

OPIE'19 Report

OPTICS & PHOTONICS International Exhibition

LASER EXPO / LENS EXPO / IR+UV EXPO / Space & Astronomical Optics EXPO Industrial Camera & Advanced Imaging EXPO / Positioning EXPO

24 (Wed) - 26 (Fri) April 2019 10:00 - 17:00

Pacifico Yokohama

Organized by : OPI Council

Operated by : OPTRONICS



Greetings and Contents of This Report

At OPIE'19, all booths were sold out and we have already received many applications for OPIE'20 at unprecedented pace. This is one of the evidences the exhibition this year has been considered as successful and we have appreciated very much for all exhibitors' support for it. As we mentioned in the previous report issued last year, we have implemented various kind of measures for the last two years to invite visitors who are highly interested in the exhibition themes. We have received positive feedbacks on them from the exhibitors and we will continue to perform these activities more intensively to attract the visitors to come. In particular, we will carry out following activities.

- ✓ We will perform the activities more effectively to encourage target visitors to come to the exhibition who are highly qualified and have strong interest in Optics & Photonics related businesses.
- Ve will make further progress in globalization and cooperate with academic societies so that visitors who play important roles in photonics industry will come to the exhibition from oversea countries as well as from Japan.
- ✓ Although "Online Expo", to be opened July, leaves room for further improvement, we will make those improvements take place for the exhibitors to receive its benefits after the real exhibition.
- Ve will investigate what and how we can do for our exhibition to offer the place of opportunity where exhibitors' solutions and visitors' need can meet.

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		Contact : <u>event@Optronics.co.jp</u> (TEL:+81-3-3269-3550)		



OPIE'19 Outline

Organized by : OPI Council

LASER EXPO LENS EXPO IR+UV EXPO Space & Astronomical Optics EXPO Industrial Camera & Advanced Imaging EXPO

Positioning EXPO

Organized by Laser Society of Japan Organized by Japan Photonics Council Organized by Japan Photonics Council Organized by Japan Photonics Council Supported by JAXA / NAOJ Organized by Japan Photonics Council / OPTRONICS MEDIA Organized by OPTRONICS MAGAZINE Planning cooperated by Technical Committee of Ultra Precision Positioning of The Japan

Society for Precision Engineering

Operated by : **OPTRONICS**

Date: 24 (Wed) - 26 (Fri) April 2019

Sponsors / Cooperating Organizations

Sponsored by

Japan External Trade Organization (JETRO)

German Chamber of Commerce and Industry in Japan

NEDO (New Energy and Industrial Technology Development Organization)

International Partner

SPIE / PHOTONICS MEDIA

Co-sponsored by

Association for Innovative Optical Technologies / Institute for Laser Technology / Institute of Laser Engineering, Osaka University /JAPAN IMPOTERS ASSOCIATION OF LASERS & ELECTRO-OPTICS / Japan Optical Glass Manufacturers' Association / JAPAN OPTICAL MEASURING INSTRUMENTS MANUFACTURERS' ASSOCIATION / JAPAN OPTOMECHATRONICS ASSOCIATION / Japan Precision Measuring Instruments Manufacturers Association / Kanagawa Academy of Science and Technology / KSP / Microoptics Group / Optoelectronics Industry and Technology Development Association / OSA / PIDA / The Institute of Electronics, Information and Communication Engineers / The Institute of Image Information and Television Engineers / The Institution of Professional Engineers, Japan / The Japan Society for Precision Engineering / The Japan Society of Applied Physics / The Optical Society of Japan (OSJ) / The Optical Thin-Film Science and Engineering group / The Robotics Society of Japan / The Spectroscopical Society of Japan / The Japan Society of Infrared Science and Technology / Photonic Sensing Consortium

Co-located Seminars / Events

Co-located seminar and lecture: Laser seminar Lens seminar Infrared / Ultraviolet seminar Positioning seminar Industrial Camera seminar Space & Astronomical Optics EXPO Special Lecture

Co-located event:

