

Exhibition Guide

CEATEC

CPS/IOT EXHIBITION

20th

Toward Society 5.0

2019

10.15^{TUE}

10.18^{FRI}

Makuhari Messe

Sponsors CEATEC Executive Board

JEITA Japan Electronics and Information
Technology Industries Association

CIAJ Communications and Information
network Association of Japan

CSAJ Computer Software Association of Japan

Connecting Society,
Co-Creating the Future



WHY CEATEC

Why many of those involved in the planning are frontrunners, blazing a path to a future co-created at CEATEC?

Reason 01 **It is Japan's foremost comprehensive exhibition.**

CEATEC is a comprehensive exhibition for Society 5.0 that includes all industries and business categories. The ultimate goal is a society of the future that makes full use of advanced technologies such as CPS/IoT, robots and AI. Innovative business models will be announced, embodying the bold vision and close collaboration of enterprises and organizations. CEATEC is the venue for lifting the curtain on a future driven by technologies that transcend the traditional industrial and business categories.

Reason 02 **It inspires co-creation.**

Based on the theme of "Connecting Society, Co-creating the Future," CEATEC brings together in one place not only all the electronic components and devices required to support Society 5.0, the society of the future, but also all products and services that will depend on those components. CEATEC assures an environment where it is easy to develop new relationships – not only with visitors but also with other exhibitors – and also to start new businesses.

Reason 03 **It attracts key individuals.**

This event brings together over 150,000 individuals involved in setting trends for all industries and business categories. In addition to top officials and chief executives in government and government agencies, enterprises and industry groups, CEATEC attracts a large number of visitors, representing a wide cross-section of society and including the students who will build the future. Be sure to make the most of this exceptional opportunity to meet new partners in co-creation and seek out talented human resources.

Reason 04 **It is ideal for broadcasting your message.**

CEATEC enjoys a high profile in the media, attracting more than 1,000 members of the press from Japan and overseas. It is acknowledged as an event that offers unique opportunities to discern future trends. In addition to announcements of new products and services, CEATEC is considered an ideal venue for announcing visions of the future.



VISITOR PROFILES

Many students come to the exhibition who should also be called as "IoT human resources" in bearing the future.



24,000+

Information and communications equipment, and electronic components/devices



7,500+

Students



21,000+

Manufacturing, machinery, precision equipment fields



3,500+

Financial, securities, and insurance fields



5,500+

Automotive/transportation equipment fields



3,000+

Distribution, transportation, and logistics fields



4,000+

Residential, construction, real-estate, tourism, and amusement field

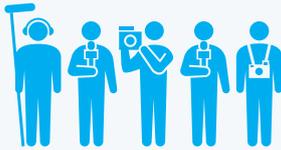


3,000+

Civil services, local governments

In 2018, many government officials visited the exhibition including the Minister of Economy, Trade and Industry, Minister of Internal Affairs and Communications, Minister of State in charge of Information Technology Policy, and more.

PRESS PROFILES



Domestic and foreign media personnel

Over **1,000**



TV coverage in Japan

Over **5** hours



Overseas TV coverage

Over **6** hours



Newspaper/magazine articles

Over **400** articles



Online news insertion

Over **8,000** articles

Exhibitors participating in CEATEC for the first time are increasing regardless of the type of business or industry.



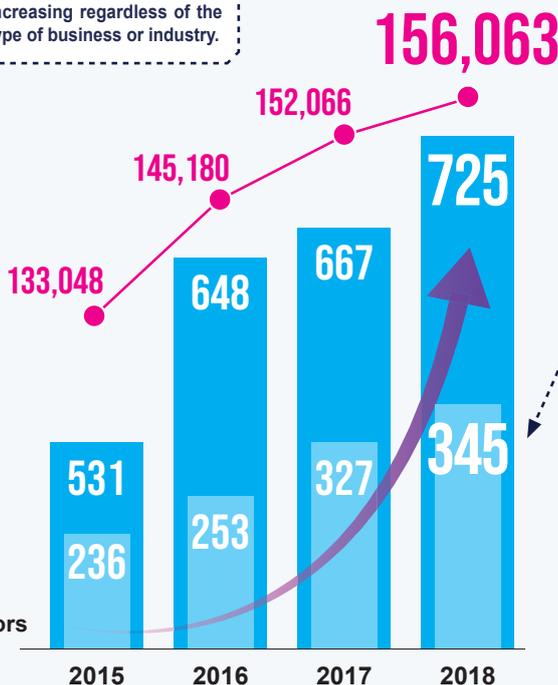
Number of visitors



Number of exhibitors



Number of new exhibitors



Attention to those considering exhibiting for the first-time!

