

# 15th New Environmental Business Exposition N-EXPO Kansai 2009

The Commercial Service of the U.S. Consulate General-Osaka-Kobe will organize a USA Pavilion at the N-EXPO Kansai Environmental Business Exhibition from September 3 to 5, 2009 in Osaka City, Japan's second largest metropolitan region. The exhibition, which is now in its 15th year, has been expanded from its traditional focus on waste management and will now include a multitude of environmental related technology sectors. With a proven track record of attracting key decision makers from both the private and public sectors, the newly expanded N-EXPO Kansai 2009 presents an attractive opportunity for U.S. companies, especially new-to-market companies, to market their products in western Japan, to find agents or distributors, and to network with thousands of environmental industry professionals in the Kansai region and western Japan. The U.S. Commercial Service will manage all administrative and logistical aspects of participation in the USA Pavilion by U.S. companies or their Japanese agents and promote the USA Pavilion to potential customers before and during the event. Please contact CS Osaka-Kobe for further information.



## What is "Kansai"?

- Kansai is the name given to the nine-prefecture region of western-central Japan.
- The Kansai region is Japan's second-largest industrial, financial, commercial and population center after the greater Tokyo area (Kanto) with some 24 million population (19% of Japan's total) concentrated primarily in the cities of Osaka, Kobe and Kyoto.
- The Kansai is home to hundreds of manufacturing and R&D sites with the traditional industries of digital consumer electronics, electronic components, pharmaceuticals, chemicals, the textile and apparel industry and sporting goods, also led by cutting edge new industries such as biotechnology, nanotechnology, robotics and photovoltaic power technology. The region holds headquarters of many Japan's leading corporations including Nintendo, Kyocera, Sharp and Panasonic.
- In FY 2005, Kansai's GRP (Gross Regional Product) was 101.1 trillion yen (USD 919 billion at USD 1=110 yen). If considered a country in its own right, the Kansai would rank as the 10th largest economy in the world, following Canada.

## Event Outline

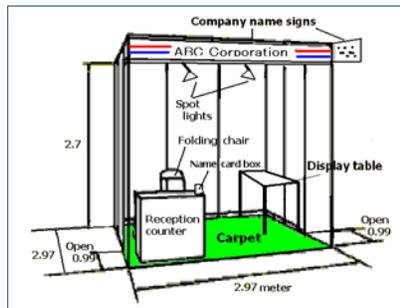
<b>Title:</b>	N-EXPO Kansai 2009
<b>Dates:</b>	September 3 (Thu)- 5 (Sat), 2009
<b>Hours:</b>	10:00 AM - 5:00 PM (close at 4:00 PM on the final day)
<b>Venue:</b>	Intex Osaka Exhibition Center (Osaka-City, Japan)
<b>Scope of Exhibits:</b>	The N-EXPO Exhibition targets a broad range of environment related equipment, systems, products and services which fall into the categories of: <ul style="list-style-type: none"> <li>- Waste Management, Recycling Technologies,</li> <li>- Clean Energy, Renewable Energy,</li> <li>- Water Treatment, Waste Water Management,</li> <li>- Soil Remediation</li> <li>- Green Building &amp; Other Environment-friendly Technologies,</li> <li>- Environmental Monitoring and Analysis</li> <li>- Ecological Products</li> <li>- Researches, Education, Training, Publications and Services.</li> </ul>
<b># of Exhibitors:</b>	250 exhibitors in 800 booths (estimated)
<b>USA Pavilion Participation Fee:</b>	<b>US\$2,100 or 190,000 yen per booth</b>
<b>Deadline for Application</b>	<b>Monday, May 20, 2009</b>

