

The Japanese Exhibition Industry

Impact of the Great East Japan Earthquake and Current Status of Recovery

At 78th UFI Congress, Asia/Pacific Chapter meeting

November 10, 2011 Valencia, Spain

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Outline



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Profile of Makuhari Messe Inc, at Tokyo Bay



Established: 1986

Started operation:1989

Paid Capital: 4 Billion yen

57.5% shared by 3 public organizations (Chiba Prefecture 25%, Chiba City 12.5%, DBJ 20 %)

42.5% shared by 18 private organizations & 79 companies

Facility: Ground area of 210,000 m²

International Exhibition Hall: 72,000m² (owned by Chiba Prefecture)

International Conference Hall: 22 Rooms (owned by Makuhari Messe)

Event Hall: 15,182m² (owned by Makuhari Messe) Capacity : 9,000 Visitors

Parking: 6000 Vehicles (owned by Chiba Prefecture)

Number of Events organized: 691 (2011) Number of Visitors: 5,317,000 (2011)

The neighboring:

6 Hotels: 2,227 rooms Shops & Restaurants, Tokyo Disney Land and Tokyo Disney SEA

QVC Marine Field (Baseball park), Japanese garden

Transportation: Good access to Narita International Airport (30 minutes by limousine bus), Haneda International Airport (35 minutes), and Tokyo Station (23 minutes by special express and 30 minutes by rapid express)

1. Industry Outlook before March 11, 2011

1) Number of Exhibitions

Trend of the Japanese Exhibition (1) (BtoB, interested in overseas participants)



“TRADE FAIRS IN JAPAN” (classified by industrial sector)

Category	2011-2012	2010-2011	2009-2010	2008-2009	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003	2001-2002	2000-2001
Comprehensive	9	11	10	8	10	11	11	14	16	13	6
Agriculture, Forestry & Fishery	6	10	6	8	5	5	7	9	6	7	6
Processing	21	24	27	28	30	30	33	26	27	28	27
Mining & Energy Industry	7	6	8	6	8	7	4	5	4	3	3
Leather	16	13	9	10	8	11	10	7	7	8	7
Paper, Printing & Packaging	10	10	11	9	9	16	14	15	15	17	18
Materials	6	7	7	7	7	7	4	8	8	6	5
Paper, Printing & Packaging	0	0	0	0	0	0	0	0	0	3	0
Plastics	3	4	3	3	3	3	2	3	3	3	3
Metals & Metal Products	1	3	3	3	3	4	3	2	2	8	12
Electric & Electronic Equipment	29	27	26	24	27	24	24	21	21	21	21
Industry	39	36	35	38	46	47	41	39	41	51	49
Business & Office Equipment	2	3	3	4	4	4	7	7	6	6	8
Precision & Optical Equipment	15	16	16	13	12	12	11	12	13	14	16
Measuring & Testing Equipment	9	14	14	14	13	12	10	9	9	12	13
Machine Tools & Metalworking	9	9	9	7	6	7	4	5	8	9	11
Woodworking Machinery & Tools	1	3	2	3	2	2	3	2	3	3	3
Other Machines & Equipment	22	29	30	27	27	24	22	21	23	21	26
Automobiles & Motorcycles	18	19	22	24	26	22	21	19	20	17	14
Railways ^(*)	1	1	0	0	0	0	0	0	0	0	0
Vessels & Oceanic	1	4	5	4	5	4	4	4	4	4	4
Aviation & Aerospace	2	3	2	1	1	0	1	1	1	1	1
Transportation & Logistics	1	1	1	1	2	1	1	1	1	2	3
Engineering	7	9	8	7	8	6	6	6	9	9	13
Housing & Real Estate	8	9	7	5	6	6	5	8	5	7	7
Environmental Preservation	14	16	15	15	15	16	14	13	14	17	14
R & D, New Technologies	8	10	7	8	11	13	13	11	6	10	7
Education & Books	3	4	3	3	4	4	4	2	4	2	2
Healthcare & Nursing	28	27	26	26	33	24	22	16	20	20	22
Beauty & Cosmetics	5	5	4	5	2	2	2	2	1	2	
Sports, Leisure & Hobby	18	17	14	13	12	12	11	17	19	20	17
& Crafts, Antiques	15	16	15	15	15	14	14	9	15	13	13
Design	14	13	11	10	11	11	12	4	5	5	5
Jewelry & Accessories	6	4	4	4	3	3	4	3	3	3	3
Articles for Babies/Children	7	8	7	7	8	7	8	7	7	6	5
Media, Audio Visual & Music	2	5	6	6	5	5	5	3	4	3	5
Marketing, Banking, Finance &	10	10	9	10	10	8	8	8	8	6	6
Safety & Security	7	7	7	7	8	6	5	5	4	4	
Others	5	3	3	3	3	4	2	3	9	6	8
Total Number of Trade Fairs	385	416	395	386	408	394	372	347	371	390	383

Source : JETRO

1. Industry Outlook before March 11, 2011

1) Number of Exhibitions

Trend of the Japanese Exhibition (2)



Year	No. of Exhibitions	No. of Exhibitors	No. of Booths	No. of Visitors
2003	574	72,127	141,536	22,555,050
2004	512↓	70,124 ↓	146,339↑	14,500,000↓
2005	528↑	85,655 ↑	168,662↑	19,549,807↑
2006	692↑	96,808 ↑	185,710↑	17,925,791↓
2007	721↑	117,713↑	205,950↑	20,971,485↑
2008	621↓	102,974↓	174,762↓	15,774,915↓
2009	603↓	102,227↓	155,897↓	17,261,110↑
2010	611↑	108,403↑	138,422↓	15,038,370↓

Source: P.O.P Co., Ltd. (Japan)

500 exhibitions are confirmed to be organized for 2011.

