
CEATEC JAPAN 2014

Overview / Guideline for Press & Media

October 6, 2014

■Exhibition Theme: “Next -Technology Makes the Future”

CEATEC JAPAN 2014 will gather the latest technologies in the wide-ranging IT and electronics industries based on the theme “NEXT – Technology Makes the Future” to show the future outlook and possibilities of IT and electronics.

Moreover, it will generate new business opportunities through the convergence of medical & healthcare, automotive, energy and other divergent fields in ways that transcend conventional market boundaries. Creating new business opportunities is a mandate of CEATEC JAPAN, and is the catalyst that will lead to the new “NEXT”.

■Date & Time

October 7 (Tue) – 11 (Sat), 2014 10:00 – 17:00
Media Convention: October 6 (Mon) 16:00 – 18:00 (Press pass required for admission)

■Venue

Makuhari Messe, 2-1 Nakase, Mihama-ku, Chiba, Japan

■Admission

All visitors are required to register

- Visitor registering at the gate: General admission ¥ 1,000, Students ¥500
(Groups of 20 or more students and children under 12 years of age are admitted free of charge.)
- Online pre-registration or Invitational registration at the gate: Free admission
- Free Admission Day: October 11
(Registration required for visitors over 18 years of age)

■Sponsor

CEATEC JAPAN Executive Board

- Communications and Information network Association of Japan (CIAJ)
- Japan Electronics and Information Technology Industries Association (JEITA)
- Computer Software Association of Japan (CSAJ)

■Support

- Ministry of Internal Affairs and Communications, Japan (MIC), Ministry of Foreign Affairs of Japan (MOFA), Ministry of Health, Labour and Welfare (MHLW), Ministry of Economy, Trade and Industry, Japan (METI), Ministry of Land, Infrastructure, Transport and Tourism (MLIT) *Listed by date established*
- Japan External Trade Organization (JETRO), New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Information and Communications Technology (NICT), Information-technology Promotion Agency, Japan (IPA), Organization for Small & Medium Enterprises and Regional Innovation, JAPAN, Japan National Tourist Organization (JNTO)
- Chiba Prefectural Government, Chiba Municipal Government
- Japan Broadcasting Corporation (NHK), The National Association of Commercial Broadcasters in Japan (NAB)
- Nippon Keidanren, The Japan Chamber of Commerce and Industry (JCCI), The Tokyo Chamber of Commerce and Industry, The Chiba Chamber of Commerce and Industry
- U.S. Commercial Service, Delegation of the European Union to Japan, British Embassy Trade & Investment Department, Embassy of Canada to Japan, Ubifrance, Embassy of France in Japan

No particular order; Expected participation

■Exhibition Stages

Lifestyle & Society Stage (Halls 1 to 3)

The Lifestyle & Society Stage will seamlessly connect a variety of lifestyles and scenes to showcase hands-on experience of tomorrow's lifestyles and society.

Here we expect the display of technologies, products and services that will make people's lives more fulfilling and comfortable, including: Next-generation visualization technologies; Next-generation wireless communication and mobile communication for smartphones and wearable devices; HEMS and V2H (Vehicle to Home) for the comprehensive control of homes, energy and electrical appliances; Energy storage systems for homes; Smart appliances; Smart City, supporting energy management; Cloud services that promote the use of ICT; Authentication solutions that are essential for the security and usability of services, and more.

- Categories
 - Home Entertainment & Video Network
 - Personal Digital Tools & Mobile Networks
 - Smart Networks & Businesses
 - Smart Houses & Smart Communities
 - Home Appliances & Lifestyles
 - Car Electronics & Smart Mobility
 - Industrial/Social Systems & Advanced Technologies
- Special Exhibits
 - Experience of TV evolution "8K Super HiVision (HD) and Hybridcast"
 - HATS PLAZA
 - Content Experience Zone



Key Technologies Stage (Halls 4 to 6)

The Key Technology Stage is where the world's most advanced electronic components, devices, materials, and equipment that support the NEXT innovations of Japan in various fields will be introduced.

On display will be the world's most advanced, high-performance electronic devices, including: energy-saving, energy-accumulating and energy-generating technologies that support society's infrastructure; sensing devices that control the electrical performance and functionality of a vehicle; advanced automotive parts, such as those of EVs; key devices supporting the miniaturization and energy efficiency of smartphones and wearable devices; input devices enabling the safe and comfortable operation of equipment; and various devices for medical and healthcare-related equipment.

