

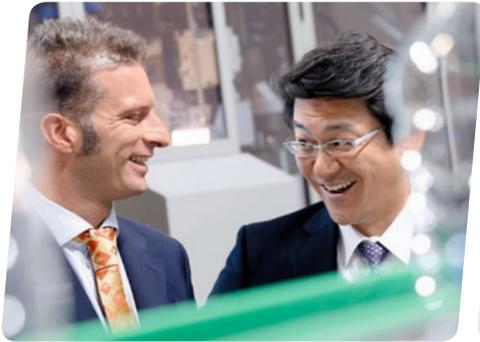


MESSE DÜSSELDORF JAPAN LTD.

BASIS FOR BUSINESS JAPAN



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Contact us at: > www.messe-duesseldorf.com

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Dr Andreas Moerke
Representative Director & President, Messe Düsseldorf Japan Ltd.



IRASSHAIMASE – WELCOME

Welcome – to Messe Düsseldorf Japan and one of the most important markets worldwide.

The Messe Düsseldorf Group has had its own subsidiary in Japan for more than 20 years. We speak the language, know the country and its people and have established contacts. Throughout, we have aimed to be one thing in particular to our customers: “kakehashi”, the link, the bridge to other countries, new markets and new business partners.

In Tokyo, we offer our Japanese customers one thing above all: professional support in opening up new markets. And we have brought with us profound know-how accumulated from the industries for which we have successfully developed, planned and staged trade fairs since 1947. Experience gleaned from more than 1,600 fairs – in Düsseldorf and across five continents. And the tact needed to deal with partners from a variety of cultural backgrounds.

In the interim, Messe Düsseldorf’s product families have become industry trademarks relied on by experts worldwide – places where exhibitors encounter specialists and high-quality contacts are made.

This is why we can support customers in Japan and open up markets for their products or services – with complete, lasting success.

We want to invite you to explore the world with us. We will ensure that you hear a friendly “Irasshaimase” wherever you are: in Düsseldorf, Moscow, Singapore or at any Messe Düsseldorf Group site.

You are always welcome – o machi shite imasu.



www.messe-duesseldorf.com

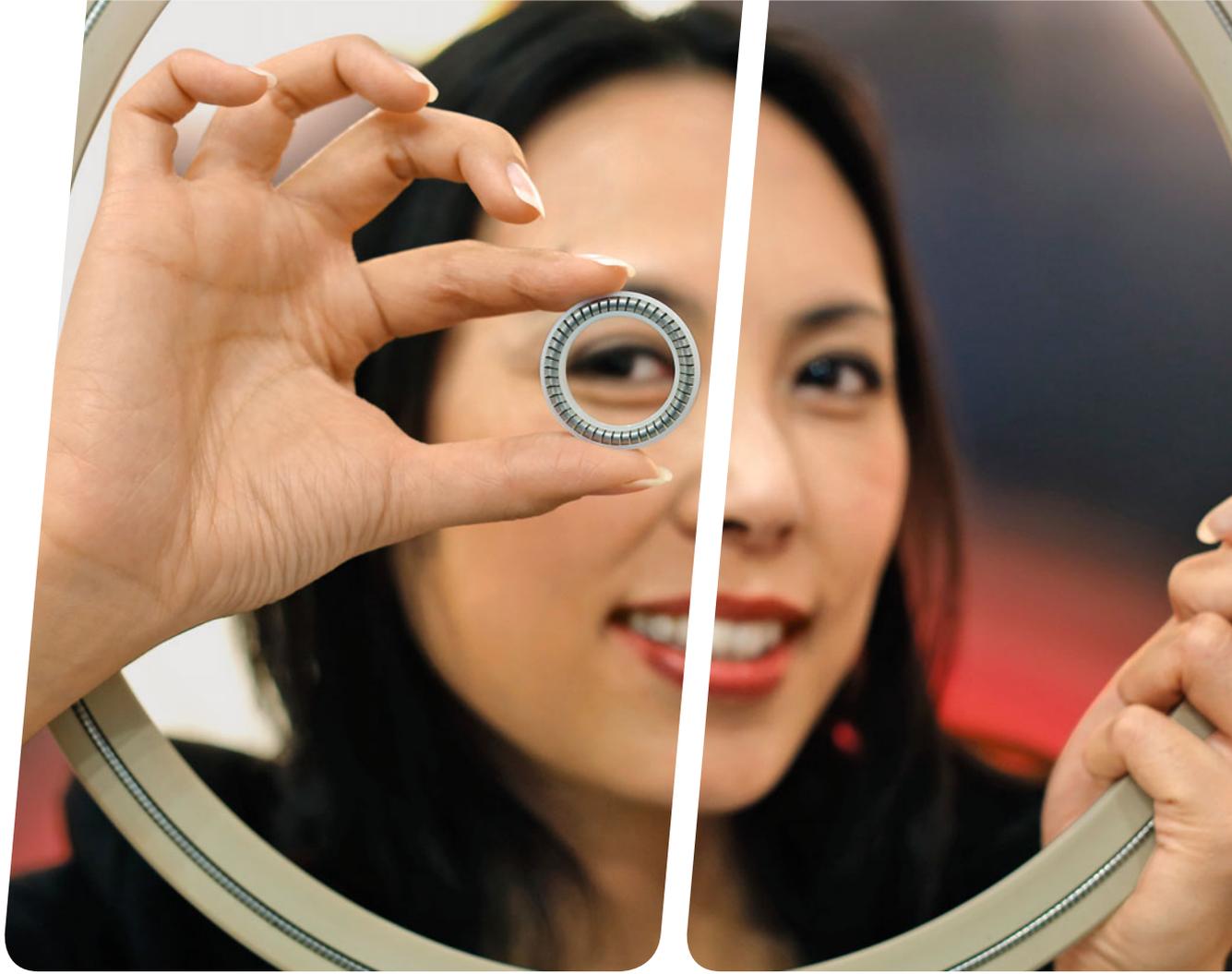
» “**Kakehashi**” – **Building Bridges, Enabling Businesses.** Japan continues to be a major economic power, and Japanese companies are among the most innovative. This is why we are active in Japan and support these companies realizing their internationalization strategy. At **Messe Düsseldorf Japan**, we understand ourselves as a partner for the Japanese industry. We are **building bridges**, help to generate business.

The platforms are world-leading fairs Messe Düsseldorf Group is organising – and we take the Japanese companies there.

With our Service ALLIANCE, we make sure that trade fair participation is supported by the best service providers, so exhibitors and visitors can concentrate on their trade fair business.

