

Kyoto Protocol 20th anniv. Keihanna Science City 30th anniv.



KYOTO SMART CITY EXPO 2017

Regions and industries creating a sustainable and liveable future.

– Creating a "super comfort" smart society –

KYOTO



SMART CITY EXPO 2017

About Sponsorship and Exhibitions

2017.9.28 [Thu] • 29 [Fri]

Venue : Keihanna Science City

(Keihanna Open Innovation Center @ Kyoto (KICK), International Institute for Advanced Studies, KEIHANNA PLAZA)

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, Embassy of Denmark, 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, Internet Association Japan, 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, Kyoto Association of Corporate Executives, Japan External Trade Organization, Urban Renaissance Agency, The Kansai Promotion Committee of International Strategic Zone (Previous Year Results)

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



KYOTO SMART CITY EXPO 2017

Greetings

The rapid progress of ICT (Information Communication Technology) such as IoT (Internet of Things), Big Data, AI (artificial intelligence) is suggesting major social and economic structure reforms, as we are witnessing a new "industrial revolution".

In addition to its use in areas such as environment and energy, as well as for infrastructures including transportation system and others, the ICT as a foundation of society is related to wide-ranging multifaceted industrial fields such as health, food, culture and education.

Furthermore, the creation of the "super comfortable smart society", on which we are working at Keihanna Science City by the fusion of neuroscience and ICT, is a theme that will allow us to surmount the urgent social problems that Japan is facing, such as declining social dynamism due to falling birthrate and aging population, and we believe that realizing a "super comfortable smart society" will greatly contribute to the creation of new industries.

At Kyoto Smart City Expo 2017, many companies, organizations, researchers, and other groups related to the ICT-based industry will gather and take the networking opportunity, as we set up a place where they can stimulate each other, offering opportunities that will lead to new business chances.

We are sincerely looking forward to your participation.



President of THE ORGANIZING COMMITTEE
OF KYOTO SMART CITY EXPO

Makoto Yoda

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, through forming a network to interact with regions all over the world, business, and technology.

Expo Overview

	Kyoto Protocol 20th anniv. Keihanna Science City 30th anniv. Kyoto Smart City Expo 2017			
	Pre-event	*Business matching events scheduled to be held in Kyoto city	Event	
Date	Aug. 24 [Thu.]	Sep. 11 [Mon.]	Sep. 28 [The.]	Sep. 29 [Fri.]
Time	13:00–17:10	TBD	10:00–17:10	10:00–17:00
Venue	Kyoto Research Park Bldg#1 Science Hall & Foyer	Around Kyoto station (TBD)	Keihanna Open Innovation Center @Kyoto (KICK) International Institute for Advanced Studies Various Research Institutes of Keihanna	Keihanna Open Innovation Center @Kyoto (KICK) KEIHANNA PLAZA Various Research Institutes of Keihanna

Entry Fee: Free

Administrative Office:

Administrative Office of Kyoto Smart City Expo 2017

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**.

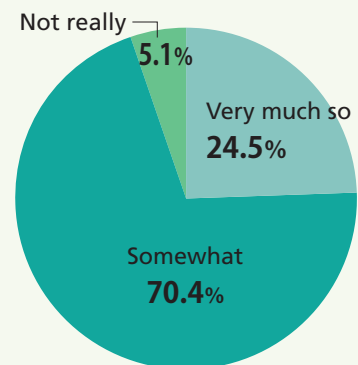
The previous expo at Kyoto – Keihanna saw participation
from **10,221** persons (total) from **28** countries.

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”.



6 Offerings from Kyoto – Keihanna at the Kyoto Smart City Expo 2017

1 INTERNATIONAL

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

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

3 PROFESSIONAL

Keynote speeches, sessions, seminars and more from top-level Smart City experts invited from Japan and abroad.

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.

Presentations on various projects related to Smart City

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 business matching.

