

T-Messe 2019 Toyama General Manufacturing Industry Trade Fair Report

1. Outline

- (1) Name: Toyama General Manufacturing Industry Trade Fair 2019
- (2) Nickname: T-Messe (T is for Toyama, Technology, and Trade)
- (3) Theme: Next Innovation [Let's find technologies to build Toyama's future]
- (4) Date: From Thu. October 31st 2019 to Sat. November 2nd 2019
- (5) Venue: Toyama Techno Hall (1682 Tomosugi, Toyama City, Toyama Prefecture)

[Exhibition Contents]



Exhibition Booths



AR/VR Learning Zone



Industry Promotion Zone

2. Number of Exhibitors and Visitors

(1) Number of Exhibitors

Edition	Total	From Japan	From Abroad
(This edition) 2019	478	(282)	(196)
2017	440	(290)	(150)
2015	388	(226)	(162)

(Breakdown)

- Japan: 282 companies and organizations from 19 different prefectures
- Abroad: 196 companies and organizations from 12 countries and regions
 - Main countries and regions: China (124), Taiwan (14), India (14), Malaysia (12)

Japan

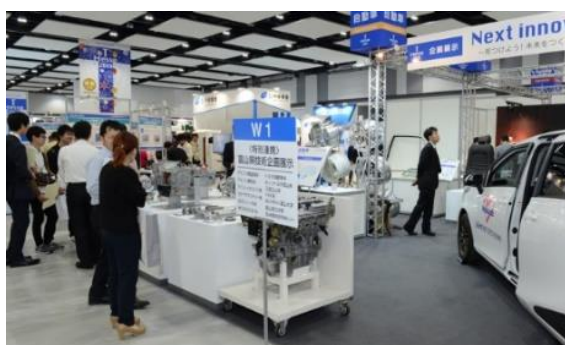
Prefecture	Exhibitors
Toyama	187
Tokyo	24
Ishikawa	23
Aichi	11
Osaka	8
Saitama	5
Nagano	4
Kanagawa	4
Gifu	3
Niigata	3
Kyoto	2
Shiga	1
Fukui	1
Nara	1
Fukuoka	1
Ibaraki	1
Mie	1
Hyogo	1
Wakayama	1

Abroad

Name of country/region	Exhibitors
China	124
Taiwan	14
India (MOU with Andhra Pradesh State)	14
Malaysia	12
Russia	8
Indonesia	7
United States	7
Thailand (MOU signed)	4
Mongolia	2
Vietnam (MOU signed)	2
Singapore	1
Myanmar	1

(2) Number of Visitors

First Day	Second Day	Third Day	Total
8,123	9,501	8,357	25,981



3. Business Meetings

(1) Number of Business Meetings during the Event

Edition	Numbers of Business Meetings including meetings between exhibitors and meetings between invited buyer and exhibitor
(This edition) 2019	8,317
(Previous edition) 2017	5,148

(2) Japanese Buyer Invitational Business Meetings

- Invited Buying Companies: 22 (14 previously)
- Participating Companies: 102 (58 previously)
- Number of Meetings: 176 (72 previously)



(3) Foreign Buyer Invitational Business Meetings

- Invited Buying Companies: 29 (19 previously)
- Participating Companies: 86 (71 previously)
- Number of Meetings: 156 (113 previously)



4. Business Chance Creation Initiatives

(1) Seminars and Manufacturer's Presentations

- Seminars and Presentations: 13 (previously 13)
- Participants: 129 people (previously 178)

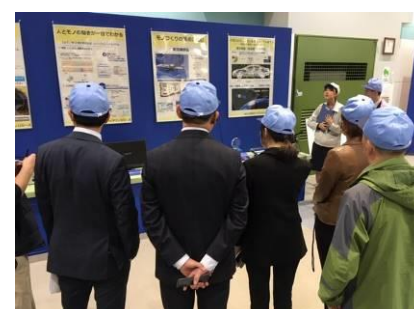
(2) Foreign Investment Environment Seminar

- Seminars: 11 (previously 10)
- Participants: 146 people (previously 141)
- ※ Seminars about south-east Asia were popular.