All this with one aim – to help generating business, to strengthen the exchange between Japanese and non-Japanese companies. In short, building bridges. This is what “kakehashi” means for us.





PART OF THE ABSOLUTE MAJORITY



Our Düsseldorf colleagues are proud of the high number of foreign exhibitors at trade fairs: The number of foreign exhibitors at our own events is now around 70%. This is down to the boundary conditions that we jointly put in place to accomplish this.

Sharing know-how and shouldering part of the workload We see ourselves as full-service providers for customers planning trade fair appearances on other continents from their headquarters in Japan.

We don't want to leave anything to chance, and nor do you when you enter a new market. So we provide you with expertise on markets where you wish to launch a business venture. In seminars and lectures, European specialists comment on current developments, provide information and answer questions to give you an accurate picture of the situation in a given market. Regular industry-specific newsletters, all in Japanese, keep you updated.

We help you make a successful trade fair appearance by providing services that allow you to concentrate on your business. We support you with participation applications and inform you about fair content and planning arrangements. We commission service providers to give you assistance on the spot – in translation and stand construction, for instance – and give you support with logistics, travel arrangements and accommodation. During the trade fair, our service staff is there for you. For example, if you want to know where to meet your compatriots or customers for dinner, just ask at the information point. They are sure to have a good tip for you.

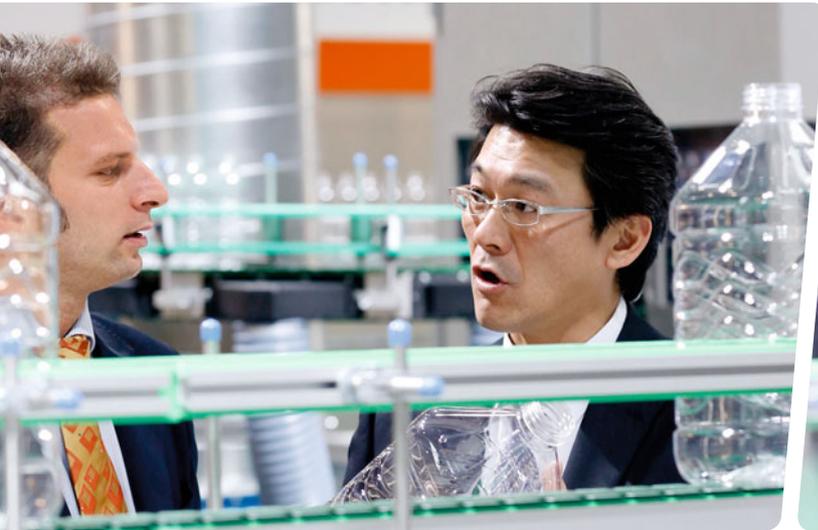


CONTACTS FOR CONTRACTS

All the world's cultural groups have one thing in common: long-term business relations are based on personal contact. Japan, too, remains a network society, and Messe Düsseldorf Japan has become part of this network.

Keeping in touch We establish contacts by actively nurturing communication: e.g. with industrial, commercial and business associations and specialised industry media. We attend partner events and, with our DüsselSEMINARS in Tokyo and Düsseldorf and the regular DüsselCLUB events, have set up our own platforms for exchanging information. That's how we keep business relations going.

But, of course, we also listen to you. This is how we collect information and find out how you, our customers, expect to benefit from a trade fair appearance. What your desires are. Where we can provide missing information. We ourselves have experienced the challenges associated with doing business on a new cultural scene. We find out where our customers see obstacles, remove them and open up opportunities.



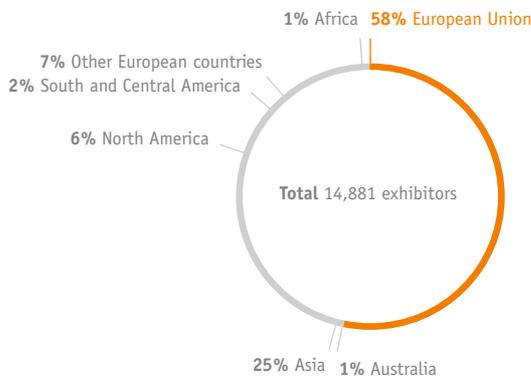
Our monthly DüsselNEWS newsletter provides information on trade fair dates, registration deadlines and topical events. Several regular industry-specific newsletters provide information on the European market – all in Japanese, of course.

Networked family The Messe Düsseldorf Group is itself a network, with a total of roughly 1,600 employees worldwide. We know the teams responsible for organizing trade fairs, so we always get in touch with the right contact when customers approach us with a question about their fair appearance. It’s a “people business” – and the best way to settle most problems is to talk.

To deal with the many tasks that arise at trade fairs, the Messe Düsseldorf Group has a network of service providers who ensure that customer requirements are fully satisfied.

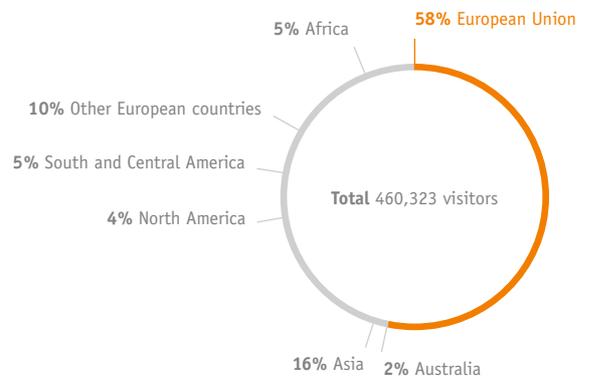
EXHIBITORS FROM ABROAD

DÜSSELDORF EXHIBITION SITE, OWN EVENTS*



VISITORS FROM ABROAD

DÜSSELDORF EXHIBITION SITE, OWN EVENTS*



* In respect of events organised by Messe Düsseldorf GmbH itself at the Düsseldorf site in 2012.