SPIE Keynote Lecture -Global photonics market size, trends, and hot topics in 2018-CIOE Chinese Market Seminar -Overview and prospective on China's optoelectronic industry-OITDA Optical Technology and Optical Industry Trends Seminar 2019 JIAL Advanced Technology Seminar - New Products and Applications Focusing on 2019 EU & US Laser Manufacturers -11th Laser Society of Japan Industry Award Ceremony Exhibitor Seminar Communication Open Seminar - Optical communication technology for Beyond 5G -THE AMADA FOUNDATION : The 3rd Funded Research Result Presentation (Laser Processing) Publication commemorative lecture - Surface Emitting Laser Shines -The forefront of Laser Measurement Standard and Measurement Technology Berlin Workshop in Cooperation with Brandenburg Economic Development Agency(WFBB) Fraunhofer Photonic Research Cooperation Workshop Current Status and Future of Optical Science Research by Researchers of The RIKEN Center for Advanced Photonics (RAP) Space Communications by researchers of NICT (National Institute of Information and Communications Technology) Current Status and Future of High Power Blue and Green Laser Processing

Co-located with : OPIC 2019 (Poster session in the exhibition hall)

<Industry-Academia Networking Party>

Get-Together for exhibitors, OPIC attendees, laser-related societies members and VIP.

Exhibitor List

3D Innovation Co., Ltd. ACH2 Technologies Co., Ltd. ActesKyosan inc. AD Science Inc. Advanced Communication Media CO., LTD. AEMtec GmbH AGC, Inc. AIC-VISION Corporation AIM CO., LTD. AISAY Corporation AISTHESIS Co., Ltd. AITEC SYSTEM Co., Ltd. AkiTech I FO ALPHA-ONE ELECTRONICS LTD. ALT INC. AMAKUSA OPTICAL CO. LTD. AMETEK Co., Ltd. AMPLITUDE JAPAN G.K. Aptus Corporation Archer OpTx. Inc. ARTRAY CO., LTD Asahi Electronics Laboratory Co., Ltd. Association for Innovative Optical Technologies Astron Corporation Atik Cameras Ltd. AUTEX, INC. AVAL DATA CORPORATION AYASE Co., Ltd. BBH Technologies (LuoYang) CO.,LTD Beams, Inc. Berlin Partner fuer Wirtschaft und technologie GmbH **Bestmedia BITRAN CORPORATION** BOOK Fair Buhler Bunkoukeiki Co., Ltd. Canare Electric Co., Ltd. Canon Precision Inc. Casley Consulting, Inc. CBC Co., Ltd. CBC Optics Co., Ltd. CDGM Co., Ltd.

CERATECH JAPAN CO., LTD Changchun Boxin Photoelectric Co., Ltd. Chroma Technology Japan CHRONIX Inc. Chuo Precision Industrial Co., Ltd. **CIOE** (China International Optoelectronic Exposition) Circle & Square Co., Ltd. Connet Laser Technology Co., Ltd. Consortium of Visible Laser Diode Applications CoorsTek CORNES Technologies Ltd. Craft Center SAWAKI Inc. **CRYSTAL OPTICS** CRYSTECH Inc. Cybernet System Co., Ltd. DAICO MFG CO., LTD. DAICO MFG CO., LTD. deltafiber.ip Ltd. DELTAOPTICS **DHT** Corporation DYNACAST E-Globaledge Corporation EBA Japan Co., Ltd EDMUND OPTICS JAPAN CO., LTD. **EKSMA Optics** Embassy of Spain - Economic and Commercial Office Enable K.K. Eterge Opto-Electronics Co., LTD. Euresys Japan K.K FANUC CORPORATION Ferdinand-Braun-Institut, Leibniz-Institut fuer Hoechstfrequenztechnik (FBH) FILMETRICS JAPAN, INC. Finetech GmbH & Co. KG First Light, Inc. FIT CORPORATION FIT Leadintex. Inc. FLIR Systems Japan K.K. Fraunhofer Heinrich Hertz Institute Fuji Xerox Co., Ltd. Fujifilm Corporation

