FIND YOUR PACKAGING FORMULA

JAPAN PACK 2019

Invitation to Participate in JAPAN PACK 2019

HOSTED BY
Japan Packaging Machinery Manufacturers Association
The Japan Packaging Machinery Manufacturers Association is pleased to announce that it will host JAPAN PACK 2019 for four days from October 29 (Tue.) to November 1 (Fri.), 2019 at the international convention complex Makuhari Messe in Chiba City.

JAPAN PACK is a major event where cutting-edge devices, technologies and services in packaging and related industries from around the world come together with users and buyers once every two years. It has an excellent reputation among exhibitors and visitors as an event with incredible scale and content where the latest trends from the entire production line from manufacturing and processing to measuring, filling, packing, printing, inspection and packaging, etc. can be found. In recent years, the scale of the exhibits is also expanding. In the last exhibition (held in October 2017), 445 companies from around the world approximately 21,078 sqm (an increase of 30 companies and approximately 522 sqm from the previous event), demonstrating the increasing significance of JAPAN PACK.

The theme for JAPAN PACK 2019 is “FIND YOUR PACKAGING FORMULA.” Cutting-edge machinery, technology and services connected to packaging for all parts of the manufacturing process will gather to create collaborations. The exhibition aims to provide comprehensive solutions to customers in various industries and present them as “formulas.” We will produce an ideal stage to execute effective sales promotion activities aimed at visitors from industries related to packaging, including user industries such as the food, pharmaceutical and cosmetic industries, etc. Moreover, the exhibition and a wide variety of concurrent events as well as active promotional activities will assist business matching with users and buyers and provide immediate opportunities to advance your business.

As a comprehensive exhibition and the largest packaging event in Asia, we are confident that JAPAN PACK 2019 will create opportunities for you to acquire new customers and expand your business globally. We look forward to seeing you at JAPAN PACK 2019.

Toshio Omori
President
Japan Packaging Machinery Manufacturers Association
All Technologies Related to “Packaging”
Gathered in One Place!

From manufacturing and processing to measuring, filling, packaging, printing, typing, inspecting and packing, etc. a wide range of corporations and cutting-edge technologies assemble in one place to make connections and create collaborations – JAPAN PACK makes all this possible.

As this is a comprehensive exhibition of the packaging industry where technologies for various production processes come together, new connections and synergies that we call “formulas” are born. Exhibitors collaborate and share technologies to create new sales channels and businesses, which result in solutions for visitors who come to the exhibition.

Please take advantage of this opportunity to advance your business to a new level.

OUTLINE

TITLE
JAPAN PACK 2019
JAPAN PACKAGING & MANUFACTURING TECHNOLOGY SHOW 2019

DATE
October 29 (Tuesday) - November 1 (Friday), 2019
(4 days) *Opening Hours for Visitors: 10:00 - 17:00

VENUE
Makuhari Messe
2-1, Nakase, Mihama-ku, Chiba-city, 261-8550 Japan

OBJECTIVE
Exhibiting new domestic and overseas packaging machinery; packaging materials; packaging material converting equipment; food processing machinery; pharmaceutical and cosmetic production machinery; logistic equipment; and related equipment with a view to contributing to rationalization in industry and enhancement of people’s lives, promoting trade, and developing all related industries.

Theme
F I N D Y O U R P A C K A G I N G F O R M U L A

HOSTED BY
Japan Packaging Machinery Manufacturers Association

SUPPORTED BY (scheduled)
Ministry of Economy, Trade and Industry/Japan External Trade Organization (JETRO)/The Japan Chamber of Commerce and Industry/The Tokyo Chamber of Commerce and Industry/Japan Packaging Institute/Makuhari Messe/Other related government and public offices, public organizations, etc.

CO-SPONSORED BY (scheduled)
Domestic and overseas industry organizations, media/press, etc.

Direction

From Tokyo to Kaihin Makuhari
Shortest time 30 min.
*When taking an express train
Support Services for Exhibitors

Diverse Services to Create Business Opportunities

We will provide consistent support to create as many business opportunities as possible for our exhibitors, attracting potential customers and special guests to the event and offering a wide variety of contents such as presentations and awards in conjunction with the exhibition.