- Categories
 - Semiconductors, Devices
 - Semiconductors
 - Display Devices
 - Electronic Components
 - Passive Components
 - Structural Components
 - Functional Components
 - Power Sources
 - Batteries, Materials, Device Equipment
 - Batteries
 - Materials
 - Devices
 - Social Systems and Leading-edge Technology



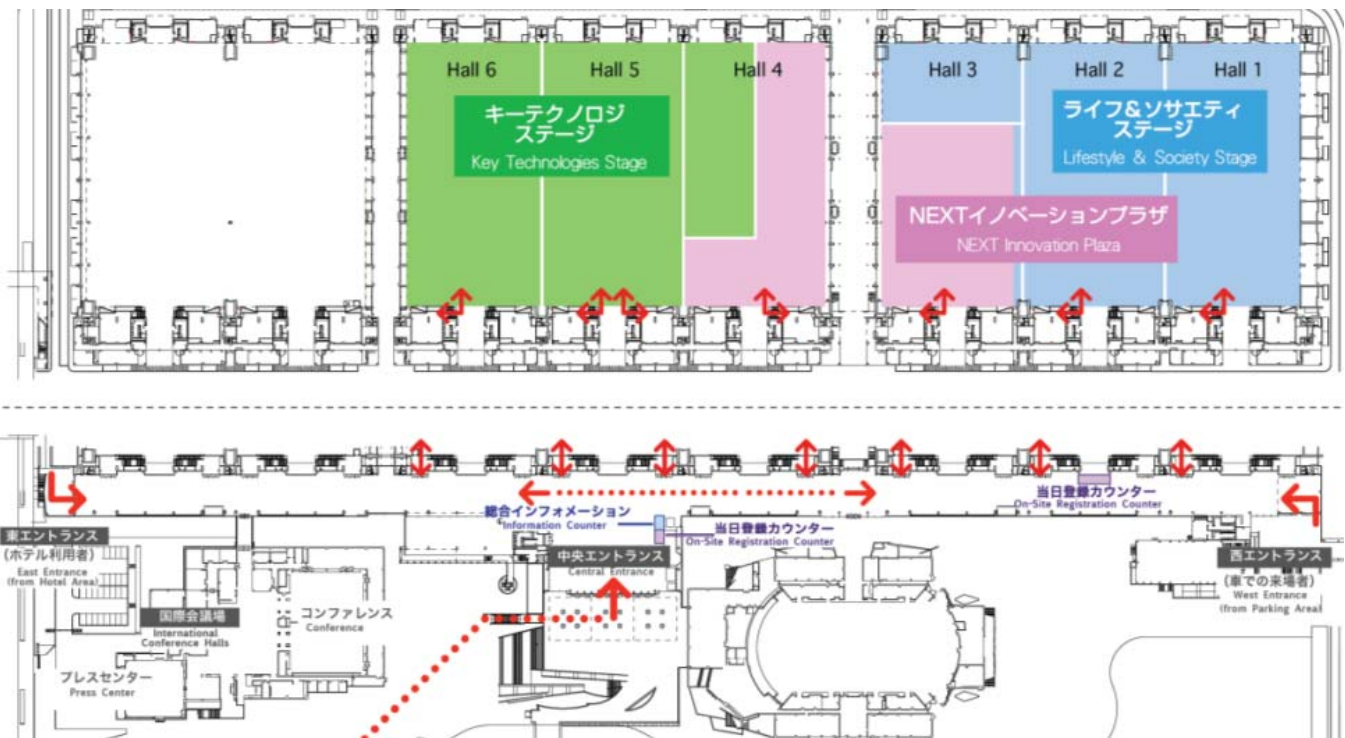
Special Exhibit “Next-Innovation Plaza” (Halls 3 to 4)

Creating a “smart” platform from electronics and information & communication technologies – the NEXT Innovation Plaza presents a vision of a future society, a new social model made possible by such a smart platform.

Crucial to organizing the NEXT Innovation Plaza has been the close cooperation of relevant government ministries/agencies and representatives of the IT/electronics industry, as well as key players in the medical/healthcare, automotive/transportation and energy fields. As a result, visitors will be able to see the tangible benefits of numerous innovations that together provide a picture of society in the near future.

- Categories
 - Mobility
 - Robotics
 - Wearables
 - Data Management
 - Energy
 - Healthcare
 - Software & Content
 - Security & Surveillance

- Special Exhibits
 - CSAJ Software Innovation Plaza
 - NE Theater
 - Cloud Computing Plaza
 - Chamber of Commerce Business Square
 - Digital Healthcare Plaza
 - Programmable Device Plaza
 - Venture Area
 - University Area



■ Open Stage NEW

Open Stage is a new venue co-established with the NEXT Innovation Plaza, featuring sessions and events on a wide variety of topics including application/technology sessions on mobility, robotics, wearables, energy and healthcare; introduction of measures realized by ventures and individuals that utilize IT/electronics technologies to vitalize the industry and Japan; CEATEC AWARD ceremony and more.



■ Venture Area/University Area NEW

The “Venture Area” has been newly established in order to support the activities of venture businesses that develop and provide IT/electronics-related products, technologies and services.

