

# Releasing the latest technologies and information on the aerospace industry from Tokyo

The aerospace industry is expected to continue growing in the years ahead. The Asian region in particular is predicted to have a high growth rate and account for a large market share in terms of production output and the number of passengers carried in the global civil aircraft market. Displaying your products and taking part in this exhibition, held in Asia's leading city of Tokyo, will help expand your business opportunities and lead to the promotion and development of the aerospace industry.



## Feature of ASET

### Held in Tokyo, Asia's leading global city

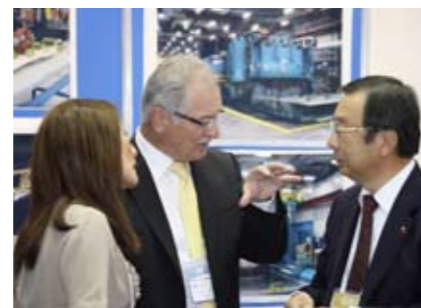
- It is the only exhibition specializing in technologies related to the aerospace industry held in Tokyo.
- Holding the event in Tokyo, Japan's largest industrial center, will lead to a wide range of business opportunities not limited to the aerospace industry.

### A large number of visitors from diverse fields centering on the manufacturing sector

- In addition to corporations and organizations related to Japan's aerospace industry, numerous people, regardless of business sectors, will be visiting the Tokyo Industry Exhibition 2011 which is planned to be held on the same day. The event will therefore be a perfect opportunity for building networks.
- A large percentage of visitors are corporate managers and directors, so speedy business talks and discussions can be expected to take place.

### Capturing of global business opportunities

- We will aggressively invite overseas aerospace corporations to participate as exhibitors and visitors.
- We aim to expand business opportunities through concurrent programs held by the organizers such as business negotiation meetings with influential buyers.



#### Concrete advantages of becoming an exhibitor

- ★Expansion of sales channels and capturing of new customers★
- ★Corporate PR and enhancement of brand power★
- ★Capturing of business partners★

- ★Release of the latest information
- ★Gathering of industry information and survey of other companies' trends and moves
- ★Marketing
- ★Sales activities targeting the existing customers

## Exhibitors' comments

People in charge at aircraft-related manufacturing companies both inside and outside Japan showed tremendous interest in our booth.

We were able to establish a contact with a company in a business sector we have not contacted before.

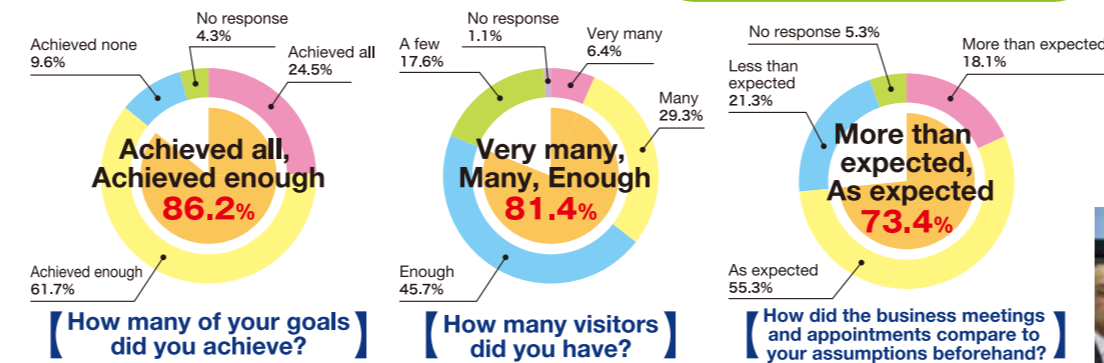
A company we met at the special business meeting requested an estimate from us.

We were able to directly meet, and talk with, new customers and partner corporations whom we wish to contact.

We wish to continue displaying our products since this is an area of business that will remain strong and vigorous.

We wish to exhibit again at the next ASET since there are many visitors.

The event drew more visitors than we had expected.



#### Achievements of ASET 2009

**287** exhibitors from Japan and overseas, and **234** booths

\* Eight overseas countries and regions. Including the co-exhibitors.