Before the event, we will support our exhibitors to **attract visitors**

### Posters, Invitations and Promotional Activities to Attract Visitors

To draw potential customers to the venue, we will provide exhibitors with a predetermined number of posters and invitations. Questionnaires have shown that “invitation from exhibitor” is a major reason people come to the event. Please use the materials to attract visitors to the event.

### Special VIP Guests

We will provide VIP invitations to send to your special customers. VIP guests will be given privileges such as smooth admission to the venue and access to the lounge area.

### Dedicated Page on Official Website

We will set up a page dedicated to each exhibitor on our official website. Exhibitors will be able to upload information about the company or the products exhibited at the event to show to potential customers in various industries.

During the event, we will provide various services to **create business opportunities**

### Production Line Promotion Area

We are planning to set up a panel exhibit area where visual displays will show the exhibitors in the overall production line. In addition to promotional activities at the individual booths, exhibitors can demonstrate their role in relation to others on the line and attract more visitors.

### Receptions

Receptions will be held at the venue including an opening reception on the first day of the event and an international reception that will provide opportunities to connect with participants from Japan, Asia and around the world. Please use these gatherings to exchange information and cultivate contacts.

### Hospitality

Shuttle bus services between the venue and exhibitor parking area will be operated during the exhibit installation period. In addition, we will provide dedicated resting areas for the exhibitors and guidance to our official accommodation facilities to support the activities of the exhibitors.

### Packaging Consultation Counter

Packaging professionals will respond to issues and questions visitors have. Using information provided by exhibitors on the latest technologies and the organizer’s own database, we will introduce exhibitors that meet the visitors’ needs, promoting business matching.

### Sponsorship

In addition to advertising at the venue, we will prepare various sponsorship plans to attract the attention of visitors such as ads in venue guide maps and web banner ads. Please use these opportunities to make announcements before the event, provide information to guests during the event and for corporate branding.
Attracting Visitors to the Event

Active Promotional Activities Targeting Various Industries and Business Types Related to the Production Line

We will execute promotional activities utilizing various tools to attract users of manufacturing-related technologies including the food industry, the pharmaceutical, chemical and cosmetic industries, the distribution industry, trading companies, the packaging material industry and the printing industry, and visitors from various other types of industries and businesses.

Direct Mail

Using a mailing list owned by the organizer, we will send invitations and approach potential customers in domestic and overseas industries with needs and issues related to the production line, related government and public offices and public organizations.

Advertising/Publicity

We will run advertisements in various media with a focus on industry newspapers and magazines and roll out an advertising campaign targeting a wide audience. Publicity activities will also include press conferences and press releases and utilize various media to attract visitors with a clear sense of purpose.

Information Sent through the Official Website and Other Channels

We will continue to post the latest information on the exhibitors, the exhibition and concurrent events on our official website <http://www.japanpack.jp>. In addition, we will attract visitors to the event with online pre-registration. We are also planning to send information through smartphones, apps and SNS platforms.

Promotional Activities at Domestic and Overseas Exhibitions

We will cooperate with various related exhibitions to distribute materials and to display posters as part of prior promotional activities. Actively promoting the event at overseas exhibitions helps to attract visitors from abroad who are interested in manufacturing-related technologies in Japan.

Press Room

There will be a special room at the venue for members of the press and media who come to cover the event. We will assist the press to promote the transmission of information during the event by setting up spaces where they can prepare their articles, providing the latest information, setting up interviews, etc.

A Wide Range of Concurrent Events

A wide range of programs will take place during the event, including special lectures, specialized seminars, presentations by exhibitors, the JAPAN PACK AWARDS, the Packaging Consultation Counter, the Production Line Promotion Area, various receptions, and meetings and networking events for related industry organizations. Such programs will work in conjunction with the event to draw in more visitors.
Comments from Exhibitors

At each JAPAN PACK exhibition, we ask exhibitors to answer a questionnaire about the event. The following are data tabulated around three themes and examples of favorable responses we received from exhibitors.

**About business meetings with visitors**

A large percentage of the people who come to JAPAN PACK are from the food industry, and the composition of the visitors is different from exhibitions focused on food machinery. Therefore, one of the advantages of JAPAN PACK is being able to acquire new customers. We have been exhibiting at this event for a long time, but I can see that the number of visitors has been rising steadily over the years. Right now, an issue we have at our company is proposing automated lines that work together with packaging machines to further improve productivity. We are thinking about exhibiting at a larger booth at the next event so that we can bring our message to a larger number of people.

