

GPEC

Greenhouse Horticulture &
Plant Factory Exhibition / Conference

2024 **July 24**th WED > **26**th FRI

Tokyo Big Sight, South 1-2 Hall

Profitable horticulture, Changing agriculture
~ Opening the door to a full-fledged smart era ~



Concurrent Exhibitions



Smart Agri Japan



Aquaponics and
Land-based Aquaculture Equipment
Exhibition

Report of results



① Exhibition Outline


Dates : July 24 Wed to July 26 Fri ., 2024
Opening Hours : 10:00-17:00

Venue : Tokyo Big Sight, South Halls 1 & 2 (10,000 m2)
Admission : Free with web pre-registration or invitation ticket


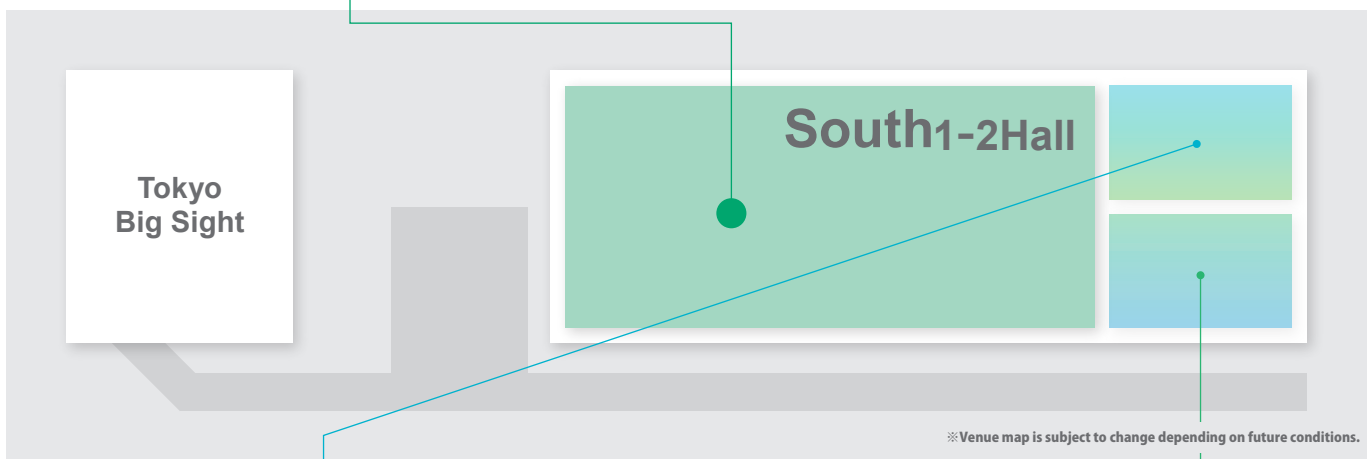
Greenhouse Horticulture & Plant Factory Exhibition / Conference

Event Outline


- Exhibition Title : GPEC 2024 (Greenhouse Horticulture Factory Exhibition / Conference)
- Theme : Profitable horticulture, changing agriculture, changing Japan
 - Opening the door full-fledged smart era
- Organizer : Japan Horticultural Facilities Association
- Sponsors : Ministry of Agriculture, Forestry and Fisheries (MAFF), Ministry of Economy, Trade and Industry (METI), Japan Agricultural Cooperatives Association (JA-Zenchu), Japan Agricultural Cooperative Federation (JA Zen-Noh), The Norinchukin Bank, The National Agricultural Chamber of Commerce, Japan Agricultural Mutual Insurance Association, Japan Finance Corporation (in no particular order)
- Co-Organizer : Atex Co.,Ltd.
- Exhibitors : 175 (including joint exhibitors)



Specialized exhibition gathering materials, technologies and services for horticulture and plant factories.



Exhibition for smart products, technologies and services for horticulture and plant factories.



A specialized exhibition gathering products, technologies, and services focused on the theme of 'circularity' in aquaponics and land-based aquaculture.