FRIENDSHIP IS SERIOUS BUSINESS

Our five global product families

interpack

Düsseldorf

CHINA-PHARM

BEIJING/CHINA

Embax

BRNO/CZECH REPUBLIC

FOOD PROCESSING & PACKAGING EXPOSYM

NAIROBI/KENYA

INDOPLAS

JAKARTA/INDONESIA

INTERNATIONAL PACKTECH INDIA

MUMBAI/INDIA

PACK PRINT INTERNATIONAL

BANGKOK/THAILAND

PROCESS EXPO

CHICAGO/USA

UPAKOVKA/UPAK ITALIA

MOSCOW/RUSSIA

MEDICA

Düsseldorf

CHINAMED

BEIJING/CHINA

HOSPITALAR

SÃO PAULO/BRAZIL

MEDICAL FAIR ASIA

SINGAPORE

MEDICAL FAIR BRNO

BRNO/CZECH REPUBLIC

MEDICAL FAIR INDIA

NEW DELHI, MUMBAI/INDIA

MEDICAL FAIR THAILAND

BANGKOK/THAILAND

MEDICAL WORLD AMERICAS

HOUSTON/USA

MEDIZ SPB

ST PETERSBURG/RUSSIA

ZDRAVOOKHRANENIYE

MOSCOW/RUSSIA

The Internet has conquered the world and given us new opportunities: nowadays, you can send a package from Tokyo to Düsseldorf, trace the consignment's itinerary online and know where in the world your package is at any time. However, it is better to know the recipient personally. We, the Messe Düsseldorf Group, can make an essential contribution here, as our events establish the main basis for business: personal contact.

The trade fair – a means of making contact In the age of globalization, it is absolutely essential to have an on-the-spot presence in world markets. As we know just how important a fair is in our customers' marketing mix, we concentrate our efforts on organizing trade fairs that deliver high-quality contacts to our customers.

You will always find us at the focus of events We are in Tokyo, the centre of Japanese business activity, and Moscow, where Russia's global players have their headquarters. If a new business area promises growth for your company, we are there on your behalf: at your front door, in China, in the emerging ASEAN countries, or Central Europe, where Messe Düsseldorf has its base. Another eight Messe Düsseldorf subsidiaries and 69 foreign agencies are the gateway to 132 countries – a basis for your business throughout the world. Simply tell us your destination. If we're not there already, we can go there together.

We concentrate on helping our clients succeed – with our market expertise, all over the world, and with the quality of our events, where experts meet experts. Our understanding of the basis for business is reflected in our five global product families.