Number of exhibitions: based on exhibitions which are recruiting exhibitors with participation fee. Private show is not included.

1. Industry Outlook before March 11, 2011

2) Exhibition Hall Scale of Japan



Exhibition Hall Scale: Total exhibition space(indoor): 563,380m²
The figure represents the size of 68 members of All Japan Exhibition Hall Council.



2.The Damage in the Exhibition Industry

1)Immediate Damage



2.The Damage in the Exhibition Industry

1)Immediate Damage



<Damage of Venues>

- Most venues in the affected area including Tokyo Bay area have experienced the Facility damage more or less and profit loss.
- Most venues of exhibition and convention centers provided a space of shelter to the evacuated people on March 11,2011 and continued its function for some period .

Survey results conducted by All Japan Exhibition Hall Council (as of March 23.2011)

Number of Exhibitions cancelled: 251(incl.small ones)

Number of Exhibitions postponed: 152(incl.small ones)

Total amount of damage/loss of the venues caused by the earthquake:

35.75 Million US \$ (1US \$ ≒ ¥77)

2.The Damage in the Exhibition Industry

1)Immediate Damage



<Yume Messe Miyagi,Sendai> Exhibition space:7500m²

On March 11,the earthquake and tsunami struck the venue and there was a serious damage on the 2 floors and exterior structure. Nobody was dead and hurt. Now the venue is closed.

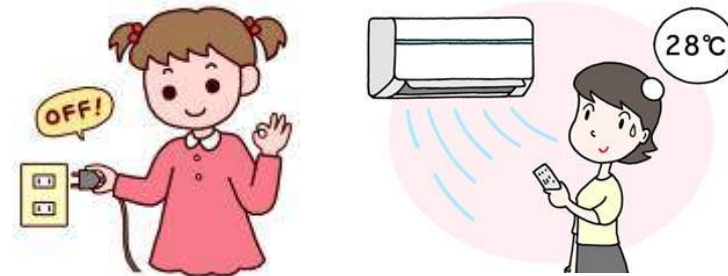


2.The Damage in the Exhibition Industry



2)Subsequent challenges:

- The industry was required to reduce the electricity consumption by 15% maximum to cope with the decrease of power supply arising from the off operation of nuclear plant up to early September.



3)Assistance to the industry

- The Government provided a Special Loan Scheme to support companies affected by the earthquake.
- The local government, owners of the most venues, has set a supplementary budget to reconstruct the damaged facilities.

3.The Recovery

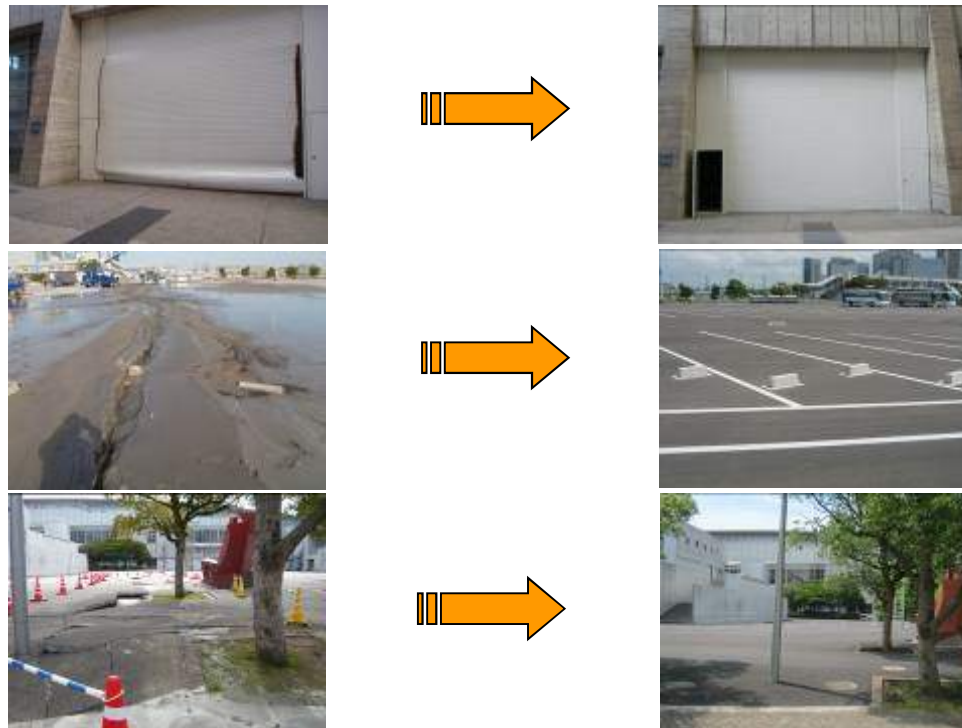


The industry is recovering in the venues and organizers.