Venture Area gathers the latest innovative venture technologies, providing an arena for the introduction of the latest information as quickly as possible by venture businesses that have yet to achieve high exposure.

Moreover, for the overall support of Japan-based university and venture activities, a “University Area” in the Venture Area will provide opportunities for information exchange and cooperation between academic research facilities and the industrial sector.



■CEATEC AWARD 2014

- **Minister of Internal Affairs and Communications Award: One award**

Acknowledging the vital role played by communications and broadcasting technologies, the Minister of Internal Affairs and Communications Award recognizes the product, technology, service, or ancillary component/device judged to have made the greatest contribution to promoting the increased efficiency and/or added value of economic activities that employ networks.

- **Minister of Economy, Trade and Industry Award: One award**

The Minister of Economy, Trade and Industry Award recognizes the product or content technology in the IT/electronics field, or technology developed in combination with other industries, or ancillary component/device judged to be the most outstanding, from a global perspective, in terms of innovation and/or marketability.

- **Category Awards: One Grand Prix for each category, one or two First Runner Ups**

1. Lifestyle Innovation Category
2. Social Innovation Category
3. Technology Innovation Category
4. Green Innovation Category

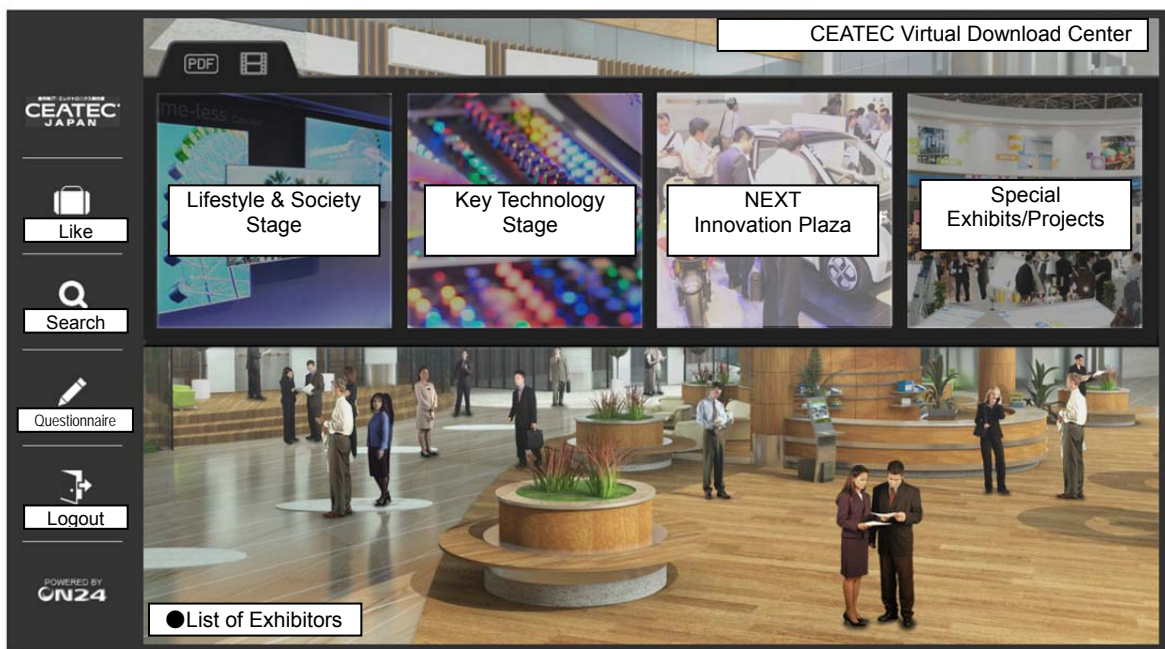
- **Review Panel's Special Prize: One award**



■Others

- **Video Introduction of Exhibits on Web:** Exhibitor highlights on video will be introduced on CEATEC Channel (starting from Oct. 8)

Supported by IT Media



■Special Exhibits / Projects

NEXT Innovation Plaza

1. Digital Healthcare Plaza



Planning: Personal Connected Health Alliance

Venue: Exhibition Hall 3

2. CSAJ Software Innovation Plaza

NEW



Planning: Computer Software Association of Japan

CSAJ

Venue: Exhibition Hall 4

3. Cloud Computing Plaza



Planning: Cloud Business Alliance (CBA)

Venue: Exhibition Hall 4

4. Chamber of Commerce Business Square

Planning: Tokyo Chamber of Commerce and Industry and others

Venue: Exhibition Hall 4

5. Programmable Device Plaza



Planning: Programmable Device Committee

Venue: Exhibition Hall 4

Lifestyles & Society Stage

6. Experience of TV evolution “8K Super Hi-Vision and Hybridcast”



Planning: Japan Broadcasting Corporation (NHK), Japan Electronics and Information