② Visitor Analysis

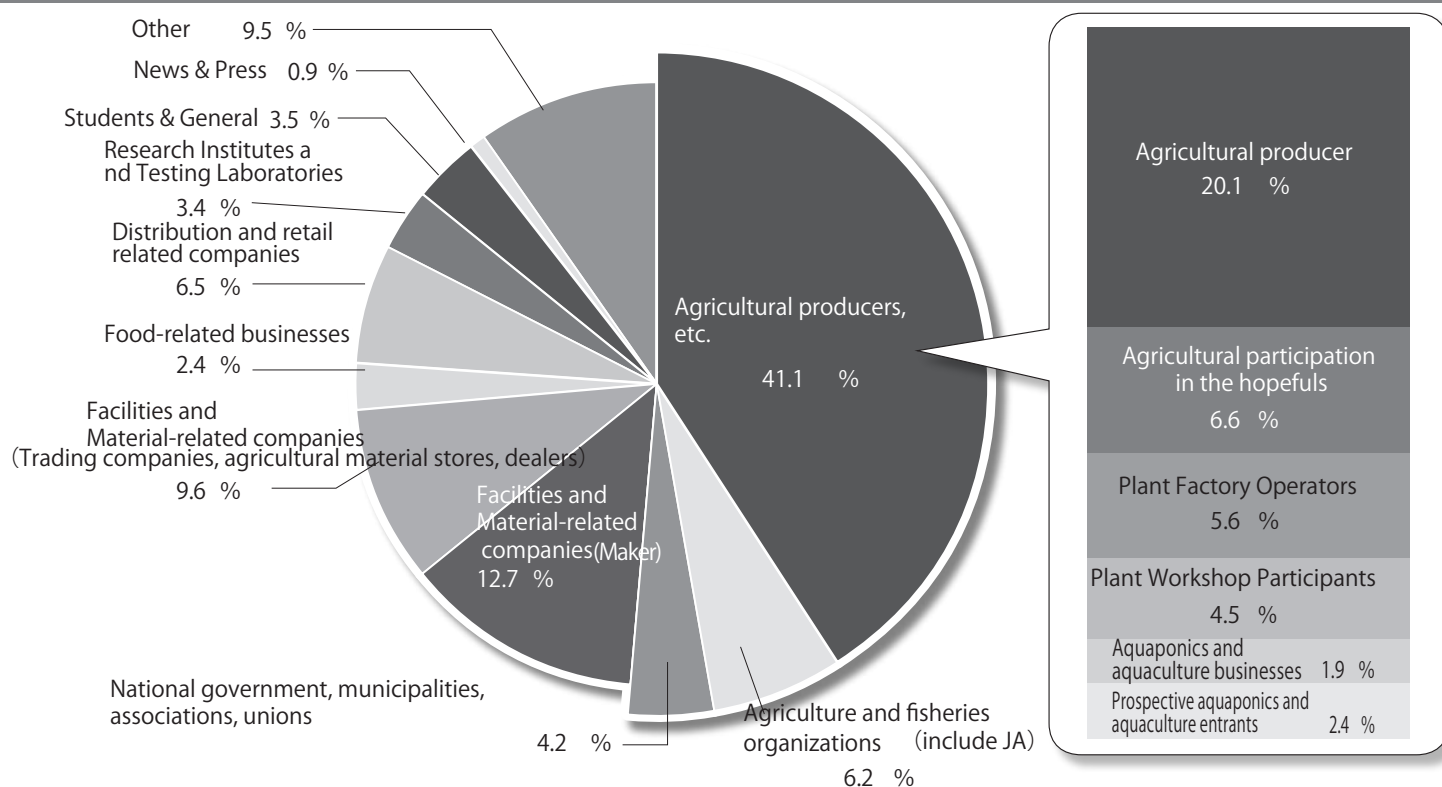
Number of visitors

Date	weather	Number of registrants	Number of visitors
July 24 Wed.	☀	4,879	11,399
July 25 Thu.	☀ / ☂	5,697	15,142
July 26 Fri	☁	5,685	15,023
Total		16,261	41,564