A quick tour of CEATEC from the start to the end
Introducing Document CEATEC!



https://internet.watch.impress.co.jp/docs/special/document_ceatec/



For those of you exhibiting for the first time may be wondering all about CEATEC, before, during and after the exhibition. To answer such questions, a microsite including video presentation titled "Document CEATEC" gathered from the 2018 show was put together by Impress Corporation, the publisher of INTERNET Watch, one of prime media partners of CEATEC. We hope that this site will help you get an idea of CEATEC from the start to the end.

HISTORY OF CEATEC

From 1960 to 1999

CEATEC has grown from its roots beginning with the Japan Electronics Industry Exhibition held in 1962. This exhibition was intended to publicize technical standards and expand sales routes. With its venue at the Tokyo International Trade Center in Harumi, Tokyo, the exhibition consisted of the 4 categories of “TVs and audio devices such as radios”, “wireless devices including applied electronics devices”, “measuring equipment” and “electronic components”.

The catchphrase for the inaugural event was “bringing together the limitless dreams of electronics”. 207 companies exhibited over a 10-day period, and the event was attended by around 150,000 visitors. The Japan Electronics Industry Exhibition was a major comprehensive exhibition that characteristically presented a wide range of exhibits from components to complete products, a tradition that has been handed down to the CEATEC of today.

In its third year in 1964, the event’s name was changed to the Electronics Show. In its 25th year in 1986, the Electronics Show boomed and enjoyed a record-breaking 443,500 visitors.



1962 1964

2000

From 2000 to 2014

In 2000, the Electronics Show merged with COM JAPAN, an information and communications exhibition, to become CEATEC JAPAN.

Since both of these exhibitions were forums for disseminating information on cutting-edge technologies and products both in Japan and internationally, CEATEC was born as an exhibition covering everything from video, information and communications through to digital and networks. This is where its new history as a “composite” exhibition begins. This era was arguably the peak period of “digital consumer electronics”. In 2003, the 4th year of CEATEC, a wide range of new plasma and LCD TV products were presented, while at the 7th CEATEC in 2006, sparks flew as two opposing camps battled over the next generation DVD standard. In 2007, some 200 thousand visitors made their way to the show. After that, various items such as smartphones, 3D televisions, and high-definition displays such as 4K and 8K were unveiled at CEATEC. Held as a “comprehensive exhibition of cutting-edge IT and electronics”, CEATEC took the form of a digital consumer electronics exhibition in line with the trends of the time, an image which was intensely publicized.



CEATEC stands for “Combined Exhibition of Advanced Technologies”. Given the background of the times, CEATEC may be thought of as a digital consumer electronics trade fair, but in fact its real position is as a “composite exhibition of cutting-edge technology”. CEATEC has forged a history as an event that presents and proposes how people can enrich their lives using the latest technologies. Now in 2019, and with CEATEC in its 20th year, let’s take a look back at the history of the show while reconfirming the relationships of state-of-the-art technologies and lifestyles.

From 2015 to 2018

However, changes in the global situation and industry trends saw CEATEC struggle to increase the number of exhibitors and visitors. Nevertheless, in 2015, with the implementation of new plan, the type of exhibitors at CEATEC began to change. A planned exhibit called “NEXT Street” featured participation in CEATEC from the service industry with companies like Rakuten and Kinki Nippon Tourist, which gained a lot of attention. Then in 2016, in addition to the IT and electronics industry, the scale of the exhibition grew even further as it transformed into “IoT Town” featuring exhibits from many frontrunner IoT companies. With this, CEATEC was reborn as a CPS/IoT exhibition, and since 2017 has been held as “an exhibition aiming to realize Society 5.0” by presenting key IoT components and devices, devices featuring these items, complete products and services making use of these items. CEATEC provides an opportunity for many key players from Japan and around the world to come together, and has rebounded in its numbers of visitors and exhibitors.



2016



2016



2017



2017



2018



2018

2016 2019

From 2019 to the 20th Anniversary, and Beyond

CEATEC continues to evolve and reflect the times. Towards Society 5.0, the society of the future in which each and every person can shine, CEATEC aims to be a forum linking people who are looking to co-create, but it's transformation over the last few years is nothing more than the prologue. Hence, CEATEC has moved into its 20th anniversary year. The CEATEC JAPAN expression so far used globally to describe a place where exhibitors and visitors come together will be changed to “CEATEC”, and the event will continue into the future by taking on the challenge of transcending the frameworks of exhibitions. As society and business environments dramatically fluctuate, we seek to be a leading venue for bringing about co-creation, and are pouring our efforts into raising the value of the CEATEC experience. Nevertheless, CEATEC is also characterized by tradition, and we will continue to present ways that societies and people’s lifestyles can be enriched through the use of state-of-the-art technologies. We look forward to your continued participation and enjoyment at CEATEC.



