

## A Result Summary of “Kawasaki International Eco-Tech Fair 2011”

“The Kawasaki International Eco-Tech Fair 2011” was held with the aim of global contribution and industrial vitalization through environmental technology transfer. Kawasaki City once suffered from serious environment pollution, but has overcome it; during the process, enterprises in Kawasaki have accumulated excellent environmental technologies. In order to share these experiences and technologies with the world, especially Asian region where rapid industrialization is going, and to provide a business matching place for domestic and foreign enterprises, we held the fair as follows.

### 1. Date

February 16<sup>th</sup> (Wed.) and 17<sup>th</sup> (Thu.), 2011, 10:00 am – 5:00 pm

### 2. Venue

Todoroki Arena (1-3 Todoroki, Nakahara-ku, Kawasaki)

### 3. Organizer

Kawasaki International Eco-Tech Fair Organizing Committee

### 4. Number of Visitors

Feb. 16<sup>th</sup> (Wed.) About 6,500 visitors

Feb. 17<sup>th</sup> (Thu.) About 6,000 visitors About 12,500 visitors in total

### 5. Outline

#### 1) Exhibit: 118 groups at 219 booths, most exhibitors were enterprises in Kawasaki.

a. Environment Improvement Technology	16 groups
b. Waste Disposal/ Recycling Technology	12 groups
c. New Energy/ Energy Saving	23 groups
d. Environmental Initiatives of Corporate and Other Groups	26 groups
e. International	13 groups
f. Industry-Academia-Government Collaboration	18 groups
g. Small Exhibition	5 groups
i. Outdoor Display (including “Eliica”, an electric vehicle for a test drive)	5 groups

#### 2) Stage Program

Results announcement of low CO<sub>2</sub> Kawasaki Pilot Brand, Special lecture, Results announcement of overseas business matching, Next generation energy network forum, Case report from Miyamaedaira Municipal Junior High School

#### 3) Project Corner

“CC (Carbon Challenge) Kawasaki Eco Strategy for Eco-Friendly Living”, Battery charge experience and test drive of electric vehicle

#### 4) Opening Ceremony

10:00 am, Feb. 16<sup>th</sup>, at Center Stage, Todoroki Arena  
17<sup>th</sup>  
Greetings from organizer and guests, ribbon-cutting ceremony

#### 5) Closing Ceremony

4:30 pm, Feb. 17<sup>th</sup>, at Center Stage, Todoroki Arena

#### 6) Excursion

Visit several sites in Kawasaki where advanced environmental efforts are underway (4 routes, about 80 participants in total)

#### 7) Environment Delivery Lecture

Lectures for elementary and junior high school students through cooperation with enterprises (about 500 participants in total)

#### 8) CC (Carbon Challenge) Kawasaki Eco Strategy for Eco-Friendly Living” Tour

Tour in the site, explanation of exhibition contents and highlights in line with the theme

#### 9) Related Events

Asian Intellectual Property Forum, the 7<sup>th</sup> Asia-Pacific Eco-Business Forum

## 6. Overseas Visitors: About 230 visitors from 23 countries

### 1) Invitees

China (Shanghai, Shenyang, Hong Kong and others), Korea (Daegu), The United Nations Environment Programme (UNEP)

### 2) Exhibitors

Denmark, Germany, France, China (Shanghai, Beijing, Shenyang, Yancheng and Hong Kong) Korea (Daegu)

### 3) Embassies backer

Australian Embassy 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, Embassy of the Socialist Republic of Vietnam in Japan

### 4) Embassies in Japan (Not backer)

Embassy of the Lao People's Democratic Republic in Japan, Embassy of the Republic of Rwanda in Japan, Embassy of the Kingdom of Lesotho in Japan, Embassy of the Federal Democratic Republic of Ethiopia in Japan and others

### 5) JETRO Buyer Group

The United State, Indonesia, Saudi Arabia and Kuwait

## 7. Survey Results

### 1) To visitors (764 responses)

- Do you satisfied to visit the Eco-Tech Fair?

Very satisfied 5.9 %

Satisfied 55.6 % About 62 % of visitors are satisfied in total.

- Would you like to visit Eco-Tech Fair again?

Yes 78.4 %

### 2) To exhibitors (113 responses)

- Do you satisfied to exhibit at the Eco-Tech Fair?

Very satisfied 14.2 %

Satisfied 60.2 % About 74 % of exhibitors are satisfied in total.

- Number of business meetings

Domestic: about 500, International: about 200

