEV especially about motor/battery/vehicle Control, battery charge, DC/DC converter system and motor generator system. TATA CONSULTANCY provided automotive infotainment engineering and industrial services. HOGANAS' Somaloy Technology was aimed for weight reduction, cost down and compact size vehicles, etc.

### **EV JAPAN and Electric Vehicle Exhibit Area**

The focus of automotive industry nowadays is the development of EV/HEV without any question. EV JAPAN gathered a great number of well known companies and their solutions for technical problems in EV/HEV manufacturing. For example, JFE ENGINEERING, HASETEC, ULVAC, YASKAWA ELECTRIC, FUJI ELECTRIC GROUP, VECTOR JAPAN, TORAY INDUSTRIES, NITTOKU ENGINEERING, DUPONT GROUP etc joined EV JAPAN to exhibit their latest technologies and products. TORAY provided solutions such as the analysis of lithium battery for EV and introduces new materials of power control unit which has an excellent quality in heat conduction. KYUSHU ELECTRIC POWER and FUJI ELECTRIC SYSTEM provided connectors for speedy battery recharge station specially designed for EV usage. JFE also offered RAPIDAS which rapid charger with a storage battery for EV batteries of low cost and get smart grid extension.

Eco friendly EV/HEV attracts great attention from the public as well. Therefore, the size of the Electric Vehicle Exhibit Area in 2011 increased dramatically. Up to 18 EV/HEVs whole car exhibited in this area, including the new-generation electric vehicle “i-MiEV” from MITSUBISHI MOTORS, and PRIUS PLUG-IN HYBRID from TOYOTA MOTOR etc.

### **1st Automotive Weight Reduction Expo**

Recently, weight reduction technology plays an increasingly significant role in further development of automotive industry. It is challenging to reduce the vehicle's size and weight and enhance safety and comfort at the same time. “Automotive Weight Reduction Expo” is Japan's first trade show featuring all kinds of devices, materials and processing components for automotive weight reduction. Here, Companies such as KYORAKU exhibited FLP LIGHT-S and TORAY provided forming CAE 3D TIMON which are weight reduction solutions by developing more suitable materials for better quality and design of automotives.

# Technical Conference

Every year, "Technical Conference" wins great popularity as a concurrent event of the exhibition. In 2011, there were 11 sessions in total, and 33 speakers were invited. A great number of 3,643 industry professionals participated in those sessions for the latest industry trends, cutting-edge technologies and companies' strategies.

## KEYNOTE SESSION

※Simultaneous Interpretation:  
English/Chinese/Japanese/Korean

| AUTOMOTIVE WORLD Keynote Session: Date: Jan.19 (Wed) 10:30 - 12:30/ Venue:   |  |   |
|--|--|---|
| <b>EV Creates the Future</b><br>—Evolution of Car Electronics and Activities for Smart Community—<br><br><b>Minoru Shinohara</b><br>Senior Vice President,<br><br>Nissan Motor Co., Ltd. | <b>Automotive Electronics for New Generation Vehicles</b><br><br><b>Volkmar Denner,</b><br>Member of the Board of Management,<br><br>Robert Bosch GmbH | <b>Development of Hyundai/Kia's YF SONATA Hybrid System</b><br><br><b>Ki-Sang Lee,</b><br>Senior Vice President, HEV Development Group,<br><br>Hyundai-Kia Motors |



# Public Relations

In 2011, 561 registered press members from all over the world visited the show to cover the story. Compared to last year, more media such as TV, magazine, radio and web-based company seem to focus on the latest technologies currently drawing great attention from across the world.

## **PRESS LIST of 2011** (excerpt/in random order)

### ■ JAPAN

- JAPAN BROADCASTING (NHK)
- NIPPON TELEVISION NETWORK
- TOKYO BROADCASTING SYSTEM
- FUJI TELEVISION NETWORK
- TV ASAHI
- TV TOKYO
- TELEVISION OSAKA
- SHIN-ETSU BROADCASTING
- REUTERS JAPAN
- KYODO NEWS
- AGENCE FRANCE-PRESSE (AFP)
- ASSOCIATED PRESS (AP)
- PAN-ASIA NEWSPAPER ALLIANCE
- NIHON KEIZAI SHIMBUN
- NIKKEI SANGYO SHIMBUN
- THE ASAHI SHIMBUN
- THE YOMIURI SHIMBUN
- THE MAINICHI NEWSPAPERS
- FUJI SANKEI BUSINESS I
- THE SANKEI SHIMBUN
- THE TOKYO SHIMBUN
- THE SHIZUOKA SHIMBUN
- YAMAGATA SHIMBUN
- THE HOKKAIDO SHIMBUN
- THE JAPAN TIMES
- THE NIKKAN KOGYO SHIMBUN
- DEMPY SHIMBUN
- THE SEMICONDUCTOR INDUSTRY NEWS
- THE DENKI SHIMBUN
- WEEKLY DIAMOND
- WEEKLY TOYO KEIZAI
- KEIZAIKAI
- MONO MAGAZINE
- ONGEN PUBLISHING
- THE DENKI SHIMBUN
- WEEKLY DIAMOND
- WEEKLY TOYO KEIZAI
- KEIZAIKAI
- MONO MAGAZINE
- ONGEN PUBLISHING

