GPEC Greenhouse Horticulture & Report Plant Factory Exhibition / Conference

Show Outline

Exhibition Title: GPEC2014 (Greenhouse Horticulture & Plant Factory Exhibition / Conference) Theme: Plant Your Technology in Japan! - for Making the Best Planting Environment -

Period: July 23 Wed. - 25 Fri., 2014

Open Hours: 10:00 - 17:00

Venue: Tokyo Big Sight, East Hall 4 (8,670 m²) Organizer: Japan Greenhouse Horticulture Association Sponsors: Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry /

Central Union of Agricultural Co-operatives / National Federation of Agricultural Cooperative Associations /

National Chamber of Agriculture /

National Agricultural Insurance Association / The Norinchukin Bank / Japan Finance Corporation

Co-Organizer: ATEX Co., Ltd.

Cooperators: Embassy of the Kingdom of the Netherlands /

Embassy of the Republic of Korea /

Embassy of Israel, Economic Department and 38 related organizations

Exhibitors: 191 *including Co-Exhibitors





47.3% (47.8%)

27.4% (28.9%)

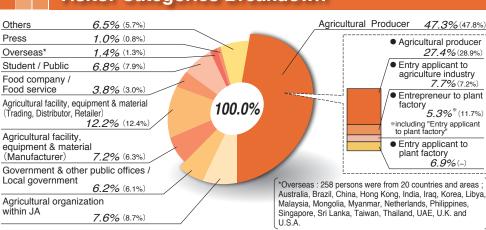
6.9%(-

Number of Visitors

Date	Weather	Registered Visitors	Visitors
Jul. 23 Wed.	Fine	5,937	12,008
		(5,766)	(11,923)
Jul. 24 Thu	Cloudy	6,365	13,232
		(6,980)	(13,392)
Jul. 25 Fri.	Fine	6,129	13,181
		(5,488)	(12,307)
Total		18,431 (18,234)	38,421 (37,622)

-) is GPEC2012 data.
- *The number of "Vistors" means the total number including

Visitor Categories Breakdown



Exhibits Categories Breakdown

Leasing / Financing	0.3%	< Incidental facilities, equipment > For greenhouse horticulture	22.9%
Saving energy and cost	0.9%		
Various sensors / Measuring systems	1.2%	< Main Units for facilities > Greenhouse & Sunlight type plant factories	20.7%
Harvesting / Sorting / Transporting / Packaging	1.8%	<pre></pre>	20.7 /6
Photovoltaic power generation	2.5% /// 100.0%		10.1%
Fertilizers / Agricultural chemical materials	3.0%	IT for agriculture	7.9%
Organization / Media / Others	4.6%	< Main Units for facilities >	
Universities / Research Institutes	4.9%	Artificial lighting type plant factories	7.0%
Distribution / Processing / Maintenance of freshness	5.5%	Seedlings / Raising materials / Systems for raising	6.7%

National Origin of Exhibitors *Based on number of exhibitors including co- exhibitiors		
Japan	89.5%	
Korea	6.3%	
Netherlands	2.6%	
China	0.5%	
Italy	0.5%	
Malaysia	0.5%	

Photos of Venue



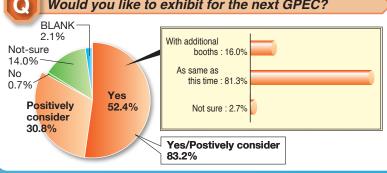






Visitors' Reaction How many exhibitors Would you like to Did you have any business talks with visit the next GPEC? exhibitors? did you visit? **BLANK** BI ANK Requested to provide some **BLANK** 2.4% 2.5% samples and materials: 36.6% Over 31 5 7% None I don't know -12.9% 5-1 Receiving the explanation 0.1% 11.8% in details later: 32.4% 8.9% Yes Considered to introduce new No 30-21 35.8% materials, technologies 0.0% 10-6 Yes 14.3% products, services: 25.8% 58.5% 25.2% **Hopefully** 52.0% Requested for 33.7% estimation: 9.1% 20-11 36.2% Decided to introduce new materials, technologies. < multiple answer > products, services: 8.0%

Exhibitors' Reaction Did you have any business talks or information Did you have any business talks with visitors? exchange with other exhibitors? BLANK **BLANK** 5.6% Agreed to With the same industry: 61.8% 4.2% No a contract : 21.8% 8.4% With the different industries: 55.3% Negotiate the Technical cooperation: 21.1% details later : 73 4% Yes Yes Sales tie-up: 18.7% 86.7% 86.0% Didn't reach to a contract: 4.8% Agency tie-up: 4.1% < multiple answer > < multiple answer > How was the GPEC2014? As a place for As a place to As a place for As a place for Marketing of Beneficial Business Sales Promotion Products & Technology Find New Customers BLANK: BLANK. **BLANK-BLANK** 3.5% 3.5% 1.4% 1.4% More than Less than Less than More than More than Less than Less than expected expected expected expected expected More than expected expected 11.2% 0.7% 13.3% Can not tell 14.0% expected 0.7% Can not tell Can not tell 11.9% 23.8% Can not tell 20.3% 25.2% 25.9% As expected As expected As expected As expected 58.7% 61.5% 59.4% Would you like to exhibit for the next GPEC?







Next show... July, 2016 TOKYO BIG SIGHT, East Hall

Accepting the application for the next GPEC will be started in November, 2015.

Contact: GPEC Show Management Office (With in ATEX CO., LTD.)