

SCF2017 SYSTEM CONTROL FAIR MCS 2017 TOKYO Measurement & Control Show

Date: November 29 (Wed.) – December 1 (Fri), 2017

Opening Hours: 10:00 – 17:00

Venue: Tokyo Big Sight West Hall 1,3,4 & Atrium

Open up the future
by IoT, New Era of
MONODZUKURI



Report

Organized by

The Japan Electrical Manufacturers' Association (JEMA)

Nippon Electric Control Equipment Industries Association (NECA)

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

SYSTEM CONTROL FAIR 2017 / Measurement & Control Show 2017 TOKYO

Report

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I . Thanking Remarks

System Control Fair 2017 / Measurement & Control show 2017 TOKYO was held from Nov. 29 to Dec. 1, 2017, at Tokyo Big Sight, and was a major success thanks to the support and assistance of involved agencies and organizations, and widespread participation by the industry.

The event is scheduled to be held next from Wednesday, Nov. 27 to Friday, Nov. 29, 2019, and we sincerely hope that you will be able to join other industry leaders there. Below is a brief summary of the results of the 2017 event.

The Japan Electrical Manufacturers' Association (JEMA)

Nippon Electric Control Equipment Industries Association (NECA)

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

EXECUTIVE SUMMARY

- Total Visitors: Largest ever **53,243** visitors
Largest ever **2,176** visitors from overseas / **36** countries
- Total Exhibitors: **218** corporations in **953** booths
- Keynote / Theme Sessions / Exhibitors' Workshop/ Technical Seminars
Total: **113** sessions **7,896** attendees

