



**LASER EXPO / LENS EXPO / R+UV EXPO / Industrial Camera EXPO  
Medical & Imaging EXPO / Space & Astronomical Optics EXPO / Positioning EXPO**

**25Wed. - 27Fri. April, 2018 10:00 - 17:00**  
**Pacifico Yokohama Exhibition Hall Annex Hall**

## **OPIE'18 Report**

**Organized by : OPI Council**

**Operated by : OPTRONICS**

**15 June 2018**

# Greetings and contents of this report

Thank you very much for having exhibited at OPIE this year. We have made a summary report of the exhibition and share with you.

Please do not hesitate to contact us if you have any comments, questions and requests for us.

After the exhibition, we have received many positive feedbacks from the exhibitors. We operate two exhibitions / trade fair, those are, 'OPIE' in spring and 'Science Photonics Fair' in autumn. We found some points to be improved at the last 'Science Photonics Fair' unfortunately and we have prepared OPIE'18 carefully incorporating implementation against them.

Part of the countermeasures worked well as expected and we have got the positive feedbacks as mentioned at OPIE'18. However we have regarded that there still have been issues to be improved and those will be sorted out by our continuous activities for improvements at coming Science Photonics Fair in this autumn and OPIE'19 in next spring.

In particular, we will make sure to implement following issues.

- ✓ We will continue to implement the new ways introduced this year to get more visitors. With making the implementations more efficient, we will encourage qualified people to come to the exhibition.
- ✓ We will proceed internationalization of the exhibition and close cooperation with academic societies. In this way, this exhibition should attract the visitors who have strong interest and sensitive in photonics field.
- ✓ We will develop “Online Expo” which introduced tentatively at 20<sup>th</sup> June and make it effective for the exhibitors to promote their products.
- ✓ We will investigate how we can support exhibitors to meet right visitors for them.

## Contents of the report

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# OPIE'18 Outline

|                                             |                                                                                                                                                                           |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>LASER EXPO</b>                           | <b>Organized by Laser Society of Japan</b>                                                                                                                                |
| <b>LENS EXPO</b>                            | <b>Organized by Japan Photonics Council</b>                                                                                                                               |
| <b>Positioning EXPO</b>                     | <b>Organized by OPTRONICS MAGAZINE</b><br><b>Planning cooperated by Technical Committee of Ultra Precision Positioning of The Japan Society for Precision Engineering</b> |
| <b>IR+UV EXPO</b>                           | <b>Organized by Japan Photonics Council</b>                                                                                                                               |
| <b>Medical &amp; Imaging EXPO</b>           | <b>Organized by Medical Imaging Consortium / OPTRONICS MEDIA</b>                                                                                                          |
| <b>Space &amp; Astronomical Optics EXPO</b> | <b>Organized by Japan Photonics Council</b><br><b>Supported by JAXA / NAOJ</b>                                                                                            |
| <b>Industrial Camera EXPO</b>               | <b>Organized by Japan Photonics Council / OPTRONICS MEDIA</b>                                                                                                             |

**Management office: The Optronics Co., Ltd.**

**Date: 25 (Wed) – 27 (Fri) April 2018**

# **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)**

**ImPACT (Impulsing Paradigm Change through Disruptive Technologies Program)**

## **International Partner**

**SPIE / PHOTONICS MEDIA**

## **Co-sponsored by**

Association for Innovative Optical Technologies / German Chamber of Commerce and Industry in Japan / Institute for Laser Technology / Institute of Laser Engineering , Osaka University / Japan External Trade Organization (JETRO) / JAPAN IMPOTERS ASSOCIATION OF LASERS & ELECTRO-OPTICS / Japan Optical Glass Manufacturers ' Association / Japan Optical Glass Manufacturers' Association (JOGMA) / JAPAN OPTICAL MEASURING INSTRUMENTS MANUFACTURERS ' ASSOCIATION / JAPAN OPTOMECHATRONICS ASSOCIATION / Japan Precision Measuring Instruments Manufacturers Association / Kanagawa Academy of Science and Technology / Kanagawa Institute of Industrial Science and Technology / KSP / Microoptics Group / NEDO (New Energy and Industrial Technology Development Organization) / 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

# Co-located Seminars / Events

## Co-located seminar and lecture:

- Laser seminar
- Lens seminar
- Infrared / Ultraviolet seminar
- Medical & imaging seminar
- Positioning seminar
- Industrial Camera seminar
- Space / Astronomical Optics EXPO Special Lecture

## Co-located event:

- Laser Society of Japan Industry Award Ceremony
- Exhibitor Seminar
- JIAL Advanced Technology Seminar
- SPIE Keynote Lecture
- Japan Laser Corporation 50th Anniversary Party
- THE AMADA FOUNDATION : Funded Research Result Presentation (Laser Processing)
- OSA Market Seminar
- CIOE Chinese Market Seminar
- Fraunhofer HHI Workshop
- Underwater LiDAR / Network Study Group
- JPC Intellectual Property Strategy Special Seminar
- Laser Safety Seminar
- Laser Patterning & Coating Seminar

**OPIC2018** (Poster Session had been held in the Exhibition hall)

**<Industry-Academia Networking Party>**

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

# Exhibitor List

## Thank you very much for your exhibit

3D Innovation Co., Ltd  
ACH2 Technologies Co., Ltd. / Rinks Web Corporation  
Acteskyosan  
Active Optics NightN Ltd.  
AD Science Inc.  
Advanced Communication Media  
AEMtec GmbH  
Aerotech K.K.  
AIM CO., LTD.  
AISAY Corporation  
AkiTech LEO  
ALAN Consortium  
ALPHA-ONE ELECTRONICS LTD.  
ALT INC.  
AMAKUSA OPTICAL CO., LTD  
AMETEK Co., Ltd.  
AMPLITUDE JAPAN G.K.  
Aperture Optical Science, Inc.  
Aptus Corporation  
Archer OpTx., Inc.  
ARTRAY CO., LTD.  
ASAHI PRECISION Co., Ltd.  
asphericon GmbH  
Association for Innovative Optical Technologies  
Astron Corporation  
Autex Inc.  
AVAL DATA CORPORATION  
AYASE Co., Ltd.  
Bao Rong Optical  
Beijing Dawei Laser Technolpgy Co., Ltd  
Bestmedia inc.  
BITRAN CORPORATION  
BOOK Fair  
botspot GmbH  
Buhler  
Bunkoueiki Co., Ltd.  
Canare Electric Co., Ltd.  
Canon IT Solutions Inc.  
Casley Consulting, Inc.  
CBC OPTICS Co., LTD.

