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International Home Care & Rehabilitation Exhibition

# Best Wishes for the New Year

### To promote social inclusion, the development and spread of welfare equipment and the promotion of information sharing are expected.

Entering the 2020s, the so-called baby-boom generation will be 75 years old within 5 years, and the aging of the birthrate will further accelerate in our country. Due to this, care needs are expected to further increase in the future, and there are concerns about the shortage of care workers. In order for the elderly and the disabled to maintain an independent life in the community, it is necessary to create a symbiotic society where local residents can live by supporting each other.

The SDGs, known as the Global Goals, set to achieve by the year 2030 to ensure prosperity for all as part of a new sustainable development agenda. Achieving the SDGs requires the partnership of governments,



private sector, civil society and citizens alike to make sure we leave a better planet for future generations. Good health and Well-being to Ensure healthy lives and promote well-being for all at all ages. In Japan, SDGs Promotion Headquarters has been set up in the Cabinet, and the Japanese government has been carrying out functions such as implementation, monitoring and review.

Society 5.0, which was launched as a policy by the Cabinet Office, is aimed at the realization of an information society that includes solutions to issues arising from the declining birthrate and aging population, as all people and things are connected via IoT and various knowledge and information are shared. This policy, which aims to achieve both economic development and the resolution of social issues, is also aimed at making it possible to reduce the burden of nursing care with robot support.

Based on the philosophy of the SDGs, H.C.R. is designed to provide a variety of nursing care with a view to promoting Society 5.0 so that the elderly and people with disabilities can live a healthy life while participating in the community, provide opportunities to collect welfare equipment information to meet support needs, etc., and strive to provide a wide range of information, including welfare equipment, to promote the creation of a welfare workplace environment that is easy for nursing staff to work.

# Aiming for an exhibition that contributes to the creation of a universal design society by striving to provide a wide range of information and welfare equipment that meets diverse needs.

With the Tokyo 2020 Olympic and Paralympic Games being held, the creation of a symbiotic society based on universal design will be promoted in collaboration with the Cabinet Office and ministries.

This year, the 47th International Welfare Equipment Exhibition HCR will showcase the latest welfare equipment in Japan and overseas, as well as appropriate selection and use of welfare equipment, social security systems related to welfare equipment, trends in overseas welfare systems, ICT, We aim to create an environment in which a wide range of people visit more than usual to satisfy the needs of the welfare equipment market by providing an environment that makes it easier for welfare staff to use robotic care support equipment.

H.C.R. 2020 will be again held at West and South Exhibition Halls of Tokyo Big Sight, for reasons ascribed to the venue. We will make further efforts to ensure safe and smooth operation.

We remain grateful to continued interest and support of visitors, exhibiting companies and organizations, and other related parties in organizing H.C.R. 2020.

# **Report on the 46th International Home Care & Rehabilitation Exhibition 2019**

#### (honorific titles are omitted.)

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# **1** Opening Ceremony

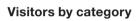
The 46th International Home Care & Rehabilitation Exhibition 2019 (H.C.R. 2019) was opened with the opening declaration by Atsushi Seike, the president of the Japan National Council of Social Welfare.

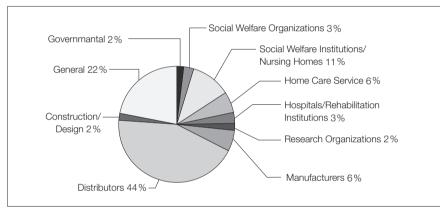


Date and TimeSeptember 25 (Wed.), 2019, 9:45LocationAtrium, West Hall 2

# 2 Visitors

H.C.R. 2019 drew 105,675 visitors for 3 days. According to the visitor categories, the largest visitor group was Distributors - 44% and General (public) follows - 22% and followed by 11% of Social Welfare Institutions/ Nursing Homes, 6% of Home Care Service and 6% of Manufacturers.





# 3 Exhibitors

H.C.R. 2019 welcomed 438 exhibitors from 14 countries and 1 region (379 from Japan, 59 from outside Japan) presented products and services in booths. To add companies who participated under local governments, etc., the total number of exhibitors is over 500.