- The most damaged venues have completed the restoration and reconstruction already.

[Yume Messe Miyagi,Sendai](#): will be open on September,2012

[Makuhari Messe](#): completed by early May and the rest by mid of June.



- Every major exhibitions such as **FOODEX**, **JIMTOF**, **CEATEC**, **SEMICON**, **Tokyo Game Show**, **Tokyo Motor Show**, **IPF(International Plastic Fair)** are organized continuously with almost same scale of previous one.

Re: **Tokyo Game Show (Sep 2011)** made a record in number of visitors.

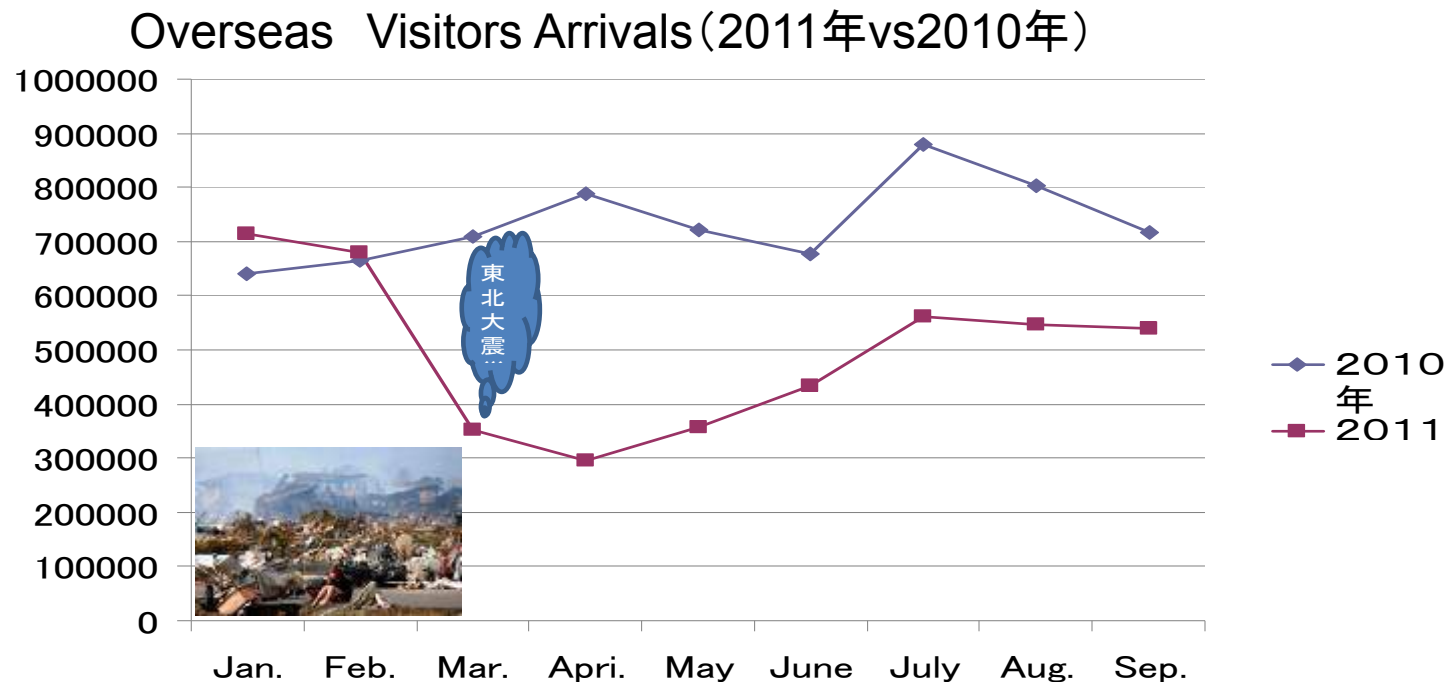
International Robot Exhibition 2011 (Nov) expanded around 200 booths over the previous one(2009).

Measurement and Control Show 2011 (Nov) expanded booth by more than 20%.

4. The Present Challenge



- 1) Decreased foreign visitors to Japan owing to the concern of the nuclear disaster followed by the earthquake and tsunami.
The situation is improving but the organizers still has the difficulty in securing the foreign exhibitors and visitors.