Technology Industries Association **JEITA**

Venue: Exhibition Hall 2

7. HATS PLAZA

Planning: Communications and Information network Association of Japan

CIAJ

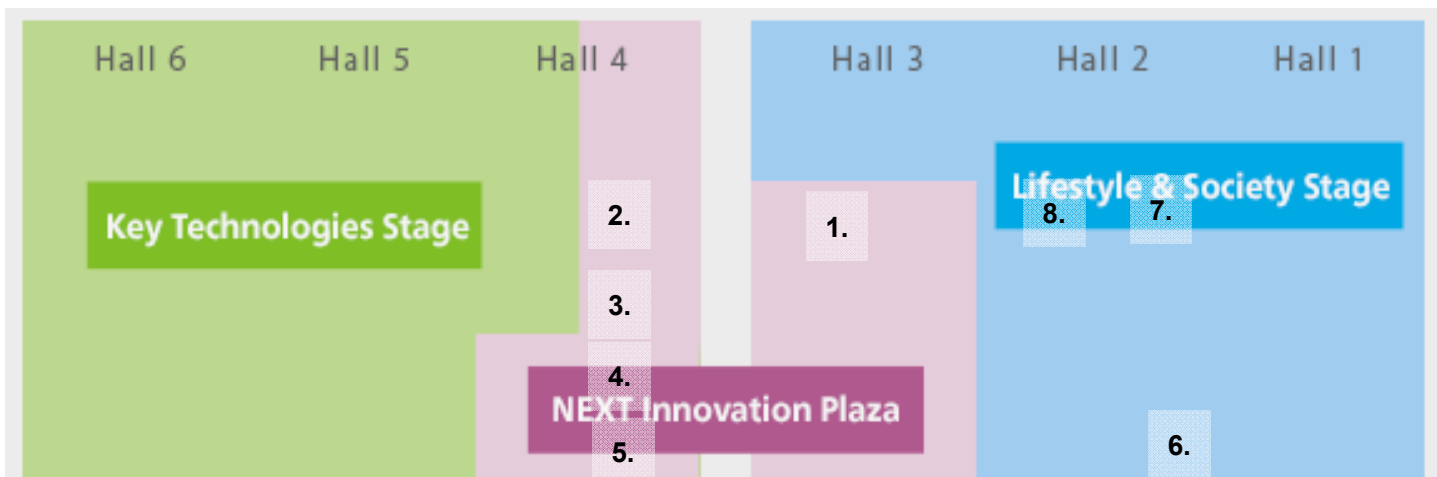
Venue: Exhibition Hall 2

8. Content Experience Zone



Planning: Ultra-Realistic Communications Forum (URCF)

Venue: Exhibition Hall 2



○ Technology Exchange Guided Tours (tours are held in Japanese)

Supported by:     

CEATEC JAPAN is a place where key engineers in cutting-edge research and development as well as a broad range of products, services, and content of IT and electronics spanning from upstream to downstream come together under one roof. In order to make use of this rare opportunity, CEATEC JAPAN will hold Technology Exchange Guided Tours to create a venue for information exchange between engineers of exhibiting companies and visitors.

