

## ANMC21 「Tokyo Pavilion」 Overview

The Asian Network of Major Cities 21 (ANMC21) is working to promote economic exchanges among companies and organizations in the ANMC21 member cities, based on the Tokyo Declaration made at the Plenary Meeting in Tokyo in 2010.

As part of these initiatives, in September 2013, the ANMC21 set up the Tokyo Pavilion at the Japanese Monozukuri (Manufacturing) Technology Exhibition held in Hanoi, Vietnam. The Tokyo Pavilion was made up of booths exhibiting Tokyo local companies and educational institutions that wish to expand into Vietnamese market. This exhibition was held to commemorate the 40th anniversary of the establishment of Japan-Vietnam diplomatic relations.

In addition to the Tokyo Pavilion, the Hanoi government provided three booths for ANMC21 member cities at the Industrial Components & Subcontracting Vietnam 2013 exhibition that was held concurrently, and companies based in the countries of member cities exhibited there.

An overview of the details of the exhibition is provided below.

### ■ Overview of the Tokyo Pavilion

1. Date and Time:  
September 4th (Wed) to 6th (Fri), 2013, 9:00 am to 5:00 pm
2. Venue:  
Hanoi International Center for Exhibition (I.C.E. Cung Van Hoa)
3. Exhibition size:  
Eight booths (in the Japanese Monozukuri (Manufacturing) Technology Exhibition)
4. Exhibitors:  
Please refer to page 3, “List of Companies and organizations exhibited at the ”Tokyo Pavilion”
5. Exhibition content:
  - Technologies and products of Tokyo companies.
  - Business discussions between companies based in Tokyo and Vietnamese local companies etc.
  - The achievements of initiatives and research conducted by Tokyo

educational institutions.

6. Number of business discussions:

97 (total for all 3 days)

#### **【Reference】**

#### **Japanese Monozukuri (Manufacturing) Technology Exhibition**

• Organizer:

The Executive Committee for the Japan-Vietnam Friendship Year

• Purpose :

A part of the series of events to commemorate the establishment of Japan-Vietnam diplomatic relations

• Exhibition content:

All fields of technologies and products that appeal to Vietnamese people and provide the opportunity to experience the “excellence of Japanese technology”.

• Number of exhibitors:

31 companies and organizations (including Tokyo Pavilion exhibitors)

• Number of visitors: 13,614 people

#### **Exhibitions held concurrently with the Japanese Monozukuri Technology Exhibition**

1. 5th Vietnam-Japan Exhibition on Supporting Industries in Hanoi

Organizer: Japan External Trade Organization (JETRO)

Target exhibitors:

- Japanese companies advancing into the Vietnamese market that want to procure industrial parts from Vietnamese companies
- Vietnamese companies that want to sell industrial parts to Japanese companies in Vietnam

2. Vietnam Manufacturing Expo 2013

(the largest machine tools exhibition in Hanoi)

Organizer: Reed Tradex

Exhibition content: Machine tools and machine parts etc.

3. Industrial Components & Subcontracting Vietnam 2013

Organizers:

- Reed Tradex (a Thai trade fair management company)
- HTPC (Hanoi Trade Promotion Center)

Exhibition content: Industrial parts etc.

Other : Hanoi City provided three booths for ANMC21 member cities

■ Companies and organizations exhibited at the "Tokyo Pavilion"

1. List of Companies and organizations exhibited at the "Tokyo Pavilion"

Name	Products, Initiative, etc.
NIPPO ELECTRONICS CO.,LTD. <a href="http://www.nippoe.co.jp">http://www.nippoe.co.jp</a>	5GH band Digital High Definition Microwave Link
SKETCH CO.,LTD. <a href="http://www.sketch.co.jp">http://www.sketch.co.jp</a>	1 IRUV CUT COAT 2 SELF CLEANING COAT
TRINC Corporation <a href="http://www.trinc.co.jp">http://www.trinc.co.jp</a>	Next generation type static ionizer • Static-Free Space TRINC • BAR TRINC(air-free)
Tokyo Metropolitan University (TMU) <a href="http://www.tmu.ac.jp/">http://www.tmu.ac.jp/</a>	Development of rapid and highly reliable non-contact screening system to reduce the risk of transmission of infection, etc.
TAKAYAMA JAPAN CO.,LTD. <a href="http://www.takayamajapan.co.jp">http://www.takayamajapan.co.jp</a>	Energy saving soldering iron Eco-Station
FUJIKIKO CO.,LTD. <a href="http://www.fuji-kiko.co.jp">http://www.fuji-kiko.co.jp</a>	Disk rotary press (Hydraulic press to fabricate metal parts with a metal mold)
Nippon Telesoft Co.,Ltd. <a href="http://www.nippontelesoft.com">http://www.nippontelesoft.com</a>	1 "Dog Multi Super" braille printer 2 "Seika Series" braille display 3 "Amigo" closed-circuit television
ADVANCED INSTITUTE OF INDUSTRIAL TECHNOLOGY (AIIT) <a href="http://aiit.ac.jp/">http://aiit.ac.jp/</a>	Activity of APEN(Asian Professional Education Network), etc.

## 2. Booth Layout of the Tokyo Pavilion

<b>D11</b> Information	<b>D12</b> ANMC21 PR booth
<b>D09</b> Office	<b>D10</b> Meeting Space
<b>D07</b> Nippon Telesoft Co.,Ltd.	<b>D08</b> ADVANCED INSTITUTE OF INDUSTRIAL TECHNOLOGY (AIIT)
<b>D05</b> TAKAYAMA JAPAN CO.,LTD.	<b>D06</b> FUJIKIKO CO.,LTD.
<b>D03</b> TRINC Corporation	<b>D04</b> Tokyo Metropolitan University (TMU)
<b>D01</b> NIPPO ELECTRONICS CO.,LTD.	<b>D02</b> SKETCH CO.,LTD.

### ■ PR activity for Tokyo and the member cities of the ANMC21

To increase the visibility of Tokyo and promote economic exchanges among member cities, pamphlets about the policies of Tokyo and information on the industries, tourism, and investment environment of the ANMC21 member cities were distributed and posters were displayed mainly at the ANMC21 PR booth in the Tokyo Pavilion.

■ Photo



Exterior appearance of Hanoi International Center for Exhibition (PR of 4 exhibitions)



Left: Information booth of Tokyo Pavilion  
Right PR booth  
(PR for ANMC21, Policies of Tokyo, and ANMC21 member cities)



NIPPO ELECTRONICS CO.,LTD.



SKETCH CO.,LTD.



TRINC Corporation



Tokyo Metropolitan University (TMU)



TAKAYAMA JAPAN CO.,LTD.



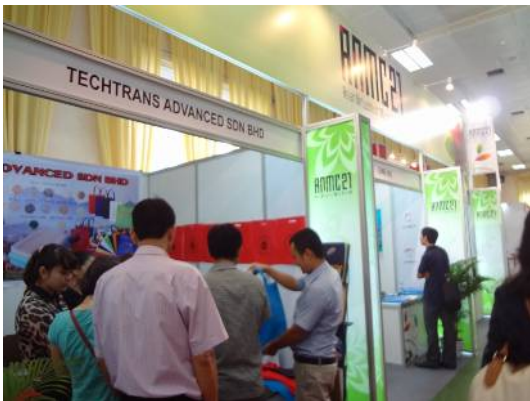
FUJIKIKO CO.,LTD.



Nippon Telesoft Co.,Ltd.



ADVANCED INSTITUTE OF INDUSTRIAL TECHNOLOGY (AIIT)



ANMC21 booths  
Hanoi Government provided