

KYOTO SMART CITY EXPO 2016

Regions and industries creating a sustainable and liveable future.

KYOTO



smart city expo
WORLD CONGRESS

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SMART CITY EXPO 2016

About Sponsorship and Exhibitions

2016.6.1 [Wed] ▶ 6.3 [Fri]

6.1 [Wed] **International Symposium**
Venue: Kyoto International Conference Center (Kyoto City)

6.2 [Thu] **Smart City Messe in Keihanna**
6.3 [Fri] Venue: Keihanna Open Innovation Center @Kyoto (KICK), etc. (Kansai Science City)

Organizer

THE ORGANIZING COMMITTEE OF KYOTO SMART CITY EXPO

Kyoto Prefecture, Kyoto City, Kyotanabe City, Kizugawa City, Seika Town, Barcelona City Council, Fira Barcelona, Barcelona Global, Embassy of Spain Economic and Commercial Office Tokyo, Japan Spain Business Cooperation Committee, Kyoto Chamber of Commerce and Industry, Kyoto Industrial Association, Public Foundation of Kansai Research Institute, General incorporated association Kyoto Industrial Eco-energy Promotion Organization, Kyoto Industrial Support Organization 21, Advanced Scientific Technology & Management Research Institute of KYOTO, Kyoto Convention Bureau, Keihanna Interaction Plaza Incorporated

Support

Cabinet Office, Government of Japan, Ministry of Internal Affairs and Communications, Ministry of Foreign Affairs of Japan, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of the Environment, The Japan Chamber of Commerce and Industry, Kansai Economic Federation, Japan External Trade Organization, Urban Renaissance Agency, The Kansai Promotion Committee of International Strategic Zone (Previous Year Results)

<http://expo.smartcity.kyoto/>



KYOTO SMART CITY EXPO 2016

Greetings

Taking on the challenge of creating a Smart City is an initiative aiming at building a local community where anyone is able to take part in society and pursuing both individual capacity development and the quality of life improvement.

Furthermore, with an ICT foundation, this endeavor does not only target infrastructure relating to environment, energy, and public transport systems, but also involves health, food, culture, education and other wide-ranging and multifaceted industrial fields.

Kyoto is a city offering a lifestyle in which rich history and culture cultivated from days of old are still alive; the city is also home to the Kansai Science City, where state-of-the-art research and technology are brought together. This makes Kyoto a city capable of leading the world in the field of Smart Cities. I believe participation in the cutting edge Smart City projects of cities around the world will serve as an excellent opportunity for Kyoto/Keihanna to co-create and promote Smart Cities while contributing to the realization of a sustainable society. I await your participation in the Smart City Expo.



President of THE ORGANIZING COMMITTEE
OF KYOTO SMART CITY EXPO
Shigehiko Hattori

Purpose of the Expo

To contribute to a sustainable society by reviewing the results of the Kyoto Smart City Expositions up to now, and joining with the "Smart City Expo World Meeting" developed by Barcelona, Spain. We built and generate Smart City from Keihanna, Kyoto, to join in the expanding Smart City market, as well as promoting the creation of new markets through forming a network to interact with regions all over the world, business, and technology.

Expo Overview

	International Symposium	Smart City Messe in Keihanna	
Date	June 1 [Wed.]	June 2 [Thu.]	June 3 [Fri.]
Time	10:00–17:30	10:00–17:30	10:00–16:30
Venue	Kyoto International Conference Center	Keihanna Open Innovation Center @Kyoto (KICK) Various Research Institutes of Keihanna	Keihanna Open Innovation Center @Kyoto (KICK) Various Research Institutes of Keihanna

Entry Fee: Free

Administrative Office:

Administrative Office of Kyoto Smart City Expo 2016
c/o Shimadzu Advertising & Communications Co., Ltd.
1 Nishinokyo Tokudaijicho, Nakagyo-ku, Kyoto, 604-8445
Tel: 075-823-1109 FAX: 075-823-3659 E-mail: info@expo.smartcity.kyoto



STRONG POINTS

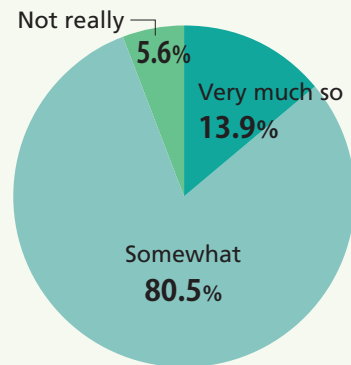
10,000 key-persons from Japan and overseas gathering in **Kyoto/Keihanna**.