CCS Inc.  
CERATECH JAPAN Co., LTD.  
Chongqing Dontop Optics Co. Ltd.  
Chroma Technology Japan G.K.  
CHRONIX Ltd.  
Chuo Precision Industrial Co., Ltd.  
CIOE - China International Optoelectronic Exposition  
Circle & Square Co., Ltd.  
CMICRO  
COMCRAFT Corporation  
Connet Laser Technology Co., Ltd.  
Consortium of Visible Laser Diode Applications  
CoorsTek  
CORNES Technologies Ltd.  
Corning International K.K.  
Craft Center SAWAKI Inc.  
DAICO MFG CO., LTD.  
Deltafiber.jp  
DELTAOPTICS  
DHT Corporation  
E-Globaledge Corporation  
EBA Japan Co., Ltd.  
EDMUND OPTICS JAPAN CO., LTD.  
Enable K.K.  
EURAMA Corporation  
FA System Engineering Co., LTD.  
FANUC CORPORATION  
Filmetrics JAPAN  
Finger Lakes Instrumentation  
First Light, Inc.  
FIT Corporation  
FIT Leadintex, Inc.  
FIVELAB Co., Ltd.  
FLIR Systems Japan K.K.  
Forte Solutions Asia Limited  
Forth Dimension Displays Ltd  
Fraunhofer Heinrich Hertz Institute  
Fuji Sankei Business i. / Nikko Forum  
FUJII OPTICAL CO., LTD.  
Fujitok Corporation

G-freude.Inc.  
GEE Inc.  
Genesis Corporation  
Gentec-EO Japan GK  
GEOMATEC  
Giai Photonics Co., Ltd.  
Gicho Business Communications Co., Ltd.  
Global Information, Inc.  
Go!Foton, Inc.  
Gooch & Housego  
Graviton Inc.  
GREEN OPTICS CO., LTD.  
Guangdong Hongjing Optoelectronic Technology Inc.  
Hamamatsu Agency for Innovation, PHOTON VALLEY CENTER  
HAMAMATSU PHOTONICS K.K.  
HANAMURA OPTICS CORP.  
HAYASHI-REPIC. CO., LTD. (Hayashi Watch-Works Co., LTD.)  
Hellma Materials GmbH  
Herz Industry Co., LTD.  
Hi-Technology Trading, Inc.  
High-Tech Corporation  
HighFinesse Japan Co., Ltd.  
HIKARI GLASS CO., LTD.  
Hikari, Inc.  
HIOKI E.E. CORPORATION  
Hochschule fur Technik und Wirtschaft Berlin / University of Applied Sciences  
HOLOEYE Photonics AG  
HORIBA, Ltd.  
HOTTA Optical Co., Ltd.  
HOTTA LENS CO.,LTD.  
I-Wave Co., Ltd.  
IDEX Optical Technologies  
Iida Lighting Inc.  
IIYAMA PRECISION GLASS CO.LTD  
Ikuta-Seimitsu CO., LTD.  
ImPACT( Impulsing Paradigm Change through Disruptive Technologies Program)

IMRA AMERICA, INC.  
Infinitegra, Inc.  
Innovation Research Corporation  
InPhenix, Inc.  
Institute for Laser Technology  
Institute of Laser Engineering, Osaka University  
IR System Co., Ltd.  
Itabashi Industrial Promotion Public Corporation  
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  
Japan Society of Next Generation Sensor Technology (JASST)  
JATEC / IL-com corporation  
JEPICO Corporation  
JIANGSU YUDI OPTICAL CO, LTD  
Jiangxi Lianchuang Electronic Co., Ltd.  
Jiaxing Best Optoelectronic Co., Ltd.  
JST ERATO MINOSHIMA Intelligent Optical Synthesizer Project  
JTEC Corporation  
KADOMI OPTICAL INDUSTRY CO,LTD  
Kanagawa Institute of Industrial Science and Technology  
KANTUM ELECTRONICS CO., LTD.  
KAWAI OPTICS CO., LTD  
Keopsys Japan Co., Ltd.  
Keystone International Co., Ltd.

KIKOH GIKEN Co., Ltd.  
KIYOHARA OPTICS Inc.  
KJ Corporation  
KLV Co., ltd  
Kogakugiken Corp.  
Kogakuin University  
Kohzu Precision Co., Ltd.  
KOJIMA ENGINEERING CO., LTD.  
KONICA MINOLTA JAPAN,INC.  
KOSHIBU PRECISION CO., LTD  
KSP, Inc.  
Kyocera Optec Co., Ltd.  
KYOKKO TRADING CO., LTD.  
Kyokuei Kenmakakou Co., Ltd.  
KYORITSU SEIKI  
KYORITSU ELECTRIC CO., LTD.  
Kyosemi Corporation  
Kyoto Photonics Society  
Laser Focus World Japan  
LUCO CO., LTD.  
Luminex Trading, Inc.  
LxRay Co., Ltd.  
MARUBUN CORPORATION  
Matsunami Glass Ind, Ltd.  
MDPI  
Medical Imaging Consortium  
Merck Performance Materials Ltd  
MESS-TEK CO., Ltd  
Micro Edge Process Corporation  
micro resist technology GmbH  
Microoptics Group, The Japan Society of Applied Physics  
MicroVision, Inc.  
MILS SYSTEMS co., Ltd  
Monocrom Japan  
MOSWELL CO., LTD.  
Musashi Optical System Co.,Ltd  
NALUX  
Nanjing Yongning Technology Instrument  
NANO CONTROL CO., LTD.  
NANOXEED CO., LTD.  
NANTONG YINXING OPTICAL



# Exhibitor List

## Thank you very much for your exhibit

PRODUCTS CO., LTD.  
National Astronomical Observatory of Japan  
National Institute of Advanced Industrial Science and Technology (AIST)  
Natsume Optical Corporation  
NEDO (New Energy and Industrial Technology Development Organization)  
NEOARK.corp  
NEOTRON CO., LTD.  
New Metals and Chemicals Corporation, Ltd.  
NIDEK CO., LTD.  
NIKON CORPORATION  
Nippon Electric Glass Co., Ltd.  
NIPPON P - I CO., LTD  
NIPPON PULSE MOTOR Co., Ltd.  
NIPPO Co., LTD.  
Nitride Semiconductors Co.,Ltd.  
NITTO OPTICAL CO., LTD.  
Noughts And Crosses, Ltd.  
NTKJ Co., Ltd.  
NTT Advanced Technology Corporation  
Ocean Photonics, Inc.  
OHARA INC.  
OHYO KOKEN KOGYO CO., LTD  
OKAMOTO OPTICS WORKS, INC.  
Okano Electronics Co., Ltd.  
OPCell Co., Ltd  
Ophir Japan Ltd.  
OPI Corporation  
OPLUX.co., Ltd.  
OPT CAREER  
OPT Gate CO., LTD.  
Optart Corporation  
OPTCOM CO., LTD.  
Optical Coatings Japan  
Optical Solutions Corporation  
OptMax, Inc.  
OPTO DESIGN INC.  
OPTO SCIENCE, INC  
Opto Taiwan 2018 (PIDA)  
Opto-Line, Inc.