--Representative from food processing machinery manufacturer

**New product announcements lead to fruitful business meetings**

By having demonstrations and presentations when announcing new products, we can attract customers very effectively. We were able to present our new products to customers from various industries. Not only did we have business discussions at our booth, some customers placed orders on the spot. One reason for this is that many of the visitors are in positions where they have the authority to make decisions about installing new equipment. Furthermore, at the JAPAN PACK AWARDS where new products compete against each other, the product that receives the grand prize attracts a great deal of attention from customers and the press. We are actually making a major effort to develop products that are worthy of the grand prize.

--Representative from packaging machinery manufacturer

**About business meetings between exhibitors**

Our company deals in packaging-related machinery. When we exhibited at JAPAN PACK, another exhibitor that was a packaging-related company expressed their intention to build a packaging line incorporating our products. This opened up a new sales channel and expanded the market for us. People may think that other exhibitors are competitors. However, JAPAN PACK is a comprehensive exhibition where various connections are built, opening up new possibilities. We discover new applications for our products and technologies and find products and technologies from other companies that can help improve our own products, which is a major appeal of JAPAN PACK.

--Representative from packaging-related equipment manufacturer
Comments from Visitors

Nearly 50,000 visitors came to JAPAN PACK 2017. As shown below, people from diverse industries and business categories gathered at the event. Questionnaires revealed that the event was also highly appreciated by visitors.

Main industry types and business categories of visitors

Bread/confectionery, meat/marine products, agricultural products, noodles, prepared foods, beverages/dairy products, other food-related companies, pharmaceutical, chemical/cosmetics, steel, automotive/equipment for export, textiles, household items/stationary, distribution/services, trading houses, information devices/software, packaging materials, printing, consignment packaging, machinery/equipment components, robots, facilities/buildings, public offices/organizations/schools, press/media, others

About half of the visitors are section managers or in higher positions. The event facilitates smooth business discussions.

In addition to packaging, visitors have a wide range of interests related to the entire production line.

About half of the visitors said they came to the event for the first time. It is an environment that opens up new markets and opportunities to advance your business.

More than half made inquiries or had further business discussions. About 20% placed orders, asked for estimates or considered purchases which was an increase from the previous event.

Visitor’s position in their organization

Visitors are interested in

Exhibited products

Frequency of visits to JAPAN PACK

About business discussions at the venue
**Main Exhibit Categories**

**Group 1**  Packaging Machinery and Packing Equipment

- Weighing/counting equipment for packaging, filling machines, bag forming-sealing machines, bag feed-fill-seal machines, container forming-sealing machines, labeling machines, cartoning machines(cartoner), overwrapping machines; sealing machines; shrink packaging machines; vacuum packaging machines; packing machines (strapping/tying machines); external packing machines and related equipment, etc.

**Group 2**  Packaging Material Converting Equipment

- Bag manufacturing equipment; slitters/rewinders; paper/cardboard processing machines; cushioning material manufacturing equipment; plastic processing equipment; can making machines, etc.
A total of 445 companies participated as exhibitors at JAPAN PACK 2017 (an increase of 30 companies from the previous event)

heaters; screws/handles/tools; motors/transmission and reduction gear/intermittent equipment; gears/chains/belts/edge controllers; pumps/lanks/piping/hoses; switches/sensors/limers/temperature controllers; electric/electronic control/compression packing machines; grinders; garbage disposers; condemned food stuff separators/bag breaking machines; waste sorting machines; waste recycling/Styrofoam volume reduction containers; carts; containers; conveyors; sorting/picking systems; pallets; information devices; barcode/2D code generators; readers, etc.

Group 5 Food Processing Equipment/Related Equipment

Rice and other grain refining equipment; flour milling equipment; noodle manufacturing equipment; bread and confectionery manufacturing equipment; milk processing/dairy products manufacturing equipment; meat processing equipment; marine product processing equipment; beverage manufacturing equipment; kitchen instruments; food processing and manufacturing equipment; freshness control and quality preservation, etc.

Group 6 Pharmaceutical- and Cosmetic-related Equipment

Mixers; granulators; coating machines; tabletting machines; powder packaging machines; agitators; kneading machines; packaging insert folding machines; Rondo packaging machines; ampule sealing machines; poultice coating machines; diaper/tissue processing machines; napkin manufacturing and processing machines, etc.