The previous expo at Kyoto – Keihanna saw participation from **8,280** persons (total) from **25** countries.

Attended not only by companies but also by national and local government project leaders and researchers. Exhibition of various types of industries related to environment, energy, ICT, health and food, culture and education etc.

Providing an opportunity to carry out worldwide business matching

95% of visitors and exhibitors answered by “we had important results” and “we had results”.



5 Offerings from Kyoto – Keihanna at the Kyoto Smart City Expo 2016

1 INTERNATIONAL
Smart City Expo - An international event held via partnership and cooperation between three regions around the world.

Business support through the international networks of Barcelona (Spain), Kyoto - Keihanna (Japan), and Puebla (Mexico).

3 PROFESSIONAL
Keynote speeches, sessions, seminars and more from top-level Smart City experts invited from Japan and abroad, in a tranquil environment surrounded by abundant nature.

Fine tuning of corporate Smart City strategies.

5 TECHNOLOGY
Provision of opportunities to come in contact with the latest Smart City research and technological development within Japan’s cutting-edge innovation environment including regional designations of national and international strategic zones.

Promotion of entry to the expanding Smart City market and creation of new markets.

2 COMMUNICATION
Implementation of multifaceted discussions and information exchange among participants from around the world, based on such themes as the latest world trends, researches, technological developments, and city policies relating to the expanding Smart City market.

Promotion of corporate technological exchange and corporate collaboration.

4 ENTERPRISE
This expo offers corporate exhibitions for the purpose of B-to-B transactions and “Smart City Messe in Keihanna” as a place for business matching.

KICK, which started as an international open innovation base, has previously involved many corporations and groups, and created new business chances.

November 17 - 19, 2015

Barcelona (Spain) Smart City Expo to be held

February 16 - 18, 2016

Puebla (Mexico) Smart City Expo to be held

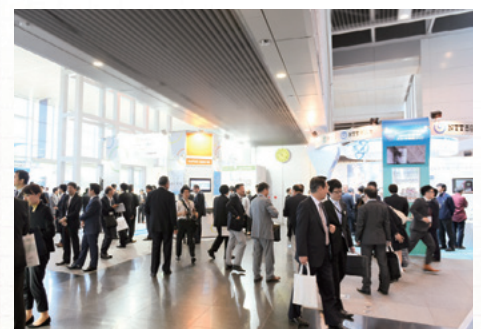
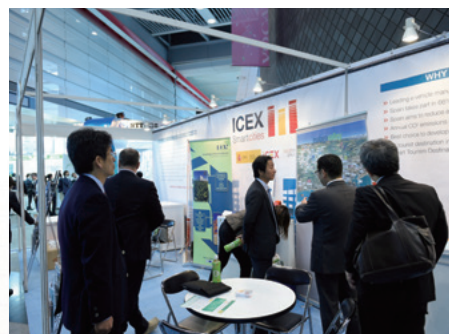
Main Theme Regions and industries creating a sustainable and liveable future.

As the evolution of Smart City continues, life becomes more convenient, and approaches for life styles more satisfying and safe keeps increasing. The coexistence between humans and Smart technology is gathering more and more attention as the rapid improvement of digital technology might have made some adverse effects while it contributes to regional creations. In Kyoto Smart City Expo 2016, we wish to exhibit how Smart City can create new businesses and suggest solutions for urgent topics humans must face by improving people's lives, keeping the society safe, and maintain the sustainable growth in economy and society through international symposium and group exhibitions.

Program

International Symposium		10:00~				~17:30
June 1 (Wed.) 2016 Kyoto International Conference Center	Opening Ceremony	Commemorative Speech	Keynote Speech	Parallel Session		Panel Session
				Next Generation Smart Challenge		Reception
Smart City Messe in Keihanna		10:00~				~17:30
June 2 (Thu.) 2016 Keihanna Open Innovation Center @Kyoto (KICK), etc.	Corporate/Group Exhibitions (Smart City Square Expo etc.), Business Seminars, Business Meetings					
	Smart City seminar					
	Keihanna Lab Trip (Observation of Research Institutes in Keihanna)					
			Next Generation Smart Challenge			
June 3 (Fri.) 2016 Keihanna Open Innovation Center @Kyoto (KICK), etc.		10:00~				~16:30
		Corporate/Group Exhibitions (Smart City Square Expo etc.), Business Seminars, Business Meetings				
		Smart City seminar				
		AM <Special Seminar>		PM <Special Session >		
		Keihanna Lab Trip (Observation of Research Institutes in Keihanna)				

Scenes from previous exposition.