Opto-Works Co., Ltd.  
Optoelectronics Industry and Technology Development Association  
OptoSirius Corporation  
OPTRONICS MEDIA  
OPTRONICS Senior Club  
Optronscience, Inc.  
ORSA Corp.  
OSA - The Optical Society  
Otsuka Electronics Co., Ltd.  
OXIDE Corporation  
Panasonic Factory Solutions Sales & Engineering Japan Co., Ltd  
PCO Imaging Asia Pte Ltd  
PEARL OPTICAL INDUSTRY CO., LTD.  
PHENIX OPTICAL CO., LTD.  
Phoseon Technology Japan  
PHOTON R&D, INC.  
Photonfocus AG  
Photonic Sensing Consortium  
Photonics and Optoelectronics Network Phoenix+  
Photonics Cluster Berlin Brandenburg  
PHOTONICS MEDIA  
PHOTOTECHNICA CORP.  
Physix Technology Inc  
Pi Photonics, Inc.  
PI-JAPAN Co.Ltd.,  
Plastic Optical Co., LTD.  
Pneum  
PolyPhotonics Berlin  
Prior Scientific K.K.  
PROFITET Co., Ltd.  
Prolinx Corporation  
QD Laser, Inc.  
QED Technologies  
Quark Technology Co.,Ltd  
Rayture System Co., Ltd  
RENISHAW K.K.  
Ricoh Co., Ltd.  
Ricoh Japan Co., Ltd / RICOH IMAGNG COMPANY.LTD.

Ryokosha Co., Ltd  
S.G.K.co., Ltd.  
Safran Reosc  
SAIS CO., LTD.  
SAKAI MANUFACTURING CO., LTD.  
San-Es Trading Co., Ltd.  
SANKEISHA&CO., LTD.  
SAW&SPR-Tech Co., Ltd  
SCANSOL Inc.  
SCHOTT AG  
Science Photonics Fair 2018  
Seiwa Optical Ltd.  
sevensix Inc.  
SHIBUYA OPTICAL CO., LTD  
Shikoh Tech LLC  
Shimadzu Corporation  
SHIN SEIHIN JOHO (NIKKAN KOGYO SHIMBUN, LTD.)  
SHINANO-SEIMITSU CO., LTD.  
Showa Optronics Co., Ltd.  
Sichuan Tianle Photonics Co., Ltd.  
SIGMA TECH CO., LTD.  
Sino-Galvo (Beijing) Technology Co., Ltd.  
SoftWorks Co. Ltd.,  
Spectra Co-op  
Spectra Quest Lab., Inc.  
Spectra-Physics  
Spectral Application Research Laboratory Inc. (SARLI)  
SPIE  
SUGITOH CO.,LTD.  
SUMITA OPTICAL GLASS, INC.  
Sumitomo Electric Industries, Ltd.  
Sumitomo Electric Industries, Ltd.  
SUMITOMO ELECTRIC INDUSTRIES.LTD.  
Sun Instruments, Inc.  
SUN-OPTICAL (DONGGUAN)  
OPTO.TECH.CO., LTD.  
Sunny Japan Co., Ltd.  
SunPlus Trading INC. / CNI Lasers  
Suzuki Optics

SYNERGY OPTOSYSTEMS CO., LTD.  
Systems Engineering Inc  
T.E.M., Inc.  
Tachibana Optical Lens Co., Ltd.  
Taisyuu Optical, Inc.  
TAIYO KIKAKU Co., Ltd.  
TAKANO CO., LTD.  
TAKESHO CO.LTD  
TANAKA KIKINZOKU KOGYO K.K.  
TATSUNO OPTICS CO., LTD  
TEC Microsystems GmbH  
Technical Co., Ltd.  
Technohands Co., Ltd.  
Technology Link, 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 Applied Physics  
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 OPTRONICS CO., LTD.  
The Robotics Society of Japan  
The Spectroscopical Society of Japan  
ThePowerHouse GmbH  
Thorlabs Japan Inc.  
Tokai Engineering Co., Ltd.  
Tokushima University  
Tokyo Institute of Technology  
Tokyo Instruments, Inc.  
TOKYO SEIKI KOSAKUSHO CO., LTD

Tokyo Sokki Kenkyujo Co., Ltd.  
Tokyoinstruments Inc.  
TOPTICA Photonics K.K.  
Toshiba teli corporation  
TOYODA & Co., Ltd  
toyotec Co.,Ltd  
Trioptics Japan Co.,LTD  
TRUMPF CORPORATION  
TSURUMARU LTD  
U-TECHNOLOGY Co., Ltd.  
U-VIX CORPORATION  
UNION OPTICAL CO.,LTD  
UNITAC CO.,LTD.  
UNIVERSE OPTICAL INDUSTRIES  
University of Tsukuba  
USHIO INC.  
USTRON CO.,LTD  
Venetex Corporation  
Vision Components GmbH  
Vision Sensing Co., Ltd.  
VPIphotonics GmbH  
WAVE OPTO  
Wavelength Opto-Electronic (S) Pte Ltd  
Wexx Co.,Ltd.  
WORKS Co., Ltd.  
YAMAMOTO KOGAKU CO., LTD.  
YAMAMURA PHOTONICS CO., LTD.  
Yamashita Materials  
YE Data Inc.  
YOKOHAMA National University  
Yucaly Optical Laboratory, Inc.  
Zemax Japan K.K.  
Zhejiang Lante Optics Co., Ltd.

# Mobilization activities of visitors

## <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.

About 192,000

## <Mobilization of visitors by specialized technical journal, WEB site>

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.