Country/ region	No. of Exhibitors	Country/ region	No. of Exhibitors
Japan	379	Korea	1
Australia	1	Netherlands	1
Canada	1	Sweden	2
China	7	Taiwan	12
Denmark	8	UK	5
France	2	USA	10
Germany	5	Vietnam	1
Italy	3	Total	438

10 exhibitors were cerebrated for their 15th exhibition this year at Appreciation Award Ceremony conducted from 11:00 at Atrium, West Hall 2. Kenichi Furuichi, President of the Health and Welfare Public Relations Committee, presented appreciation letters and memorials to each exhibitor.

#### • List of the exhibitors awarded for the 15th exhibition (10 Japanese exhibitors)

· Kewpie Corp.

• OYALOX Co.Ltd

- Atam Giken Co.Ltd.
- Aljo Japan K.K. Air Water Inc.
- Proto-One Ltd.
- Debek
- FUJIHOME COMPANY LIMITEDHitachi Systems Ltd.
- Rehabilitation Engineering Society of Japan
- Tombow Co.Ltd.Atam Giken Co.Ltd.

(alphabetical order)

Mobility Equipment (Wheelchair)		Emergency/monitoring system	:
Manual wheelchairs	28	OA equipment/software/OA operation aids for disabled	
Wheelchair related goods	38	persons	-
Powered wheelchairs	27	AV system for disabled persons	-
Powered 3- and 4-wheeled scooters	4	Communication related robots	
Bicycles	2	Others	
Attendant pushed wheelchairs	5	Construction and Home Equipment	
Mobility Equipment (Walkers, Canes)	_	Ramps	
Walkers, Walking aids	30	Handrails	
Canes	26	Elevators	L
Mobility Equipment (Lifts)		Platform lifts	
Stretchers	7	Stair climbers/stair lifts, Accessible housing	
Transfer aids	15	Others	
Floor lifts	13	Rehabilitation and Care Prevention Equipment	_
Ceiling/fixed lifts, Stationary hoists	12	Rehabilitation equipment for walking	
Power assist suits, Walking assist robots	11	Training materials and devices for rehabilitation	
Vehicles for Disabled Persons and Related Device		Muscle training machines, Body training equipment	
Car operating devices for disabled persons	5	Oral care related products	
Vehicles for disabled persons	9	Prosthesis and Orthosis	
Mobile baths	3	Prosthesis and Orthosis	
Disabled vehicles for professional use, Eco-friendly	5	Daily Living Aids	
vehicles	3	Self-help aids/devices	
Bed Related		Sports and recreation tools for disabled persons	
Beds	15	Care related products	
Mattresses, Pressure sore prevention products	25	Others	
Side tables	4	Cooking Aids	
Care related sheets	11	Eating utensils/tableware	
Others	17	Kitchen	
Bathing Equipment		Cooking aids	
Bathtubs	19	Diet foods for elderly and disabled persons	
Bathing chairs	20	Environmental Installation and Welfare Equipment	fo
Anti-slip products	15	Welfare Facilities	
Bath boards	8	Construction, Floor and wall materials for facilities/ institutions	
Bathing lifts	8	Washing/drying/cleaning/deodorizing machines	t
Others	7	Chairs, Positioning chairs, Stand-up aids	t
Toilet/Diaper Related	_	Tables, Furniture, Wash-basin	t
Portable toilets	15	Fire alarm, Automatic fire extinguishing devices	t
Toilets, Toilet seats	8	Disaster prevention products	t
Deodorizers, Germicides	8	Private power generator. Condenser	
Toilet related	17	Care staff uniforms	t
Diapers	10	Others	
Toileting assist equipment	4	Infection Prevention Products	
Clothes/Clothes Changing Aids		Air cleaning equipment, Humidifier, Sterlizer, Infection	Г
Clothing	13	revention equipment	
Shoes	16	Others	
Clothes changing aids	1	Management Information Systems for Home and	
Communication/Monitoring Equipment		Institutions	_
Hearing aids	1	Computer systems for care service management	
Special telephones/FAX, Portable talking aids	5	Publications, Home Care & Rehabilitation Equipme Information	nt

# 4 International Symposium

At International Symposium - Japanese and British experts examined "Building a City Friendly to the Elderly with Dementia" and shared the current situation and future with the attendees.