- AV REVIEW
- IT MEDIA
- CNET JAPAN
- ASCII
- THE DENKI SHIMBUN
- WEEKLY DIAMOND
- WEEKLY TOYO KEIZAI
- KEIZAIKAI
- MONO MAGAZINE
- ONGEN PUBLISHING
- AV REVIEW
- IT MEDIA
- CNET JAPAN
- ASCII
- IMPRESS WATCH
- MONTHLY SEMICONDUCTOR FPD WORLD
- MONTHLY DISPLAY
- ELECTRONIC JOURNAL
- EIZOJOHO INDUSTRIAL
- EIZO SHIMBUN
- ELECTRONIC PARTS AND MATERIALS
- M&E
- MECHATRONICS DESIGN NEWS
- EDN JAPAN
- EE TIMES JAPAN
- ELECTRONIC PACKAGING TECHNOLOGY
- IMAGE LAB

### ■ CHINA

- CHINA ELECTRONICS NEWS
- ASIAN CHANNEL GROUP
- GLOBAL MARKET GROUP
- LED TECHNOLOGY CHINA
- STM CHINA
- ELECTRONIC PRODUCTS CHINA
- 21IC
- AUTOMOTIVE ENGINEERING INTERNATIONAL
- AUTOMOTIVE MANUFACTURING & DESIGN FOR CHINA
- CHINA AUTOMOTIVE REVIEW
- SOVEY

### ■ KOREA

- KBS
- ETNEWS
- MONTHLY DISPLAY
- MOTION CONTROL
- UBI SANUP RESEARCH
- JOIN MEDIA
- THE ELECTRONIC TIMES

### ■ TAIWAN

- INDUSTRIAL MATERIALS
- DIGITIMES
- ITRI
- ARCO INFOCOMM
- PIDA
- LED INSIDE
- DIGITIMES
- EE TIMES

### ■ AUSTRIA

- LED PROFESSIONAL

### ■ UNITED KINGDOM

- + PLASTIC ELECTRONICS
- AUTOMOTIVE INDUSTRY

### ■ UNITED STATES

- PHOTONICS SPECTRA
- LED MAGAZINE

### ■ INDIA

- GLOBAL AUTOMOTIVE

## Next Shows in 2012

AUTOMOTIVE WORLD will keep expanding in the number of exhibitors and visitors, as it always has. From **Jan 18<sup>th</sup> to 20<sup>th</sup> 2012**, AUTOMOTIVE WORLD will be held grandly with the 40<sup>th</sup> NEPCON JAPAN x ELECTRONIX R&D JAPAN and the 4<sup>th</sup> LED/OLED Technology Expo (LIGHTING JAPAN 2012) in Tokyo Big Sight.

As the central place of the latest automotive related electronics and weight reduction technologies, as well as EV/HEV related technologies, the shows have come under the spotlight among industry professionals as a must-attend event. The shows recorded the largest number of exhibitors and visitors this year. Most of participants were satisfied with their business results, and in fact, show management has received many positive comments from them.

If you are interested in exhibiting at this event, please contact us immediately. The exhibit space is limited and it is expected to be sold out at an early stage. Also, if you have interest in visiting the show, please pre-register via website. Click the "Visitor Pre-registration" banner on the official website, fill out the form, and press "submit" button. After that, you will receive the newest information by e-mail or airmail.

For any other inquiries, please feel free to contact us.  
We are looking forward to seeing you at the show in 2012.

### **Contact Us: AUTOMOTIVE WORLD Show Management**

#### ● Public Relations

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### **Official Website:**

CAR-ELE JAPAN    ▶ ▶ ▶    <http://www.car-ele.jp/en/>

EV JAPAN    ▶ ▶ ▶    <http://www.evjapan.jp/en/>

Automotive Weight Reduction Expo    ▶ ▶ ▶    <http://www.altexpo.jp/en/>