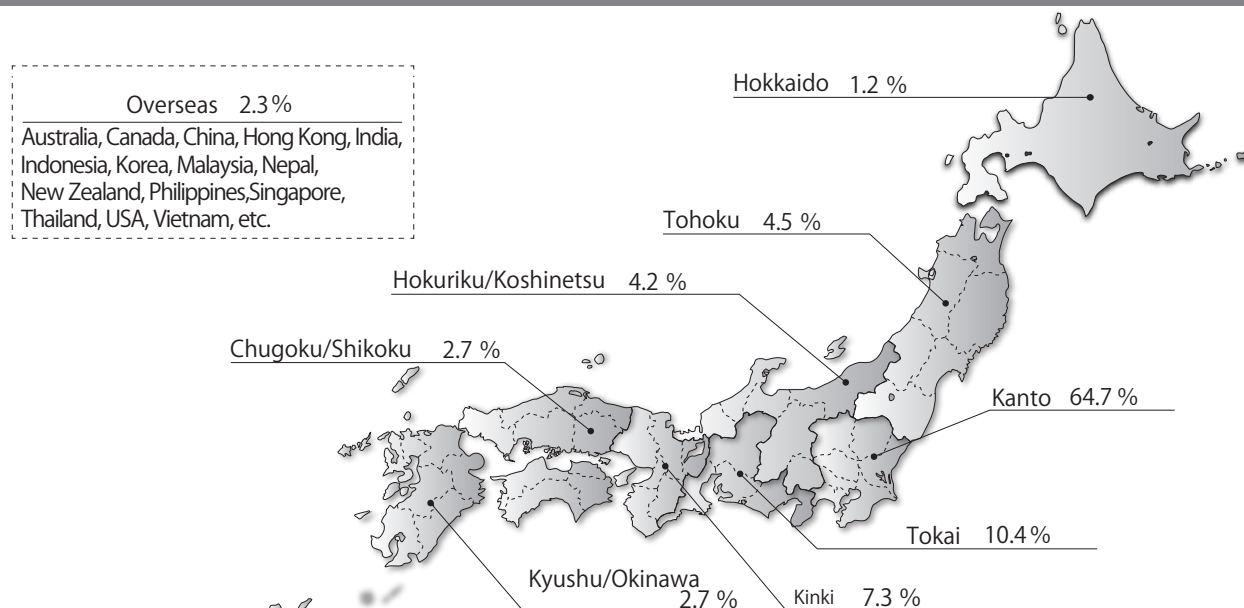
※Number of registrants visitors: The number of people who registered to visit the exhibition by name, company name, etc. The number is counted as one during the exhibition period and does not include re-entry.

※Number of visitors: Total number of visitors (including re-entry).