## <WEB SITE>

Science Portal

<http://scienceportal.jp/>

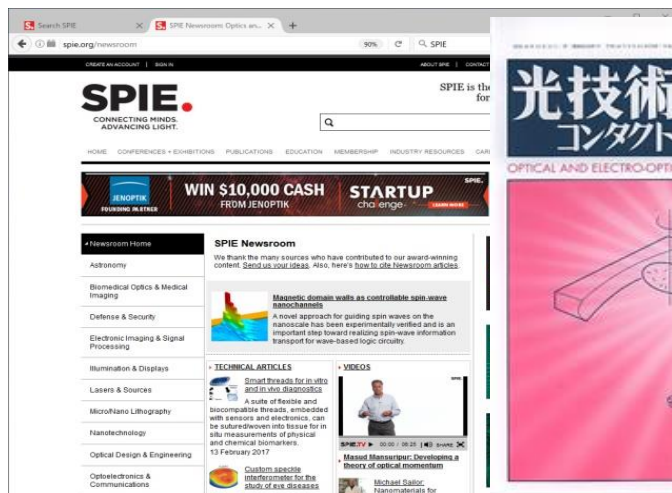
JETRO (Japan External Trade Organization)

<http://www.jetro.go.jp/matching/j-messe/>

Exhibition and MICE

<http://www.eventbiz.net/>

And other major websites





# Mobilization activities of visitors (new implementations)

We have added new influential media and partners for photonics related engineers to enhance our coverage to promote