K

Düsseldorf

ARABPLAST

DUBAI/UAE

CHINAPLAS

GUANGZHOU, SHANGHAI/CHINA

INDOPLAS

JAKARTA/INDONESIA

interplastica

MOSCOW/RUSSIA

M-PLAS

KUALA LUMPUR/MALAYSIA

PLASTEX

BRNO/CZECH REPUBLIC

PLASTICS AND

RUBBER VIETNAM

HO CHI MINH CITY/VIETNAM

PLASTINDIA

NEW DELHI/INDIA

TIPREX

BANGKOK/THAILAND

drupa

Düsseldorf

ALL IN PRINT CHINA

SHANGHAI/CHINA

INDOPRINT

JAKARTA/INDONESIA

PACK PRINT INTERNATIONAL

BANGKOK/THAILAND

PRINTEXPO

BRNO/CZECH REPUBLIC

wire/Tube

Düsseldorf

TEKNO/TUBE ARABIA

DUBAI/UAE

TUBE INDIA INTERNATIONAL/ WIRE & CABLE

MUMBAI/INDIA

TUBOTECH

SÃO PAULO/BRAZIL

WIRE SOUTH AMERICA

SÃO PAULO/BRAZIL

WIRE/TUBE CHINA

SHANGHAI/CHINA

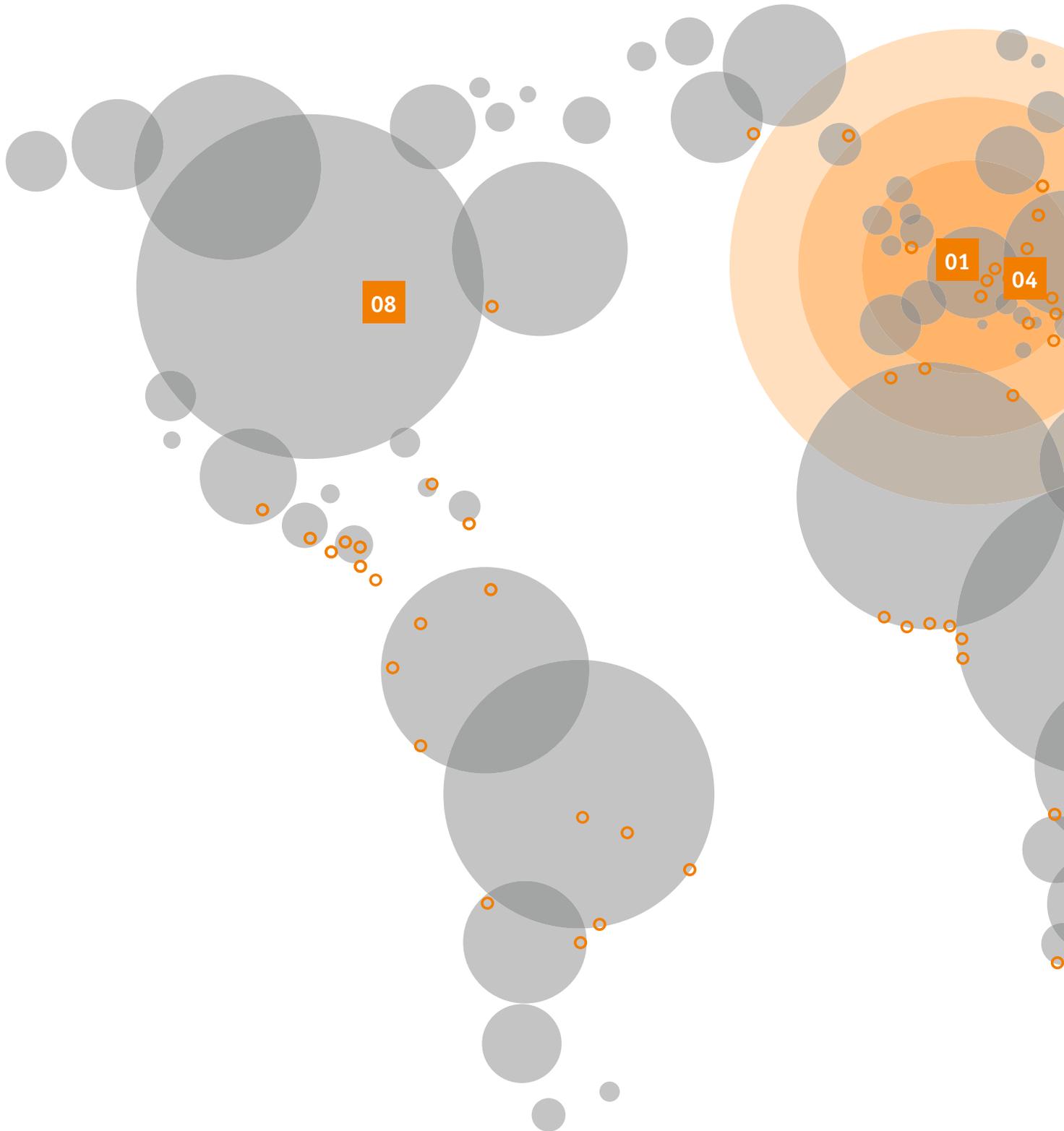
WIRE/TUBE RUSSIA

MOSCOW/RUSSIA

WIRE/TUBE SOUTHEAST ASIA

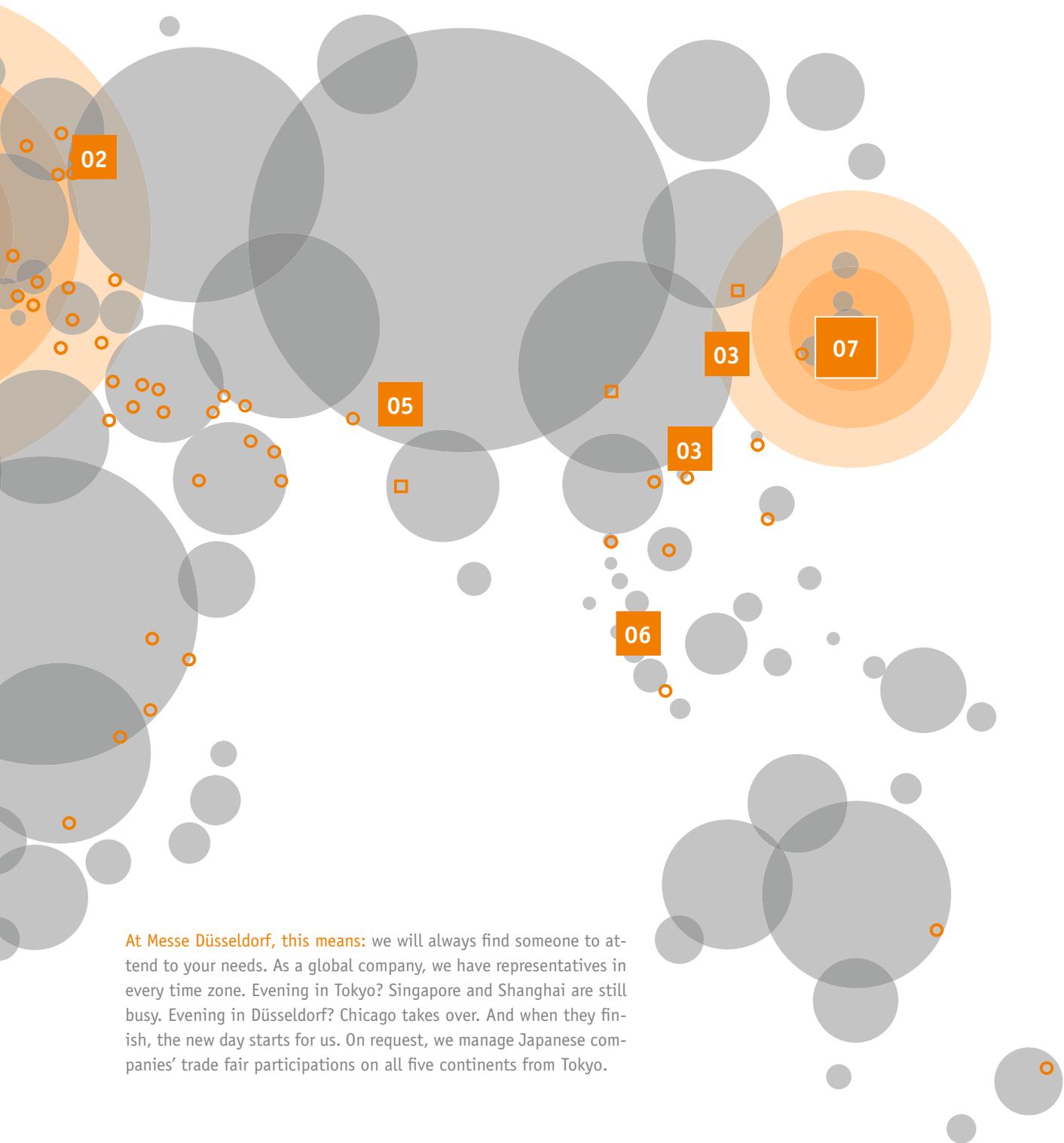
BANGKOK/THAILAND

AT YOUR SERVICE 24/7



-11 | -10 | -9 | -8 | -7 | -6 | -5 | -4 | -3 | -2 | -1 | CET |

01 The headquarters of the Messe **Düsseldorf** Group **02** A strong presence in business in Eastern Europe: Moscow, St Petersburg and Novokuznetsk **03** Bringing clients to the core of a market with 1.3 billion consumers: **Hong Kong, Shanghai and Beijing** **04** The hub of Central and Eastern Europe: the **Brno** trade fair **05** The gateways to the Indian market: **New Delhi and Mumbai** **06** Where you can do business with the Asian: **Singapore** **07** Our global business hub in Japan: **Tokyo** **08** Our base for coordinating all our activity in North America: **Chicago**



At Messe Düsseldorf, this means: we will always find someone to attend to your needs. As a global company, we have representatives in every time zone. Evening in Tokyo? Singapore and Shanghai are still busy. Evening in Düsseldorf? Chicago takes over. And when they finish, the new day starts for us. On request, we manage Japanese companies' trade fair participations on all five continents from Tokyo.

THE CORE FIVE



01

MACHINERY, PLANT AND EQUIPMENT

drupa
Energy Storage
GIFA
glasstec
interpack
ITPS
K
METEC
NEWCAST
THERMPROCESS
Tube
Valve World Expo
wire

02

RETAIL, TRADE AND SERVICES

EuroCIS
EuroShop
InterCool
InterMeat
InterMopro
Mediterranean Food
ProWein

We don't do everything. But what we do, we do with a clear focus. Five core business segments form the Messe Düsseldorf Group's portfolio of successful trade fair events:

- › MACHINERY, PLANT AND EQUIPMENT
- › TRADE AND SERVICES
- › MEDICINE AND HEALTH
- › FASHION AND LIFESTYLE
- › LEISURE

The last few decades have seen the development, under the parent brand of Messe Düsseldorf, of trade fair events that lead in their respective industries – the result of a sharp focus and a high level of sector-related know-how.