Group 7 Packaging Materials

Paper/Cardboard Products; Plastic Products; Metal Products; wood/cloth/glass; cushioning materials, etc.

Group 8 Plant Engineering Systems

Packaging plants; plant construction/control systems; clean rooms; HACCP-compliant systems; GMP-compliant systems; information control systems, etc.

Group 9 Organizational PR/Press and Information Media/Research institutions, etc.
Companies wishing to enter an exhibit (hereinafter referred to as "Exhibitor") at JAPAN PACK 2019 (hereinafter referred to as "Exhibition") are presumed to have agreed to the rules and regulations established by Japan Packaging Machinery Manufacturers Association (hereinafter referred to as "Organizer") and stipulated in "Invitation to Participate in JAPAN PACK" (this brochure) and "Exhibitor’s Manual" (scheduled for distribution in May 2019).

1 Application / Participation Fee

1-1 Application Deadline
1) Applications will be accepted, in principle, through Sunday, March 31, 2019.
2) Application acceptance will be closed before the end of the application period if all the booths are filled.
3) Applications will be accepted after the application period is over (on or later than Monday, April 1, 2019) if there are available booths.

1-2 Application Method
1) Complete the application form and mail it to the organizer.
2) The organizer will accept the application form after checking the contents. The application form will then be inscribed with the acceptance date and acceptance number, etc. in the designated space and mailed back to the applicants together with an invoice for the application deposit (JPY50,000 excluding tax per booth, which will form part of the participation fee). The application process is completed when the organizer dispatches the accepted application form and the invoice for the application deposit to the applicants.
3) The applicants are asked to remit the application deposit to the bank account designated by the organizer by the due date. (The due date and the bank account will be noted on the invoice for the application deposit.) The applicants are also asked to cover the remittance charge.
4) If a remittance of the application fee from the Exhibitor cannot be confirmed by the due date, the Organizer will consider the application to be withdrawn by the Exhibitor and provision 1-4 (Withdrawal of Application) will be applied.

1-3 Participation Fee
1) Participation Fee will be JPY340,000 for each booth (2.97 m x 2.97 m = 8.82 m²).
2) Expenses for items 1-6 below are included in the participation fee:
   1. Exhibition booth
   2. Partitions (rear walls and side walls when there are adjacent booths) (*system panels)
   3. Electricity primary wiring of up to 1.5 kW
   4. Construction and maintenance expenses for shared facilities
   5. Advertising expenses (posters, invitations, etc.)
   6. Overall cost for planning, organizing and managing the Exhibition
3) The following discounts are available depending on the number of exhibition booths that will be allotted. Please take advantage of the discounts.

<table>
<thead>
<tr>
<th>Discount Percentage</th>
<th>Number of Booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>3 or more booths</td>
</tr>
<tr>
<td>10%</td>
<td>4 or more booths</td>
</tr>
</tbody>
</table>

1-4 Withdrawal of Application
1) If all or part of the exhibit for which an application has been accepted is withdrawn at the will of the applicants, the applicants must pay a withdrawal fee as described below. The applicable date shall be determined based on the date on which a written withdrawal notice, for which the applicants may use any format, is received by the organizer.
   1. Exhibitors: 3 or more booths, 15% discount from total participation fee
   2. New exhibitors (general exhibitors only): 4 or more booths, 10% discount from total participation fee

2 Installation, Removal and Decoration

2-1 Installation and Removal of Products and Other Articles to Be Exhibited, Construction and Removal of Decorations
Please conduct the installation and removal of products and other articles to be exhibited and the construction and removal of decorations during the following periods determined by the Organizer.
Installation: October 26 (Sat.) – October 28 (Mon.), 2019
Removal: After the conclusion of the event on November 1 (Fri.) – 10:00 a.m. (tentative) on November 2 (Sat.), 2019