FUJII OPTICAL CO., LTD. Fuiikura Ltd. FUJITOK Corporation G-freude Co., Ltd. GEE Inc. General Corporation Genesia Corporation GIAI PHOTONICS CO..LTD **GND Solutions GmbH** Gooch & Housego Japan K.K. Graviton Inc. GRINM Electro-Optic Materials Co., Ltd. Guoguang Optical Glass Co., Ltd Hamamatsu Agency for Innovation Photon Vallery Center HAMAMATSU PHOTONICS K.K. HANAMURA OPTICS CORP. HAYASHI-REPIC, CO., LTD. Hellma Materials GmbH HERZ CO., LTD Hi-Technology Trading, Inc. **High-Tech Corporation** HighFinesse Japan Co., Ltd. HIKARI GLASS CO., LTD. Hikari Inc. Hikari Inc. HiLASE Centre Institute of PhysicsASCR, v.v.i. HIOKI E.E. CORPORATION HORIBA, Ltd. Hotta lens HOTTA Optical Co., Ltd. HUBEI GABRIELLE-OPTECH CO.,LTD I-Wave Corporation **IDEX Optical Technologies** lida Lighting Inc. IIYAMA PRECISION GLASS CO., LTD Ikuta-seimitsu Co..Ltd Innovation Research Corporation InPhenix, Inc. Institute for Laser Technology Institute of Laser Engineering, Osaka University International Day of Light IR System Co., Ltd.

Iridian Spectral Technologies Itabashi Industrial Promotion Public Corporation Japan Cell Co., Ltd. Japan DEVICE Ltd. JAPAN IMPORTERS ASSOCIATION OF LASERS & ELECTRO-OPTICS Japan Intense Light Field Science Society Japan Laser Corporation Japan Optical Glass Manufacturers' Association JAPAN OPTICAL MEASURING INSTRUMENTS MANUFACTURERS' ASSOCIATION JAPAN OPTOMECHATRONICS ASSOCIATION Japan Photonics Council Japan Precision Measuring Instruments Manufacturers Association JIANGSU PACIFIC QUARTZ CO., LTD JIANGSU YUDI OPTICAL CO. LTD Jiaxing Best Optoelectronic Co., Ltd. JTEC Corporation JXTG Nippon Oil & Energy Corporation KADOMI OPTICAL INDUSTRY CO, LTD Kagaku Gijutsu-Sha Kanagawa Institute of Industrial Science and Technology Kantum Electronics Co., Ltd. KAWAI OPTICS CO., LTD. Ken Aurtomation, Inc. **KEYSTONE** International Co., Ltd. KIKOH GIKEN Co., Ltd. KIMMON KOHA CO., LTD. KIYOHARA OPTICS Inc. KJ Corporation KLV Co., Ltd. KOA COMMERCIAL CO., LTD KOENN Co., Ltd. Kogakugiken Corp. KOJIMA ENGINEERING CO., LTD. KONICA MINOLTA JAPAN, INC. KOSHIBU PRECISION CO..LTD Koyo Orient Japan Co., Ltd. KSP. Inc. KUNMING METWHICH OPTICAL CO..LTD. **KYOCERA** Corporation

KYOKKO TRADING CO., LTD. KYOKUEI-KENMAKAKOU CO., LTD. KYORITSU ELECTRIC CO.,LTD. KYORITSU SEIKI Kyoto Photonics Society KYOTO SEMICONDUCTOR Co., Ltd. LAB Motion Systems Laser Focus World Japan Leibniz-Institute for Agricultural Engineering and Bioeconomy. Department Horticulture Engineering LUCEO CO., LTD. Lumerical Inc LUMIBIRD Luminex Trading, Inc. LxRay Co., Ltd. M SQUARE Co., Ltd. M&S Instruments Inc. Mahr Japan Co., Ltd. MARUBUN CORPORATION Matsunaga Special Welding Co., Ltd. Matsunami Glass Ind., Ltd. MB SMART Co., LTD Merck Performance Materials Ltd MESS-TEK Co., Ltd. Micro Edge Process Corporation Microoptics Group, The Japan Society of Applied Physics MILS SYSTEMS co., ltd MITSUBISHI CABLE INDUSTRIES, LTD. Monocrom MOSWELL CO., LTD. MSH Systemsn INC. MUROMACHI CHEMICALS INC. MUSASHI OPTICAL SYSTEM CO., LTD. Nalux Co., Ltd. Nanjing Yongning Technology Instrument Co., Ltd. NANO CONTROL CO., LTD. NANOXEED CO., LTD. Nantong Ruisen Optical Element Technology Co., Ltd. Nanyang Kaixin Optical&Electronic Co., Ltd. Nanyang Running Optical&Electronic Co., Ltd