About Sponsorship Plans

You can choose from the following 5 sponsorship plans.



Sponsorship Amount **3,000,000 JPY or more**

Plan Details

- Program, HP, tools for prior notice, insertion of company name/logo (premium) on publicity materials such as venue display etc.
- Provision of an exhibition space (**three booth spaces**) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- The site provides the Global Premium Platinum Sponsor Room.
- Ensures all transportation methods during the exposition (In Kyoto Prefecture).
- Provides observing opportunities for research institutions and corporations located in Keihanna, Kyoto.
- Guidance in priority for interviews with the industries etc. exhibiting at the Expo.



Sponsorship Amount **3,000,000 JPY or more**

Plan Details

- Program, HP, tools for prior notice, insertion of company name/logo (extra-large) on publicity materials such as venue display etc.
- Provision of an exhibition space (**three booth spaces**) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- The site provides the Global Premium Platinum Sponsor Room.



Sponsorship Amount **1,000,000 JPY**

Plan Details

- Program, HP, tools for prior notice, insertion of company name/logo (large) on publicity materials such as venue display etc.
- Provision of an exhibition space (**two booth spaces**) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue



Sponsorship Amount **500,000 JPY**

Plan Details

- Program, HP, tools for prior notice, insertion of company name/logo (medium) on publicity materials such as venue display etc.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.



Sponsorship Amount **1,000,000 JPY**

This sponsorship plan is set to support the "Next Generation Smart Challenge" business in order to create a global start-up from "the entrepreneur city, Kyoto". We are widely recruiting ideas to industrialize the technology and systems related to Smart City. We are also "raising the entrepreneur culture" by bringing up global talents such as students, young researchers, and start-up companies that lead the next generation.

Plan Details

- Program, HP, tools for prior notice, insertion of company name/logo (large) on publicity materials such as venue display etc.
- Setting new awards with company names included.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue

Sponsorship Application:

- Please enter the required information on the attached application form, then mail, fax, or email the form to the Administrative Office below.
- The organizer will issue an invoice after receiving your application form.

Administrative Office of Kyoto Smart City Expo 2016

c/o Shimadzu Advertising & Communications Co., Ltd.

1 Nishinokyo Tokudaijicho, Nakagyo-ku, Kyoto, 604-8445

Tel: 075-823-1109 FAX: 075-823-3659

E-mail: info@expo.smartcity.kyoto

Sponsor Application Deadline: January 29 (Fri.) 2016

Sponsorship Fee Payment: ● Upon receipt of the organizer's invoice, please deposit the sponsorship fee into the specified bank account by **April 20 (Wed.) 2016**

- Bank transfer fees will be borne by the sponsor.

About Exhibition Plans

Exhibitor Requirements:

Corporations, organizations, etc. that operate an enterprise related to the item to be exhibited, or groups/individuals related to such. The organizer may decline an exhibition if its content is deemed to not match the purposes of the expo.

Exhibition Fee:

100,000 JPY per booth space.

*Discount available for small and medium-sized businesses whose main offices are located within Kyoto Prefecture (50,000 JPY per booth space). (Small and medium-sized businesses are defined as specified in Article 2 of the Small and Medium-sized Enterprise Basic Act.)