03

MEDICINE AND HEALTH

A+A
COMPAMED
MEDICA
REHACARE INTERNATIONAL

04

FASHION AND LIFESTYLE

BEAUTY DÜSSELDORF
GDS
tag it! by GDS
make-up artist design show
THE GALLERY DÜSSELDORF
THE LITTLE GALLERY
TOP HAIR INTERNATIONAL

05

LEISURE

boot Düsseldorf
CARAVAN SALON DÜSSELDORF
TourNatur

Comprehensive information on our five areas of expertise can be found at www.messe-duesseldorf.com

01

MACHINERY, PLANT AND EQUIPMENT

Worldwide

› All in Print China Shanghai › drupa Düsseldorf › Embax Brno › interpack Düsseldorf › PACK PRINT International Bangkok



› **drupa**
print media trade fair

Trade fair cycle held at four-year intervals
Information online at www.drupa.de

Unsurpassed for more than 50 years, drupa is the international leader in the printing and media industry. It presents the complete range of products and services available on world markets. As a straightforward trade fair, it is the main information and ordering platform for decision-makers in the publishing and media industries and the printing sector. Unimaginable without Japanese companies.

Worldwide

› BRASILPACK* São Paulo › drupa Düsseldorf › Embax Brno › International Packtech India Mumbai
› interpack Düsseldorf › PACK PRINT International Bangkok › UPAKOVKA/UPAK ITALIA Moscow



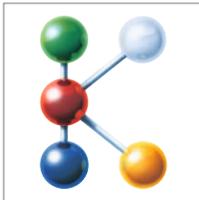
› **interpack**
Processes and packaging

Trade fair cycle held at three-year intervals
Information online at www.interpack.com

interpack is the key international fair for processes and packaging. It presents the entire value chain from the manufacturing and processing of packaging articles and materials to packaging and distribution processes, and even includes quality assurance and consumer protection. The range of products on show makes interpack particularly important to industries such as the food and beverages sector, the confectionery trade, the pharmaceuticals and cosmetics sectors, the non-food consumer goods segment and the industrial goods segment. And Japanese technology is a vital part of all of this.

Worldwide

- › Arabplast Dubai
- › Chinaplas Shanghai/Guangzhou
- › interplastica Moscow
- › K Düsseldorf
- › M-PLAS Kuala Lumpur
- › Plastics and Rubber Vietnam Ho Chi Minh City
- › PLASTINDIA New Delhi
- › PLASTEEX Brno
- › TIPREX Bangkok



- › **K**
Plastics and Rubber

Trade fair cycle held at three-year intervals
Information online at www.k-online.de

At K, the whole world of the plastics and rubber industries presents itself. The main topics dealt with are raw materials, consumables and supplies, machinery and equipment, industrial components and plastic products. K's high-calibre dialogue between experts from across the globe is what makes it particularly attractive to all decision-makers from industries including plastic goods manufacturing, mechanical engineering, automotive engineering, electrical engineering, construction and chemicals.

Worldwide

- › Tekno/Tube Arabia Dubai
- › Tube Düsseldorf
- › Tube India International New Delhi
- › Tube Russia Moscow
- › Tubotech São Paulo
- › wire Düsseldorf
- › wire Russia Moscow
- › wire/Tube CHINA Shanghai
- › wire/Tube Southeast ASIA Bangkok



- › **wire**
International Wire and Cable Trade Fair

Trade fair cycle held at two-year intervals
Information online at www.wire.de

The world's main event for wire and cable industry innovations in wire manufacturing and finishing machines, process engineering tools and auxiliaries, materials, special-purpose products, instrumentation and control systems, testing equipment and special-purpose applications. This makes wire the decision-making forum for the industry.



- › **Tube**
International Tube and Pipe Trade Fair

Trade fair cycle held at two-year intervals
Information online at www.tube.de

Tube presents the latest trends in tube and pipe materials, accessories, fabrication machinery, second-hand machines, process engineering tools and auxiliaries, instrumentation and control systems, testing equipment, pipeline and OCTG technology, specialised fields and newly developed products on the tube and pipe market. Its comprehensive programme makes Tube particularly attractive to top managers from trade and commerce, and all fields where tubes and pipes are used.

01

MACHINERY, PLANT AND EQUIPMENT

Worldwide

› **Valve World Americas** Houston › **Valve World Asia** Suzhou › **Valve World Expo** Düsseldorf



› **Valve World Expo**
Valve World Conference and Exhibition

Trade fair cycle every two years

Information online at www.valveworldexpo.de

The Valve World Expo and Conference, the world's No. 1 trade fair for piping, valve and flow control professionals, was established in 1998 and moved to Düsseldorf in 2010 to secure further growth. Organised with KCI Publishing B.V., the coordinator of the leading international industry conference in the field, the main product groups of Valve World are valves, seals and related products, valve-related piping products, engineering, associations and publishing houses. Target groups include more or less all areas where valves are used, e.g. mining, biotechnology, petrochemicals, power generation, oil, gas and LNG, marine and offshore industry, food processing, agriculture, pulp and paper, the pharmaceutical and medical industries, water and waste water management, the automotive and aerospace industries, machine construction and shipbuilding. With over 600 exhibitors from 37 countries, Valve World Expo 2012 was again the undisputed flagship industry event and the ideal platform for inspirational ideas and forward-looking decisions. Messe Düsseldorf Japan is especially proud that Japanese companies have sponsored this trade fair for many years.

Worldwide

› **Aluminium/Non-Ferrous** Moscow › **FINTECH** Brno › **FOND-EX** Brno › **Foundrex India** Hyderabad/Pune › **GIFA** Düsseldorf › **IndoMetal** Jakarta › **Metallurgy India** New Delhi › **Metallurgy-Litmash** Moscow › **Metallurgy UKRAINE** Donetsk › **METAV** Düsseldorf › **METEC** Düsseldorf › **NEWCAST** Düsseldorf › **THERMPROCESS** Düsseldorf

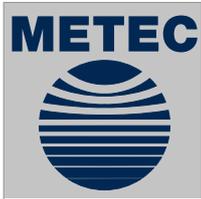


› **GIFA**
International Foundry Trade Fair with WFO Technical Forum

Trade fair cycle held at four-year intervals,
parallel to METEC, THERMPROCESS and NEWCAST

Information online at www.gifa.de

GIFA is the main address for the foundry industry worldwide. It gives a comprehensive presentation of the latest developments in materials engineering and manufacturing technology. For the industries consuming the products, GIFA is an absolute pool of innovation. The extensive supporting programme of special shows and congresses rounds off the products and services presented.



