

# CEATEC JAPAN 2013 Review

## Visitors

A wide variety of industry executives and business users visited the show. Many key figures also took part in conferences and international symposiums.

Number. of Visitors **141,348**

	Tue. Oct.1	Wed. Oct.2	Thu. Oct.3	Fri. Oct.4	Sat. Oct.5	Total
Registrants	13,603	21,292	27,158	34,440	18,844	115,337
Registrants/Press	1,035	191	191	223	110	1,750
Exhibitor-related	5,573	5,114	4,725	4,670	4,179	24,261
<b>Total</b>	<b>20,211</b>	<b>26,597</b>	<b>32,074</b>	<b>39,333</b>	<b>23,133</b>	<b>141,348</b>

VIP Visitors **742**

Number of the Conference **134**

Attendees of the Conferences **18,023**

Purpose of visit. (multiple answers accepted) (%)

Information on products and technologies	85.7
Understanding industry trends	76.7
Information on competing companies	21.8
Advance studies for possible product introduction	9.0
Business discussions	2.1
Opening business channels	5.6
Interchange and strengthening links with customers	6.1
General areas of interest	52.1
Other	4.0



## Visitor Attributes

Industry Type	(%)
Electronics, Information and communication manufacturer/Section	16.9
Electronic device manufacturer/Section	11.4
Car/Vehicle manufacturer	3.5
Medical machinery manufacturer	0.7
General/Precision machinery manufacturer	5.8
Other manufacturer	7.4
Software developer and system integrator	4.7
Communication service provider	3.2
Application service provider/Web creator	1.5
Broadcasting/Picture service	2.8
Information processing	2.1
Investigation/Consulting	1.4
IT business-trade/IT business-distribution and sales	5.9
Energy	0.7
Finance/Securities/Insurance	1.2
Publication/Advertisement/Printing	2.8
Construction/Real estate	1.4
Other service	4.1
Government office/Organization / School/Research institute	3.7
Other business	4.0
Other/Student	15.1

Occupation Type	(%)
Management/General affairs/Accounting	10.5
Consulting	1.7
Purchasing	1.8
R & D	17.4
System management/Maintenance	1.7
Design	12.1
Production/Testing	1.9
Operation	0.8
Investigation/Planning/Marketing	8.9
Public information/Advertisement	1.1
Sales	19.6
Other occupation / Other / Student	22.5

## Press

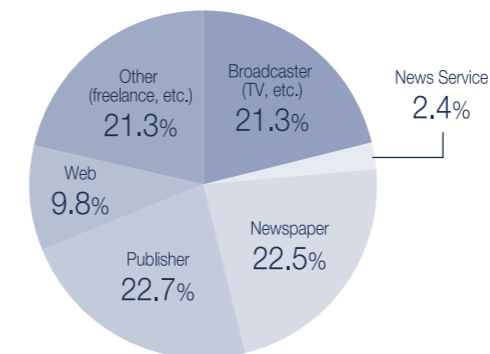
Domestic and international media and broadcasters made worldwide distribution of information on print, TV and online.

Registered Press Visitors **1,750**  
( Domestic 1,672 / Overseas 78 )

## Number Breakdown of the Overseas Registered Press Visitors

USA	25
France	10
Hong Kong	9
Taiwan	9
China	6
UK	6
Germany	4
India	3
Korea	3
Thailand	2
Swiss	1

## Breakdown of the Press



CEATEC JAPAN Related  
Total Number of Articles on Newspapers and Magazines **912**

CEATEC JAPAN Related Total Time of TV Coverage (Japan)  
**6 hrs. 26 mins. 1 secs.**

CEATEC JAPAN Related Total Time of TV Coverage (Overseas)  
**17 hrs. 28 mins. 51 secs.**

Total Number of Articles on Web media **13,053**

	2011	2012	2013
Domestic	3,832	4,803	5,800
Overseas	5,922	7,678	7,253
<b>Total</b>	<b>9,754</b>	<b>12,481</b>	<b>13,053</b>

## Exhibitors

A wide-range of industry leading companies from four corners of the world exhibited at the show.

Overseas Exhibitors **587**  
(163 exhibitors from 18 countries/regions)

## Number Breakdown of Overseas Exhibitors

Asia (116 exhibitors from 6 countries/regions)
Taiwan 47 / China 46 / Korea 14 / Hong Kong 7 / Malaysia 1 / Thailand 1
Europe (18 exhibitors from 10 countries/regions)
Germany 6 / Austria 2 / Swiss 2 / France 2 / UK 1 / Italy 1 / Sweden 1 / Czech 1 / Norway 1 / Belgium 1
North America (28 exhibitors from 1 country)
USA 28
Pacific Ocean (1 exhibitor from 1 country)
Australia 1

Number of Booths **2,339**

