# **CEATEC JAPAN 2015 Results**

# Visitors

Diverse international executives and business users attend the exhibition!

# Number of Visitors 133,048\*

\*Total number of registered visitors and registered press (without counting re-entry), and exhibitors.

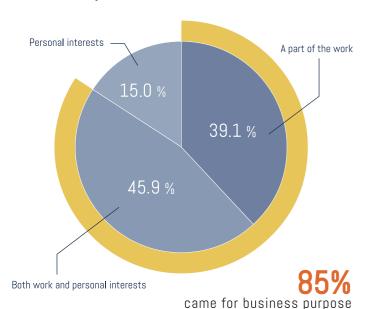
| 7th (Wed) | 8th (Thu) | 9th (Fri) | 10th (Sat) | Total   |
|-----------|-----------|-----------|------------|---------|
| 31,613    | 32,814    | 42,106    | 26,515     | 133,048 |

Visitors from Overseas 2,075 (47 counties/regions)

Visitors from Overseas Included Those from: South Korea, Taiwan, China, USA, Hong Kong, Thailand, Australia, Canada, Singapore, UK, France, Germany, Philippines, etc.

Conference Attendees 18,053 (for sessions held at the International Conference Halls)

# Visitation objectives



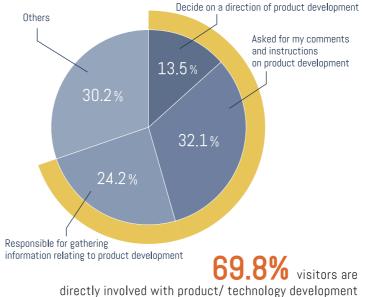
# Visitor Attirbutes - Industry Type

|       | 5 10 15                                                          | 21 |  |  |  |
|-------|------------------------------------------------------------------|----|--|--|--|
| 19.4% | Others                                                           |    |  |  |  |
| 3.9%  | Government/organization, school/research/academic institute      |    |  |  |  |
| 4.5%  | Other services                                                   |    |  |  |  |
| 1.8%  | Construction/real estate                                         |    |  |  |  |
| 2.6%  | Publication/advertisement/printing                               |    |  |  |  |
| 1.5%  | Financial/ securities/insurance                                  |    |  |  |  |
| 0.7%  | Energy                                                           |    |  |  |  |
| 6.0%  | IT business-trade/-distribution/sales                            |    |  |  |  |
| 1.7%  | Investigation/consulting                                         |    |  |  |  |
| 2.2%  | Information processing/information service                       |    |  |  |  |
| 2.7%  | Broadcasting/video content                                       |    |  |  |  |
| 1.5%  | Internet service/web content creator                             |    |  |  |  |
| 2.6%  | Communications service provider                                  |    |  |  |  |
| 5.1%  | Software developer and system integrator                         |    |  |  |  |
| 7.6%  | Other manufacturers                                              |    |  |  |  |
| 6.0%  | General and precision machinery manufacturer                     |    |  |  |  |
| 0.8%  | Medical equipment manufacturer                                   |    |  |  |  |
| 3.3%  | Automotive/transport machinery manufacturer                      |    |  |  |  |
| 10.8% | Electronics component/device manufacturer/section                |    |  |  |  |
| 15.3% | Electronics, information and communications manufacturer/section | 1  |  |  |  |

#### Visitor Attirubutes - Occupation

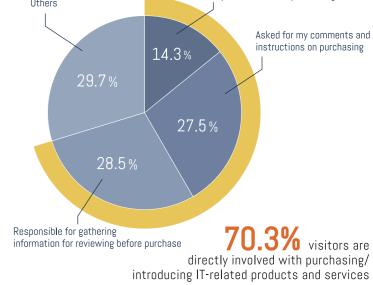
| 0 |       | 5                                | 10                    | 15 | 20 (5 |  |
|---|-------|----------------------------------|-----------------------|----|-------|--|
|   | 8.4%  | Student                          |                       | I  |       |  |
|   | 8.3%  | Genera <b>l</b>                  |                       |    |       |  |
|   | 5.7%  | Other occupation                 |                       |    |       |  |
|   | 19.0% | Accounts/sales                   |                       |    |       |  |
|   | 1.0%  | Public relation/advertisement    |                       |    |       |  |
|   | 9.9%  | Investigation/planning/marketing |                       |    |       |  |
|   | 0.7%  | Information processing/operation |                       |    |       |  |
|   | 1.8%  | Manufacturing/prod               | uction/inspection     |    |       |  |
|   | 11.7% | Engineering/design/              | /creative             |    |       |  |
|   | 1.7%  | System maintenanc                | e management          |    |       |  |
|   | 17.5% | R&D                              |                       |    |       |  |
|   | 1.7%  | Purchasing/materia               | ls/buyer              |    |       |  |
|   | 2.1%  | Consulting                       |                       |    |       |  |
|   | 10.5% | Management/genera                | al affairs/accounting | 1  |       |  |

# One's Role in Product/Technology Development



## Involvement to Purchasing and Introducing IT-related Products and Services

Have the power to make a purchasing decision



# **Exhibitors**

Exhibits presented by industry leaders from around the world!

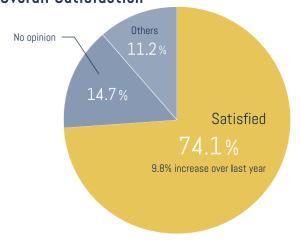
Exhibitors 531 (151 overseas exhibitors from 19 countries/regions)

Exhibitors from Overseas Included Those from: China, Taiwan, South Korea, Hong Kong, Malaysia, Philippines, Indonesia, Singapore, USA, Germany, Switzerland, Belgium, UK, Italy, Sweden, Hungary, France, Poland, and Australia

#### **Exhibition Objectives**



# **Overall Satisfaction**



## Press

Worldwide coverage from the international TV, newspaper/magazine and web media!

Registered Press Visitors 1,542 (116 from overseas)

Number of Online News Insertion relating to CEATEC JAPAN

In Japan 2,260 / Overseas 3,308

Number of Domestic Newspaper/Magazine Article Insertion

329 (Insertion in national newspapers: 101 articles)



Aired Broadcast Results in Japan

5 hours 14 minutes 39 seconds

Aired Broadcast Results Overseas