## Cooperative media

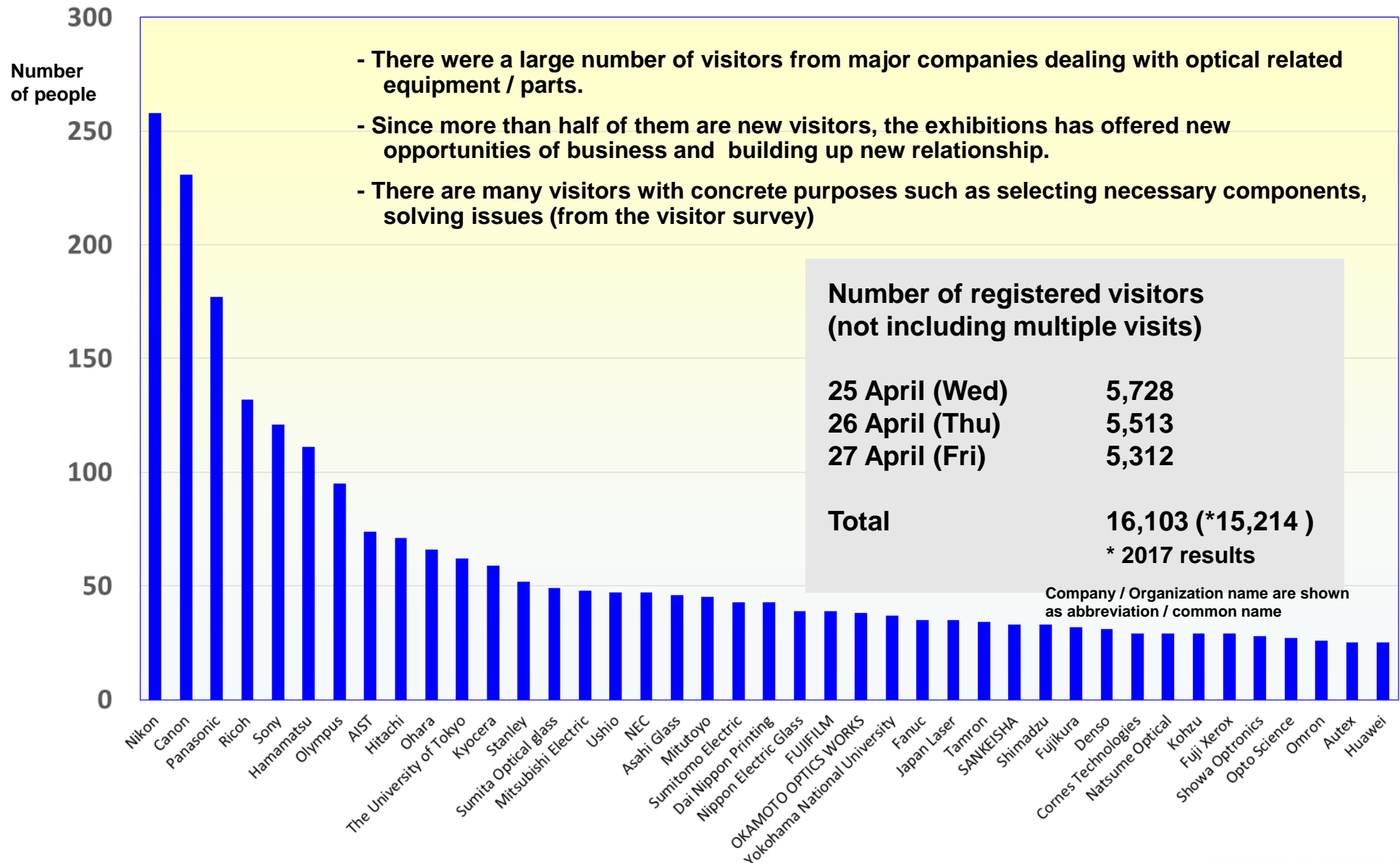


## Cooperative specialized newspaper company

Nikkan Kogyo Shimbun, Nikkei Sangyo Shimbun, Nippon Kogyo Shimbun, Dempa Shimbun

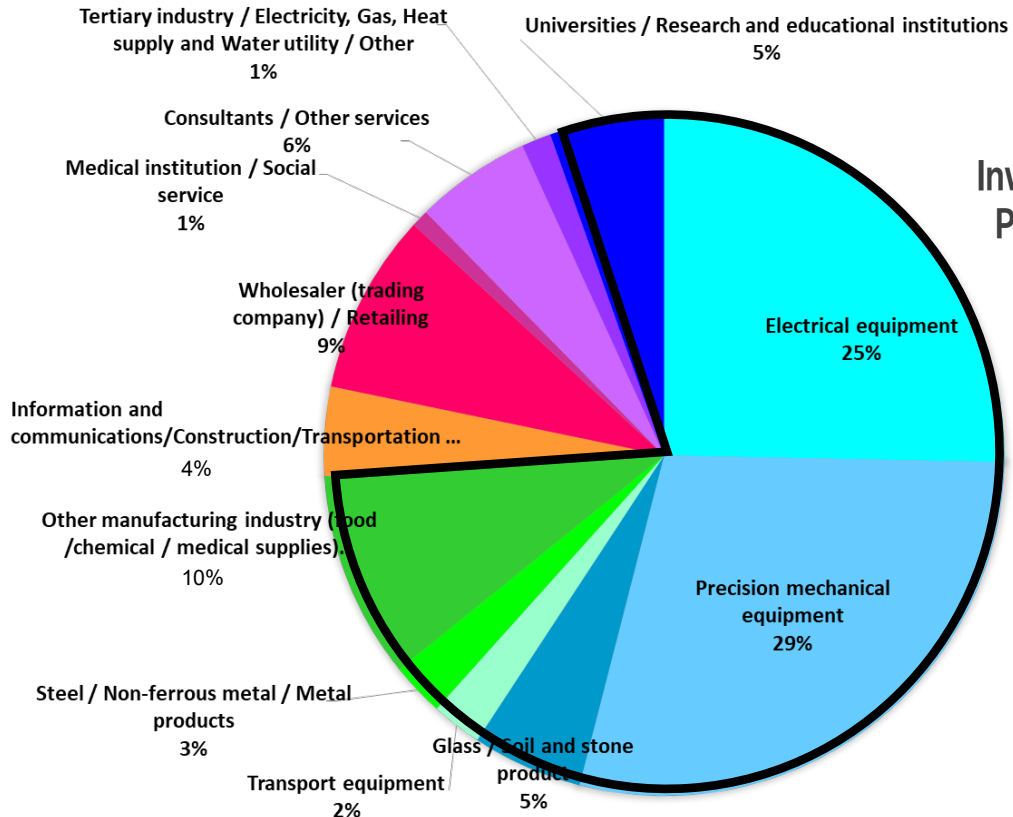
About 100,000 Announce and E-mail

# Top 40 organizations (number of visitors)



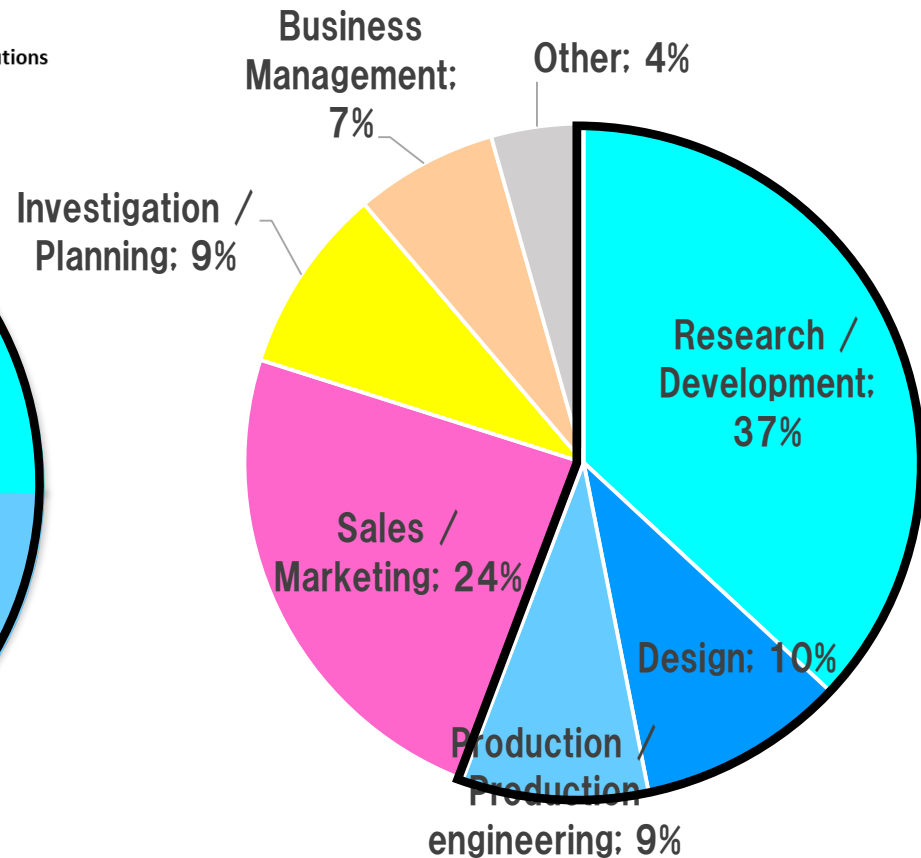
# Visitor Profile

## Industrial classification



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

## By occupation

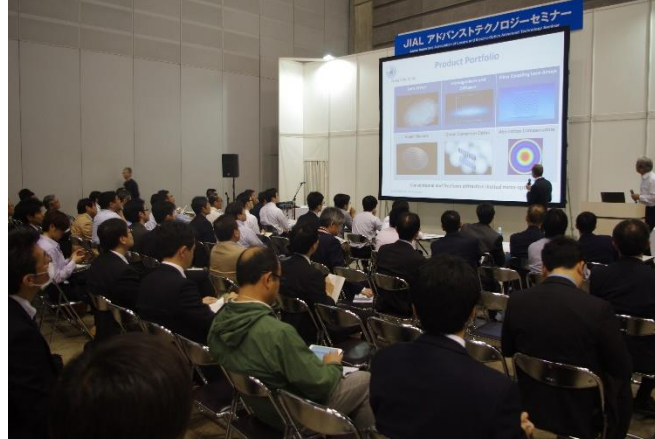


The sum of R & D, design, production fields has reached 56%. People who have various roles in manufacturing were visited.

# Co-located events and mobilization effect



International Conference (OPIC)  
Optics & Photonics International Conference

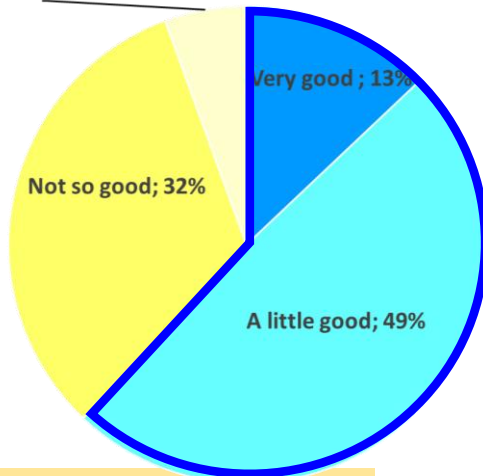


Technical seminar by trading companies who  
Join Japan Importers Association of Lasers &  
Electro-Optics (JIAL)  
(Special stage in the venue)



Seminar by Exhibitor  
(Annex Hall)

Disappointing; 6%



## Seminar / co-located event effect

From exhibitor survey, more than 60% exhibitors say that the events had some effect on attracting visitors, mobilization of qualified visitors in photonics. We are planning attractive events at next exhibition as well.

