**Show Outline**

Exhibition Title: GPEC2016 (Greenhouse Horticulture & Plant Factory Exhibition / Conference)
Theme: Bring Together Global Wisdom in Tokyo! – For Increasing the Agricultural Market in Japan –
Period: July 27 Wed. - 29 Fri., 2016
Open Hours: 10:00 - 17:00
Venue: Tokyo Big Sight, East Hall 5 • 6 (17,020 m²)
Organizer: Japan Greenhouse Horticulture Association
Sponsors: Ministry of Agriculture, Forestry and Fisheries / Minister of Economy, Trade and Industry /
Central Union of Agricultural Co-operatives / National Federation of Agricultural Cooperative Associations /
The Norinchukin Bank / National Chamber of Agriculture / National Agricultural Insurance Association / 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 43 related organizations
Exhibitors: 215 *including Co-Exhibitors

**Number of Visitors**

<table>
<thead>
<tr>
<th>Date</th>
<th>Weather</th>
<th>Registered Visitors</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul. 27 Wed.</td>
<td>Fine after Cloudy</td>
<td>6,357 (5,937)</td>
<td>13,081 (12,008)</td>
</tr>
<tr>
<td>Jul. 28 Thu.</td>
<td>Fine</td>
<td>6,496 (6,365)</td>
<td>14,922 (13,232)</td>
</tr>
<tr>
<td>Jul. 29 Fri.</td>
<td>Fine</td>
<td>5,889 (6,129)</td>
<td>12,421 (13,181)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>18,742 (18,431)</td>
<td>40,424 (38,421)</td>
</tr>
</tbody>
</table>

* ( ) is GPEC2014 data.
* The number of “Visitors” means the total number including repeaters.

**Visitor Categories Breakdown**

- Agricultural Producer 44.0% (47.3%)
- Student / Public 6.9% (6.8%)
- Food company / Food service 3.7% (3.8%)
- Agricultural facility, equipment & material (Trading, Distributor, Retailer) 13.7% (12.2%)
- Agricultural facility, equipment & material (Manufacturer) 9.3% (7.2%)
- Government & other public offices / Local government 6.1% (6.2%)
- Agricultural organization within JA 8.2% (7.6%)

(Overseas) 357 persons were from 24 countries and areas; Belgium, Chile, China, Germany, India, Indonesia, Israel, Korea, Malaysia, Myanmar, Nepal, Netherlands, Oman, Philippines, Qatar, Singapore, Slovakia, South Africa, Spain, Taiwan, Thailand, U.K., U.S.A., and Vietnam.

**Range of Exhibits & Breakdown**

- Main units for facilities
  - Greenhouse & sunlight type-plant factories 24.3%
  - Artficial lighting type 9.9%
- Incidental facilities, equipment
  - For greenhouse horticulture 19.5%
  - For plant factories sunlight type & artificial lighting type 7.0%
- Seedlings / Systems for raising seedlings / Raising materials 7.5%
- ICT for agriculture 7.5%
- Fertilizers / Agricultural Chemical Materials / Pollinators / Natural Enemy Insect Materials / IPM 4.1%
- Environmental controller / Various sensors / Measuring systems 7.5%
- SPECIAL FEATURE
  - Saving New, Renewable Energy 1.7%
  - Distribution and processing 5.3%
- Leasing / Financing 1.9%
- Media / Others 2.0%
- Universities / Research Institutes 2.9%
- Government / Organizations / Embassies / Next generation greenhouse horticulture bases 6.9%

Exhibitors were from:
- Japan 87.4%
- Korea 5.5%
- Netherlands 3.7%
- Taiwan 0.9%
- Singapore 0.5%
- Spain 0.5%
- Turkey 0.5%
- USA 0.5%
- Vietnam 0.5%

**Photos of Venue**
**Visitors' Reaction**

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

- Yes 36.8%
- No 58.5%
- BLANK 4.7%

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decided to introduce new materials,</td>
<td>8.0%</td>
</tr>
<tr>
<td>technologies, products, services</td>
<td></td>
</tr>
<tr>
<td>Considered to introduce new materials,</td>
<td>25.2%</td>
</tr>
<tr>
<td>technologies, products, services</td>
<td></td>
</tr>
<tr>
<td>Requested to provide some samples and</td>
<td>29.2%</td>
</tr>
<tr>
<td>materials</td>
<td></td>
</tr>
<tr>
<td>Requested for estimation</td>
<td>7.1%</td>
</tr>
<tr>
<td>Receiving the explanation in details later</td>
<td>27.9%</td>
</tr>
</tbody>
</table>

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

- Over 31 21.3%
- 11-20 14.2%
- 6-10 29.7%
- 1-5 8.1%
- None 0.8%

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

- Yes 49.1%
- Hopefully 34%
- No 0.7%

**Exhibitors' Reaction**

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

- Yes 82.3%
- No 7.9%
- BLANK 9.8%

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreed to a contract</td>
<td>10.4%</td>
</tr>
<tr>
<td>Negotiate the details later</td>
<td>84.4%</td>
</tr>
<tr>
<td>Didn’t reach to a contract</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information exchange with the same industry</td>
<td>69.6%</td>
</tr>
<tr>
<td>Information exchange with the different</td>
<td>58.4%</td>
</tr>
<tr>
<td>industries</td>
<td></td>
</tr>
<tr>
<td>Technical cooperation</td>
<td>24.8%</td>
</tr>
<tr>
<td>Sales tie-up</td>
<td>9.6%</td>
</tr>
<tr>
<td>Agency tie-up</td>
<td>9.6%</td>
</tr>
<tr>
<td>BLANK</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

**How was the GPEC2016?**

**Find New Customers**

- More than expected 15.2%
- As expected 47.6%
- Less than expected 2.4%

**Sales Promotion**

- More than expected 14.7%
- As expected 57.3%
- Less than expected 18.3%

**Reaction of Visitors**

- More than expected 19.5%
- As expected 51.8%
- Cannot tell 20.8%

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

- Yes 39.0%
- Positively consider 40.9%
- Not-sure 11.6%
- No 1.2%

- With additional booths 12.0%
- Increase booths 1.6%
- As same as this time 79.7%

**Next show... July, 2018 TOKYO BIG SIGHT, East Hall**

Accepting the application for the next GPEC will be started in November, 2017.

Contact : GPEC Show Management Office (With in ATEX CO., LTD.)

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