Exhibitor List

National Astronomical Observatory of Japan Natume Optical Corp. neaspec GmbH **NEOARK** Corporation Neotron Co., Ltd. New Metals and Chemicals Corporation, Ltd. NIDEK CO., LTD. Nihon Tokushu Kogaku Jushi Co., Ltd. NIKON CORPORATION Nippokougaku Co., Ltd Nippon Electric Glass Co., Ltd. NIPPON P - I CO., LTD Nishimura Advanced Ceramics Nitride Semiconductors Co., Ltd. NITTO OPTICAL CO., LTD. NOVITEC CO., LTD. NTT Advanced Technology Corporation Ocean Photonics. Inc. OCJ/Optical Coatings Japan OHARA Inc. OHARA INC. Ohyo Koken Kogyo Co., Ltd. OKAMOTO OPTICS WORKS, INC. Okano Electronics Co., Ltd. OPCell Co., Ltd OPHIR JAPAN LTD. **OPI CORPRATION** OPT Gate CO., LTD. Optart Corporation OPTICAL SOLUTIONS CORPORATION optics.org OptMax. Inc. OPTO SCIENCE, INC. Opto Taiwan (PIDA) Opto-Line, Inc. Opto-Works Co., Ltd. Optoelectronics Industry and Technology **Development Association** Optopia Co., Ltd. OPTOQUEST Co., Ltd. **OptoSirius** Corporation OptoTech Optikmaschinen GmbH OptoTech Pty Ltd

OPTRONICS MEDIA Optronscience, Inc OrangeTek Corporation Orsa Corp. OSA - The Optical Society Otsuka Electronics Co., Ltd. **OXIDE** Corporation **OZ Optics Limited** Panasonic Factory Solutions Sales & Engineering Japan Co., Ltd PCO Imaging Asia Pte. Ltd. PDW Analytics GmbH PEARL OPTICAL INDUSTRY CO., LTD. Phenix Optics Co., Ltd. PHOENIX+ Projekt Phoseon Technology Japan K.K. Photodiam, Inc PHOTON ENGINEERING Photon R&D. Inc. Photonic Sensing Consortium for Safety and Security Photonics Cluster Berlin Brandenburg Photonics Media PHOTOTECHNICA CORP. Physix Technology Inc. Pi PHOTONICS, INC. PI-Japan Co., Ltd. Plastic Optical Co., Ltd. PNEUM Co., Ltd. PolyPhotonics Berlin Prior Scientific K.K. PROFITET CO., LTD Prolinx Corporation PULAX CORPORATION Pulstec Industrial Co., Ltd. QD Laser, Inc. **QED** Technologies Qinhuangdao Intrinsic Crystal Technology Co., Ltd. Quark Technology Rayture Systems Co., Ltd. Renishaw **REVOX Inc.** RICOH IMAGING COMPANY, LTD.