From exhibitor survey  
(About effect of the events)



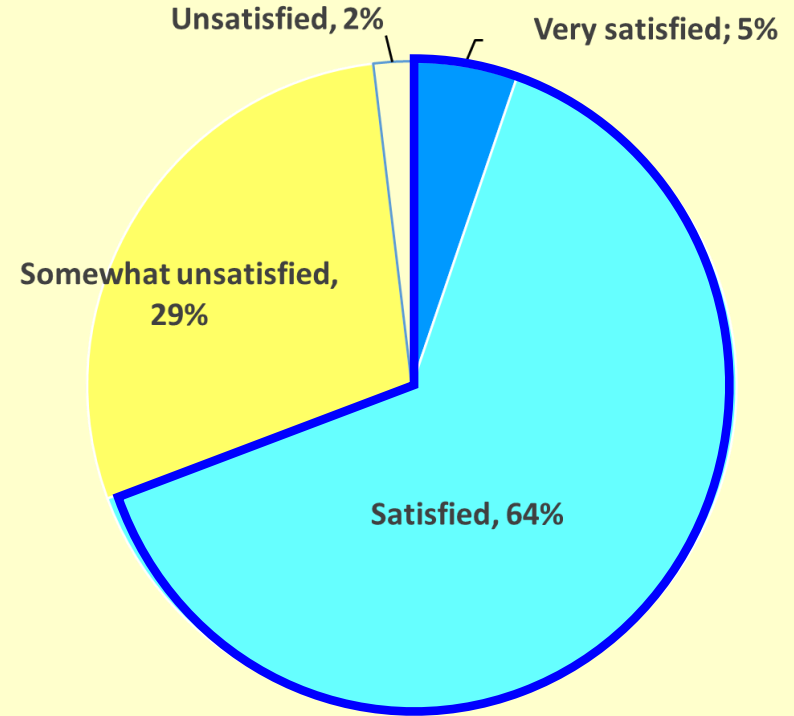
# Visitor Survey (1/3)

| Visiting purpose (multiple answers)                                 | Respondents percentage |
|---------------------------------------------------------------------|------------------------|
| New products and state-of-the-art information gathering             | 87%                    |
| General understanding of relevant industry and / or market trends.  | 42%                    |
| To investigate to purchase / introduce right products or equipment. | 31%                    |
| To solve problems in your product.                                  | 24%                    |
| To gain professional knowledge and skills for your field.           | 41%                    |
| To consider becoming an exhibitor at the next exhibition.           | 1%                     |
| Other                                                               | 7%                     |

## High-quality visitors with concrete subjects

Nearly 90% of visitors were interested in gathering new products and technical information, of which about 30% are coming to purchase investigation and exploring to solve issues.

From the questionnaires of the exhibitor side, the quality of visitors was evaluated as high quality.

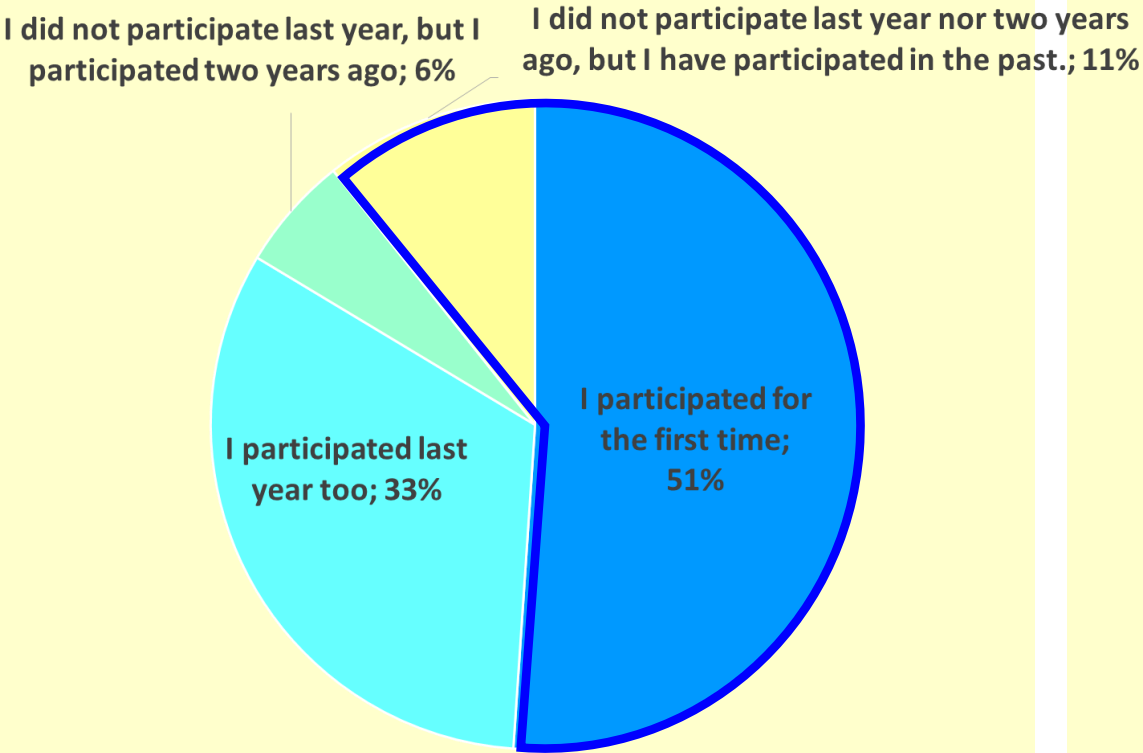


## High satisfaction level

70% of the total was more than "satisfied".

We will continue to investigate the survey to get higher satisfaction level at OPIE'19.

# Visitor Survey (2/3)



## 51% are new visitors

More than 60% of visitors have not participated in recent years. There are opportunities for getting new business and new leads. As mentioned, 30% of visitors had “concrete” issues such as looking for new parts and/or solving issues to be concerned.

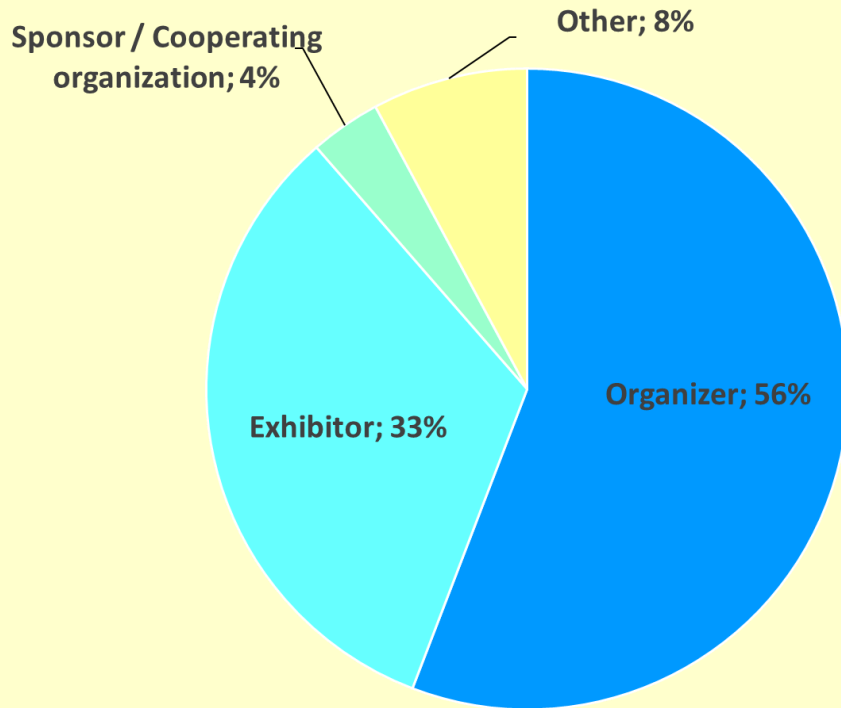


## Long stay time

Half of the visitors stayed over 4 hours. From another questionnaire, 12% visited for more than 2 days.