Ratio by industry

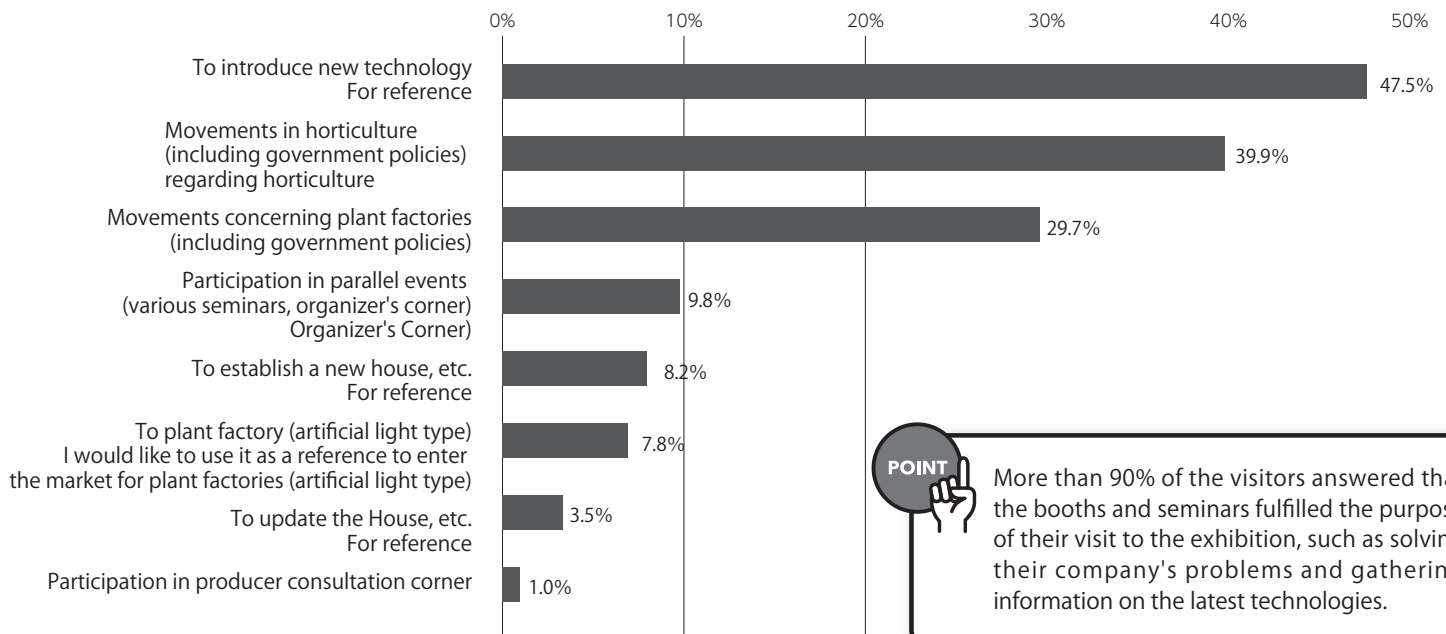


Ratio by Region



② Visitor Analysis

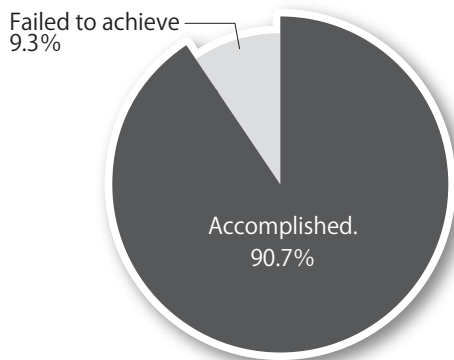
Q1 What is the purpose of you visit? (Multiple answers)



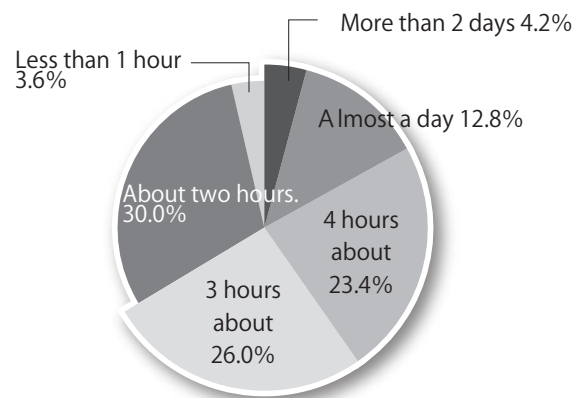
POINT

More than 90% of the visitors answered that the booths and seminars fulfilled the purpose of their visit to the exhibition, such as solving their company's problems and gathering information on the latest technologies.

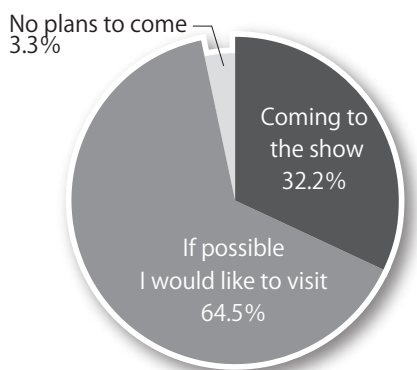
Q2 Did you meet your objectives?



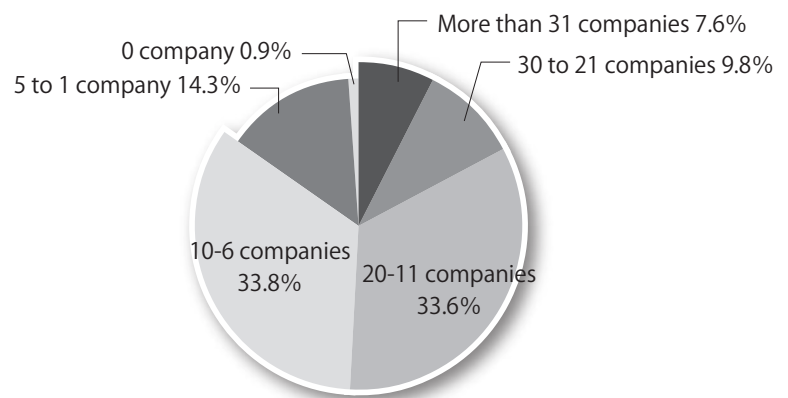
Q3 How long do you stay?



Q5 How many companies did you visit?