<b>Visitors:</b>	Representatives of environmental service providers, technology and product manufacturers, trading companies, distributors, corporate end-users (manufacturers, construction companies, hotel & restaurants, public facilities), researchers, national and local government officials (agriculture, health and sanitation, welfare), etc.
<b># of Visitors:</b>	60,000 (estimated) over three days
<b>Admission Fee:</b>	1,000 yen (approximately US\$10)
<b>Event Organizer:</b>	Nippo Group: <a href="http://www.nippo.co.jp/eng/ehistory.htm">http://www.nippo.co.jp/eng/ehistory.htm</a> Exhibition URL: <a href="http://www.nippo.co.jp/n-expo009/o_ne09a.htm">http://www.nippo.co.jp/n-expo009/o_ne09a.htm</a>

## USA Pavilion Participation Conditions

**Participation Fee: US\$2,100 or 190,000 yen per booth**

The participation fee includes:



### **(1) Exhibit booth:**

**A basic package booth** (3m x 3m) with module system comprised of a back and side panel walls, a company sign, floor carpet, 2 spotlights and basic booth furniture.

❖ Exhibitors are responsible for customized services such as power outlets, decoration and modification of booths, interpreter/assistant staff services, and other additional costs not covered by the organizers.

### **(2) USA Pavilion Exhibitor Benefits Include:**

- One of the **best locations** in the entire exhibition has been reserved for the USA Pavilion. By participating in the USA Pavilion, U.S. exhibitors can expect to receive greater visibility and increased interest by visitors than they would get if they were exhibiting alone among non-related, random companies and organizations.
- **Free publicity** in the official guidebook for the show and in the Japanese online business database (in Japanese).
- Active promotion through the **Commercial Service Japan's official website** and an **e-mail news letter campaign** to 6,000 monthly subscribers. **Pavilion brochures** in Japanese will be produced and **direct mailed with invitations** to more than 1,000 industry contacts.
- **Outstanding support** from the U.S. Commercial Service to assist the USA Pavilion exhibitors **with all administrative / logistical matters** that may arise, such as arranging custom work inside individual booths, additional furniture and equipment rental, shipping, interpreters, etc.

**Please note that products exhibited in the USA Pavilion must be at least 51% U.S. content. Japanese agents of U.S. firms cannot represent more than 5 U.S. companies in one booth.**

The participation fee of US\$2,100 or 190,000 yen is a special rate, which represents a 40% discount off the regular fee. This discount is only available for USA Pavilion participants.

**The Deadline for the attached Fax Reply Form is Monday, May 20, 2009**

Interested U.S. companies and their Japanese agents should immediately send the attached Fax Reply Form, or register via the CS Japan website as soon as possible to secure your participation in this event.

### For further information, please contact:

The Commercial Service, U.S. Consulate General Osaka-Kobe

- APO Address: (from the U.S. only)  
Unit 45004, Box 239, APO AP 96337-5004

**Phone:** 81-6-6315-5960; **Fax:** 81-6-6315-5963;  
**Contact:** Chikako Akai, Commercial Assistant,

- International Address:  
2-11-5 Nishitenma, Kita-ku, Osaka 530-8543 JAPAN

**E-mail:** [osaka-kobe.office.box@mail.doc.gov](mailto:osaka-kobe.office.box@mail.doc.gov)  
**E-Mail:** [cakai@mail.doc.gov](mailto:cakai@mail.doc.gov)

# USA Pavilion at N-EXPO/Kansai 2009

## Fax Reply Form

**Fax to 81-6-6315-5963**

Organization:			
Address:			
Contact Person:			
Div. & Title:			
Phone:		Fax:	
E-mail:		URL:	
Number of employees			
Export experience Please check answers.	Has your company exported to any country in the past 12 months?	Yes	No
	Has your company exported to Japan in the past 12 months?	Yes	No
Products & Services to be exhibited:			

### Agents / Reps in Japan (only if available)

Organization:			
Address:			
Contact Person:			
Div. & Title:			
Phone:		Fax:	
E-mail:		URL:	

Please check:

- We will pay in Japanese Yen by bank transfer.
- We will pay in US dollars by credit card or check.

**Number of booths requested: (        ) booth(s)**

Please send this form to CS Osaka by May 20, 2009. The official participation agreement form will be sent to you for your signature and will include payment instructions. The Participation Agreement and payment due is May 29, 2009.