(3) Local Business Tours

- Participants: 76 people (previously 66)
- 3 Courses in total
 - A Course: Tateyama Kagaku Group: 23 people
 - B Course: Nousaku: 20 people
 - C Course: Nachi-Fujikoshi: 33 people



5. Keynote Speech, Opening Ceremony, Welcome Reception, Technical Experts Gathering

【Keynote Speech】

- Date/Time: Thu. October 31st from 15:00 to 16:30
- Speaker: Mitsuru Kawai, Executive VP of Toyota Motor Co.
- Speech: Manufacturing is creating people - handing down techniques and fostering talent
- Participants: 500 people (previously 124)

【Opening Ceremony】

- Date/Time: Thu. October 31st from 9:30 to 10:00
- Location: Techno Hall West Building Foyer
- Participants: 244 people (previously 163)



【Welcome Reception】

- Date/Time: Thu. October 31st from 18:30 to 20:30
- Location: ANA Crowne Plaza Hotel Toyama
Ootori Room
- Participants: 350 people (previously 175)



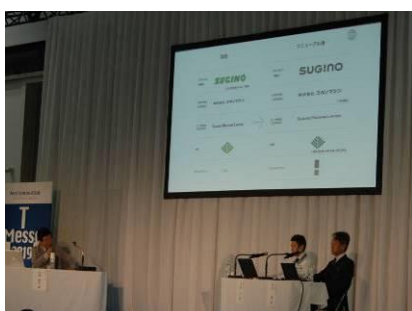
【Technical Experts Gathering】

We organized the following gatherings as a new initiative for this edition.

- ① Technical Experts Gathering (Design) Fri. Nov. 1 from 10:30 to 12:30
Topic: "Is design important for BtoB businesses?"
Facilitator: Prof. Kazumi Uchida from the University of Toyama Faculty of Art and Design
- ② Technical Experts Gathering (IoT) Fri. Nov. 1 from 13:30 to 16:30
Topic: "Manufacturing changed by IoT"
Facilitator: Asst. Prof. Takeshi Iwamoto from the Toyama Prefectural University Faculty of Engineering
- ③ Women in Manufacturing Gathering Thu. Oct. 31st from 12:45 to 14:45
Topic: "For women to be active in a lively way in companies"
Facilitator: Takako Kajikawa, CEO of Fujita. Co., Ltd.

Section	Design	IoT	Women in Manufacturing
Participants	47 (24)	115 (60)	37 (28)

* Numbers in parentheses are the number of group discussion participants



6. Initiatives for Fostering Future Manufacturing Talent

(1) Business Research Rally

Event where students from around the prefecture visited booths and learned about the charms of manufacturing.



- Participants: 1,874 (over 3 days)

- Participating Schools

 - (From Toyama) Students from 13 schools

 - Universities: University of Toyama, Toyama Prefectural University, Toyama University of International Studies
 - National College of Technology: Toyama National College of Technology
 - Specialized School: Toyama College of Business and Information Technology
 - High Schools: Toyama Kogyo High School, Takaoka Kogei High School, Uozu Kogyo High School, Tonami Kogyo High School, Fujikoshi Kogyo High School, Kureha High School, Uozu High School, Koho High School

 - (From outside of Toyama) Students from 6 schools

 - Universities: Kwansei Gakuin University, Meijo University, Takasaki City University of Economics, Shizuoka University, Kanazawa University, Kanazawa Institute of Technology
 - The event was lively thanks to the participation of many students, and it will help them when choosing a company to work for in the future.

(2) National Manufacturing Top Tournament Toyama Special Event

Businesses and universities in the prefecture can use this event as an opportunity to showcase their manufacturing skills and bring their tops to fight with in the tournament. This is the fifth edition of this event held in Toyama Prefecture.

- Participating teams: 39 teams from local businesses and universities

- Results: Winner: Hinode Kasei (Aichi Prefecture)

 - Runner-up: Takata Seimitsu Kogyo

 - 3rd Place: Fujita and Takano (joint team)

 - Mobitec (Aichi Prefecture)

- Main Results

 - Improve cooperation between small and medium enterprises → Create a foothold opportunity to improve cooperation
 - Exchanges between universities and businesses → Students participated in the organization on the day of the event
 - Raising society's interest in manufacturing → Spectators from many different generations watched the event.
 - Contributing to a future increase of people working in manufacturing → around 80 children participated in the top creating workshop
 - Appeal to show the need of local coordination between industry, academia, government, and finance → This was shown to over 250 exhibitors and spectators





(3) Scientific Manufacturing Workshop

- Contents 10 programs (previously 10)
- Participants: 259 people (previously 199)



(4) Robot Stage (Cheerleading Club Performance)

- Date: Sat. Nov. 2 * 5 performances total, each 15 minutes
- Location: Techno Hall West Building Foyer Special State
- In Cooperation with: Toyama Murata Manufacturing and Murata Manufacturing