RICOH JAPAN Corp. Ryokosha Co., Ltd S.G.K. co., ltd. Safran Reosc SAIS CO., LTD Sakai Manufacturing Co., Ltd. SAN-EI ELECTRIC CO., LTD. San-Es Trading Co., Ltd. SANKEISHA&CO., LTD. SAW&SPR-Tech CO., LTD SCANSOL Inc. SCHOTT Japan Corporation Seiwa Optical Ltd. sevensix Inc. SHENZHEN Guangtongdian Technology CO..LTD SHERN YEONG PRECISE OPTICAL CO., LTD. Shibuva Optical Co., Ltd. Shikoh Tech Co., Ltd. Shimadzu Corporation SHINANO SEIMITSU Co., Ltd SHONAN OPTIOCAL MACHINE CO, LTD SHOWA OPTRONICS CO., LTD. SIGMA TECH CO., LTD. Sinko SINO-GALVO (JIANGSU) TECHNOLOHY CO..LTD SoftWorks Co., Ltd. SPECTRA CO-OP Spectra Quest Lab, Inc. Spectra-Physics K.K. Spectral Application Research Laboratory Inc. SPIE SPIE Digital Library Stenon GmbH Sugitoh Co., Ltd. Sumika Chemical Analysis Service, Ltd. SUMITA OPTICAL GLASS, INC. Sumitomo Electric Industries, Ltd. SUMITOMO ELECTRIC INDUSTRIES.LTD Sumitomo Heavy Industries, Ltd. Sun Instruments, Inc. Sunex. Inc.

Sunny Japan Co., Ltd. SunPlus Trading INC. Suzhou Jiujon Optics Co., Ltd. Suzuki optics Ltd. SYNERGY OPTOSYSTEMS CO., LTD. Systems Engineering Inc. T.E.M. Incorporated T.S.L. Co., Ltd. TAC COAT CO., LTD Tachibana Optical Lens Co., Ltd. Taisyou Optical Inc TAIYO KIKAKU Co., Ltd. TAIZHOU JINGDA OPTIC ELECTRIC CO., LTD. TAKANO CO., LTD. Takenaka System Co., Ltd. TAKESHO CORPORATION TANAKA KIKINZOKU KOGYO k.k. TATSUNO OPTICS CO.,LTD TEC Microsystems GmbH Technical Co., Ltd. Technohands Co., Ltd. THE AMADA FOUNDATION The Graduate School for the Creation of New Photonics Industries The Institute of Electronics. Information and **Communication Engineers** The Institute of Image Information and **Television Engineers** The Institution of Professional Engineers, Japan The Japan Society for Precision Engineering The Japan Society of Infrared Science and Technology The Laser Society of Japan The Optical Society of Japan The Optical Thin-Film Science and Engineering group The Robotics Society of Japan The Spectroscopical Society of Japan Thorlabs Japan Inc. Tokai Engineering Service Co., Ltd. TOKAI OPTICAL CO., LTD. Tokyo Institute of Technology

Tokvo Instruments. Inc. TOKYO SEIKI KOSAKUSHO CO., LTD TOPTICA Photonics, K.K TOSHIBA TELI CORPORATION TOYODA GOSEI CO., LTD. Trioptics Japan Co., Ltd. TRUMPF CORPORATION **TSURUMARU LTD** U-TECHNOLOGY Co., Ltd. U-VIX CORPORATION UHAO Lighting Company Limited Umicore Japan KK UNION OPTICAL CO., LTD UNITAC CO., LTD. UNIVERSE OPTICAL INDUSTRIES USHIO INC. USHIO OPTO SEMICONDUCTORS, INC. UVphotonics NT GmbH Vision Sensing Co., Ltd. VPIphotonics GmbH WAVE OPTO Wexx Co., Ltd. WING CO., LTD. Wirtschaftsforderung Land Brandenburg GmbH (Brandenburg Invest) X-one Technologies Co., Ltd YACHIYO MICROSCIENCE INC. YAMAMOTO KOGAKU CO., LTD. YAMAMURA PHOTONICS CO.,LTD. Yamashita Materials Yucaly Optical Laboratory, Inc. Zemax Japan K.K. Zhejiang Lante Optics Co., Ltd. Zhong Yang Technology Co., Ltd.