II. Result

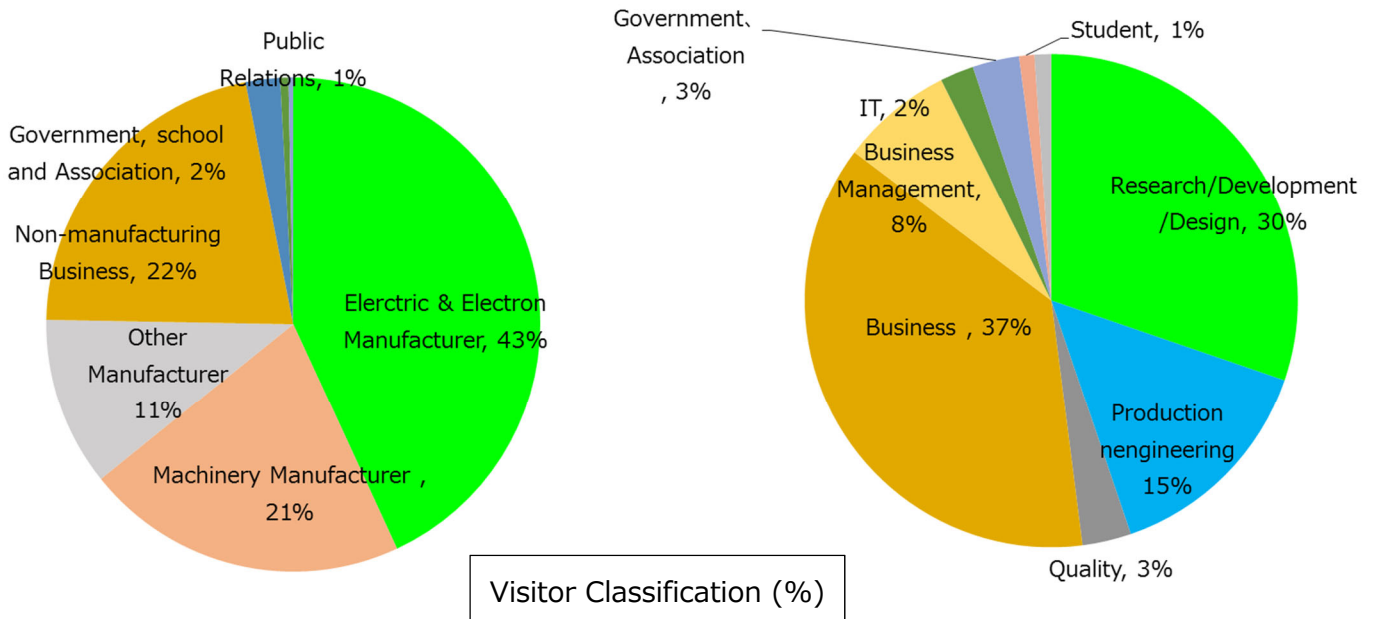
1. Overview

- ① TITLE : SYSTEM CONTROL FAIR 2017 (SCF 2017)
Measurement & Control Show 2017 TOKYO
- ② THEME : Open up the future by IoT, New Era of MONODZUKURI
~Connected Industries~
- ③ DATE : November 29 (Wed.) to December 1(Fri.), 2017 (3 days)
10:00AM to 5:00PM
- ④ VENUE : Tokyo Big Sight West Hall-1, Hall-3, Hall-4 and Atrium
- ⑤ ORGANIZED BY :
The Japan Electrical Manufacturers' Association (JEMA)
Nippon Electric Control Equipment Industries Association (NECA)
Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)
- ⑥ SUPPORTED BY(in no particular order) :
Ministry of Economy, Trade, and Industry
Ministry of the Environment
Tokyo Metropolitan Government/
The Japan Chamber of Commerce and Industry
Japan External Trade Organization
Tokyo Big Sight
The United States of America Department of Commerce
Embassy of the Federal Republic of Germany
The Royal Danish Embassy
- ⑦ Concurrent Show (East Hall) :
INTERNATIONAL ROBOT EXHIBITION 2017
- ⑧ EXHIBIT CATEGORIES :
Technologies, equipment, and systems needed in manufacturing
 - Component, System and Solution
Control/Drive/Measure/Power Distribution/Energy Saving/New Energy
 - IoT Solution
ICT/IoT/M2M/AI/Utilization of Big-Data
- ⑩ Exhibition scale : Total exhibitors: 218 corporations in 953 booths

2. Visitors

Visitors per day

Date	Nov.29 (Wed)	Nov.30 (Thu)	Dec.1 (Fri)	Total
Weather	Fine	Cloudy / Rain	Cloudy / Fine	
Attendance	14,753	16,961	21,529	53,243
(2015 show)	12,296	16,678	20,510	49,484



3. Opening ceremony

DATE: November 29 (Wed.), 9:30AM, 2017

VENUE: Tokyo Big Sight, Atrium

4. Simultaneous event: Session & Seminar

- Keynote
- Theme Session
- Panel Discussion
- Sponsored Session
- Exhibitors' workshop
- NECA Special Conference
- JEMIMA committee seminar
- Executive seminar



5. Simultaneous event: Organizer's Project "e²mc ecosystem"

Special presentation by the organizer: The "e²mc Ecosystem", explored the new era that IoT will make possible, with case studies and practical applications showcasing connected operation, and a demonstration of a virtual, cloud-linked distillery implemented in multi-vendor equipment.

* e²mc is an abbreviation for electric, electronics, measurement and control, representing an integrated domain encompassing JEMA, NECA, and JEMIMA industrial associations.



6. Simultaneous event: Atrium Stage

Organizer's presentation stage was set up in The Atrium. During 3 days of the show, topical guests in the front line of the industry joined the distribution, it was always active with various events and introduction of booths.



7. Simultaneous event: IoT Network Zone

Along with the theme "Open up the future by IoT, New Era of MONODZUKURI ~Connected Industries~", the latest equipment, technology and service was specially displayed in this area as powerful tools to enforce automation. Mini presentation by the participating companies was conducted.



8. Simultaneous event: College and University Presentation Corner

19 Colleges and Universities all around Japan presented their latest study such as

future and practical technology related to automation, measurement and control and IoT practical use technology regarding manufacturing. In order to support their study, special award was given to the excellent laboratory. Students joined the industry study seminar and visited the company booths.