Date and time	September 26 (Thu.), 13:00-16:00
Location	Special Site E1, West Hall 3

c	ackara i Maria Daraana, Craativa Domantia Arta Natwark
3	eakers : Maria Parsons, Creative Dementia Arts Network
	Mika Sugiyama, Tokyo Motropolitan Instituto of

Mika Sugiyama, Tokyo Metropolitan Institute of Gerontology, Japan Tutor : Noriko Tsukada, Ph.D., Nihon University

\* Simultaneous interpretation service was provided (Japanese-English)



Maria Parsons



Mika Sugiyama



Noriko Tsukada

## 5 H.C.R. Seminars

H.C.R. Seminars have provided the latest information of the care services and of the management of welfare facilities and all program attracted a high level of interest to welfare service users, their families, caregivers, healthcare, social welfare and medical workers to learn about the trend of related systems. There were users of equipment and their families, care professionals, the managers of social welfare facilities, home helpers, and staff from social welfare councils. The total number of participants came up to 2,751.

#### September 25 (Wed.)

Time	Title	Venue
11:00-12:00	How to select welfare equipment -Housing renovation1	Reception Hall B
11:00-12:00	Cooking demonstration for the elderly	E3, West Hall 3
13:00-14:00	How to select welfare equipment -Housing renovation2	Reception Hall B
13:30-16:00	Practical cases at welfare institutions -Welfare for the elderly	E1, West Hall 3
13:30-16:00	Practical cases at welfare institutions -Welfare for the disabled	Conference Room102
14:00-15:00	10th Anniversary Seminar -Simple daily cooking for the elderly	E3, West Hall 3
15:00-16:00	How to select welfare equipment -Housing renovation3	Reception Hall B

September 26 (Thu.)

Time	Title	Venue
10:30-12:00	Asia-wide care and welfare: Start–up innovation & collaboration	E1, West Hall 3
10:30-12:00	Latest trends in recruiting new graduates and public relations	Conference Room102
11:00-12:00	Cooking demonstration for the elderly	E3, West Hall 3
11:00-12:00	How to select welfare equipment -Basic action1	Reception Hall B
12:30-13:30	How to select welfare equipment -Basic action2	Reception Hall B
13:30-15:00	Working Style Reform -How to create a comfortable workplace at public welfare services	Conference Room102
14:00-15:00	How to select welfare equipment -Basic action3	Reception Hall B
14:00-15:00	10th Anniversary Seminar -Simple daily cooking for the elderly	E3, West Hall 3
15:30-16:30	How to select welfare equipment -Basic action4	Reception Hall B

#### September 27 (Fri.)

Time	Title	Venue
10:30-12:00	Status and challenges of China/ASEAN deployment by the Japanese medical and nursing care industry	E1, West Hall 3
10:30-12:00	Promotion and outlook for cultural and artistic activities for persons with disabilities	Conference Room102
11:00-12:00	How to select welfare equipment -Independence support1	Reception Hall B
11:00-12:00	Cooking demonstration for the elderly	E3, West Hall 3
13:00-14:00	How to select welfare equipment -Independence support2	Reception Hall B
13:30-15:00	Latest trends in nursing robots and ICT at nursing homes	E1, West Hall 3
13:30-15:00	Realization of a symbiotic society where people with disabilities can easily participate in society	Conference Room102
14:00-15:00	10th Anniversary Seminar -Simple daily cooking for the elderly	E3, West Hall 3
14:30-15:30	How to select welfare equipment -Independence support3	Reception Hall B

## 6 Special Presentations

#### September 25 (Wed.)-27 (Fri.)

Category	Title	Venue
Consultation	Consultation Corner	Atrium, West Hall
Display, Spot sale	Reconstruction supporting booth	Athum, west han
Business matching service	CareWare Japan PRE-REG	E2, West Hall 4
Display, Demonstration	The cutting edge of welfare equipment -Cybathlon demonstration 14:00-15:00	E4, West Hall 4
Display, Seminars	Technology in daily life -Create a fruitful life with ICT	Conference Room 101
Display, Consultation	Kid's Square	
Display	Daily life support articles corner	Reception Hall A
Demonstration	Let's get to know auxiliary dogs Demonstrations: 11:00-11:45/14:00-14:45	

# **7** Exhibitor Presentations

(Room A-D, West Hall 2, 2F)

#### September 25 (Wed.)

Room	Time	Exhxibitor Name
	10:30-11:30	SILVER SANGYO SHIMBUN CO., LTD
Room A	12:30-13:30	Fuji Data System, Inc.
	14:30-15:30	NISHIKAWA Co.,Ltd
Room B	10:30-11:30	QDLaser,Inc.
	14:30-15:30	ALCO-EX CO., LTD.
	10:30-11:30	Rehabilitation Engineering Society of JAPAN
Room C	12:30-13:30	Abilities Care-Net Incorporated
	14:30-15:30	The Association for Technical Aids
Room D	10:30-11:30	OG Wellness Technologies Co., Ltd.
	14:30-15:30	ASAHI K.K.