MOVERIO



Theme	Description	Date & Time	Planned companies to visit														
Energy Management	Technologies in energy storage and energy savings are attracting attention after the Great East Japan Earthquake. This tour will introduce the latest trends in a set of final products and element technologies.	October 8 (Wed) 13:30 – 15:35 ■ Time/place to gather: 13:30 at Hall 3	<table border="1"> <tr><td>1. 6K196</td><td>Mitsumi Electric</td></tr> <tr><td>2. 6K197</td><td>Murata Manufacturing</td></tr> <tr><td>3. 5K64</td><td>Lecip SLP</td></tr> <tr><td>4. 3N55</td><td>Honda Motor</td></tr> <tr><td>5. 3N31</td><td>Epson Sales Japan</td></tr> <tr><td>6. 2L40</td><td>Nichicon</td></tr> </table>	1. 6K196	Mitsumi Electric	2. 6K197	Murata Manufacturing	3. 5K64	Lecip SLP	4. 3N55	Honda Motor	5. 3N31	Epson Sales Japan	6. 2L40	Nichicon		
1. 6K196	Mitsumi Electric																
2. 6K197	Murata Manufacturing																
3. 5K64	Lecip SLP																
4. 3N55	Honda Motor																
5. 3N31	Epson Sales Japan																
6. 2L40	Nichicon																
Wearables & Healthcare	Wearable devices are garnering a huge attention as a next-generation hit products. Wearable products are especially focused in healthcare applications because these devices are worn by users. In the tour, trend in wearable and healthcare products are introduced in both final products and element technologies.	October 9 (Thu) 13:30 – 15:35 ■ Time/place to gather: 13:30 at Hall 3	<table border="1"> <tr><td>1. 4N180</td><td>Venture Area</td></tr> <tr><td>2. 6K195</td><td>Alps Electric</td></tr> <tr><td>3. 3N55</td><td>Honda Motor</td></tr> <tr><td>4. 3N31</td><td>Epson Sales Japan</td></tr> <tr><td>5. 2L98</td><td>OXiM</td></tr> <tr><td>6. 1L16</td><td>PSC</td></tr> </table>	1. 4N180	Venture Area	2. 6K195	Alps Electric	3. 3N55	Honda Motor	4. 3N31	Epson Sales Japan	5. 2L98	OXiM	6. 1L16	PSC		
1. 4N180	Venture Area																
2. 6K195	Alps Electric																
3. 3N55	Honda Motor																
4. 3N31	Epson Sales Japan																
5. 2L98	OXiM																
6. 1L16	PSC																
Mobility	This tour will introduce set makers who will revolutionize human mobility, and electronic parts/device manufacturers who provide element technologies.	October 10 (Fri) 13:30 – 15:35 ■ Time/place to gather: 13:30 at Hall 3	<table border="1"> <tr><td>1. 5K108</td><td>NGK Spark Plug</td></tr> <tr><td>2. 5K94</td><td>Kyocera</td></tr> <tr><td>3. 3N55</td><td>Honda Motor</td></tr> <tr><td>4. 3N31</td><td>Epson Sales Japan</td></tr> <tr><td>5. 3L114</td><td>Ray Tron</td></tr> <tr><td>6. 2L52</td><td>Denso</td></tr> <tr><td>7. 2L37</td><td>Tagcast</td></tr> </table>	1. 5K108	NGK Spark Plug	2. 5K94	Kyocera	3. 3N55	Honda Motor	4. 3N31	Epson Sales Japan	5. 3L114	Ray Tron	6. 2L52	Denso	7. 2L37	Tagcast
1. 5K108	NGK Spark Plug																
2. 5K94	Kyocera																
3. 3N55	Honda Motor																
4. 3N31	Epson Sales Japan																
5. 3L114	Ray Tron																
6. 2L52	Denso																
7. 2L37	Tagcast																
Gadgets	The advancement in miniaturization and diversification of mobile information devices has introduced a broad range of new communication devices that should no longer be called as “mobile phones” but as “gadgets”. This tour will introduce the latest trends of such “gadgets” in final products and element technologies.																

■Conferences: October 7 (Tue) to 10 (Fri)
required)

(No admission charge/Reservation

Please refer to the official website for the latest information.

October 7 (Tue)

○ Keynote Speeches

□K-01 14:00 - 14:45

New Era Driven by New Technologies

—Contributing to Customers' Prosperity Using New Technologies—

Norio Ogiwara, President & CEO, Mamezou Holdings Co., Ltd.

Chairman, Computer Software Association of Japan



□K-02 15:00 - 15:45

(TBA) Future Developed by ICT

—To Realize Safe & Secure, Comfortable Society—

Norio Sasaki, Vice Chairman of the Board, Toshiba Corporation

Chairman, Communications and Information network Association of Japan



□K-03 16:00-16:45

Pioneering IT and Electronics Industries are Driving Business
and Social Innovation

Masami Yamamoto, President and Representative Director, Fujitsu Limited

Chairman, Japan Electronics and Information Technology Industries Association



○ Guest Speech

□G-01 11:00 - 12:00

Cloud is the Game Changer —New world of IT Eco System—

Tadao Nagasaki, Managing Director – Japan, Amazon Data Services Japan K.K.

○ Special Symposium/Special Session

□SP1-01 10:30 - 13:00

Forum for the Creation of New Industries

Kensuke Tomita, Director-General of Commerce and Information Policy Bureau,

Ministry of Economy, Trade and Industry (METI)

October 8 (Wed)

○ Keynote Speech

□K-04 10:00 - 11:00

Getting Ready to showcase Japan's Mobile/Mobility Services to the world in 2020.

Mitsubishi Research Institute, NTT Docomo Ventures, Navitime Japan, Rakuten

○ NEXT Innovation Session

□NEXT-01 11:15 - 12:30

Wearable Technology and IoT: Cool IT for Enterprise and Lifestyle

American Embassy CS Japan, Jolly Good, Google Japan, Jawbone, Microsoft Japan



Wearables

□NEXT-02 12:45 - 13:45

Trend and Future of Wearable Devices

Masahiko Tsukamoto, Professor, Dept. of Electrical & Electronics Engineering,

Faculty of Engineering, Graduate School of Kobe University



Wearables

□NEXT-03 14:00 - 15:00

How will SI business change? How has it changed?

Yoshihisa Aono, President, Cybozu, Inc.



