

A Result Summary of 「Kawasaki International Eco-Tech Fair 2010」

The Kawasaki International Eco-Tech Fair 2010 was hosted for sharing the measures Kawasaki taken for environment and environmental technology information of both domestic and foreign enterprises. Asian regions which are currently developing industrialization in a rapid pace are specially focused on. We aim to transfer environmental technology for making global contributions and vitalize industries by providing environmental professionals an occasion for international business match.

- 1 Date** February 4 (Thu) 10:00 ~18:00, 5 (Fri)10:00 ~ 17:00
2 Venue Todoroki Arena
3 Organizer Kawasaki International Environmental Eco-Tech Organizing Committee Secretariat

4 Special Features:

- Introduction of environmental technology that meets the policy needs of Asia and cutting-edge environmental technology that solves global environmental issues
- An occasion of business matching for environmental professionals from all over the world
- Exhibition of overseas environmental technology transfers while concerning Intellectual property protection

Number of Visitors

February 4 (Thu) Approximately 6,000 visitors

February 5(Fri) Approximately 4,500 visitors

Approximately 10,500 visitors in total

(A total of approximately 11,000 visitors including related events visitors)

6 Fair Summary

- (1) **Exhibiting Information** 124 groups exhibiting at 211 booths, most exhibitors were enterprises which locate at Kawasaki City
- (2) ①Environmental Technology - 15 groups
②Waste Disposal / Recycling Technology - 10 groups
③New Energy / Energy Saving - 20 groups
④Corporate Environmental Initiatives - 26 groups
⑤International Relations - 14 groups
⑥Industry-Academia-Government Collaboration - 15 groups
⑦Petit Item Display – 4 groups
⑧”Starting from Kawasaki! Stop Global Warming” Related – 5 groups
⑨Outdoor Display – 6 groups (Duplicated items displaying indoor are not counted)
Electric lithium-ion car, eco-car and others
- (3) **Stage Program**
Keynote address (Mayor of Kawasaki City), announcement of selected Low CO2 Kawasaki Pilot Brand, Kawasaki City – Shanghai City Pudong New District Signing Ceremony, next generation energy technology seminar, new evolution of Kawasaki New Green Deal and others
- (4) **Project Corner**
「The evolution of Kawasaki New Green Deal to the world」, experience battery-charging for

electric vehicles, trial-ride

(5) Opening Ceremony

February 4 (Thu) 10am ~ Center stage of Todoroki Arena

Greetings from organizers, guests, ribbon cutting and others

Closing Ceremony

February 5 (Fri) 16:20 ~ Center stage of Todoroki Arena

(6) Excursion

Observation tour around sites initiate with advanced environmental technology

(4 routes, approximately 150 participants in total)

(7) Related Events

National ECO Town Conference, 6th Asia-Pacific Eco-Business Forum

7 Number of Overseas Visitors

- Approximately 250 visitors from more than 20 countries

- Overseas invitees

China (Shanghai, Shenyang, Hong Kong and others) , Korea (Daegu) , United Nations Environment Programme (U N E P)

- Related Exhibitors

Denmark, Germany, France, China (Shanghai, Shenyang, Hong Kong, Daegu)

- Cosponsor embassies in Japan

Australian Government in Japan, Embassy of the People's Republic of China in Japan, Embassy of Denmark in Japan, Embassy of the Republic of Korea in Japan

- Non-cosponsors embassies in Japan

Embassy of the Republic of Kazakhstan in Japan, Embassy of the Lao People's Democratic Republic in Japan, Embassy of the Republic of Madagascar in Japan, Embassy of Malaysia in Japan and others

- Other overseas enterprise visitors

The United States, United Kingdom, China, Vietnam and others

8 Survey Result (Prompt report)

- Visitors (482 survey reply)

- Satisfaction of visiting eco-tech fair

Very satisfied 5.0% (Last fair 6.9%)

Satisfied 61.8% (Last fair 54.4%)

【A total of approximately 67% visitors are satisfied (Last fair approximately 61%)】

- Would you like to visit eco-tech fair again in the future

Yes 81.3% (Last fair 73.8%)

【A total of approximately 80% visitors would like to visit eco-tech again in the future (Last fair approximately 74%)】

- Enterprises and Associations Exhibitors (108 survey reply)

- Satisfaction of exhibiting on eco-tech fair

Very satisfied 16.7% (Last fair 5.9%)

Satisfied 60.2% (Last fair 72.%)

【A total of 77% exhibitors are satisfied (Last fair approximately 78%)】

○ Numbers of Business Contact taken

Domestic: approximately 630 contacts (Last fair approximately 600 contacts)

Overseas: approximately 80 contacts (Last fair approximately 70 contacts)

【40 business contacts more compared to last fair】