< Number of Exhibitors > 405 Companies / Organization < Number of Booths > 540 Booths

Advertisement Activities for Visitors (1/2)

<Direct Mail (Invitation Ticket)>

- Monthly OPTRONICS, MEDICAL PHOTONICS magazine Other readers, purchaser of books issued by Optronics Co., Ltd. exhibition organized by Optronics Co., Ltd., seminar participants etc. About 80,000

- Information from exhibitors About 70,000 DM

-About 35,000 our booth visitors, including InterOpto, Science Photonics fair, laser solution, infrared array sensor forum, nano tech exhibition, JASIS (analytical exhibition / scientific instruments exhibition), science expo,

About 185,000

<E-mail>

- Monthly OPTRONICS, MEDICAL PHOTONICS magazine other readers, purchaser of books issued by Optronics Co., Ltd., exhibition organized by Optronics Co., Ltd., seminar participants etc. About 45,000

- About 12,000 E-mail News readers

- About 20,000 our booth visitors, including InterOpto, Science Photonics fair, laser solution, infrared array sensor forum, nano tech exhibition, JASIS (analytical exhibition / scientific instruments exhibition), science expo, 115,000 copies from sponsoring organizations, media sponsors, etc.

<Mobilization of visitors by specialized technical journal, Website>

We held announcements at Monthly OPTRONICS, MEDICAL PHOTONICS magazine, related academic journals, WEB Journal and OPTO.TV and other WEB sites.

In addition, we overseas PR in monthly magazine OPTRONICS affiliated magazine PHOTONICS SPECTRA etc., overseas specialized magazines, related exhibitions.

<Website>

Science Portal http://scienceportal.jp/ JETRO (Japan External Trade Organization) http://www.jetro.go.jp/matching/j-messe/ Exhibition and MICE http://www.eventbiz.net/ And other major websites

About 192,000





Advertisement Activities for Visitors (2/2)

We reviewed and changed some of the media partners and collaborated with them who had effective influence on optical engineers. In addition, we succeeded in increasing the number of repeaters by sending our new weekly "News Letter" to the visitors last year.

Cooperative Media



Cooperative specialized newspaper company

Nikkan Kogyo Shimbun, Nikkei Sangyo Shimbun, Nippon Kogyo Shimbun

Optical News Letter (HTML E-mail)



It is our new weekly "News Letter" on which top five prominent news are picked up every week and delivered in HTML form which is visually effective. When the date of the exhibition was coming , information of the exhibition and events was contained and advertised

Approximately 68,000 mails and issues in total

Trends in the Number of Visitors and Exhibitors

Whole space was sold out this year. One of the future issues is to increase capacity.



10/24



OPIE'19 Visitors Top 40



Visitor Profile

Most of the visitors are involved in manufacturing as happens every year





There were many visitors involved in electrical equipment and machinery / precision equipment. Most people were involved in manufacturing, including researchers from universities

The sum of R & D, design, production portion has reached 57%. People who have various roles in manufacturing were visited.

Parallel Events and Mobilization Effect



International Conference (OPIC) Optics & Photonics International Conference





Technical seminar by trading companies who join Japan Importers Association of Lasers & Electro-Optics (JIAL) (Special stage in the venue)



Seminar by Exhibitors (Annex Hall)

Effect of Parallel / Co-located Events

From the exhibitor survey, 55% of the exhibitors said that the events had some effect on attracting visitors, mobilization of qualified visitors in photonics.

We are planning attractive events at OPIE'20.

Visitor Survey (1/3) / Who and What Encourages Visitors to Come



We will expand the means of mobilizing visitors

60% of the visitors came to the exhibition by OPIE information, and 33% by the exhibitors' one. We appreciated the exhibitors' collaboration very much and expect it next year as well. We will continue to expand sources including media partners, to inform and encourage visitors to come.

Web site is very effective

We have reconfirmed that web is most effective media and we have appreciated that we need to get our web site more popular. In addition by delivering E-mails and direct mails via our unique network, we will encourage visitors to come who are interested in photonics from the next time.

Visitor Survey (2/3) / Purpose of Visit and Satisfaction Level



(Number of Answers: 538)



High-quality visitors with concrete subjects

Nearly 80% of visitors were interested in gathering new products and technical information, while about 30% are coming to investigate purchasing products, and/or explore to find solutions for their problems. From the exhibitor survey, the quality of visitors was evaluated as very high.

