

February 9 , 2016

Press Release



Japan Analytical Instruments Manufacturers' Association (JAIMA)

Japan Scientific Instruments Association (JSIA)

## Exhibitor Applications for JASIS 2016 Started on February 3

– One of the largest exhibitions for analytical and scientific instruments in Asia, featuring an enhanced special exhibition on life sciences and new exhibitions on material development and quality management to attract more visitors this year –

On February 3, the Japan Analytical Instruments Manufacturers' Association (JAIMA; 1-12-3 Kanda Nishikicho, Chiyoda-ku, Tokyo 101-0054; chaired by Gon-emon Kurihara, president of JEOL Ltd.) and the Japan Scientific Instruments Association (JSIA; 3-8-5 Nihonbashi Honcho, Chuo-ku, Tokyo 103-0023; chaired by Hideto Yazawa, chairman of Dalton Co., Ltd.) started accepting applications from outside Japan for exhibiting at JASIS 2016 (Japan Analytical & Scientific Instruments Show 2016) , which is co-organized by the above organizations and scheduled to be held from September 7 to 9 at Makuhari Messe.

This year, we are planning to enhance the well-received special exhibition on life sciences, as well as to focus on the areas of material development and quality management by setting up a place where various exhibitors can introduce and discuss related applications, all to further expand the exhibition.

### [About JASIS]

As an exhibition that specializes in analytical and scientific instruments, JASIS features many exhibitors, including major manufacturers, from around the world, every year. With more than 20,000 visitors per exhibition, it is one of the largest exhibitions for analytical and scientific instruments in Asia. It is also highly rated by exhibitors, as it provides analytical and scientific instrument manufacturers and distributors with opportunities for new customer acquisition, sales expansion, and business matching. The key features of JASIS and the advantages of exhibition are as follows.

1. More than 50% of the annual visitors (about 12,000) are users, and more than 70% are decision-makers that purchase instruments or those who are in a position to give advice in decision-making.
2. With more than 400 events, such as seminars, conferences, and presentations targeting various industries and professions, JASIS attracts a wide range of visitors.
3. By featuring new exhibitions every year, JASIS draws many visitors who want to collect the latest information and provides exhibitors with opportunities to grasp the latest customer needs.

[Special and New Exhibitions at JASIS 2016]

To achieve the goals of having about 500 exhibitors, 1,500 booth units, and more than 30,000 visitors, JASIS 2016 will feature the following special and new exhibitions.

1) Life Science Innovation Zone

The JASIS 2015 "Advanced Diagnostics Innovation Zone" gained great popularity and attracted more than 5,000 visitors. At JASIS 2016, it will be further enhanced as the "Life Science Innovation Zone." It is designed to support business expansion in seven areas: Advanced Drug Discovery, Preventive Medicine, Next-Generation Health Care, Advanced Diagnosis, Cell/Regeneration Medicine, Food Science, and Related IT. Keynote addresses will be given by leading researchers, in order to draw 8,000 visitors over three days.

2) Open Solution Forum (NEW)

This is designed on the concept that "material development and quality management can generate competitive advantages in manufacturing." The venue will have a capacity of 100 seats, and the program will be composed of keynote addresses by well-known lecturers and exhibitors' presentations on three product areas: Automobiles, Environmental Cleaning Products, and Health/Functional Foods. We are expecting this forum to draw new and good customers in rapidly growing markets.

[Exhibition Application]

We are accepting applications from outside Japan during the period from February 3 to April 15 and from inside Japan during the period from January 6 to March 14, via the JASIS website: <http://www.jasis.jp/en>. The following two venues are available.

1) General Exhibition

The general exhibition booths are very popular and provide space for 80% of the exhibitors every year. The standard booth size is 3m x 3m (9m<sup>2</sup>), and the standard booth fee is 430,000 yen.

2) Life Science Innovation Zone

Booth fees start at 100,000 yen, and booths can be used for presentations and for product and poster displays by the exhibitor.

For details, visit the JASIS website at: <http://www.jasis.jp/en>.

**Contact**

JASIS Office

Att. Japan Analytical Instruments Manufacturers' Association

Ms. Jingni Shen

TEL: +81-3-3292-0642