Software/
Content

October 8 (Wed) cont'd

○ **Special Symposium/Special Session**

□ SP2-01 10:00 - 13:30

An Exciting Future Led by Women Engineers and Researchers /
Current Status and Future Outlook of International Academic Societies

GCCE2014

□ SP-02 14:00 - 17:30

INTERNATIONAL WORKSHOP on 5G Mobile Communication Systems-2014

October 9 (Thu)

○ **Keynote Speech**

□ K-05 10:00 - 11:00

Japan's Growth Strategy by ICT —Regional Industrial Revitalization and Population Growth—
Shigeki Suzuki, Director General of the Global ICT Strategy Bureau,
Ministry of Internal Affairs and Communications

○ **NEXT Innovation Session**

□ NEXT-04 11:30 - 13:00

The 5th Healthcare Industry Innovation Forum
—NEXT: Reformation of Healthcare x Robotics Industry and
New Market Creation—



Healthcare/
Medical



Robotics

□ NEXT-05 13:30 - 14:30

Rakuten data strategy for the long-tail age
Masaya Mori, Rakuten Institute of Technology/Global Head, Rakuten Inc.



Data Management

□ NEXT-06-1 14:45 - 15:45

The Dark Side of Big Data and The Force of "Data Jedi"
Tomonori Tomura, Certified Senior Big Data Strategist/CEO,
Japan Management Research Institute



Security/
Surveillance

□ NEXT-06-2 16:00 - 17:00

Ideals and Reality in Big Data
Ichiro Sato, Professor, National Institute of Informatics

○ **Special Symposium/Special Session**

□ SP3-01 11:30 - 12:30

"Vision of the Future" The integration of technology and work environment inspired by the latest
workplace case studies
Gensler and Associates / International, Ltd.

□ SP3-02 13:30 - 17:20

ICT Designs the Future

IEICE

October 10 (Fri)

○ **NEXT Innovation Session**

- NEXT-07 13:00 - 15:15
Aiming to Realize Automatic Driving



Mobility

○ **Special Symposium/Special Session**

- SP4-01 10:30 - 12:30
Japan's new smart metering system —Interoperable metering system,
connected utility and home—



Energy/
Environment

- SP4-02 14:00 - 15:00
Declaration to create the world's most advanced IT nation

- SP4-03 15:30 - 17:00
New IoT Realized by Bluetooth – “Internet of All Sorts of Things” (tentative)



Communi-
cations/NET

○ **Jointly Held Exhibition**

- 2014 IEEE 3rd Global Conference on Consumer Electronics – GCCE 2014**
Sponsored by: IEEE Consumer Electronics Society

■ Official Events

○ Opening Press Conference

Date & Time: October 6 (Mon) 15:00 – 15:45

Venue: Open Stage, Hall 4, CEATEC JAPAN 2014

Order of Event: • Greetings by the Chairman (CEATEC JAPAN Executive Committee)
• Address by Ministry Representatives (MIC/METI)
• Overview/Exhibition Highlights/Press & Media Guidelines
(CEATEC JAPAN Management Office)

○ Media Convention (Opening exclusively for the media personnel)

Date & Time: October 6 (Mon) 16:00 – 18:00

Venue: CEATEC JAPAN 2014 Exhibition Halls

Note: Coverage allowed only at participating exhibitor booths

○ Opening Ceremony

Date & Time: October 7 (Tue) 12:00 – 13:30

Venue: Tsuruno-Ma, 2nd floor, Hotel New Otani Makuhari

Order of Event: • Greetings by the Chairman (CEATEC JAPAN Executive Committee)
• Congratulatory Speech (MIC/METI)
• CEATEC AWARD – Minister Awards announcement and ceremony

○ CEATEC AWARD 2014 Announcement and Ceremony

Announcement and Award Ceremony

Minister of Internal Affairs and Communications and Minister of Economy, Trade and Industry Awards

Date & Time: October 7 (Tue) at noon

Venue: CEATEC JAPAN 2014 Opening Reception (Hotel New Otani Makuhari)

Category Awards Announcement and Award Ceremony

1. Announcement of Category Award products passing the initial screening

Date & Time: October 6 (Mon)

Method: Document distribution at the CEATEC JAPAN 2014 press conference

2. Announcement of Category Awards – Grand Prix, Runner-up, and Review Panel's Special Prize

Date & Time: October 8 (Wed)

Methods: Through distribution of press release, on CEATEC JAPAN Official Website, and at Makuhari Messe Central Entrance

3. Award Ceremony of Category Awards – Grand Prix, Runner-up, and Review Panel's Special Prize

Date & Time: October 9 (Thu) From 10:00

Venue: Open Stage, Hall 4, CEATEC JAPAN 2014

■Scale/Staging

1. Exhibitor Results for 2014

Stage/Zone		No. of Exhibitors			No. of Booths	2013 Review	
		Domestic	Overseas	Total		Exhibitors	Booths
Lifestyle & Society Stage		134	50	184	752	180	832
Key Technology Stage		101	93	194	545	199	589
ICT Suite/ Electronics Suite	ICT Suite	/	/	/	/	72	83
	Electronics Suite	/	/	/	/	35	32
NEXT Innovation Plaza		163	7	170	316	101	803
Total		398	150	547	1,613	587	2,339*