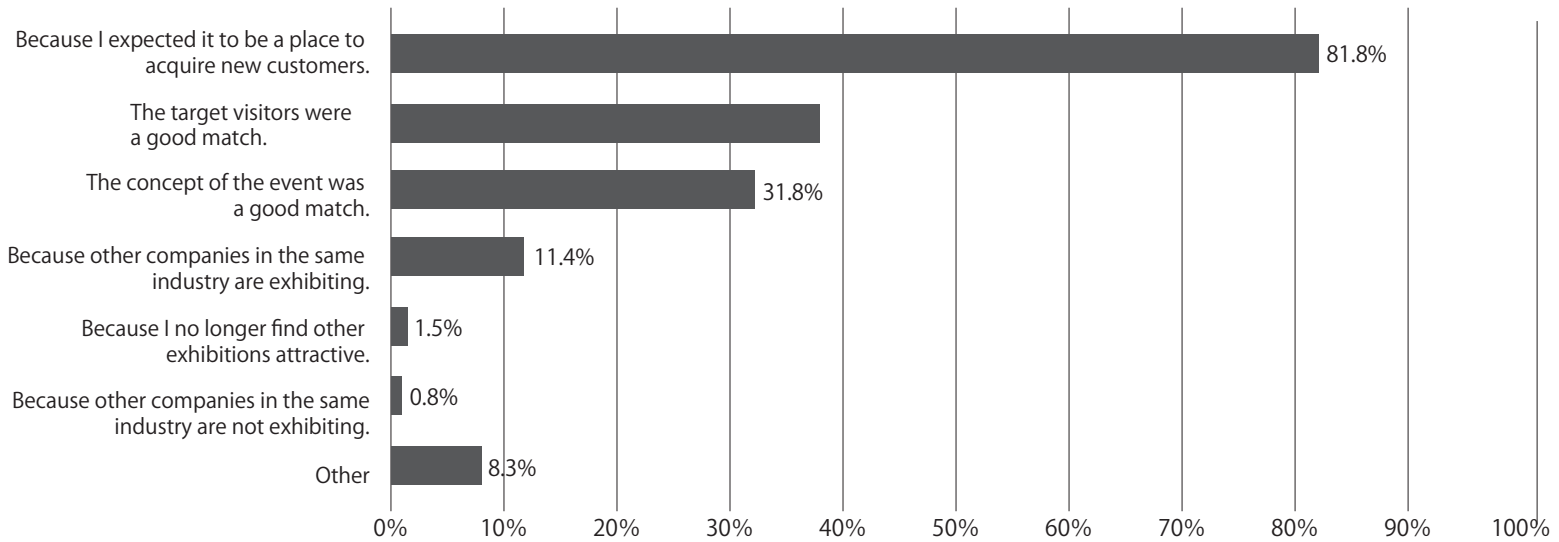


Q6 What is your next scdeduled visit?



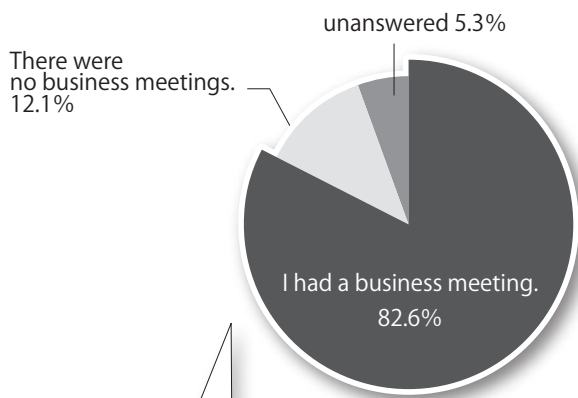
③ Exhibitor Questionnaire

Q1 What is the reason for your participation in this exhibition? (multiple answers)