## Visitors' comments

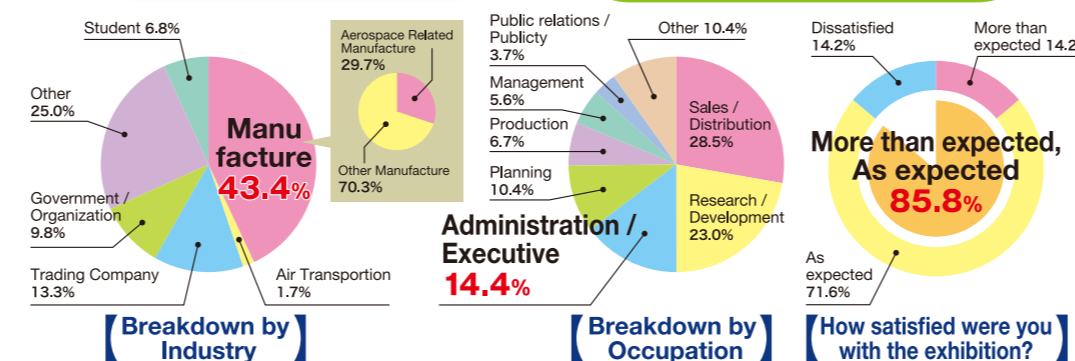
We were able to find several types of blades that meet our machine processing needs. We hope to buy them promptly and try using them. (Air transport business)

We came because we wanted to study displaying our products in ASET 2011 and later exhibitions. We saw lots of visitors despite the business climate, so the event was better than we expected. (Miscellaneous manufacturing)

It was very interesting to see many different organizations displaying their products related to Japan's regional manufacturing. (Aircraft-related manufacturing)

Although we belong to a different business category, we came to change our ways of thinking. We are extremely satisfied since we found at least one idea. (Other business category)

We took part in a Defense Ministry seminar and found it wonderful. The speakers for other seminars were all very impressive individuals, too. (Aircraft-related manufacturing)



#### Achievements of ASET 2009

Visitors (total number of people who entered the venue) **21,821\*** Registered visitors **7,407**

\* Including exhibitors, special invitation visitors, repeaters, etc.

## Exhibit categories

### Areas

### I. Aviation (including business jets and helicopters)

### II. Space

### III. Others

### Categories

#### A. Transport and flights

- Transport, flights, transportation
- Servicing and repairs
- In-flight services and sales
- Airport facilities and fixtures
- Construction and civil engineering
- Others

#### B. Airframe, airframe components and parts

- Airframe and main airframe parts
- Exterior equipment and parts
- Accessories, interior parts and fixtures
- Electronic and electric equipment-related parts
- Precision and electronic parts, semiconductors
- Painting and dyes
- Lubricants, oils, etc.
- Others

#### C. Related and peripheral equipment; related and peripheral products

- Machine tools, industrial machinery, environmental machinery
- Tools and jigs
- Measurement devices, measuring instruments, test devices, analyzers
- Materials
- Computer system-related items (hardware and software)
- Others

#### E. Others

- R&D
- Temporary staffing and personnel education
- Investigation and certification of standards
- Consulting and surveys
- Mass media, newspapers, publishing
- Visual images, content, entertainment
- Attracting of enterprises to set up businesses, site tours
- Others

#### D. Technologies

- Processing of compound materials
- Metal processing
- Resin processing
- Thermal treatment and surface treatment processing
- Welding, meltdown, ablation
- Forging and casting
- Measurement, analysis, tests
- Assembly
- Coating
- Design and trial production
- Others

## Programs at the ASET 2009

### Opening Reception

On the first day of the exhibition, an opening reception was held. About 400 people, including the exhibitors and representatives from key corporations and organizations in the aerospace industry, attended the reception and used it as an opportunity to exchange information and build ties.



### Special Business Meetings

Special business meetings were held between interested exhibitors and major corporations in the aerospace industry. There was a limited amount of time, but spirited business meetings were held.

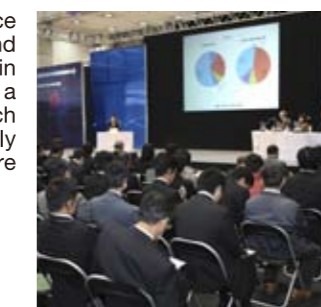
### Technical Association

A technical association get-together was held between interested exhibitors and the members of aerospace industry organizations. Enthusiastic discussions took place among the participants.



### Stage Events

Experts in the aerospace industry held lectures and symposia on the main stage. These attracted a lot of attention with each session filling up quickly through sign-ups before the exhibition started.



### Outdoor Demonstration

The aerial branches of the Tokyo Fire Department and Metropolitan Police Department held helicopter demonstration flights. Many visitors took in the power and flight technology of the aircraft.