› **METEC**

International Exhibition for Metallurgical Technology with Congress

Trade fair cycle held at four-year intervals,
parallel to GIFA, THERMPROCESS and NEWCAST

Information online at www.metec.de

This forum of innovation for the metallurgical industry is a leading light in the expansion and modernisation of metallurgical technology throughout the world. More efficient steel smelting and machining processes make METEC an absolutely essential event. First-rate congresses supplement the range of products and services offered by the fair.



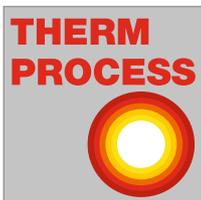
› **NEWCAST**

International Trade Fair for Precision Castings, including the NEWCAST Forum

Trade fair cycle held at four-year intervals,
parallel to GIFA, METEC and THERMPROCESS

Information online at www.newcast.com

This international exhibition presents the latest developments in the precision castings field. At NEWCAST, design engineers and buyers from a wide variety of industries experience innovations of the highest calibre, while the NEWCAST Forum intensifies communication between the foundries and their customers.



› **THERMPROCESS**

International Trade Fair and Symposium for Thermo Process Technology

Trade fair cycle held at four-year intervals,
parallel to GIFA, METEC and NEWCAST

Information online at www.thermprocess.de

THERMPROCESS presents all the products and innovations associated with efficient thermal processes. For the industry's experts and users, it is the premier trade fair for innovations that are crucial to business and industry. The supporting programme also includes the THERMPROCESS Symposium, the FOGI special exhibition and other services offered by exhibitors.

01

MACHINERY, PLANT AND EQUIPMENT

Worldwide

› All in Glass Guangzhou › GLASSPEX INDIA Mumbai/New Delhi › **glasstec** Düsseldorf



› GLASSTEC

International Trade Fair with the Glass Technology Live Special Exhibition

Trade fair cycle held at two-year intervals

Information online at www.glasstec.de

glasstec is the only trade fair worldwide that shows the entire range of the glass industry's products and the innovative potential of glass as a material in all its facets. Attention is focused on various glass manufacture/production techniques, tools and uses, while forward-looking topics such as special-purpose thin glass, insulating glass, laser technology, photovoltaics and solar thermal engineering attract particular interest. The special exhibition and technical symposium are event highlights.

Worldwide

› Energy Storage Düsseldorf › Energy Storage China Beijing › Energy Storage India Mumbai
› Energy Storage North America San Jose



› Energy Storage

International Conference and Exhibition
for the Storage of Renewable Energies

Trade fair cycle annual

Information online at www.energy-storage-online.com

The production and storage of energy is a subject that concerns scientists and politicians the world over. Energy is crucial to Japan's economic success: high dependency on imports of fossil energy sources have even led to a trade deficit, and storage of the country's increasing alternative energy resources is a crucial factor. This is why the Energy Storage Summits developed by Messe Düsseldorf are so important.

Started in 2012, they provide information on the transformation in energy systems: efficient grids, efficient infrastructure and efficient storage technologies. Marketable applications and innovative concepts are the key to "Energy Storage – International Summit for the Storage of Renewable Energies". It conducts research and discusses innovative concepts and market-ready applications for the storage of energy with political, industry and utility company figures. The "Energy Storage Summit" aims to show what the future energy supply could look like based on renewable energies, and what role energy storage technologies play. The successful summits in Düsseldorf have been exported to create the "World of Energy Storage".

Besides Energy Storage Düsseldorf, versions in North America, India and China provide a great chance for Japanese companies from energy storage-related industries to expand their business abroad. Messe Düsseldorf Japan has also begun organising related events in Japan.

02

TRADE AND SERVICES



> **EuroShop**
The Global Retail Trade Fair

Trade fair cycle held at three-year intervals
Information online at www.euroshop.de

The retail industry's absolute international highlight: retailers and traders aiming at long-term success cannot afford to overlook EuroShop. Covering fields including store construction, furnishing and design, refrigeration, marketing and promotion, IT and security technology and exhibition and event design and organisation, EuroShop encompasses all trade-related capital goods segments. Visitors come from all retail-related industries and include architects, retail designers, commercial artists, visual marketing designers, trade fair organisers and marketing experts. Since 2011, Messe Düsseldorf and Japan's most influential business media group, Nikkei, have jointly organised the "EuroShop//JAPAN SHOP Award", introducing superb Japanese shop design to Europe.



> **EuroCIS**
The Leading Trade Fair for Retail Technology

Trade fair cycle The trade fair is held annually between the EuroShop dates.
When EuroShop is held, EuroCIS is one of EuroShop's four sectors.
Information online at www.eurocis.com

EuroCIS is Europe's leading trade fair for matters relating to IT, multichannel solutions and security in the retail trade. EuroCIS has IT solutions that are dovetailed to the needs of the entire retail trade and is the ideal platform for people wishing to inform themselves not only about the latest trends and products with regard to checkout and payment systems, POS technologies and security technology, but also about e-commerce and m-commerce solutions, supply management and empties return systems. The supporting EuroCIS programme deals with various current trends.

Worldwide

> **InterCool** Düsseldorf > **InterMopro** Düsseldorf > **InterMeat** Düsseldorf > **ProWein** Düsseldorf
> **ProWine China** Shanghai > **VINEX** Brno



> **PROWEIN**
International Trade Fair for Wines and Spirits

Trade fair cycle held annually
Information online at www.prowein.de

Those interested in the world's wines come to ProWein. Here, the products of all the world's major wine-growing areas are presented, ranging from those of large wine-marketing groups to products of small vintners, and from both traditional wine-producing nations to new wine-growing regions. Japanese sake, shochu and umeshu have been present at Messe Düsseldorf Japan's pavilion, "The Taste of Japan", since 2011. ProWein is the No. 1 platform for experts and an absolute must for buyers from the wholesale and retail trades, caterers and import/export companies – a real rendezvous for experts.