Number of Available Booth Spaces:

80 (Including booth spaces provided by Sponsorship Plans)

Booth Arrangement:

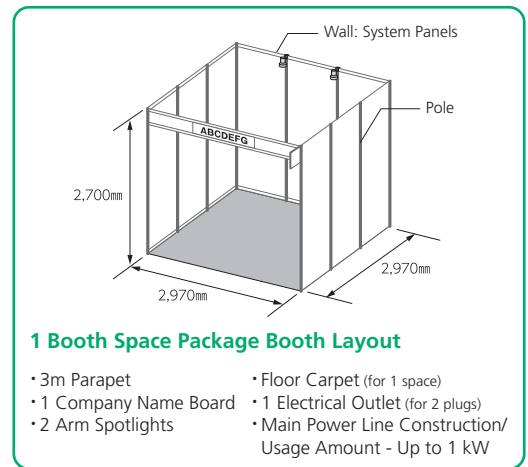
The organizer will decide upon the allocation of booth spaces and notify exhibitors after consideration to the order in which applications were received (receipt number issued at the time of exhibition application), the scale of exhibitions, and exhibition content, etc. Please note that depending on the venue and booth arrangement, booth location decisions may not necessarily follow the order in which applications were received. In such cases, booth locations will be as decided by the organizer.

Basic Booth/Basic Facilities:

- Octanorm System Panel (Can be custom-decorated freely)
- Booths' basic facilities involve system panels for side and rear walls, with partitioning to be carried out by the organizer. The panels are a system of plywood with white vinyl coating. (Cutting, nailing, opening of holes, mounting objects, or other panel alterations are not possible.)
- Attachment of panels, etc. will require a special chain (Free).
- * Exhibitors may also use double-sided tape.

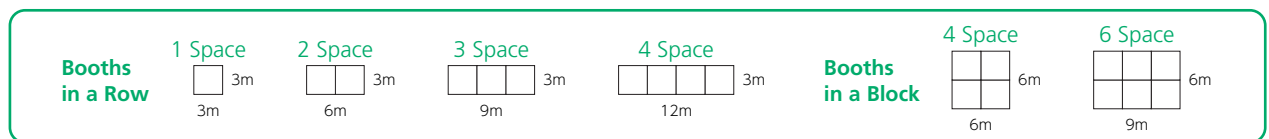
Panel Customization:

- Exhibitors will be responsible for customization/decoration within the booth.
- Exhibitors cannot directly decorate or alter the basic booth. Cutting, nailing, opening of holes, or other alterations to the panel boards, poles, beams, etc. are not possible. If such alterations are necessary for customization/decoration, please consult with the organizer beforehand.
- Please notify the Administrative Office beforehand about exhibition items exceeding a height of 2.7 m.
- Details of other regulations will be printed in the exhibition guidelines to be distributed at the exhibitor explanatory meeting.



Booth Space Specifications:

- Width - 3 m, Depth - 3 m, Height 2.7 m
- Can be set up in a row (up to four booth spaces), or in a block together (4 or 6 booth spaces).



Exhibition Application:

- Please enter the required information in the attached application, then mail, fax, or email the form to the Administrative Office below.
- The organizer will issue an invoice after receiving your application.

Administrative Office of Kyoto Smart City Expo 2016
 c/o Shimadzu Advertising & Communications Co., Ltd.
 1 Nishinokyo Tokudaijicho, Nakagyo-ku, Kyoto, 604-8445
 Tel: 075-823-1109 FAX: 075-823-3659 E-mail: info@expo.smartcity.kyoto

Exhibition Application Deadline:

January 29 (Fri.) 2016

- The application period may be cut off if applications fill the expected number of blocks.
- In principle, cancellations or reduction of the number of booth spaces will not be permitted after an application has been submitted. However, in the event that the organizer deems that such a cancellation/reduction is unavoidable, it will be permitted and the exhibitor will be charged the following cancellation fee:

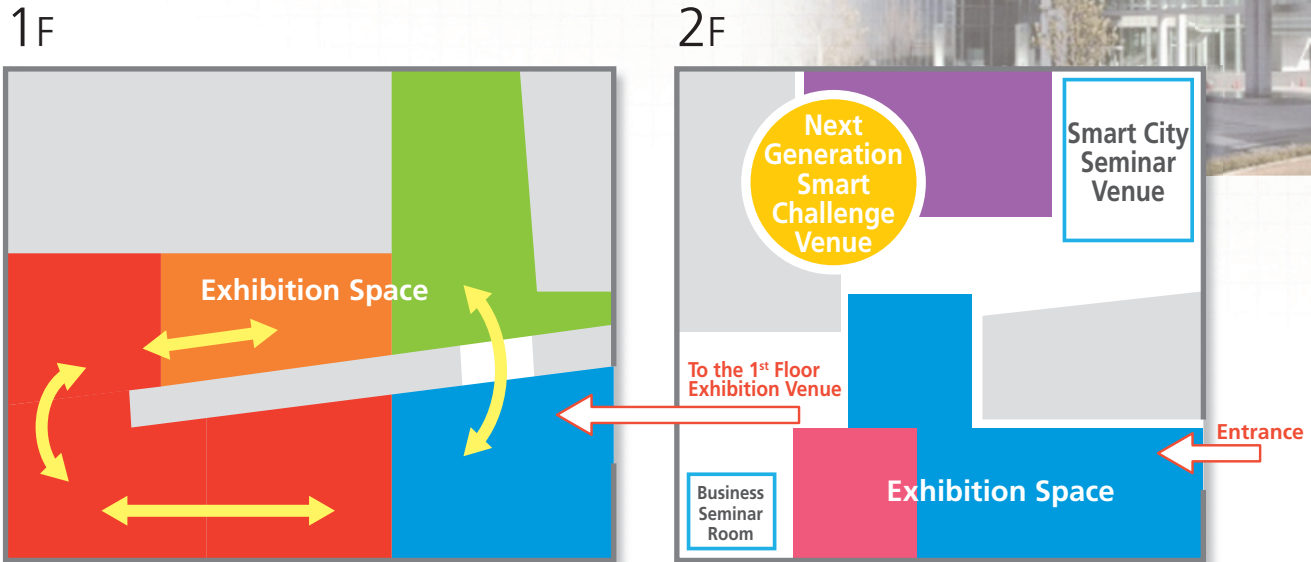
On or before Mar. 31 (Thu.) 2016	50% of the Exhibition Fee
Apr. 1 (Fri.) 2016 or later	100% of the Exhibition Fee

Exhibition Fee Payment:

- Upon receipt of the organizer's invoice, please deposit the exhibition fee into the specified bank account by **April 20 (Wed.) 2016**
- Bank transfer fees will be borne by the exhibitor.



Keihanna Open Innovation Center @Kyoto (KICK) Smart City Messe in Keihanna Venue Layout / Zoning Diagram June 2 (Thurs.) June 3 (Fri.) 2016



*The venue layout may be altered due to various circumstances.

Smart Innovation Zone

Exhibitions from corporations relating to environment/energy, ICT, mobility, culture/education, etc.

Electric and Other Energy Equipment / Infrastructure-related

Solar/thermal power generation systems, wind/hydroelectric power generation systems, gas and other co-generation systems, heat pumps, power conditioners, superconductive cables, batteries, electric vehicle-related, charging stations, etc.

Energy Control, etc.

Energy management systems, transmission system monitoring/control systems, other various control systems, etc.

Information / Telecommunication Equipment / Infrastructure

Smart meters, communication units, optical fiber, sensors, etc.

ICT-related

Various informational/telecommunication equipment, infrastructure, software, service providers for internet, etc.

Environmental Solutions

Environmental measuring/analytical instruments, Devices related to energy saving, eco products, etc.

International Zone

Exhibitions from overseas corporations, municipalities, etc. engaged in Smart City-related projects.

Smart Life and Agriculture Zone

Exhibitions unique to this year's expo, relating to healthcare, food, plant factories, etc.

Health/Medical

Home-use medical products, health-checking instruments (scales, body composition meters, blood-pressure meters, etc.), medical equipment, medical supplies, testing equipment, analytical instruments, caregiving devices, software, etc.

Agriculture

Biotech-related, plant factories (fully artificially-lit factories, sunlight-utilizing factories), plant factory components, light environment apparatuses (LED, CCFL, fluorescent lamps, etc.), various environmental control apparatuses for temperature, humidity, CO₂, etc., wrapping/packing machinery/materials, refrigeration/freezing equipment, hygiene management equipment, software, etc.

Keihanna R&D Zone

Exhibitions from corporations, research institutes, research and development projects, etc. located or talking place at Kansai Science City.

Smart City Project Zone

Exhibitions by corporations, universities, authorities, and groups related to the Smart City Project.

Sponsor Zone

Exhibitions from sponsors.

Special Exhibition Zone

Special exhibitions in line with the expo's theme.



Basic Schedule for Smart City Messe in Keihanna



- Exhibitors will be notified of date, time, and place at a later date.
- Details about exhibitions will be explained in the “Exhibition Guidelines” (to be distributed on the day of the meeting), which lists information about carrying in/out of exhibitions, fire/disaster prevention, construction, and other exhibition matters/regulations and report/application forms.