*Includes driving area (631 booths)

2. Number Breakdown of Overseas Exhibitors (150 exhibitors from 24 countries/regions)

Note: 2013 results (163 exhibitors from 18 countries)

- Asia (107 exhibitors from 11 countries)

Taiwan 45 / China 35 / Korea 13 / Hong Kong 4 / Malaysia 3 / Singapore 2 / India 1 / Indonesia 1 / Sri Lanka 1 / Thailand 1 / Philippines 1

- Europe (22 exhibitors from 11 countries)

Switzerland 4 / Germany 4 / UK 3 / Sweden 2 / France 2 / Belgium 2 / Ireland 1 / Australia 1 / Netherlands 1 / Norway 1 / Hungary 1

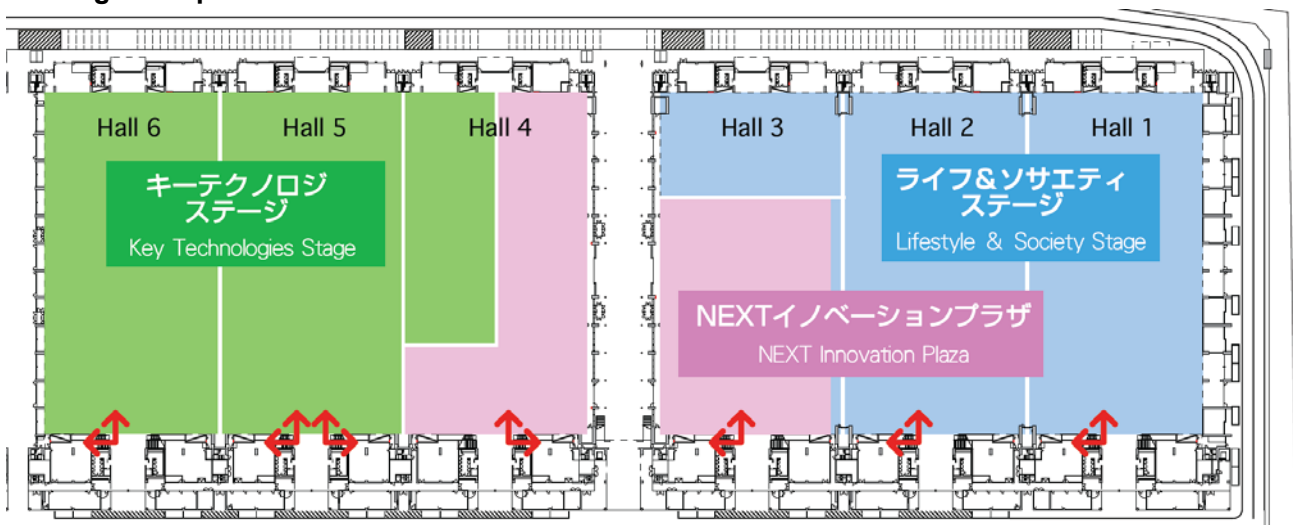
- North America (20 exhibitors from 1 countries)

USA 20

- Pan Pacific (1 exhibitor from 1 country)

Australia 1

3. Stage Composition



■Exhibit Outline (continued)

■Assistance Organizations

- Telecommunications Carriers Association (TCA), The Telecommunications Association (TTA), Internet Association Japan (IAJapan), The Telecommunication Technology Committee (TTC), JAPAN INSTITUTE FOR PROMOTION OF DIGITAL ECONOMY AND COMMUNITY (JIPDEC), IT Verification Industry Association (IVIA), Association for Computer Skills Promotion (ACSP)
- Association of Radio Industries and Businesses (ARIB), Japan Satellite Broadcasting Association (JSBA), Japan Cable and Telecommunications Association (JCTA), Japan Cable Television Engineering Association (JCTEA)
- Association of Consumer Electronics Marketing in Japan, Electrical Products Association of Japan, Japan Federation of Electronic Parts Distributors & Dealers (JEP), Japan Computer System Seller Association (JCSSA), Japan Electronic Products Importers Association (JEPIA)
- The Japan Electrical Manufacturers' Association (JEMA), Japan Business Machine and Information System Industries Association (JBMIA), Japan Audio Society (JAS), Japan Association of Medical Devices Industries (Jamdi), Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA), Nippon Electric Control Equipment Industries Association (NECA), Camera & Imaging Products Association (CIPA), Japan Embedded Systems Technology Association (JASA), Japan Electronics Packaging Circuits Association (JPCA)
- Japan Automobile Manufacturers Association, Inc. (JAMA), ITS Japan, Japan Auto Parts Industries Association (JAPIA)
- The Federation of Electric Power Companies of Japan, New Energy Foundation (NEF), The Energy Conservation Center, Japan (EECJ), The Japan Electric Association (EJA), The Battery Association of Japan (BAJ), Japan Photovoltaic Energy Association (JPEA), Japan Wind Power Association (JWPA) Solar System Development Association (SSDA), Japan Smart Community Alliance (JSCA)
- Japan Federation of Housing Organizations (Judanren), The Japan Machinery Federation (JMF), Japan Robot Association (JARA), The Japan Refrigeration and Air Conditioning Industry Association (JRAIA)
- Digital Content Association of Japan (DCAj), Japan Video Software Association (JVA), Japan Book Publishers Association (JBPA), Recording Industry Association of Japan (RIAJ)

