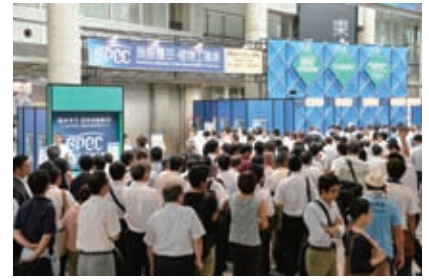


# GPEC Greenhouse Horticulture & Plant Factory Exhibition / Conference *Report*

## Show Outline

Exhibition Title : GPEC2014 (Greenhouse Horticulture & Plant Factory Exhibition / Conference)  
 Theme : Plant Your Technology in Japan! - for Making the Best Planting Environment -  
 Period : July 23 Wed. - 25 Fri., 2014  
 Open Hours : 10:00 - 17:00  
 Venue : Tokyo Big Sight, East Hall 4 (8,670 m<sup>2</sup>)  
 Organizer : Japan Greenhouse Horticulture Association  
 Sponsors : Ministry of Agriculture, Forestry and Fisheries /  
 Ministry of Economy, Trade and Industry /  
 Central Union of Agricultural Co-operatives /  
 National Federation of Agricultural Cooperative Associations /  
 National Chamber of Agriculture /  
 National Agricultural Insurance Association /  
 The Norinchukin Bank / Japan Finance Corporation  
 Co-Organizer : ATEX Co., Ltd.  
 Cooperators : Embassy of the Kingdom of the Netherlands /  
 Embassy of the Republic of Korea /  
 Embassy of Israel, Economic Department and 38 related organizations  
 Exhibitors : 191 \*including Co-Exhibitors

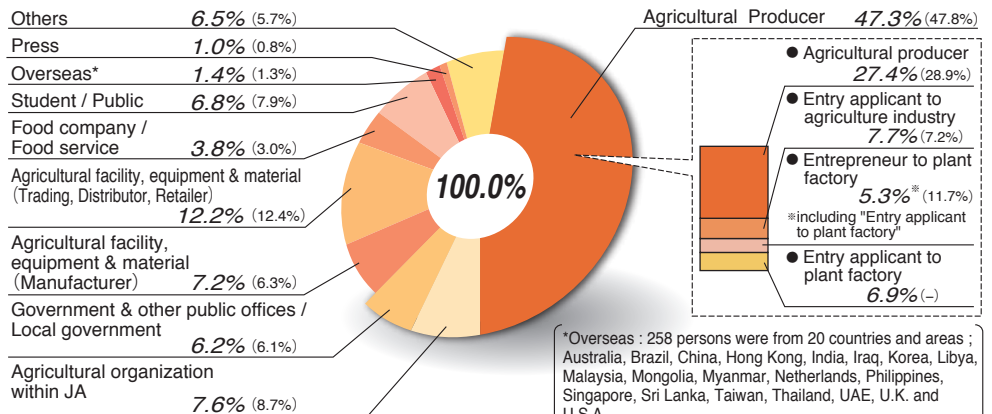


## Number of Visitors

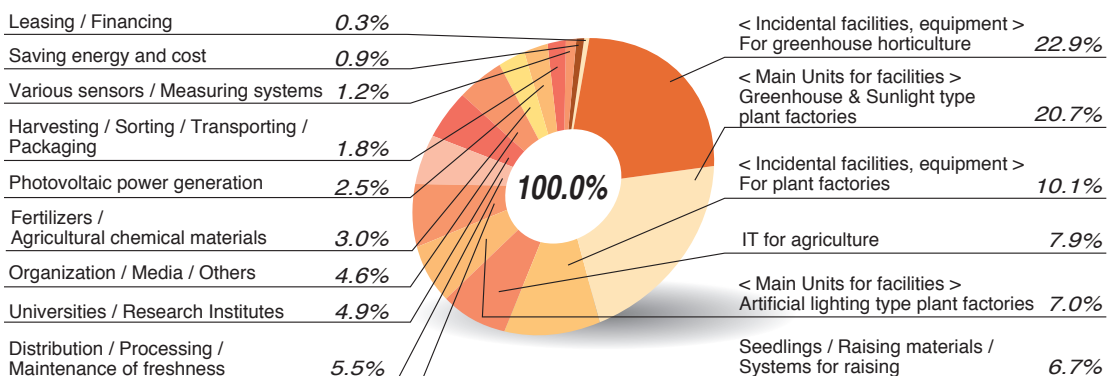
Date	Weather	Registered Visitors	Visitors
Jul. 23 Wed.	Fine	5,937 (5,766)	12,008 (11,923)
Jul. 24 Thu	Cloudy	6,365 (6,980)	13,232 (13,392)
Jul. 25 Fri.	Fine	6,129 (5,488)	13,181 (12,307)
<b>Total</b>		<b>18,431</b> (18,234)	<b>38,421</b> (37,622)

\*( ) is GPEC2012 data.  
 \* The number of "Visitors" means the total number including repeaters.