KICK, which started as an international open innovation base, has previously involved many corporations and groups, and created new business chances. (KICK Star Creation Project will be held simultaneously)

6 WIN-WIN

We called on Asian countries administration, universities / research institutions and companies to participate as we are planning interactions with Japanese universities / research institutions and companies on research seeds and technologies related to Smart City.

Holding the Asia-Smart City Exchange and Cooperation Program.

Main Theme Regions and industries creating a sustainable and liveable future. – Creating a "super comfort" smart society –

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. Based on this perspective, in addition to efforts produced so far, this time "Kyoto Expo" will challenge the creation of a "super comfortable smart society" oriented on "richness" of "heart" from "things", in order to overcome the urgent issues that Japan is currently facing, such as declining social dynamism due to falling birthrate and aging population, rural demographic decline and other social problems.

Program

Pre-event

Aug. 24 [Thu.]

Kyoto Research Park Bldg#1
Science Hall & Foyer

13:00~

~17:10

Keynote speech, Presentations introducing needs from company, Business exhibition

Exchange meetings

TBD

Sep. 11 [Mon.]

Around Kyoto station
(TBD)

Keynote speech, Presentations introducing needs from company, Business exhibition

Exchange meetings

Event

Sep. 28 [The.]

Keihanna Open Innovation
Center @Kyoto (KICK)
International Institute for
Advanced Studies
Various Research Institutes
of Keihanna

10:00~

~17:10

Corporate/Group Exhibitions, Business Seminars, Business Meetings

International Symposium

Smart City seminar

Keihanna Lab Trip (Observation of Research Institutes in Keihanna)

Panel Session (International Institute
for Advanced Studies)

Reception (International Institute
for Advanced Studies)

10:00~

~17:00

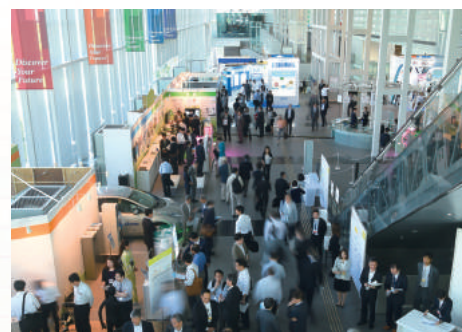
Corporate/Group Exhibitions, Business Seminars, Business Meetings

Smart City seminar

Keihanna Lab Trip (Observation of Research Institutes in Keihanna)

Special Lecture
(KEIHANNA PLAZA)

Scenes from previous exposition.





About Sponsorship Plans

You can choose from the following 4 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 Kyoto Smart City Expo 2017.
- 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 Supporter 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.



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 Kyoto Smart City Expo 2017.
- 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 Supporter Room.



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 Kyoto Smart City Expo 2017.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue



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 Application:

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

Administrative Office of Kyoto Smart City Expo 2017

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: June 30 [Fri.] 2017

Sponsorship Fee Payment: ● Upon receipt of the organizer's invoice, please deposit the sponsorship fee into the specified bank account by **July 28 [Fri.] 2017**
● Bank transfer fees will be borne by the sponsor.

About Exhibition Plans

All items are only permitted to be exhibited over the particular duration of the expo (September 28 – 29).

Exhibitor Requirements:

Corporations, organizations, etc. that operate an enterprise related to Smart City, or groups/individuals related to such. The organizer may decline an exhibition if its content is deemed to not to 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:

105 (Including booth spaces provided by Sponsorship Plans)

Booth Arrangement:

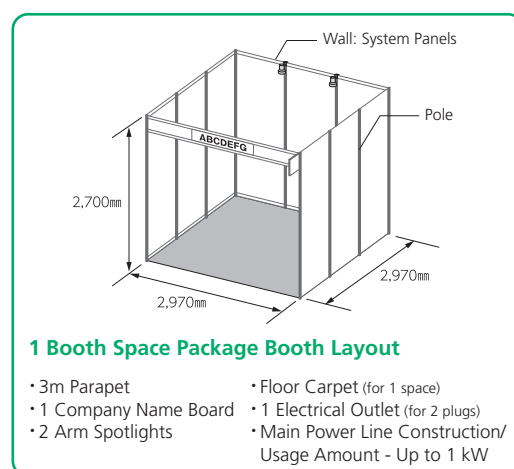
●The organizer will decide upon the allocation of booth spaces and notify exhibitors after consideration of the order of the receipt number which is issued by organizer upon receiving the application, the scale of exhibitions, and exhibition content, etc. Please note that depending on the venue and booth 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.