#### September 26 (Thu.)

Room	Time	Exhxibitor Name
	10:30-11:30	Japanese Physical Therapy Association
Room A	12:30-13:30	WISEMAN CO.,LTD.
	14:30-15:30	TOTO LTD.
	10:30-11:30	RIFTON EQUIPMENT [U.S.A.]
Room B	12:30-13:30	Hokkaido Government
	14:30-15:30	OM INTERACTIVE LIMITED [U.K.]
	10:30-11:30	the association of care goods providers
Room C	12:30-13:30	JAPAN ASSISTIVE PRODUCTS ASSOCIATION
	14:30-15:30	Safety Promotion Council for Medical and Home Care Bed
	10:30-11:30	SINANO COMPANY
Room D	12:30-13:30	AssistMotion Inc.
	14:30-15:30	ORMESA SRL [Italy]

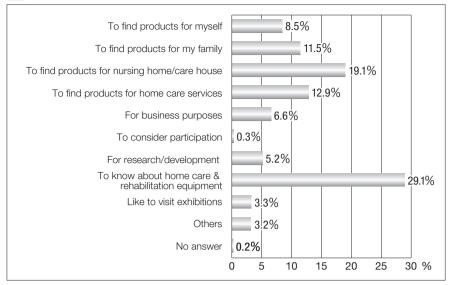
#### September 27 (Fri.)

Room	Time	Exhxibitor Name	
Room A	10:30-11:30	Muscle Corporation	
	12:30-13:30	TRENDMASTER Co.,Ltd.	
	14:30-15:30	Hokkaido Government	
Room B	12:30-13:30	3:30 Taihokiden Co., Ltd.	
Room C	10:30-11:30	FUJI CORPORATION	
	12:30-13:30	ASICS Trading Co.,Ltd.	
	14:30-15:30	metos inc.	
Room D	10:30-11:30	Pacific Supply Co., Ltd.	
	12:30-13:30	SMS Co.,Ltd.	

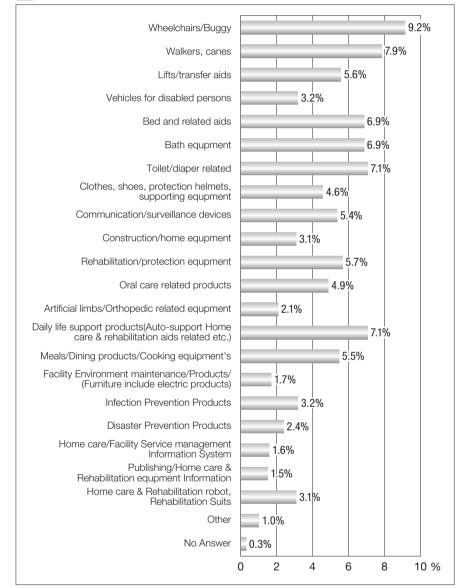
No translation service is provided except SI: JP/EN

### 8 Visitor Questionnaire Results (6,533 answers, 1~3 multiple answers allowed)

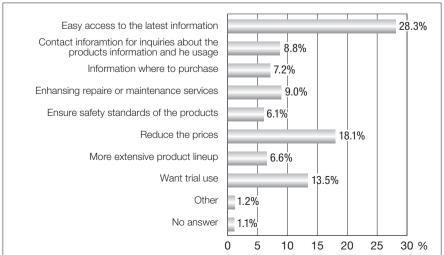
#### **1** Purpose for visiting H.C.R. 2019