- 2) Historical high price of Japanese yen

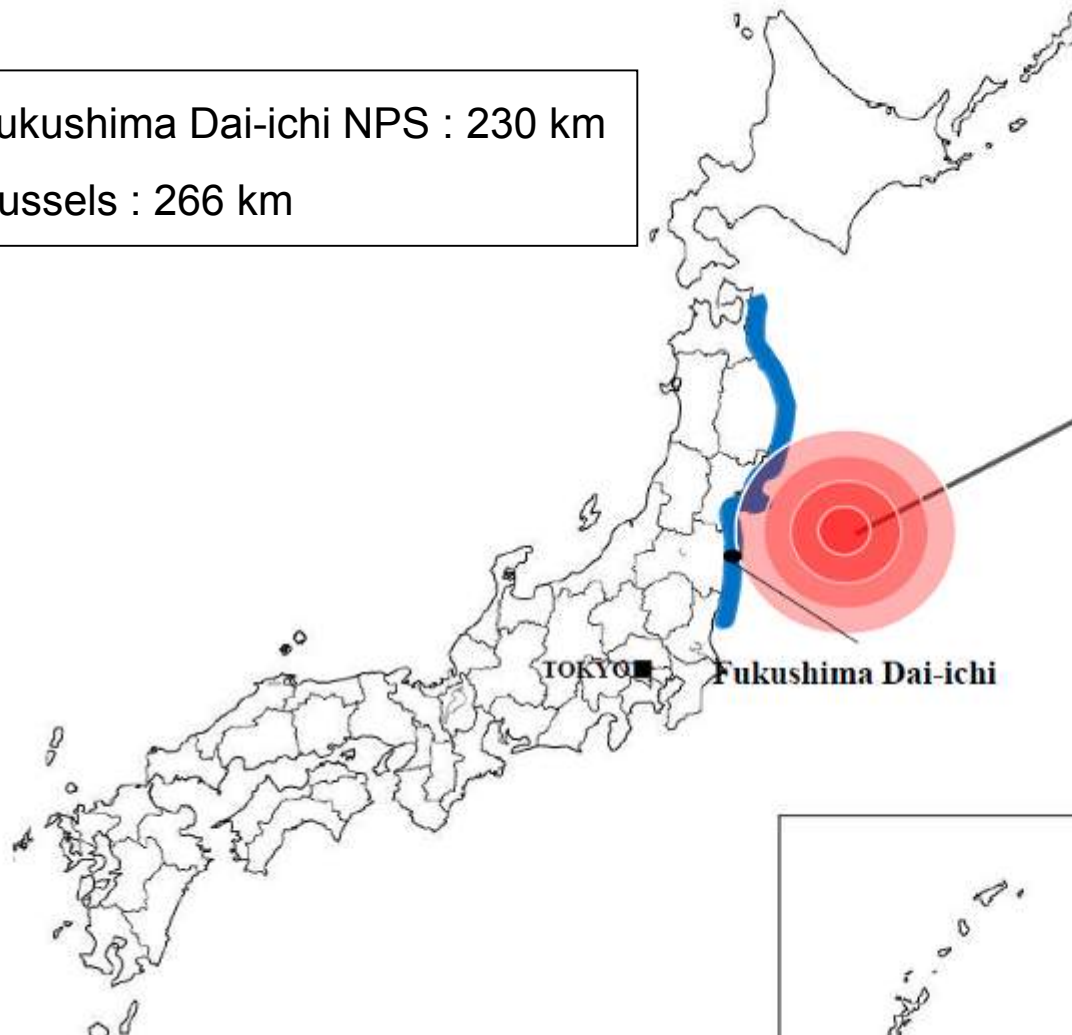
- 3) Euro crisis and recession of US Economy

5. Information on the radio activity



Distance between Tokyo and Fukushima Nuclear Power Plant

Tokyo – Fukushima Dai-ichi NPS : 230 km
Paris – Brussels : 266 km



Earthquakes:
M - 9.0 quake (March 11)
M - 7 class 5 times
M - 6 class 71 times
M - 5 class 380 times