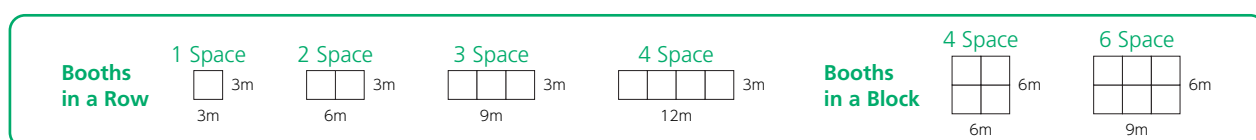
Panel Customization:

- 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 permitted. If such alternations would be unavoidable, 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 4 booth spaces), or in a block together (4 or 6 booth spaces).



Exhibition Application:

- Please fill in the request information in attached application form, and mail, fax, or email it to the Administrative Office below.
- The organizer will issue an invoice after receiving your application.

Administrative Office of Kyoto Smart City Expo 2017

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:

June 30 [Fri.] 2017

- The application period may be cut off in case that the expected number of blocks would be fully booked.
- 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 right cancellation fee.

On or before Aug. 31 [Thu.] 2017	50% of the Exhibition Fee
Sept. 1 [Fri.] 2017 or later	100% of the Exhibition Fee

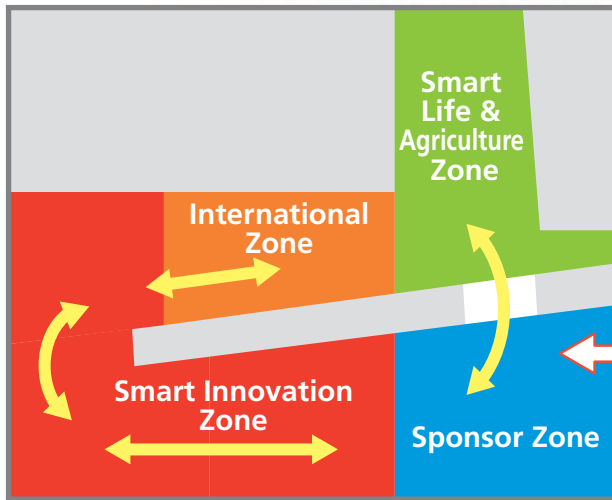
Exhibition Fee Payment:

- Upon receipt of the organizer's invoice, please deposit the exhibition fee into the specified bank account by **July 28 [Fri.] 2017**
- Bank transfer fees will be borne by the exhibitor.

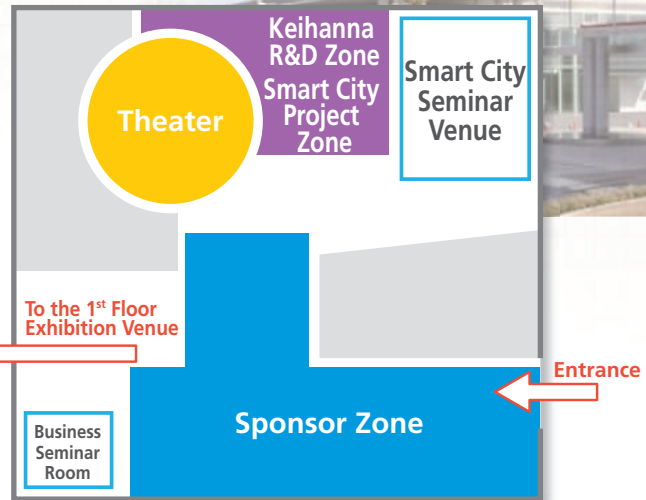


Venue Layout / Zoning Diagram

1F



2F



*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 taking place at Kansai Science City.