03

MEDICINE AND HEALTH

Worldwide

› **China Med** Beijing › **CHINA-PHARM** Beijing/Shanghai › **COMPAMED** Düsseldorf › **MEDICAL FAIR ASIA** Singapore › **MEDICAL FAIR AUSTRALIA** Sydney › **MEDICAL FAIR CENTRAL EUROPE** Brno › **MEDICAL FAIR INDIA** New Delhi/Mumbai › **MEDICAL FAIR THAILAND** Bangkok › **HOSPITALAR** São Paulo › **MEDICA** Düsseldorf › **OPTA** Brno › **ZDRAVOOKHRANENIYE** Moscow



› MEDICA

World Forum for Medicine – International Trade Fair and Congress

Trade fair cycle held annually, parallel to COMPAMED

Information online at www.medica.de

The world's largest medical trade fair covers the entire range of products and systems for inpatient and out-patient care. Exhibitors present a comprehensive assortment of products, making MEDICA an essential event both for general practitioners and for decision-makers in hospitals, commercial establishments and industry. The number of Japanese exhibitors has almost doubled since 2007, showing how innovative medical technology from Japan can explore foreign markets. Numerous special exhibitions like the MEDICA Congress rank among the premier information events for medical and technical staff.



› COMPAMED

High-Tech Solutions for Medical Technology

Trade fair cycle held annually, parallel to MEDICA

Information online at www.compamed.de

An insight into tomorrow's world of medical technology is provided by the leading international trade fair for upstream suppliers to the medical products manufacturing sector. The products on view range from components, tubes, filters and pumps to raw materials, adhesives, testing systems and production facility services. Topics highlighted in particular include microsystem technology and nanotechnology. As well as dealers, COMPAMED attracts managerial staff, product developers and buyers from the medical technology sector, and Japanese participation has grown tremendously, from just one or two companies in 2007 to 35 companies in 2013.

Worldwide

› A+A Düsseldorf › COS+H China Beijing › Interprotec Brno › OS+H Asia Singapore



› A+A

Safety, Security and Health at Work

Trade fair cycle held biennially

Information online at www.aplusa-online.de

The world's largest and most important trade fair for the safety and security industry in both qualitative and quantitative terms presents all the components necessary for plant security and the safety and health of individuals at work. A particular attraction is the extensive supporting programme, consisting of practical demonstrations and presentations by numerous international associations and institutions.



› REHACARE

International Trade Fair and Congress for
Rehabilitation – Care – Prevention – Integration

Trade fair cycle held annually

Information online at www.rehacare.de

For people who are handicapped, chronically ill or in need of care and who wish to inform themselves about products and innovations, REHACARE is not to be missed. At this key trade fair, exhibitors from all corners of the earth present their innovations, while welfare associations, self-help groups and institutions also present current trends, schemes and statutory provisions. Specialised medical suppliers, service providers, institutions paying for services and managerial staff in nursing homes, hospitals and public agencies also use REHACARE to compare costs, acquire know-how and deepen business relationships.



04

FASHION

AND LIFESTYLE

Worldwide

› GDS Düsseldorf › tag it! by GDS Düsseldorf



› GDS

Global destination for shoes and accessories

› tag it! by GDS

The show for private label in shoes and accessories

Trade fair cycle biannually

Information online at www.gds-online.com
www.tag-it-gds.com

GDS is the global destination for shoes and accessories. It provides the platform for manufacturers to stage their brands and products and is the place for the industry to gain a crucial overview. GDS features trend-setters and takes place at the start of the season – because order needs focus.

GDS runs in parallel with *tag it! by GDS*. The show for private labels in shoes and accessories starts one day earlier than GDS and is aimed at international manufacturers and retailers of footwear and accessories with the focus on private label production. The trade fair is the world's only exhibition that covers private labels for footwear and accessories and caters for all the relevant market players and indeed at the right time for orders.



Worldwide

› **BEIRUT BOAT** Beirut › **boat** Brno › **boot** Düsseldorf

› **boot**

International Boat Show Düsseldorf

Trade fair cycle held annually

Information online at www.boot.de

Visitors from more than 60 countries travel to Düsseldorf for the world's biggest yachting and water sports fair, covering boat premieres, new types of motors, water sports equipment and services. Shipyards, importers and dealers present both trade and private visitors with a representative cross-section of the international boat and yacht market.

Worldwide

› **All in Caravanning** Beijing › **CARAVAN SALON** Düsseldorf › **TourNatur** Düsseldorf

› **CARAVAN SALON**

The No. 1 Show for Motor Homes and Caravans

Trade fair cycle held annually

Information online at www.caravan-salon.de

From the small two-person caravan to the luxury-class motor home – CARAVAN SALON, the world's biggest fair for mobile leisure pursuits, presents everything the market has to offer. But attention is not only focused on technological progress and comfort; tourist destinations and vacation organisation are attracting ever more attention and are appropriately presented at CARAVAN SALON.



**JAPANESE POPULATIONS
OF VARIOUS GERMAN STATES**

Every third Japanese inhabitant of Germany
lives in North Rhine-Westphalia.

North Rhine-Westphalia 9,996

Bavaria 5,186

Hesse 4,778

Baden-Württemberg 3,444

Berlin 3,172

JUST FEEL AT HOME

The close links between Japan and Düsseldorf, the capital of North Rhine-Westphalia (NRW), have a long tradition. The first Japanese general trading company started up its operations in the city in 1955. Düsseldorf was viewed as the nerve centre of companies based in the Ruhr area – home to the administration and distribution set-ups of heavy industries such as steel processing and mechanical engineering.

Word that NRW offers excellent prospects for companies from Japan must have spread fast. Roughly half the Japanese companies or branch establishments in Germany are now headquartered in NRW.

What do they, and what will you, find in Düsseldorf – and especially at the trade fairs? Customers. Or production partners. Probably both. For North Rhine-Westphalia is one of Europe's industrial powerhouses. This state is the frontrunner among Germany's world champions in exports, and home to key industries including the chemical and life science industries, mechanical and plant engineering and electrical engineering, as well as future industries, such as renewable energy, environmental protection and nanotechnology. Industries that are of enormous importance to Japan, too. Düsseldorf is one of Germany's leading media and communication centres. A city with a balanced budget, which ranks among the strongest municipalities in Germany in economic terms.

Closely linked to the rest of the world: 90 minutes by plane from London. To Milan – ten minutes longer. People making business trips in Europe greatly appreciate Düsseldorf's perfect air links. Not forgetting the other six international airports in NRW, which offer a total of 390 daily direct flights worldwide. A closely knit motorway system links the industrial centres with the metropolises of Europe, while the Rhine still ensures that goods heading for their destination by sea are transported efficiently to the harbour.