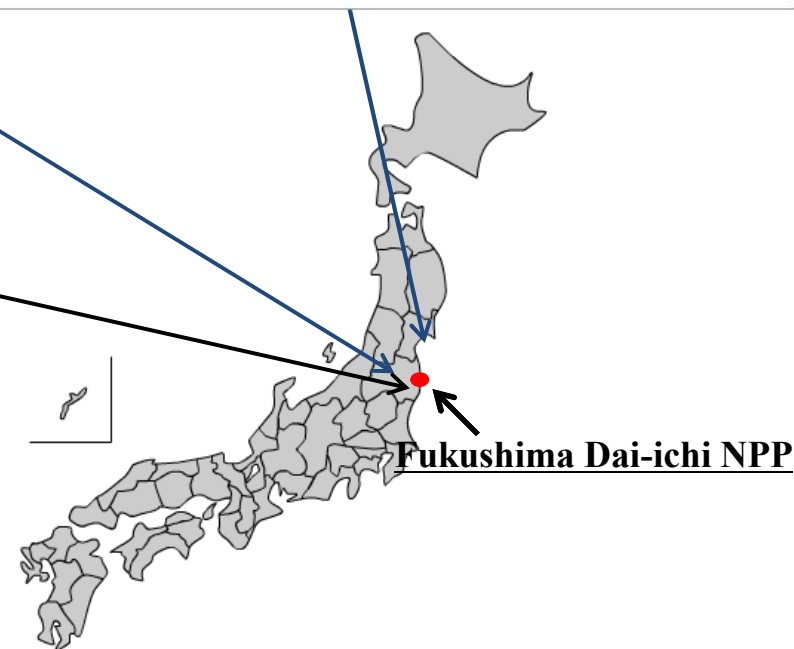
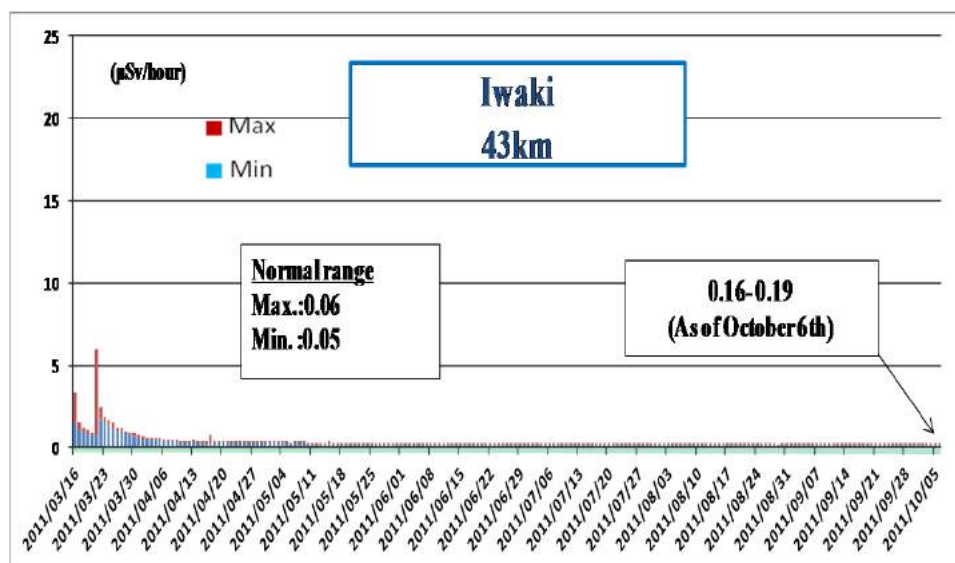
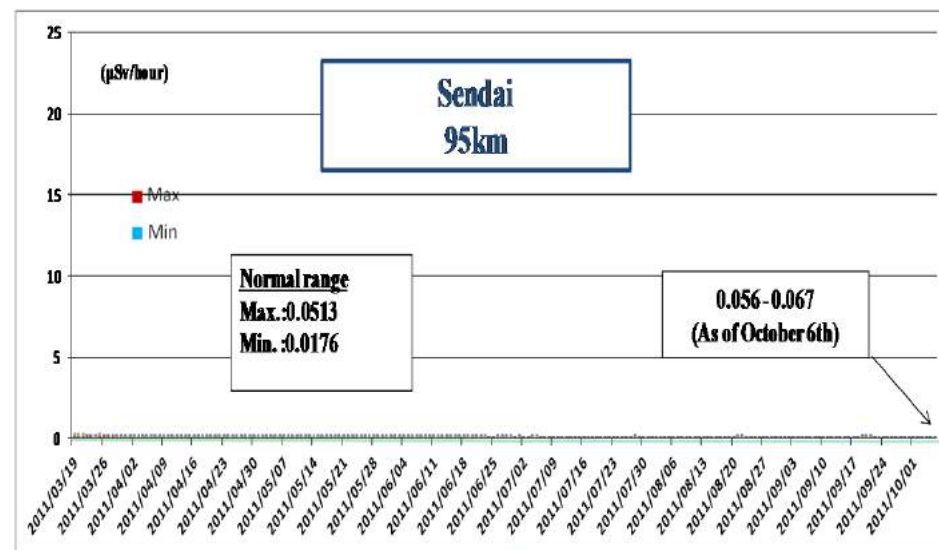
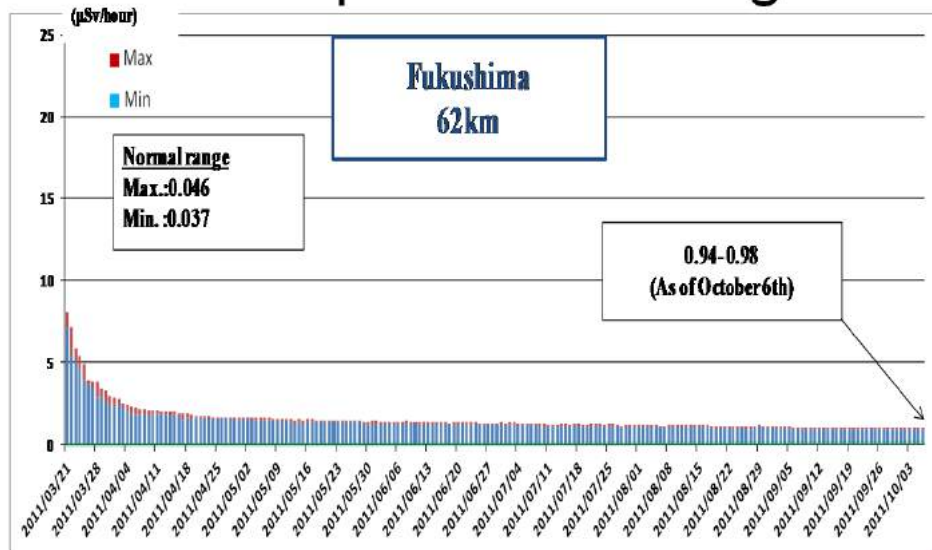
(As of May 16th)