#### 2 Category of products you are interested in



# **3** Requests on the use of homecare and rehabilitation equipments



#### 4 Visitors comments on homecare and rehabilitation equipmentequipment

- 1. We hope that product development of welfare equipment should proceed carefully with exchanging opinions with many facility staff and through trials by users.
- I want simple and safe products that can be used by people of all ages.
  Like to have products that are hygienic and easy to maintain.
- It would be nice if there were places and opportunities nearby to see new products that could be used for home care, which could be used together.
- 5. I want welfare equipment for people with intellectual disabilities and developmental disabilities to spread more.
- 6. Welfare equipment for children were rather few. I want cute and easy to use products for children.
- 7. I would like to know both advantages of using welfare equipment but also its disadvantages.
- 8. I want exhibitors to be accurate on the product catalog where I found some discrepancies between its actual size or image.
- I want nursing products that do not look like a care procuct but a daily procudt. (especially clothes).
- 10. I want easy and cost conscious welfare equipment rental service.
- 11. I find inadequacies in the maintenance system. Expect the improvement on repairs and aster care.
- 12. It is better if I can repare products on my own.
- Creative products to add to the existing products.
- 14. I want more products that can be adjusted to suit the body shape by changing the parts.
- Isn't it possible to develop IT equipment options such as "free program compatible products that can respond to individual requests"?
- 16. A device in good design and easy to use for going out.
- 17. Products for patients with dementia
- Welfare equipment and tools to ease communication (cards, etc.)
  Want to know what to do when an electric welfare equipment cannot be used due to blackout or failure of electricity
- 20. Car sharing has become popular, hope to have othre sharing systems.

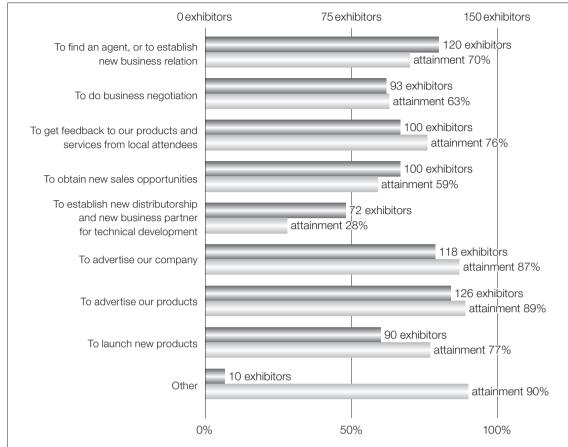
#### 5 Visitors comments on H.C.R. exhibition

- 1. HCR has been evolving year by year, and it has been evaluated that there are many elements that are flourishing every time.
- It is an exhibition that attracts a lot of attention, and it is also an excellent opportunity for companies to announce new products with the aim of HCR. I'm always looking forward to it.
- 3. I was able to get the equipment information I wanted, which I could not know from the catalog alone. The result was as expected.
- A large-scale exhibition where many exhibitors gathered together in one place to present visitors the latest equipment with demonstrations, expanding our knowledge.
- 5. The exhibit zones were divided in an easy-to-understand manner and it was easy to go around with purpose. The aplication guidance requires to be improved, though it was useful for finding the booth you wanted to find, and you could see it efficiently.
- 6. I was impressed with the idea and design of overseas products, and compared with other countries'. Domestic developers' products were very impressed with the innovative ideas and responsibilities for users.
- 7. There were many products on display, the information we were looking for was found, and new connections with various companies were made. In addition, I was able to see and try out the most advanced products and technologies that were usually developed by connected companies.
- 8. We hope to see more products related to excrement care products such as diapers and nursing food.
- While there are not many welfare equipment exhibitions specialized for children, gChildren's Square h is very good. Many kinds of products for children were introduced.
- It would be good if there were more exhibits for visually handicapped / demented people and communication support devices.
- Although there was a certain distance between the exhibition halls, the space in the halls was generally wide, and it was easy to see because it could be moved by wheelchairs.
- 12. This new venue had the merit of being able to enter each exhibition hall from various directions, but there were also places where the direction of movement of visitors crossed in addition to long lead wires.
- 13. I got more motivated. There are many products and information that can be used in the facility where I am working as a nursing staff.
- 14. I visited HCR to get to AI-related information. It was very productive visit to see and feel that AI industry has really started.
- 15. Every year, I am impressed by new and improved products, and we appreciate the effort to devise quickness and convenience. I hope to visit next year.
- 16. Visiting every year to see various welfare equipment with my own eyes is very useful for nursing care. We hope H.C.R. will be the long lasting platform for care workers.
- I have participated for over 20 years and have been able to get good information every year. I feel the enthusiasm of the people concerned and feel that every time I came here.
- I was impressed with the wheelchair for CYBATHLON that was with the latest technology.
  The second seco
- The number of disaster prevention-related welfare equipment exhibits should increase. In addition, it is better to learn more about how welfare equipment is used in disasters and what problems it has.
- 20. I would like to see more exhibits on housing equipment, in particular, something related to the refurbishment and reuse of used properties in response to recent welfare needs.
- 21. It would be nice to see a booth displaying exhibits in a realistice space that fits in with Japanese housing standard (size).