9. Simultaneous event: Happy Hour

16:00 to 17:00 on November 30 (Thu.), the 2nd day of the show was “Happy Hour”! Everyone can enjoy drink and food at participating exhibitors’ booth and the common area.



Ⅲ. Advertising and PR activities

1. Preliminary Seminar

On June 1, 2017, welcomed about 427 visitors, the Preliminary-Seminar on "Open up the future by IoT, New Era of MONODZUKURI ~Connected Industries~" was held.

2. Press conference and mass media Announcements

On December.1, 2016, representatives of companies planning to exhibit at the fair

were welcomed to an explanatory presentation, followed by a press conference. Information provided included an outline of the fair and exhibitions and introductions to key features.

On November 1, 2017 a press conference for mass media was held, introducing the outlines, key features, and concepts for both events. 20 reporters from 16 mass media vehicles attended, with active Q&A and individual interviews.

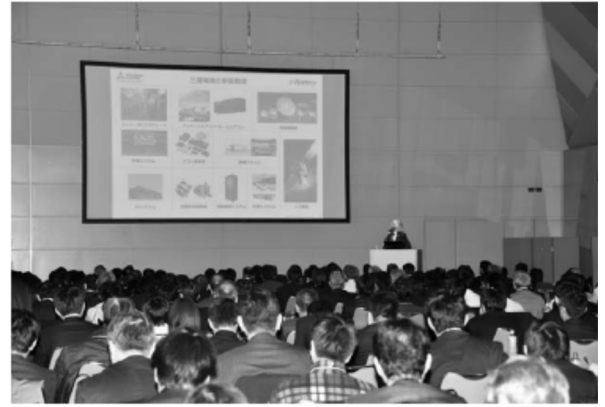
3. Presentation for embassies, trade promotion organizations, and related groups
On September 27, 2016, a presentation was given to representatives from embassies, trade promotion organizations, and related groups, covering the outlines and features of the two events.



4. Advertising and PR activity by organizer

A dynamic media promotion strategy designed to boost the number of visitors was implemented throughout Nikkei group media, leading industry newspapers and technical journals, websites, e-mails, SNS, and other vehicles.

IV. Portfolio



SYSTEM CONTROL FAIR / Measurement & Control Show TOKYO
EXECUTIVE COMMITTEE

Azbil Corporation

CHINO CORPORATION

FUJI ELECTRIC CO., LTD.

Fuji Electric FA Components & Systems Co., Ltd

Hitachi ., Ltd.

Hitachi Industrial Equipment Systems Co., Ltd.

Hitachi High-Tech Solutions Corporation

HORIBA, Ltd.

IDEC CORPORATION

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

MEIDENSHA CORPORATION

MITSUBISHI ELECTRIC CORPORATION

Nippon Electric Control Equipment Industries Association (NECA)

OMRON CORPORATION

Panasonic Corporation

Panasonic Industrial Devices SUNX Co., Ltd.

SHIMADZU SYSTEM SOLUTIONS Co., Ltd

The Japan Electrical Manufacturers' Association (JEMA)

TOSHIBA CORPORATION

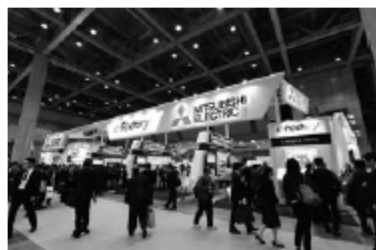
TOSHIBA INFRASTRUCTURE SYSTEMS & SOLUTIONS CORPORATION

TOSHIBA INDUSTRIAL PRODUCTS AND SYSTEMS CORPORATION

YASKAWA Electric Corporation

Yokogawa Solution Service Corporation

(Alphabetical order)





Pre-announcement for 2019

Date : November.27 (Wed.) - November 29. (Fri.), 2019 (3 days)

Venue : Tokyo Big Sight

(Ariake, Tokyo International Exhibition Center)

Organizer :

The Japan Electrical Manufacturers' Association (JEMA)

Nippon Electric Control Equipment Industries Association (NECA)

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

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