Source: Ministry of Economy, Trade and Industry (METI)

5. Information on the radio activity

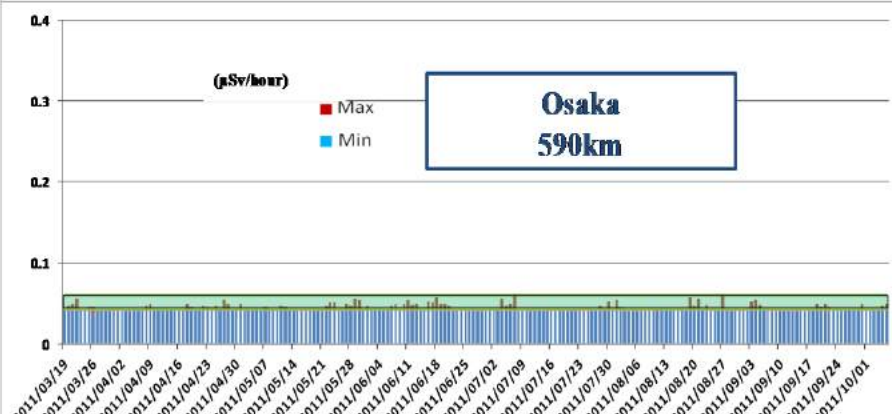
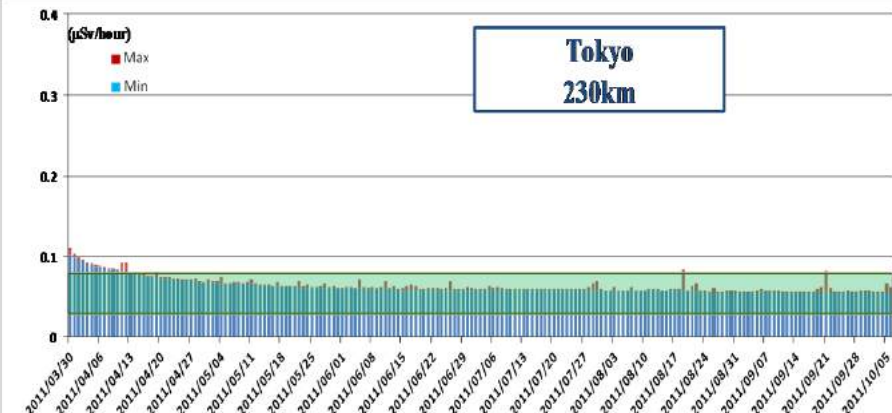
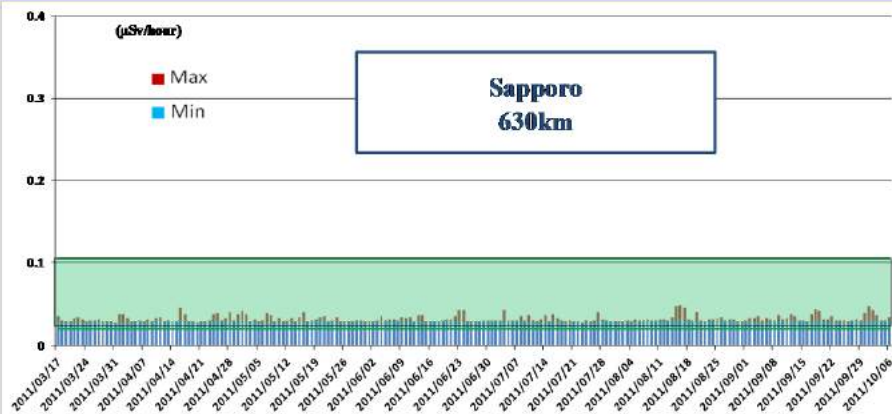