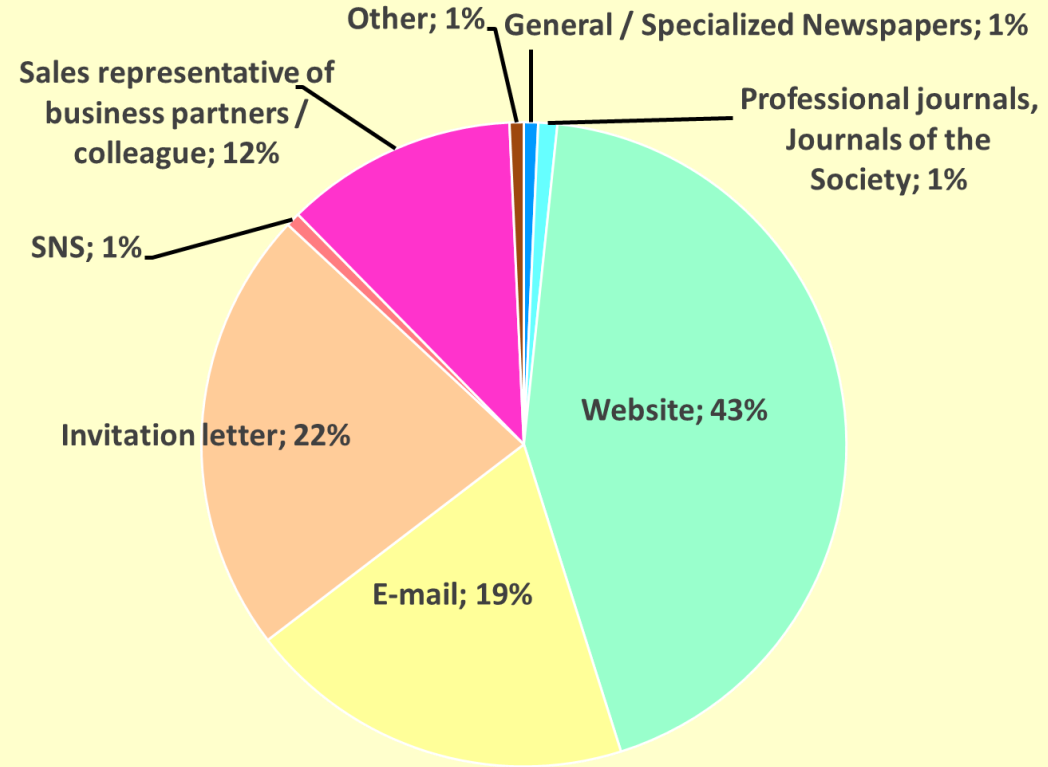
# Visitor Survey (3/3)

## Major information sources for visitors



### We will expand the means of visitor mobilization activities.

Most effective information to visit the exhibition was from the organizer(56%) and information from exhibitors has reached 1/3. We will ask for cooperation of exhibitors next year as well. Our new media partners, introduced this time, is 12%, and we will continue to expand the means of mobilization activities.



### The effect of the website

We have recognized web sites are very effective. It seems that the banner which showed the OPIE logo on the exhibitor's website also had good effect. We will mobilize attendees who are interested in photonics by raising awareness of our website as well as email distribution using our networks and delivery of direct mails.

# Comparison with other exhibitions

## Visitors survey results

| Comparison with other exhibitions<br>(multiple answers, excerpts)         | Respondent<br>Percentage |
|---------------------------------------------------------------------------|--------------------------|
| The exhibition coverage (theme) is well focused.                          | 43%                      |
| The coverage of the exhibition theme is appropriately large.              | 32%                      |
| The coverage is too narrow and there are few related fields.              | 8%                       |
| There are more interesting exhibitors for you than other exhibitions.     | 20%                      |
| There are fewer exhibitors and efficiency of the exhibition tour is less. | 8%                       |
| There is no big difference.                                               | 13%                      |

## Exhibitors survey results

| Comparison with other exhibitions<br>(multiple answers, excerpts)                 | Respondent<br>Percentage |
|-----------------------------------------------------------------------------------|--------------------------|
| The exhibition coverage (theme) is well focused.                                  | 69%                      |
| The coverage of the exhibition theme is appropriately large.                      | 35%                      |
| The coverage is too narrow and there are few related fields.                      | 2%                       |
| There are more visitors to have interest in your products than other exhibitions. | 54%                      |
| There are fewer visitors with strong interest in your products.                   | 6%                       |
| There is no big difference.                                                       | 7%                       |

### Clear Theme Exhibition

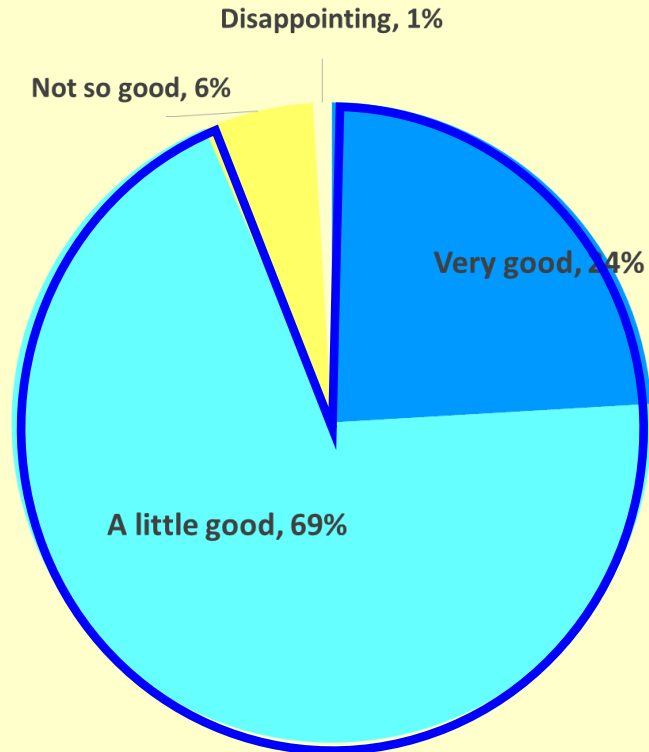
OPIE has been recognized as a unique exhibition specialized for photonics and its difference, "OPIE has clear and focused theme", has been also acknowledged widely.

