

ANMC21 & ASIA Zone at the Tokyo Industry Exhibition 2010 Outline

The Tokyo Industry Exhibition is one of the largest trade shows in Japan. Held in conjunction with the 9th Plenary Meeting of the Asian Network of Major Cities 21 (ANMC21), it showcases the spectacular technologies and products of singular small- and medium-sized enterprises in the Tokyo Metropolitan Area. ANMC21 & ASIA Zone was established for the first time at this year's Tokyo Industry Exhibition 2010.

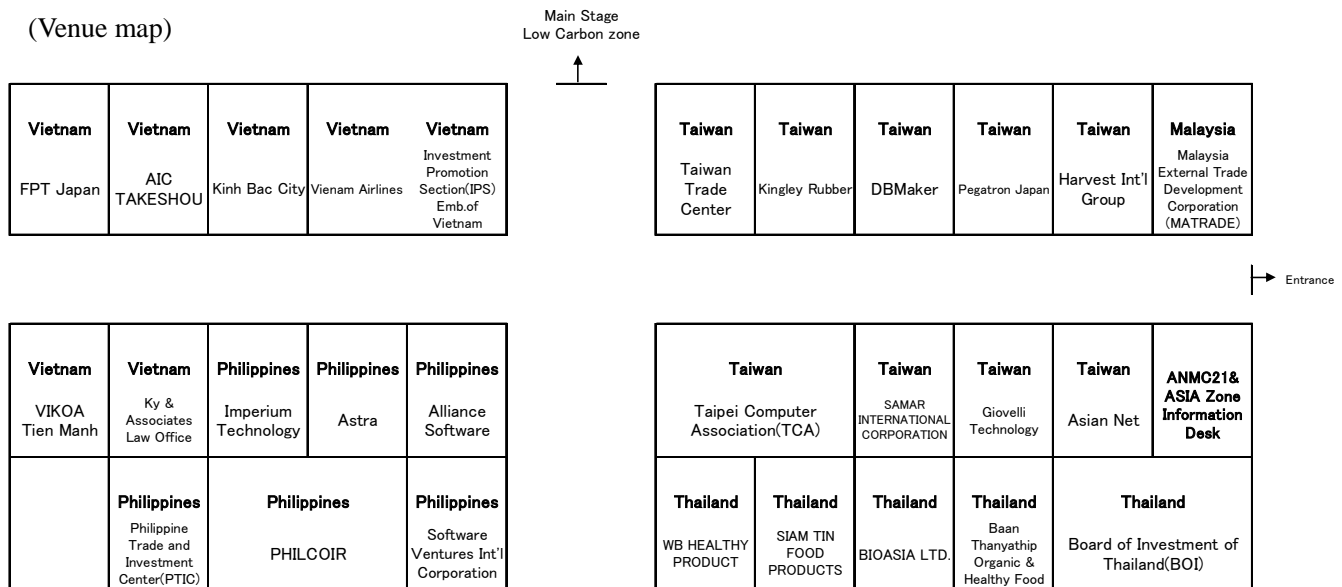
At the ANMC21 & ASIA Zone, business consultations were held by government representatives from Asian countries for small- and medium-sized enterprises considering advancing into the Asian market, and corners introducing Asian industrial products and technologies were hosted as well.

In addition, Asia business seminar was held on the venue's main stage to share fundamental information and know-how concerning advancing into the Asian market.

1 Dates and times: 10:00-17:00 November 10 (Wed) – 12 (Fri), 2010 (3 days)

2 Venue: Tokyo Big Sight East Exhibition Halls 2 and 3

(Venue map)



3 Organizers: Tokyo Industry Exhibition 2010 Executive Committee

Tokyo Metropolitan Government, Tokyo Chamber of Commerce and Industry, Federation of Tokyo Chambers of Commerce and Industry, Tokyo Metropolitan Federation of Societies of Commerce and Industry, Tokyo Metropolitan Federation of Small Business Associations, Tokyo Big Sight Inc., Tokyo Metropolitan Small Business Center, and Tokyo Metropolitan Industrial Technology Research Institute

4 Content

Titles [Number of Exhibitors]	Details
<p>1 Booth exhibit by Asian corporations and government agency [31] (Single booth: 2.97m x 2.97m)</p>	<ul style="list-style-type: none"> ○ Booths introducing industrial products and technologies ○ Business consultations to assist advances into the Asian market (Refer to Page 3 for details on participating groups)
<p>2 Asia Business Seminar (Main stage indoors)</p>	<ul style="list-style-type: none"> ○ 11/10 (Wed) 15:00-16:00 “Business expansion in Asia/Tips for success and precautions – The role of a bridge coordinator/Rearing talent and building networks” Mr. Akira Yoshimura Director, Forum of Asian IT Business (NPO) Office Representative, Taipei Computer Association (TCA) Tokyo ○ 11/11 (Thurs) 15:00-16:30 “Vietnam Economy and Investment Environment” Mr. Le Huu Quang Huy Head of Investment Promotion Section Counsellor, Embassy of the Socialist Republic of Vietnam to Japan “On the Japan-Taiwan alliance and recent trends in the Taiwanese economy” Mr. Raymond Chen Director, Taiwan Trade Center, Tokyo