## Visitor Categories Breakdown



## Exhibits Categories Breakdown



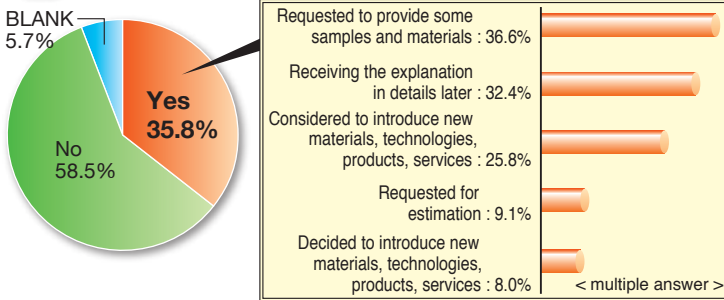
National Origin of Exhibitors	
*Based on number of exhibitors including co-exhibitors	
Japan	89.5%
Korea	6.3%
Netherlands	2.6%
China	0.5%
Italy	0.5%
Malaysia	0.5%

## Photos of Venue

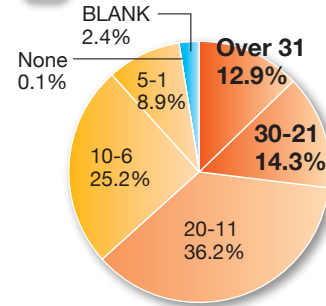


## Visitors' Reaction

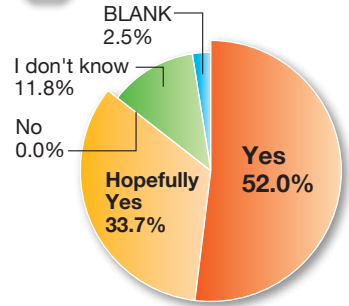
**Q** Did you have any business talks with exhibitors?



**Q** How many exhibitors did you visit?

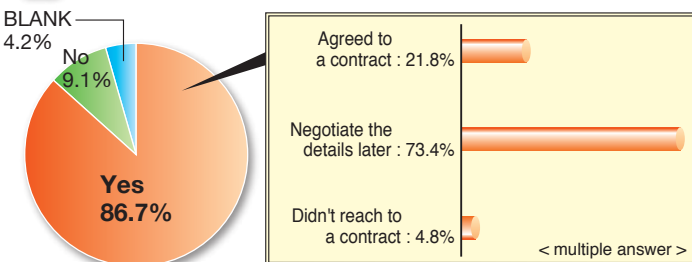


**Q** Would you like to visit the next GPEC?

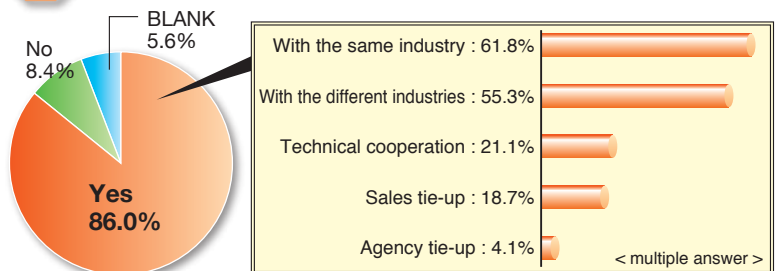


## Exhibitors' Reaction

**Q** Did you have any business talks with visitors?

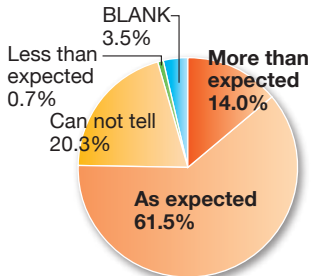


**Q** Did you have any business talks or information exchange with other exhibitors?

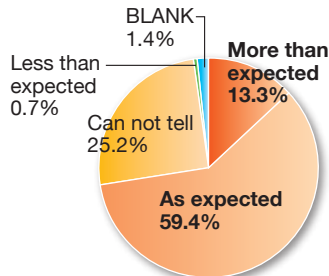


**Q** How was the GPEC2014?

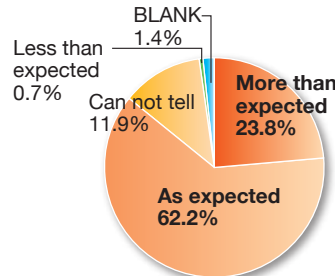
**As a place for Beneficial Business**



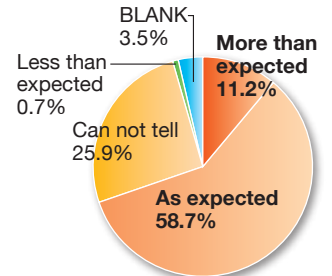
**As a place to Find New Customers**



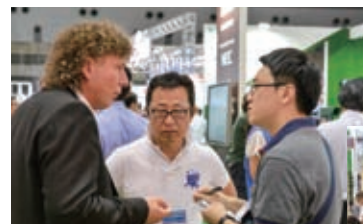
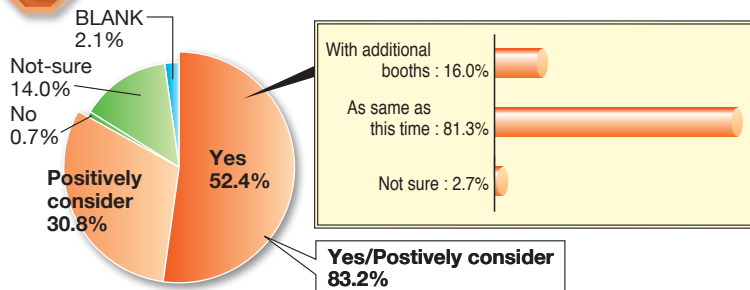
**As a place for Sales Promotion**



**As a place for Marketing of Products & Technology**



**Q** Would you like to exhibit for the next GPEC?



# GPEC

Next show... **July, 2016** TOKYO BIG SIGHT, East Hall

Accepting the application for the next GPEC will be started in November, 2015.

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