

## Press

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### **Exhibition Micromachine / MEMS 2009**

International Tradeshow for Micro/MEMS & Nano Technologies

Tokyo International Exhibition Centre (Tokyo Big Sight)

29 – 31 July 2009

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### **12,247 visitors attended Exhibition Micromachine / MEMS 2009**

#### **Launch of new exhibition for robot manufacturing technology called “ROBOTECH” was given a welcome in the industry!**

Exhibition Micromachine / MEMS 2009, held 29 – 31 July in Tokyo, closed its door with on a high note. Over 12,000 visitors came to Tokyo International Exhibition Centre (known as Tokyo Big Sight) to see the latest overview of micromachines, MEMS foundry services, MEMS, micro-fabrication techniques and modeling software, nano-technology, nanotech-materials, materials, biotechnology and medical applications, evaluation equipment and MEMS devices.

Serving as an important meeting point for MEMS-related industries professionals, the fair offered various informative seminars and symposiums for those who are interested in the latest development status and future prospects of micro and nano technologies. These programmes running alongside the exhibition were popular among the visitors and some draw more visitors than seating capacity of the rooms. The halls were packed and bustling with visitors. Lively atmosphere of the exhibition was an encouraging sign in a state of sluggish economy around Japanese manufacturing. Many of the exhibitors gave positive feedback on the quality of the visitors who had clear purpose of their business. The fact that Exhibition Micromachine / MEMS remains the exclusive preserve of the trade was highly appreciated by the exhibitors.

Mr. Toshiaki Hayashi, Deputy Manager at MEMS Development Division of Olympus Corporation, told “We had been exhibiting at

Exhibition Micromachine / MEMS 2009

the exhibition for many years to promote our comprehensive abilities in high-tech goods manufacturing. We think that participation at this exhibition leads to an increasing business in MEMS foundry. We had even more visitors welcomed at our booth than the previous year, so we are pleased with the result of our participation in the exhibition 2009.”

”We have been participating at the exhibition for a long time, and we could meet more visitors than ever before at the exhibition 2009. We are happily surprised to have such a good response in the present market stagnation. No influence of the economic downturn in the industry was felt at all at the venue of Exhibition Micromachine / MEMS 2009. What I noticed at the exhibition 2009 is that MEMS have permeated into manufacturing. The exhibitors tended to bring actual products for which MEMS technology are applied rather than research presentation, and the visitors were aware of what kind of technology or application they should look for. I also notice that semiconductor chip companies have adopted a serious stance on MEMS business. As future prospects, we will have to prepare intensifying competition with foreign companies”, said by Mr. Shingo Ohta, Assistant Manager from Micro Technology Sales and Marketing Dept. of Sumitomo Precision Products Co., Ltd.

**Exhibition Micromachine / MEMS is becoming true global business platform in the sector**

One of the significant features of the exhibition 2009 was increasing internationalization of its participants. 10 percent of the whole exhibitors were from overseas countries such as Canada, Finland, France, Germany, Korea, Sweden, Switzerland and the USA. This recorded the highest overseas exhibitor rate in its 20 years history. Exhibition Micromachine / MEMS is becoming a truly global business platform in the sector.

In addition to various overseas exhibitors, the exhibition offered a Forum and a Symposium aimed to inform trends in global sector: “The 15th International Micromachine/Nanotech Symposium - MEMS World –“ held on 29 July and “Japanese-German

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Micro/Nano Business Forum” organized by IVAM on 30 July. These informative events attracted many of those who are eager to deepen their understanding of the latest international situation about micro and nano technologies.

Mr. Lothar Kugler, CEO of Kugler GmbH (Germany) expressed satisfaction with his first participation at the exhibition and his enthusiasm on the Japanese market. “We chose to exhibit at Exhibition Micromachine / MEMS as we heard its high reputation as the No. 1 event in this sector. The fair met our expectation. We especially appreciated the fact that the most visitors are highly professional engineers with clear business purpose. The exhibition served as a perfect opportunity to exchange opinions about our technologies and Japanese market. In the past, we have exhibited at other Japanese exhibition which was huge and showcased vast range of products and technologies in various fields. However we could not get the result we had wanted. From that experience, we have learnt that we should appear at a specialised exhibition with visitors who have strong interest in technologies like what we provide. We were happy to be able to exhibit at Exhibition Micromachine / MEMS. Japan is very attractive market for us. But I know it is not easy to enter without having a Japanese partner. I am planning to make a footstep in the Japanese market within a few years.”

Mr. Antony Caulcutt, Marketing Director of Digital Surf, remarked “This year our company celebrates its 20th anniversary. It was the first time that we had been an exhibitor at Exhibition Micromachine / MEMS. Our evaluation of Micromachine/MEMS 2009 is very positive. Partnerships with instrument manufacturers in Japan and represented in Japan are strategically important for us. So we were very pleased to be able to welcome our partners at our booth. In addition, we were very satisfied with the number and the quality of the new contacts that we made and the existing contacts that we renewed.”

**New exhibition for robot manufacturing technology called “ROBOTECH” will be held concurrently in 2010!**

Exhibition Micromachine / MEMS 2010 will be scheduled for 28 – 30 July at Tokyo Big Sight. Along with the exhibition, the brand new event for robot technology called “ROBOTECH” will be held in 2010. The new show is focus on manufacturing technology of service robots expected to utilize in the fields with high future growth potential, such as livelihood support, nursing care and medical treatment. A wide cross-section of robot parts, devices, equipments, control system and IT-related technology will be on display.

For more information, please visit [www.micromachine.jp](http://www.micromachine.jp) or email [info@micromachine.jp](mailto:info@micromachine.jp).

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**Background information on Messe Frankfurt**

Messe Frankfurt is Germany's largest trade fair organiser, with 423 million euros in sales and more than 1,400 employees worldwide. The Messe Frankfurt Group has a global network of 14 subsidiaries, five branch offices and 48 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2007, Messe Frankfurt organised a total of 113 trade fairs, of which 69 took place outside Germany. Messe Frankfurt's exhibition grounds, 578,000 square metres in size, are currently home to nine exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)