About Cancellation of Expo Due to Unavoidable Reasons, etc.

- The organizer may alter the period of the expo or cancel the expo due to natural disasters or other inevitable events or unavoidable reasons. In such cases, the organizer will not be liable for compensation of damages arising from such cancellation. Additionally, the exhibitors will bear costs necessitated up to that point based on the number of booth spaces applied for.
- The period or opening time of the expo may be altered due to unavoidable reasons. Exhibitors cannot cancel exhibitions or exhibition applications because of such alterations. Additionally, the organizer will not be liable for compensation of damages occurring from such alterations.

Limitations and Prohibited Matters

- Booth spaces cannot be transferred, sublet, or exchanged.
- Exhibition items/decorations cannot be sold during the expo for any reason whatsoever.
- Actions that cause large numbers of attendees to gather and congest the pathways around booths are prohibited.
- Exhibitors cannot invite attendees, conduct surveys or raffles, distribute pamphlets or gifts, or conduct similar such actions outside of their booths.
- Please ensure that lighting, volume levels, and sound quality do not inconvenience other exhibitors.
- Audiovisual equipment may be used within the booth for the purposes of explanations and presentations, but speakers may not be installed to face outside of your booth. Please install speakers to face the inside of your booth.

Protection/Management of Exhibition Items

- The organizer will be responsible for general maintenance/management of the venue.
- Exhibitors shall be constantly present at their own booths during preparation and during exhibitions, and shall be responsible for the protection and maintenance of exhibition materials.
- The organizer will not bear responsibility for incidents such as damage, loss, fires, or theft due to natural disasters or other unavoidable events. Accordingly, in protecting exhibition items, exhibitors should take measures including insurance policies, etc.

Ensuring Safety

- Exhibitors should take measures to prevent accidents during carrying in/out, construction/preparation, presentation, and all other aspects of the exhibition.
- In the event of an accident caused by an exhibitor’s actions, the related exhibitor(s) will be responsible for resolution of the matter.
- The cost of modifications to exhibition decorations for the purpose of ensuring safety based on the Fire Services Act or other laws/ordinances shall be borne by the exhibitor.
- Important matters about exhibitions, disaster prevention, etc. will be listed in the exhibition guidelines to be distributed at the exhibitor explanatory meeting.

Access

■ Kyoto International Conference Center



[From the Nearest Station]

A 5 min. walk from “Kokusaikaikan Station” on the Karasuma Line of the Kyoto Municipal Subway.

After leaving the ticket gates, go through the underground walkway and use exit 4-2. From the exit, you can walk along the passageway directly to the entrance without having to worry about rain.

[For Visitors Attending by Car]

A taxi ride from the city center takes about 25 min. in normal conditions.

- In normal conditions, taxis take about 30 min. from Kyoto Station, or about 1 hr. 30 min. from Kansai International Airport.

- Via car, access takes about 40 min. from the Kyoto Minami I.C. or Kyoto Higashi I.C. of the Meishin Expressway (in normal conditions).

Head north along Horikawa-dori or Karasuma-dori until Kitayama-dori, then proceed to the center via Takaragaikae-dori.

■ Keihanna Open Innovation Center @Kyoto (KICK)



[From the Nearest Station]

- Take an express train from Kyoto Station on the Kintetsu Kyoto Line and get off at Shin-Hosono Station (30 min.). Take the Nara Kotsu Bus number 36 or 47 and get off at Koehigashi-dori.

- On the Kintetsu Keihanna Line, get off at Gakken Nara-Tomigaoka Station. Take the Nara Kotsu Bus number 47 and get off at Koehigashi-dori.

- A free shuttle bus will be running from the nearest station on days the expo is held.

[For Visitors Attending by Car]

- From the Hanshin Expressway take the Daini Keihan and get off at Hirakata Higashi IC. Take National Route 307 and get on the Keihanna Expressway at Tanabe-Nishi IC. Get off at Seika-Gakken IC and proceed west on Seika-odori.

- Alternative route: From the Hanshin Expressway, take the Daini Hanna and get off at the Horai Ramp. Take National Route 24 and get on the Keihanna Expressway at Kizu IC. Get off at Seika-Gakken IC and proceed west on Seika-odori.