# 9 Exhibitor Questionnaire Results

#### 1 Purpose to participate at H.C.R. 2019 and the achievement rate

#### [Japanese exhibitors] (139 answers)



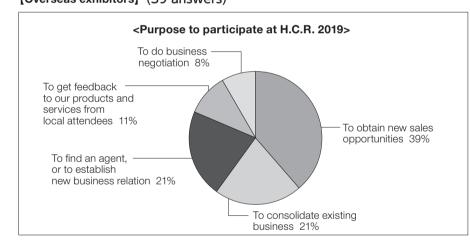
attainment : Sum of [i. Greatly achieved] and [ii. Quite achieved] from 4 choices; [iii. A little achieved] [iv. Not at all achieved].

<image>

#### Comments

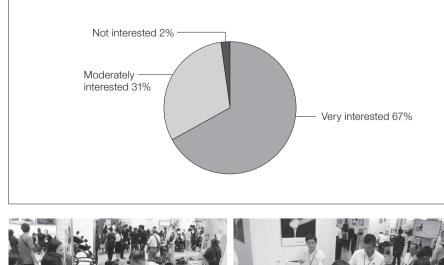
- To have feedback and responses from visitors
- Presentation of the achievements of the business subsidized by our organization
- To conduct market research
- To increase sales performance of our publications
- Performance of a survey of needs for a product under development
- To collect information of the industry trends
- $\boldsymbol{\cdot}$  Information exchange between users and supporters

### [Overseas exhibitors] (39 answers)

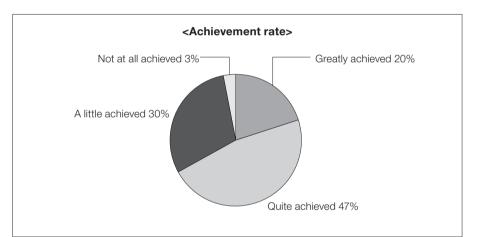


### 2 Are you interested in participating at H.C.R. 2020?

[Japanese & overseas exhibitors] (164 answers)







#### **3** Exhibitor's comments and suggestions

- Appreciated to have many customers, some of them claimed that it was not easy to find our booth due to the hall change.
- The way of providing information to visitors using apps(\*) was devised, such as in-venue guidance and product search. \*Provided in Japanese only.
- Had a booth in the new South Hall was much better solution to have an extensive conversation with visitors. Less stress with crowdness and its frustration.
- We exhibited at the new South Hall, there was no confusion of routing directions, and the loading and unloading was well organizerd in appropriate and smooth manners.
- I felt that wheelchair visitors had problems with the size and number of elevators and the distance between halls. Some customers had to visit two days because they couldn't go around easily.
- I would like to make a new visitor category, "OVERSEAS" to give appropriate service
- It would be more beneficial and convenient if H.C.R. Guidebook publishes online (E-book).
- H.C.R. is a platform as important contact points with consumers and our sales people because of its scale, and it is an effective place to exchange opinions for information sharing.
- We introduced our products to some overseas exhibitors through embassies personnels. It was very fruitful and informative on product development.
- I hope to have some new presentations related to Tokyo Olimpic Games to attract and collect visitors regardless of location.

# **10** Promotional Activities<sup>\*</sup>

To promote H.C.R. 2019, 630,000 postcards for direct mailing, 5,000 posters, and 320,000 flyers were distributed to H.C.R. exhibitors and supporting organizations, etc. In addition, H.C.R. News 2019 and press releases were regularly released to the press and related journalists. H.C.R. official site was revised continually to update the information.

H.C.R. smartphone application for visitors was enhanced for easier access to the special site's information as well as to the exhibits.