TEN-MINUTE CITY

Düsseldorf, Europe Beyond Düsseldorf's borders, the prospects for companies wishing to do business in Europe only improve. There are about ten million people living in the city's direct catchment area, and 150 million within a radius of 500 km – more than a third of the population of the EU.

After work What do Düsseldorfers do after work? They enjoy life. Why not join them? Have a look around the city: the history of Schloss Jägerhof. The colourful contemporary art collection in K21. The new aspects, such as the Medienhafen (Media Harbour) with its architectural highlights. In summer, savour the flair of the Rhine embankment promenade, or go shopping on Königsallee.

Home Our fellow Japanese citizens' community has added new, highly attractive facets to the face of the city of Düsseldorf. These include the German-Japanese Centre, home to the Japanese Chamber of Industry and Commerce and several leading companies since 1978. One sign of the mutual respect between the two communities is the EKO House of Japanese Culture, Europe's only Japanese-built Buddhist temple.

It is now impossible to imagine the city's calendar of festive dates without the "Japan Day". We, Messe Düsseldorf Japan, also do our bit to ensure people of different cultures meet, communicate with one another and nurture good relationships. For instance, with our "DüsselNEWS" newsletter, and events that provide forums for swapping information and views: DüsselCLUBS and DüsselSEMINARS. These things bring people closer and create trust, not only to strike good business deals. For what we appreciate even more than business partners are friends in business.





DÜSSELCLUB/-NEWS/-SEMINARS

With our regular **DüsselCLUBS** in Tokyo, we provide a place for exchanging opinions and getting to know each other better. Here, leaders from the industry meet with journalists and clients in a relaxed atmosphere – and by doing so, we keep contact beyond the trade fair days.

Our **industry-specific newsletters** are compiled – in Japanese, of course – for the printing, packaging, plastics and retail industries, providing information on latest trends (mostly in Europe). They are amended by **industry-specific seminars** mostly held during trade fairs in Düsseldorf, but also in Japan. Here, specialists from the industry report on trends and statistics, give insight into strategies and examples for operational success. It goes without saying that lectures are interpreted simultaneously into Japanese, and Japanese handouts are prepared to bypass the language barrier.

With **Japan pavilions** at our trade fairs we react to the fact that an increasing number of small and medium enterprises sees the necessity to discover foreign markets, but want to do so without the traditionally involved general trading companies (Sogo Shosha). With the pavilions, also rather inexperienced SMEs find it easier to make the step abroad, especially with full-scale support provided by Messe Düsseldorf Japan, including interpreters, marketing activities and even catering at the fair.

Japan Technology Forums, organised by MDJ during the fairs, provide the stage to introduce Japanese technology to foreign buyers.



ASIA-PACIFIC BUSINESS PLATFORMS

MESSE DÜSSELDORF ASIA

- › INDOPLAS/INDOPACK/
INDOPRINT/IndoMetal
- › MEDICAL FAIR ASIA
- › MEDICAL FAIR AUSTRALIA
- › MEDICAL FAIR THAILAND
- › M-PLAS
- › OS+H ASIA
- › PACK PRINT INTERNATIONAL
- › Plastics & Rubber Vietnam
- › TIPREX
- › Tube Southeast ASIA
- › wire Southeast ASIA

MESSE DÜSSELDORF CHINA

- › All in Caravanning
- › All in Glass
- › All in Print China
- › CHINA MED
- › CHINA-PHARM
- › Chinaplas *
- › COS+H
- › Energy Storage China
- › Tube CHINA
- › wire CHINA

MESSE DÜSSELDORF INDIA

- › Energy Storage India
- › GLASSPEX India
- › International Packtech
India markets!
- › MEDICAL FAIR INDIA
- › Metallurgy India
- › Schweißen & Schneiden
India **
- › Tube India
- › WIRE & CABLE India

MESSE DÜSSELDORF JAPAN

A springboard to world markets! With business news, seminars and conferences, country pavilions and whatever support is needed.

* Messe Düsseldorf China in collaboration with local partner ** Messe Düsseldorf India in collaboration with Messe Essen

CROSS-BORDER OPPORTUNITIES

Japanese products have an excellent reputation in world markets. And foreign trade is one of the propellants of growth in the Japanese economy. The trend of recent years shows that the exchange of goods with the European Union and Japan's Asian neighbours – above all China and the ASEAN states – is intensifying. In the boom regions of Eastern Asia, there is great demand for know-how, capital goods and, as prosperity increases, for everyday consumer goods, too.

In places where business thrives, we set up a base. Messe Düsseldorf has a good feel for market growth. Our collaboration with the Moscow trade fair organisers began as early as 1963 – long before business relations with the former Eastern bloc were seen as normal. Nowadays, we have our own subsidiary in Moscow which successfully provides international suppliers with access to the Russian market. The dynamic growth rates in imports from the Asia-Pacific region and Japan's position as one of Russia's principal trading partners demonstrate the opportunities for growth in Eastern Europe.

Japan's biggest trading partner is now China, and as regards the cultivation of relations between suppliers and customers, we have done some pioneering work here, too. Messe Düsseldorf has been represented in Shanghai and Hong Kong since 1999 through MDC/MDS. Other offices in Beijing, Guangzhou, Chongqing and Shenyang are control centres for events in the interior of the country.

With its Singapore branch, Messe Düsseldorf looks after the entire economic region of South East Asia – a region that, with a population of 580 million, is one of the fastest-growing areas of the world. Thailand, Malaysia, Indonesia and Vietnam offer huge growth potential for companies and, as trade fair locations, are already part of our portfolio.

Made in D Messe Düsseldorf is regarded as one of the forerunners of cross-border business ventures on the international trade fair scene. One of our principal goals now is to establish key trade fairs for our five business segments in the markets of Asia, and thus promote trade throughout the region.

That is why we are represented there by employees who can organise and carry out fairs professionally. Who cultivate relations with organisations and public agencies to ensure the smooth running of all the processes and procedures. Who draw on know-how accumulated in Düsseldorf and successfully deploy it at Asian trade fair centres. Messe Düsseldorf Japan creates links. Wherever you visit a fair organised by our group, you are guaranteed a warm welcome. This feeling encourages our main business partners from all corners of the earth to continually use our trade fairs as a meeting place. In order to establish contacts from which good business ventures take root.



CONTACT US

Want more details?

Still have questions?

Would you like to know more about the Messe Düsseldorf Group?

Or specific topics?

Contact us at: [➤ www.messe-duesseldorf.com](https://www.messe-duesseldorf.com)



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Basis for
Business