Atmospheric Readings

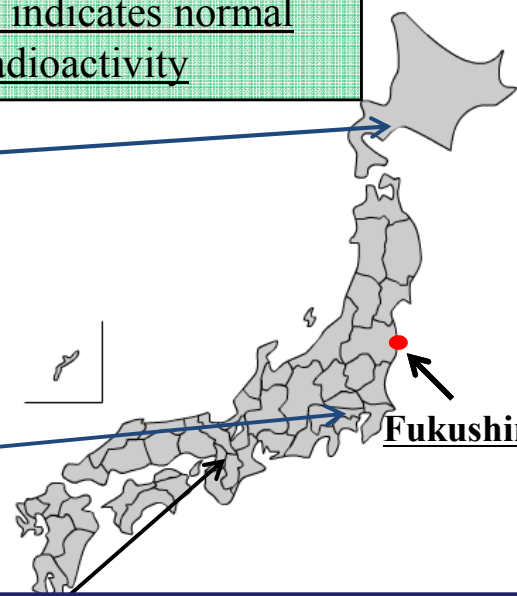


Source: MEXT, Fukushima Prefectural Government

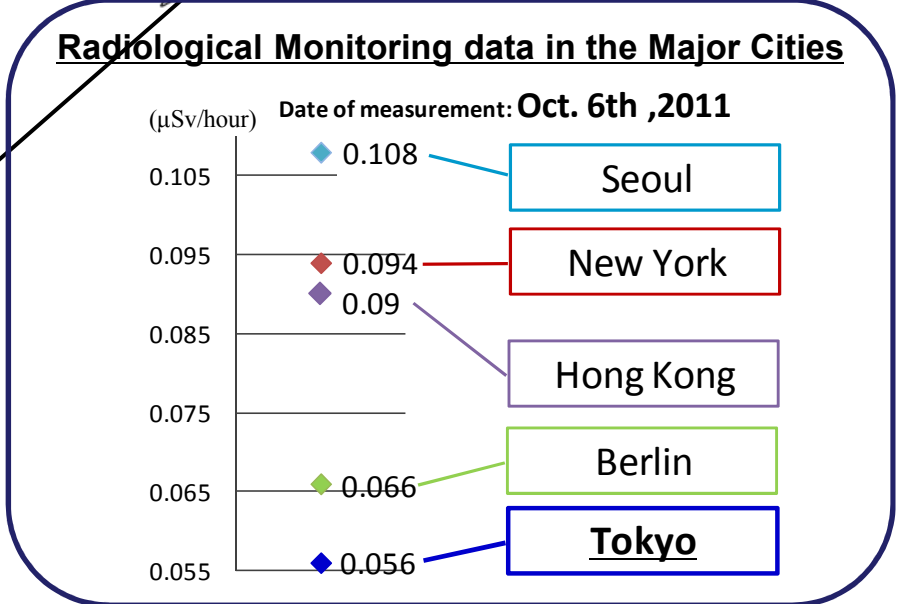
5. Information on the radio activity



Green box indicates normal range of radioactivity



Fukushima Dai-ichi NPP



Source: MEXT, JNTO

Referring Website of Radiological data in the major cities

- Seoul: <http://www.mest.go.kr/web/42083/iernet/list.do>
- New York: [http://digistar.com/boston/\(#\)](http://digistar.com/boston/(#))
#:Measuring not by US Government but by a private person
- Hong Kong: http://www.hko.gov.hk/radiation/ermp/rmn/applet/map/rmn_hourly_e.htm
- Berlin: <http://odlinfo.bfs.de/>
- Tokyo: [http://ftp.jaist.ac.jp/pub/emergency/monitoring.tokyo-eiken.
_____go.jp/monitoring/hourly_data.html](http://ftp.jaist.ac.jp/pub/emergency/monitoring.tokyo-eiken.go.jp/monitoring/hourly_data.html)

Source:Japan National Tourism Organization(JNTO)

6.Information about Japan after the earthquake



JETRO

<http://www.jetro.go.jp>



Prime Minister's Official Residence

<http://www.kantei.go.jp/foreign/index-e.html>

Public Relations Office, Cabinet Office

<http://www.gov-online.go.jp/eng/index.html>

Ministry of Economy, Trade and Industry(METI)