H.C.R. 2019 has been reported in the programs and articles of the listed media. \*Available within Japan and in Japanese text only.

### TV Programs

• IV Programs				
September 26,	TOKYO MX NEWS			
18:00-18:30	<tokyo mx=""></tokyo>			
October 20,	Kaigo no mirai			
11:25-11:30	<fukushima central="" tv=""></fukushima>			
November 9,	NHK World Japan "great gear"			
04:30-04:58	<nhk bs1=""></nhk>			

#### Magazines/Newspapers

3	
January 1, September 24	THE NIKKAN KOGYO SHIMBUN
April 1	sashtimes
April 1	TOKYO BIG SIGHT EVENT CALENDER
May, August, September, December	Fureai Care
July 10, August 10, September 10, November 10	Silver Industry News
August 9, September 13, 20, November 8	Silver Shinpou
September	Monthly Management
September	Fukushi Kaigo Techno Plus
September, October	Monthly Welfare
September 1	Tougyou Jihou
September 10	NIKKEI HEALTHCARE
October 1	Care Visioin
October 1	Kagu Shuho
October 2	THE MAINICHI NEWSPAPERS
October 3	Housing Industry News
October	Gekkan-Bungu
October 31, November 7	Kaigo Shinbun
November	Jidousha Hanbai
November 10	THE INTERNATIONAL EVENTS NEWS
September	Yamanashino Fukushi

Online Magazines	/Websites
August 30, September 11, 19, 25, 26, October 21	carview
September 3, 13	PR TIMES
September 11, 18, 19	excite news
September 12, 17, 19, 25, 27, 29	Response
September 18	AGARA KIIMINPOU
September 23	PR Wire
September 24	All About NEWS
September 24, October 3, 23	Car Watch
September 24, 27	NIKKEI XTECH
September 27, 29	clicccar
September 27	NIKKEI
September 27	yugitsushin
September 28	TOKYO MX NEWS
September 30	THE GOMUTIMES DIGITAL
October 2	GetNews
October 2	WEB Greenbelt
October 3	johojima
October 3	Kabutan
October 3	NEWSVISION
October 23	Believe
October 23	news.nicovideo
October 23	S-MAX
November 8	Nikkei Automotive
November 11	nikkan-gendai digital

### **Wheelchair Trial Corner**

During the exhibition, powered wheelchairs and 4-wheeled scooters trial corner was provided and 153 visitors.

#### Cooperative exhibitors (alphabetical order)

- CURIO Inc.
  - IMASEN Entgineeting Corporation
  - · IURA Co., Ltd.
  - MOVAID Corporation
  - YAMAHA MOTOR Co., Ltd.

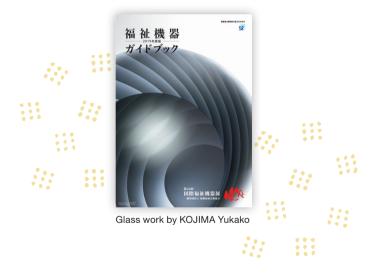
# **12** Free Shuttle Bus Service

For the convenience of wheelchair users or the person who have difficulty in walking, shuttle service bus between "Kokusai-Tenjijo Station" and "Tokyo Big Sight" was operated during the exhibition. Total number of users was 8,072.

Route	Kokusai-TenjiJo Station ⇔ Central Terminal / South Hall 4F, Tokyo Big Sight
Service	September 25 (Wed.) and 26 (Thu.) 9:30 - 18:00 /
Period	September 27 (Fri.) 12:00 - 16:30

# **13** Guidebook

2019 Home Care and Rehabilitation Equipment Guidebook contains approx. 1,200 products of H.C.R. exhibitors; 217/379 Japan and 59/59 overseas. It has been sold on-site as well as thru H.C.R. website. \*Available within Japan and in Japanese text only.



# Announcement - H.C.R. 2020

Title	47th International Home Care and Rehabilitation Exhibition 2020
Dates	October 21 (Wed.) - 23 (Fri.), 2020 <3days>
Venue	Tokyo Big Sight (Tokyo International Exhibition Center), West and South Exhibition Halls 3-11-1, Ariake, Koto-ku, Tokyo, Japan
Visitors	120,000 expected
Exhibitors	550 expected