Exhibitors also gave us the evaluation that "there are many visitors with interests" and "the quality of visitors is high". (From the exhibitor survey on the next page)



# Exhibitor Survey

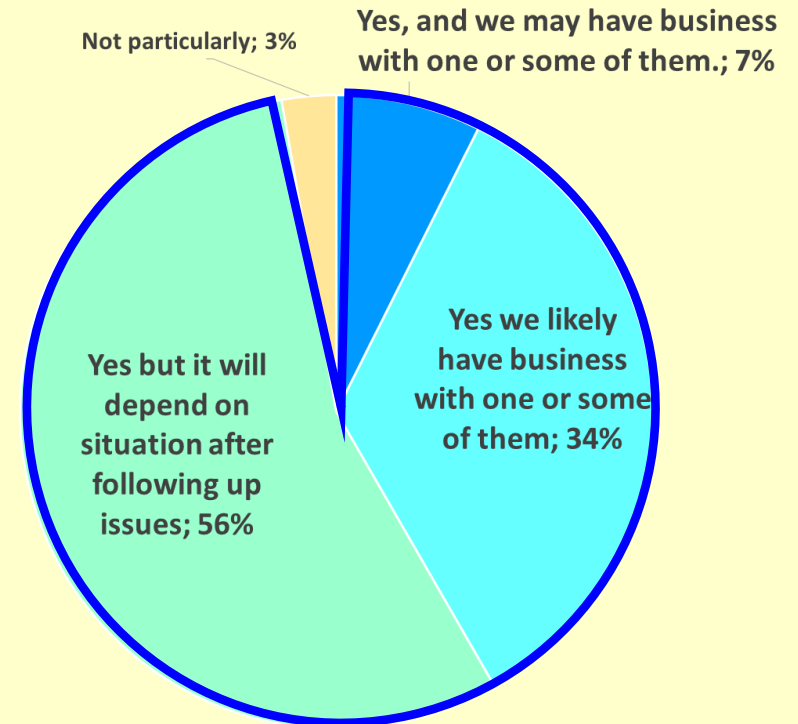
## Visitor quality



**The quality of visitors from the exhibitor side is high.**

Because there are many visitors with concrete subjects, we have succeeded to offer the best place to match “seeds” of the exhibitors with “needs” of visitors.

## Output from the exhibition



**97% of exhibitors have led to actual order acceptance activities.**

41% of exhibitors got good responses that would lead to purchase orders. 97% of exhibitors won leads for orders with following up issues.

# Review of this exhibition

## Visitor mobilization activities

- ✓ We have increased media partners this time so that we can encourage visitors to come through the medias besides ours.
- ✓ From the visitor survey, most effective source was ours, next one was exhibitors. We have appreciated very much for the exhibitors cooperation on gathering many visitors. Around 10% of visitors said that our media partners information was most effective to visit the exhibition
- ✓ We will investigate the effective partnership and will expand the cooperation with them to attract visitors..

## Internationalization of OPIE

- ✓ Cooperation with the International Conference (OPIC, Optics & Photonics International Conference), which is held simultaneously, is one of the features of OPIE. Many OPIC participants visited OPIE.
- ✓ International events and exhibitors including workshops by Fraunhofer Institute, Berlin pavilion from Germany, group exhibition from China have increased and created attention from oversea.

## Attractive services to exhibitors “Online Expo”

- ✓ We have opened an "online exhibition" site (<http://www.opt-vex.com>) as trial version that provides the same information as in OPIE. We will aim to continue the effect of the exhibition even after the end of the real exhibition.
- ✓ There are lot of improvements necessary in interfaces, web designs and functions, but in the future we will add attractive contents and develop it into the "virtual exhibition" held in the virtual space.
- ✓ We are also aiming that our exhibition can contribute to match “seeds” of exhibitors with “needs” of visitors even at real exhibitions. We are investigating implementations which can offer unique benefits to exhibitors, only possible by Optronics Co.,LTD.

# Future activities

## Digging up new visitors

- ✓ We recognize that increasing the number of visitors continuously is one of our tasks.
- ✓ We will investigate how we can attract more visitors at OPIE'19 by reviewing and expanding the media partnership, and also by more effective utilization of our network,

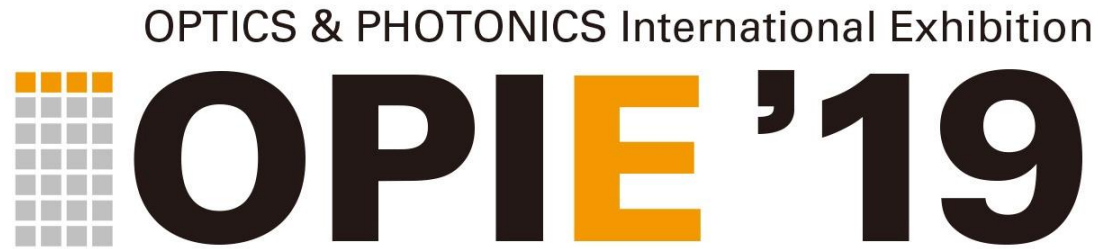
## Internationalization of OPIE

- ✓ We have strengthened cooperation with foreign major light associations. As a result, some of the group exhibits from abroad have been already decided. We are currently discussing booth allocation for units of 12 or the more with USA, Germany and China exhibitors.
- ✓ We have received a report that some exhibitors from Asian countries have had bad manner. We will offer advance notice/guidance next time in order that all the exhibitors will be happy to attend
- ✓ We are discussing the place of the poster session and the composition of the conference program with the OPIC side so that attendees of the international conference can easily visit the exhibition hall

## Attractive services to exhibitors “Online Expo”

- ✓ The online exhibition is still at the experimental stage and we are in a hurry to revise and improve. Without waiting for the next year's OPIE, we are preparing attractive website of the online exhibition for "Light and Laser Science Technology Fair" this autumn. It is under consideration how the exhibition effect can be continued even after the real exhibition by the online exhibition site.
- ✓ We are investigating new implementation that we can get involved more deeply in matching between visitors and exhibitors. Details will be announced through the web site.

# Next time



**LASER EXPO / LENS EXPO / R+UV EXPO / Industrial Camera EXPO  
Medical & Imaging EXPO / Space & Astronomical Optics EXPO / Positioning EXPO**

**24Wed. - 26Fri. April, 2019 10:00 - 17:00**  
**Pacifico Yokohama Exhibition Hall Annex Hall**

**We look forward to meeting you next year in Yokohama**