

For Immediate Release

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JETRO will host a national Japan pavilion at CEBIT 2018

Following the successful partner country presentation in 2017, the Japan External Trade Organization (JETRO) will host a Japan Pavilion at the CEBIT 2018. CEBIT is THE “event featuring exhibits, conferences and networking, CEBIT covers the digitization of business, government and society from every angle” (Deutsche Messe AG), held in Hannover/Germany from June 11 to 15, 2018.

Last year, Japan participated for the first time in CEBIT as the official Partner Country. The Pavilion was the largest exhibition of its kind in the history of CEBIT, with 117 companies and organizations, in total occupying 7,200 m² of space in 2 halls of the Hannover Fairground. As a highly appreciated result, JETRO could realize more than 8,000 leads between overseas companies and Japanese exhibitors.

In 2018, the Japan Pavilion will present 20 companies under the slogan “*From a partner country to the second stage of cooperation between Germany, Europe and Japan*,” occupying 449 m² in hall 12 in the “d!conomy” area. Among those 20 exhibitors, 17 are SMEs (Small and Medium Sized Enterprises). JETRO assists Japanese SMEs in exploring overseas markets and establishing cooperations between German (foreign) and Japanese companies.

The core topic of CEBIT, information and communication technology, is the key of “Society 5.0” *in Japan and “Industrie 4.0” in Germany. To pursue “Society 5.0”, JETRO promotes the creation of ICT-related business models in a variety of fields. Be sure not to miss the Japan Pavilion, packed with unique Japanese technologies and inventions.

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

CEBIT 2018

Name: CEBIT 2018

Time: June 11-15, 2018 (Monday-Friday)

Take-off Monday will be held on June 11

10:00 –on Tuesday to Thursday

Exhibition and conference program until 19:00

d!campus evening events and special formats until 23:00

10:00 – 17:00 on Friday

Location: Hannover, Germany

Venue: Hannover Fairground

Visitors: Approx. 200,000*

Exhibitors: 3,000 companies & organizations

(from 70 countries/regions)*

Organizer: Deutsche Messe AG

Genre: Information and communications technology

Website: <https://www.cebit.de/en/>

*Calculated by organizer based on last year's attendance

Japan Pavilion

Organizer:

Japan External Trade Organization (JETRO)

Exhibition area: 449 m²

Exhibitors: 20 companies

Exhibition hall/stand number:

Hall 12 / D123

About JETRO

JETRO, 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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