<http://www.meti.go.jp/english/index.html>

Ministry of Foreign Affairs of Japan

<http://www.mofa.go.jp/index.html>

Japan Tourism Agency

<http://www.mlit.go.jp/kankocho/en/index.html>

7. Good News: Japan Next



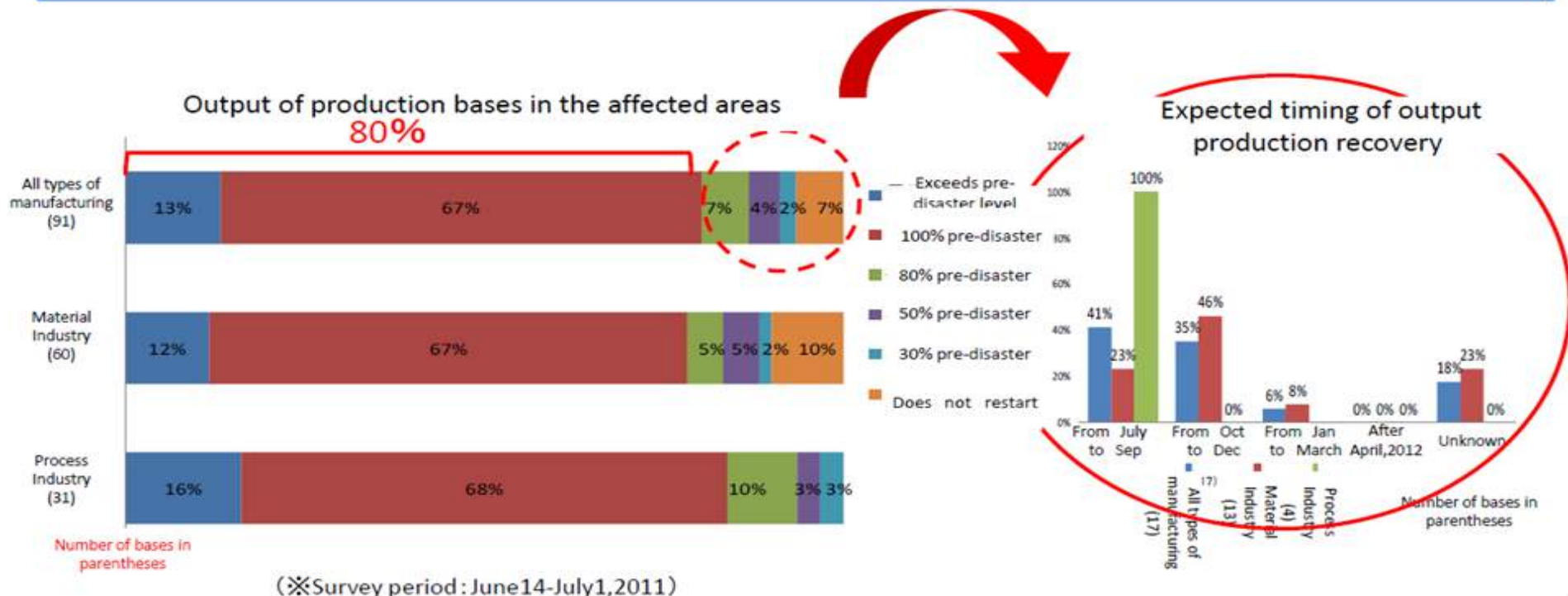
- **Tourism Agency, UNWTO, Ministry of Foreign Affairs organized the Special Symposium** on Oct.5 in Sendai in order to revitalize affected regional economy and tourism potential after March 11.
- The Government has launched a special event called "**Creative Tokyo**" to make Tokyo Creative Hub in Asia and organized **Cool Japan** promotion events in Singapore with the private sectors in October.
- The Government is working on **New Direction to increase the competitiveness in the MICE sectors** including the exhibitions with the private sectors.
- **Japan MICE/Tourism Summit** is organized on Dec.9 in Tokyo by inviting global mice/tourism players and medias
- **Visitors returned to Tokyo Disney Resort:** Tokyo Disney Resort reported a record number of visitors per month in August in spite of 17.1 % decrease during the first half of 2011 over the same period of 2010.
- **Japanese car domestic production** made a growth(1.8%) in August over the same period of last year first time in the past 11months

7. Good News: Japan Next

- Supply chain of parts and production base has almost recovered than the world expected. But the serious flooding in Thailand affects the smooth recovering of production of Japanese companies.

Present status and prospects for restoration of production bases in the affected areas

- 93% of 91 production bases directly affected by the disaster have already finished restoration.
- 80% of 91 production bases have recovered output of production bases to pre-disaster, or exceeded former levels.
- More than 70% of production bases at which output is less than pre-disaster levels will have recovered their output by the end of 2011.

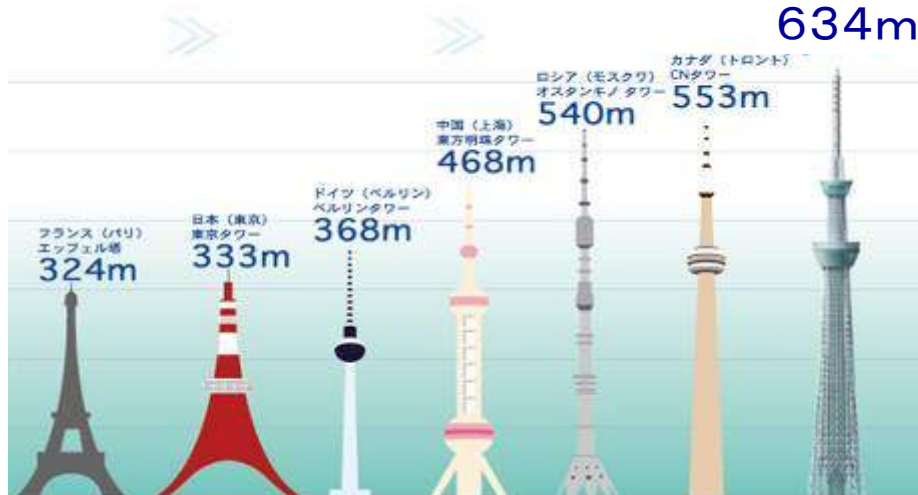


7. Good News: Japan Next



- Tokyo Sky Tree Tower
634m Height. Open May 2012. One of the world's tallest.

日本(東京)
東京スカイツリー
634m



8. Personal Prediction for 2011



- No considerable decrease in number of exhibitions and maintain almost same or little bit scale down of the regular year.
- But see a decreased number of foreign exhibitors and visitors.
- More and more industry related companies intensify interests in Asia and getting more involved in the business with the Asian partners.





Thank you very much.

ありがとうございました。

謝謝

감사합니다

Terima kasih.

ขอบคุณ มาก ครับ/ค่ะ

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