Outline

Name

CEATEC 2019

Exhibition Purpose

Harnessing CPS/IoT to create business opportunities based on co-creation involving a wide range of industries and fields, this event brings the technologies together in one venue that is ideal for the exchange of information. This facilitates the realization of Society 5.0, the ultra-smart society designed to further economic development and the solution of social problems.

Exhibition Theme

Connecting Society, Co-Creating the Future

Fundamental Policy

- Transition from a venue to showcase technologies to a venue to propose society and lifestyle utilizing technologies
- Transition from a venue aiming for immediate business expansion to a venue to showcase and distribute seed for the future to gain feed for the future

Seed: Mid- to long-term visions, prototypes such as technologies, products, and solutions

Feed: Promote open innovation with diverse companies and organizations, cultivation of human resources for the future, funding, alliance, etc.

Dates

October 15 (Tue) – 18 (Fri), 2019 10:00 – 17:00

Venue

Makuhari Messe (2-1 Nakase, Mihama-ku, Chiba, Japan)

Admission

Free Admission All visitors are required register online in advance

Sponsors

CEATEC Executive Board
 Japan Electronics and Information Technology Industries Association (JEITA)
 Communications and Information network Association (CIAJ)
 Computer Software Association of Japan (CSAJ)

Four Keywords in Unison with CEATEC

Policy

In unison with Japanese government policies, publicizing Japan's vision for industry and for society in the future.

Industry

In unison with diverse industries, publicizing new pan-industry business models.

Technology

In unison with the technologies underpinning Society 5.0, publicizing the latest information and trends.

Overseas

In unison with the Fourth Industrial Revolution, publicizing new trends that will lead to a super-smart society in countries around the world.

Area Composition

Company/Organization Exhibits
Total Solutions

This area is for showcasing solutions and products for all industries geared toward the realization of Society 5.0.

Smart X

This area is for showcasing innovative solutions and products that will revolutionize a specific industry such as Smart Mobility and Smart Factory.

Devices & Technologies

This area is for showcasing electronic components and devices, as well as diverse technologies such as software that support the realization Society 5.0.

Planned Exhibits
Society 5.0 TOWN

This is a planned area for showcasing "2030 township" through co-creation with the participation of several firms in service industry.

Co-Creation PARK

This is a planned area for showcasing multiple pavilions of overseas organizations as well as domestic and foreign startup companies with a keen eye on the future.



Conferences

Keynote talks on strategies and prospects will be given by key individuals on the international business scene. There will also be sessions on technology trends and business topics, with a focus on AI, big data, 5G, cyber security, mobility and logistics.



2018 Global Symposium/Keynote Speakers

Opening Reception

Invitations to the Opening Reception will be extended to government officials, top management from exhibiting companies, and executives representing related industries and organizations. This event is an ideal opportunity to interact with industry leaders.



CEATEC AWARD 2019

CEATEC AWARD 2019 will honor the technologies and services exhibited at CEATEC 2019. All exhibitors are eligible to enter products and services that can create new value, stimulate market growth, and contribute to revitalizing industries. Details regarding the award are to be announced in July.

Recipients of the CEATEC AWARD 2018



The Minister of Internal Affairs and Communications Award



Amcenna – a miniature and low-profile 2.4GHz frequency antenna that can be mounted on metallic objects without degrading antenna characteristics
Kyocera Corporation



The Minister of Economy, Trade and Industry Award



Next VR™ drone for 360°VR shooting equipped with 4D Gravity™
Aeronext Inc.



Review Panel's Special Award



A future Lawson convenience store offering omotenashi (polite hospitality) that can be realized by technological innovation
Lawson Inc.

Global Area for Next-gen Frontrunners

Co-Creation PARK is a planned area that includes multiple pavilions of overseas organizations as well as domestic and foreign startup companies with a keen eye on the future. The Startup & University Area (for domestic startup firms and academic institutions), and the Co-Creation Park (for overseas startups and foreign organizations) were separate sponsor-planned areas until 2018; in 2019 they are being combined into the new Co-Creation PARK.



05 Co-Creation PARK

Planning Concept

This area is intended for startups and academic organizations as well as overseas organizations to market products, technologies, and services; to uncover market needs; and to find business partners.

Composition

Co-Creation PARK will include two zones – the Startup & University Zone, and the Global Pavilion Zone. We will provide presentation stages and meeting spaces that will be made available for events confined to this area, such as networking.

- **Pitch Stages**
For each stage there will be seating capacity for about 30 persons. An exhibitor can use this to pitch messages targeting companies, business partners, and media.
- **Networking Events**
Networking events between participants and with other CEATEC exhibitors are planned.
- **Meeting Spaces**
Private meeting rooms will be provided. Such spaces will be convenient for business talks.
- **Startup & University Zone**
This exhibit zone is for startups and universities.