High satisfaction level

73% of the total was more than "satisfied" with 4% improvement than last year. We investigate closely the surveys for OPIE'20 to become more fruitful one.

Visitor Survey (3/3) / Visiting History and Staying Time



First-time participation rate is 42%, repeaters has increased.

Among the visitors this year, those who had participated last year increased by 8% in this year. The percentage of first-time participants decreased by 9%. As mentioned in the previous slide, about 25% attended with "concrete" purpose such as product investigation and solution searching.



Long staying time (increased than last year and multiple days visitors were double.)

More than 4 hours portion was increased by 6% from the last year. According to another survey, 22% of visitors came for more than 2 days. This is almost two times as much as last year. As a result, about 3,700 people came to the exhibition for multiple days.

Comparison with Other Exhibitions



Clear Theme Exhibition

OPIE has been recognized as the unique exhibition specialized for photonics and its difference has been acknowledged widely as "OPIE has clear and focused theme". More than 50% of the exhibitors also gave us the evaluation that "there are many visitors with interests in their products" and 94% of the exhibitors commented that "the quality of visitors is high". (From the exhibitor survey)

Exhibitor Survey





Review of this year

Encouraging visitors to come

- We reviewed our media partners and used their networks besides ours to approach new visitors. At the same time, in order to attract last year visitors, we have issued the new Optronics News Letter to them and offer information of the exhibition.
- It was the information from OPIE Management that was most effective for attracting customers, but the next effective one was the information from the exhibitors. We are expecting same cooperation of the exhibitors next time.
- We will also consider the media partnership for maintaining and expanding in order to encouraging new visitors to come.

Internationalization of OPIE

- Cooperation with the International Conference (OPIC, Optics & Photonics International Conference), which is held simultaneously, is one of the features of OPIE. Most of OPIC participants visited OPIE.
- This year, SPIE exhibited with their pavilion and the Berlin pavilion continued since the last year, Fraunhofer Institute workshop expanded, and group exhibit from China happened. Globalization of OPIE is in progress.

Attractive services to exhibitors "Online Expo"

- There still have room for improvements in its interface, design, and functions but this year, we are moving towards virtual feeling by adding "street view" functions. We hope that the exhibition effect will continue even after the real exhibition.
- At the real exhibition as well, we aim that it cam be the place where seeds meet needs of exhibitors and visitors.



Future Activities

Digging up new visitors

- We recognize that increasing the number of visitors, whether new or repeater, is one of the important issues.
- By reviewing and expanding the media partnership, more effective use of our network, we will establish new scheme to encourage attractive visitors for Laser Kansai in Summer, Science and Photonics fair in Fall and OPIE'20 next year.

Globalization of OPIE

- We will call for foreign exhibitors who are attractive to visitors such as ones who provide advanced technologies / products, ones that offer high cost performance etc.
- We are discussing operation of poster session of OPIC to be convenient for OPIC attendees to come to the exhibition area, and will expand the seminars by oversea exhibitors in the hall.

Attractive services to exhibitors "Online Expo"

- By improving the street view function, and by adding tour function and search functions as well, we will make "Online Expo" to be an easy-to-use website. We are still in process of further improvement at the experimental stage, but we aim it to become the online exhibition site so that the effects of exhibition can continue even after the real exhibition.
- We will investigate various measures to get us involved more closely in matching visitors and exhibitors. The details will be announced through the web etc.



Next Time

OPTICS & PHOTONICS International Exhibition



LASER EXPO / LENS EXPO / IR+UV EXPO / Space & Astronomical Optics EXPO

Industrial Camera & Advanced Imaging EXPO / Positioning EXPO

22 (Wed) - 24 (Fri) April 2020 10:00 - 17:00

Pacifico Yokohama

It is expected that the booth will be sold out. Please reserve your space earlier.

We look forward to your exhibit at OPIE'20

OPIC Free Entry Benefit Utilization / Situation



Reasons for not using OPIC Free Entry Benefit