Smart City Project Zone

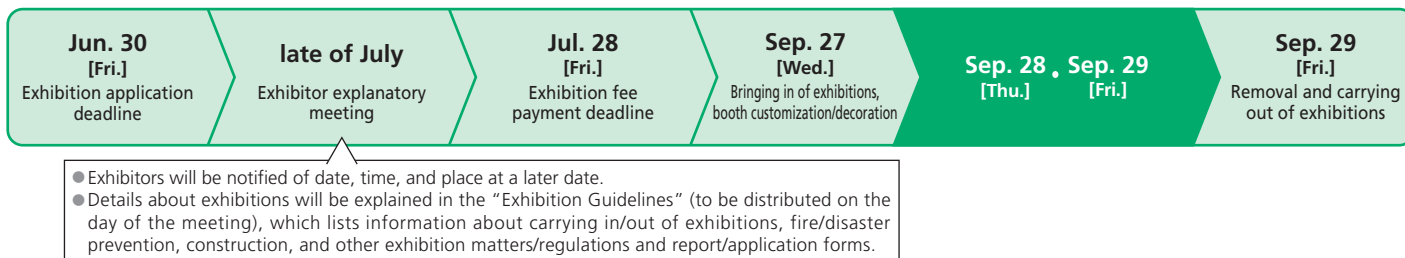
Exhibitions by corporations, universities, authorities, and groups related to the Smart City Project.

Sponsor Zone

Exhibitions from sponsors.



Basic Schedule for Kyoto Smart City Expo 2017—Kyoto protocol 20th anniv. Keihanna Science City 30th anniv.



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



■ Keihanna Open Innovation Center (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. from Kyoto station by express train). Take the Nara Kotsu Bus number 36 or 56 and get off at Koenhigashi-dori.
- On the Kintetsu Keihanna Line, get off at Gakken Nara-tomigaoka Station. Take the Nara Kotsu Bus number 56 and get off at Koenhigashi-dori.
- A free shuttle bus will be running from the nearest station on days the expo is held.

[Direct bus from Kyoto Station]

- Take a Keihan Bus or Nara Kotsu Bus bound for Keihanna Gakken-toshi from the bus stop H4 at Kyoto Station Hachijo Exit and get off at KICK.

■ International Institute for Advanced Studies

[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. from Kyoto station by express train). Take the Nara Kotsu Bus number 36 or 56 and get off at Keihanna Kinen-koen.
- On the Kintetsu Keihanna Line, get off at Gakken Nara-tomigaoka Station. Take the Nara Kotsu Bus number 56 and get off at Keihanna Kinen-koen.

[Direct bus from Kyoto Station]

- Take a Keihan Bus or Nara Kotsu Bus bound for Keihanna Gakken-toshi from the bus stop H4 at Kyoto Station Hachijo Exit and get off at Kizugawadai-kyuchome.

■ KEIHANNA PLAZA

[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. from Kyoto station by express train). Take the Nara Kotsu Bus number 36 or 56 and get off at ATR.
- On the Kintetsu Keihanna Line, get off at Gakken Nara-tomigaoka Station. Take the Nara Kotsu Bus number 56 or 59 and get off at KEIHANNA PLAZA.

[Direct bus from Kyoto Station]

- Take a Keihan Bus or Nara Kotsu Bus bound for Keihanna Gakken-toshi from the bus stop H4 at Kyoto Station Hachijo Exit and get off at KEIHANNA PLAZA.

[For visitors attending by Car]

- On the Keihanna Expressway, get off at Seika-Gakken IC and proceed west on Seika-odori.
- *Shin-Meishin Expressway (From Yawata-Kyotanabe JCT/IC to Jojo JCT/IC was newly opened on Apr. 30, 2017.