■Assistance Academic Societies

The Institute of Image Information and Television Engineers (ITE), The Japan Society of Applied Physics (JSAP), The Institute of Image Electronics Engineers of Japan (I.I.E.E.J.), Information Processing Society of Japan (IPSJ), The Institute of Electrical Engineers of Japan, The Institute of Electronics, Information and Communication Engineers (IEICE)

■Prime Media Partners

EDN Japan, @IT MONOist, EE Times Japan, Engadget, Digital Health Online, Tech-On!, Nikkei Electronics

■Global Partners

- Consumer Electronics Association (CEA) /International CES (USA)
- Messe Berlin/IFA (Germany)
- Messe München International/electronica (Germany)
- electronica & Productronica China (China)
- Hannover Fairs/CeBIT (Germany)

No particular order; Expected participation

■Asia Partners

- China Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC)
- China Electronic Chamber of Commerce (CECC)
- China International Software & Information Service Centre (CiSiS)
- The Hong Kong Electronic Industries Association (HKEIA)
- Taiwan External Trade Development Council (I TAITRA)
- <Asia Electronics Exhibition Cooperate Conference (AEECC*) Members>
- China Electronic Appliance Corporation (CEAC)
- Hong Kong Trade Development Council (I HKTDC)
- Korea Electronics Association (KEA)
- Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

Alphabetical order, scheduled participation

**The Asia Electronics Exhibition Cooperate Conference (AEECC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region.*

■Introduction of Sponsor Organizations

CEATEC JAPAN Executive Board



Communications and Information network Association of Japan

Head office:	3rd Fl., JEI Hamamatsucho Bldg., 2-2-12 Hamamatsucho, Minato-ku, Tokyo 105-0013, Japan TEL:03-5403-9363 FAX:03-5403-9360 http://www.ciaj.or.jp
Established:	April 1948
Mission:	Working hand-in-hand with our member companies, CIAJ is a general incorporated association committed to the healthy development of info-communication network industries through the promotion of ICT. CIAJ also strives for the realization of a socially, economically and culturally enriching society in Japan as well as in the global community, by supporting advanced and widely available uses of information.
Chairman:	Norio Sasaki Director and Vice Chairman of the Board at Toshiba Corporation
President:	Kazuo Ohki
Exec. Senior Vice President:	Masamichi Imai
Members:	227 companies (as of July 2014)



Japan Electronics and Information Technology Industries Association

Head office:	Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan TEL:03-5218-1050 FAX:03-5218-1070 http://www.jeita.or.jp
Established:	April 1948
Mission:	The objective of the JEITA is to promote the healthy manufacturing, international trade and consumption of electronics products and components in order to contribute to the overall development of the electronics and IT industries, and thereby further Japan's economic development and cultural prosperity.
Chairman:	Masami Yamamoto President and Representative Director at Fujitsu Limited
President:	Hisato Nagao
Exec. Senior Vice President:	Hidekazu Hasegawa
Members:	395 companies and organizations (as of July 2014)



Computer Software Association of Japan

Head office:	4F Akasaka Grace Bldg., 1-3-6 Akasaka, Minato-ku, Tokyo 107-0052 Japan TEL:03-3560-8440 FAX:03-3560-8441 http://www.csaj.jp
Established:	May 1982
Mission:	Through the enterprise activities related to Software Industry, CSAJ contribute to the development of Japanese IT Industry and to enrich lives of Japanese people.
Chairman:	Norio Ogiwara President and Representative Director at Mamezou Holdings Co., Ltd.
Executive Director	Toru Maegawa
Secretary General	Yoichi Hara
Members:	418 companies (as of September 2014)

■Management

CEATEC JAPAN Management Office (Japan Electronics Show Association (JESA))

5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan

Tel: +81-(0)3-6212-5233 FAX: +81-(0)3-6212-5226 E-mail: press2014@ceatec.com