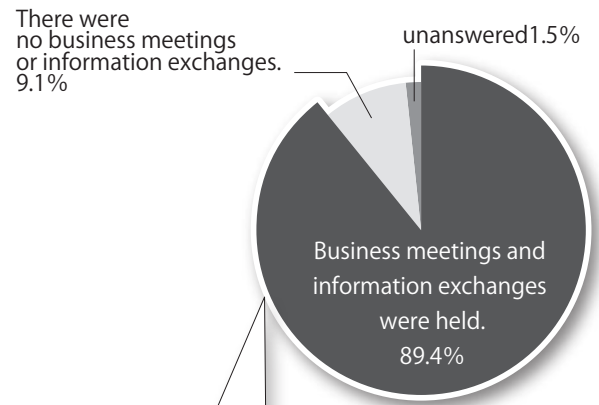


Q2 Business meetings with visitors and exhibitors during the exhibition

《 Visitors 》



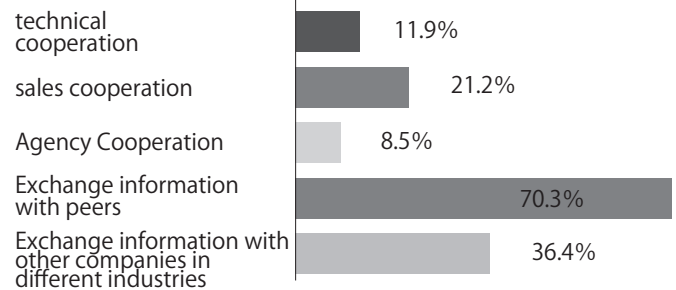
《 Exhibitors 》



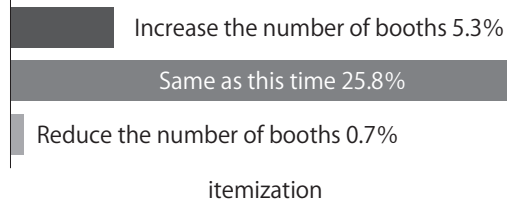
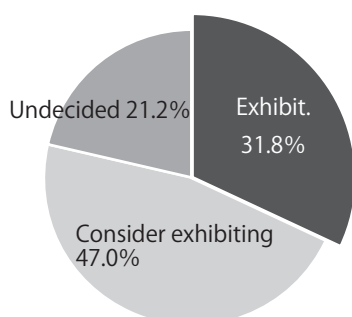
itemization



itemization (Multiple answers)



Q3 What about business meetings and information exchange among exhibitors?



④ Side Event

GPEC opening ceremony

Date : July 24, 2024 (Wed.) 9:30-10:00 a.m.

Vaue : Tokyo Big Sight, South Exhibition Hall, 2nd Floor Concourse, Special Site

1. Opening Remarks
2. Introduction of Guests
3. Introduction of the organizer
4. Organizer's Greeting
5. Greeting by Guest of Honor
Ribbon-cutting ceremony
7. Closing remarks



GPEC Organizer's Special Exhibit Corner

● Agricultural Data Utilization Collaboration Platform Corner

The new system (collaboration between Kochi IoP, Agricultural Machinery API, and WAGRI) was introduced through videos, panels, and dioramas. The latest trends supporting data-driven agriculture, which will lead to more efficient guidance, lower costs and accelerated technological development, were also introduced through videos, panels and diorama displays of the new system (Kochi IoP, Agricultural Machinery API, and WAGRI collaboration). In addition, a nationwide collaboration is underway to consolidate and integrate data acquired by farmers in agricultural production, management, and production areas, and to centralize the management of data on a farm management system.



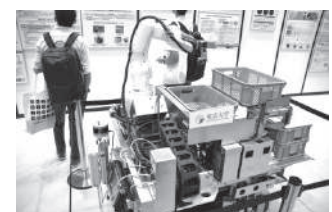
● Aquaponics spec house exhibit

The exhibition attracted a great deal of interest from visitors. The aquaculture of sturgeon and other species was exhibited in a compact greenhouse of the same specifications, and visitors were able to see the aquaculture of sturgeon and other species in the aquaponics and land-based aquaculture equipment exhibition held concurrently.



● Harvesting Robot Actual Machines, Panels, and Video Viewing Corner

The exhibition featured video and panel displays of robots that have been developed by AGRIST Corporation and inaho Co. In addition to an exhibition of the actual "Grape Harvesting Robot" developed by AGRIST Corporation and inaho Corporation, the exhibition was held in conjunction with "Smart Agri Japan," an exhibition held concurrently. Research and development at Fukao Laboratory, The University of Tokyo.



● Government Announcement
/Exhibition of panels introducing JFC and loans

A panel display of important public finance, loan, and mutual aid information was presented. policies and initiatives in the agricultural sector by government agencies, examples of future industry guidelines and for producers.



● Producer Consultation Corner.....

Specialists in four themes provided advice and suggestions on the problems and issues facing producers and prospective agricultural entrants.

Subsidies etc.
Cultivation Technology
Consulting
Smart Green House



Exhibitor Exchange

Date : July 24, 2024 (Wed) 17:30-19:00
Vanue : Restaurant at Tokyo Big Sight

1. Opening remarks
2. Organizer's greeting and toast
3. Meal and chatting
4. Closing speech





Next Show

July, 2026

Tokyo Big Sight

— Fall 2025, call for exhibitors to begin —

For more information on exhibiting, please contact the secretariat.

※The start of the application period for exhibitors may be earlier.

Contact us

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