

For Immediate Release

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JETRO reveals details on CeBIT 2017 Japan Pavilion and events

Tokyo, Japan (February 15, 2017) – The Japan External Trade Organization (JETRO) will host the Japan Pavilion at the CeBIT 2017, the world's foremost event on everything essential to the wave of digitalization and the world's largest exhibition showcasing B-to-B solutions utilizing cutting-edge technologies including IoT, big data, artificial intelligence and robotics, held in Hannover, Germany, from March 20 to 24.

The massive Japan Pavilion will feature 118 companies and organizations, occupying 7,200 m² of floor space and showcasing technologies from Partner Country Japan to a global audience. A preview of booth contents and exhibitor highlights are now available. The booths will cover everything from infrastructure and factories to professional life and daily living, with presenting companies active in fields ranging from medical care and welfare, agriculture and construction to music, games and sports offering their unique technologies, products services and cutting-edge solutions and ideas characterized by the diversity of the Society 5.0* concept. (Please refer to Attachment 2: Exhibitor Highlights)

In addition to the Pavilion, JETRO will also host four events during CeBIT, including a symposium and a networking event. The events will also serve to assist Japanese businesses by supporting the cultivation of overseas sales channels and the creation of IoT-related business models in a variety of fields.

CeBIT 2017, the first event featuring Japan as the official Partner Country, is only a month away. Be sure not to miss the show packed with uniquely Japanese technologies and inventions that will pave the way for a new era.

*Society 5.0 is a catchphrase adopted by the Japanese government in relation to scientific and technological planning. It refers to the next stage of social evolution, the previous stages being hunter gatherer, agrarian, industrial and information societies.

Event outline

1. Japan Summit

Time: March 20, 2017 (Monday) 11:30-13:00 (Scheduled)

Venue: Hall 8, Sakura Stage

Outline: Symposium jointly organized by JETRO and Deutsche Messe, designed to showcase Japan's approach to the new possibilities IoT offers by exhibiting successful cases of Japanese-German cooperation in related fields. The event will emphasize the proactive role Japan intends to take by leveraging the strengths of its unique technologies, ideas and originality and by forming partnerships with Germany and other nations around the world toward creating a super "smart society," one which maximizes use of IoT by integrating cyber and physical spaces.

2. Business networking

Time: March 21, 2017 (Tuesday) 18:00-19:30 (Scheduled)

Venue: Hall 4, Shared Space in the Japan Pavilion

Outline: Networking event for small and medium-sized firms exhibiting at the Japan Pavilion and German companies interested in establishing business relations with them. Members of a trade mission from Japan consisting of Japanese SMEs to the CeBIT fair will also join this event. JETRO is aiming to foster contacts and create business opportunities for Japanese and German companies following an agreement reached by national leaders in 2015.

3. Japan Night

Time: March 22, 2017 (Wednesday) 18:30-20:00 (Scheduled)

Venue: Hall 8, Ginkgo Stage

Outline: A networking opportunity for overseas companies and Japanese companies presenting at the Japan Pavilion.

4. Exhibitor presentations

Time: March 20 – 24, 2017 (Monday-Friday) (Scheduled)

Venue: Hall 4 and Hall 12, Presentation Zone of the Japan Pavilion

Outline: Exhibitors pitch their ideas to visitors with presentations.

Sun., 19 March	Mon., 20 March	Tue., 21 March	Wed., 22 March	Fri., 24 March
	Japan Summit	Business Networking	Japan Night	
	Exhibitor Presentation			
Welcome Night	Walk About	International Press Briefing		CeBIT Media Wrap-up (closing press conference)
	International Press Highlights Tour			
	CeBIT Global Conference			

*Events in Red are hosted by JETRO.

*Events in Blue are hosted by Deutsche Messe. Please contact Deutsche Messe Japan Office for details.

*Please apply for a Press ID through official website for covering events on site

<http://www.cebit.de/en/register-plan/for-journalists/press-id/>

Attachments

Attachment 1: CeBIT 2017 Overview / Japan Pavilion Overview

Attachment 2: CeBIT 2017 Japan Pavilion Exhibitor Highlights (February 15, 2017)

Related press releases

■JETRO to host largest-ever national pavilion at CeBIT 2017 (January 25, 2017)

<https://www.jetro.go.jp/en/news/releases/2017/6e9dc75122a9e169.html>

Attachment 1

CeBIT 2017

Name: CeBIT 2017
Time: March 20-24, 2017 (Monday-Friday)
9:00 – 18:00 on all days
Location: Hannover, Germany
Venue: Hannover Fairground
Visitors: Approx. 200,000*
Exhibitors: 3,300 companies & organizations
(from 70 countries/regions)*
Organizer: Deutsche Messe AG
Genre: Information and communications technology
Website: <http://www.cebit.de/home>
*Calculated by organizer based on last year's attendance

Japan Pavilion

Organizer:
Japan External Trade Organization (JETRO)
Supporters:
Ministry of Internal Affairs and Communications
Ministry of Economy, Trade and Industry
Exhibition area: 7,200 m²
Exhibitors: 118 companies/organizations
Exhibition hall/stand number:
Hall 4 / A38 and Hall 12 / D04

Theme:

Create a New World with Japan - Society 5.0, Another Perspective -

(Image of societies materially changing thanks to IoT and of Japan supporting countries around the world with its unique technologies and creative power while jointly pioneering a new age, and a *concept* which expresses these ideas.)

Three Zones:

Life/Office/Society (67 Exhibitors/Hall 4)

The Life/Office/Society Zone collects products and services that are changing the daily lives of consumers; ways of working in the office; shopping, dining, and other urban consumer experiences; as well as systems and services for the businesses that support them.

Infrastructure/Factory (35 Exhibitors/Hall 12)

The Infrastructure/Factory Zone collects systems and services which promote innovation in energy supply, transport, and transmission mechanisms; development of a range of resources and commodities; and other activities that support society in a variety of ways.

Element (16 Exhibitors/Hall 4)

The Element Zone collects the devices, elements, basic technologies, and other components that make the changes displayed in the Life/Office/Society Zone and the Infrastructure/Factory Zone possible.

About JETRO

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium-sized Japanese firms maximize their global export potential.

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