Key Schedule of the Exhibitor

- Thursday, September 13, 2018: Acceptance of applications begins
- Sunday, March 31, 2019: Deadline for applications
- May: Explanatory Meeting for the Exhibition (Tokyo and Osaka), Distribution of materials related to procedures for participating in exhibition (diagram showing booth allocation, Exhibitor’s Manual, etc.)
- July: Invitations sent out
- Saturday, October 26 to Sunday, October 27: Constructions of booths, Carry-in of exhibits
2-2 Basic Booth Units and Decoration of Booths
1) The organizer will, for the basic booth, set up the back wall, side walls (system panels) and the number plate. As for block booth and some double booth, the organizer will set up only the side walls and the number plate.
2) With the exclusion of item 1) above, all expenses will be paid by the Exhibitor.
3) The height of a basic booth is 2.7 m. Decorations in a booth must be set back at least 1.0 m from aisles and adjacent booths and be no higher than 4.5 m. With regard to block booths of 40 booths or more, decorations in a block must be set back at least 2.0 m and be no higher than 4.0 m. However, the Exhibitor must submit decoration construction plans to the company responsible for the construction of basic booths (Hiromeya Co., Ltd.) that has been designated by the Organizer and obtain permission from the Organizer and the fire station concerned before executing a construction plan.

2-3 Use of Fire and Hazardous Materials
Using open fire and carrying in hazardous materials is prohibited at the venue. To obtain special permission to use open fire or hazardous materials, a request must be submitted to and approved by the fire marshal concerned. In addition, there are restrictions on the amount that can be carried in depending on conditions such as the placement of the hazardous material in the booth and the situation of adjacent booths. Machines that contain and use more than the assigned volume of oil cannot be demonstrated inside the venue.

3 Other Matters Related to Exhibits

3-1 Prohibition of Exhibits That Are Primarily Aimed at the Collection of Personal Information
Exhibits primarily aimed at collecting personal information from visitors without displaying the company’s products or promoting products and services at the booth is prohibited. Moreover, exhibits must meet the requirements of the Personal Information Protection Law.

3-2 Product Demonstrations and Presentations
1) Product demonstrations and explanations can only be conducted inside the Exhibitor’s booth. An Exhibitor may not forcefully lead visitors to its booth, conduct demonstrations or explanations of exhibited products, distribute brochures or other items, solicit visitors or sell products outside its own booth. In addition, an Exhibitor must take sufficient safety measures when demonstrating its products to visitors.
2) When using audio equipment to explain or demonstrate exhibited products, please make sure that conditions 1-3 below are met so as not to disturb business talks and other activities of neighboring exhibitors.
   (1) Set the volume to 80 decibels or lower when measured from a distance of 2.0 m from the front of the booth.
   (2) When setting up speakers, point them away from the aisles.
   (3) If the Organizer determines that a sound is disturbing business talks of neighboring exhibitors, the Exhibitor concerned must follow the directions of the Organizer.

3-3 Food and Beverage Sampling
If the Exhibitor wishes to offer sample food or beverages used for demonstrations in its booth, it must submit an application to the public health center concerned and meet the conditions for approval such as setting up hand-washing spaces. All applications to the public health center will be collected and submitted by the Organizer.

3-4 Prohibition of Photographs/Videos and Copies/Reproductions
Taking photographs/videos and producing copies/reproductions of exhibited products, fixtures, etc. without permission from the Exhibitor concerned or the Organizer is prohibited. However, the Organizer requests exhibitors to cooperate as much as possible when members of official photography/video documenting teams (wearing armbands with the inscription “Official Documentation Team”) designated by the Organizer or the press (wearing armbands with the inscription “Press”) are shooting photographs or videos of the venue, exhibition booths, etc.

3-5 Protection and Enforcement of Intellectual Property Rights
The Exhibitor is requested to take necessary measures to protect and observe intellectual property rights (patents, trademarks, etc.).

3-6 Designation as Bonded Exhibition Ground
The Exhibition will apply to customs to be designated as a bonded exhibition ground for eight days from October 26 (Sat.) to November 2 (Sat.), 2019. Therefore, foreign products (products that were produced or manufactured in countries and regions other than Japan for which import custom clearance procedures have not been completed) may be exhibited.

3-7 Liability for Damages
The organizer will pay close attention to the management, organization, and maintenance of the Exhibition, but shall not be held responsible for damages such as those indicated below.
1) Injuries or damages to humans or articles arising from the use of the booth by the exhibitors or related parties, or injuries or damages to humans or articles arising in the exhibition hall or in the vicinity due to negligence on the part of the exhibitors or related parties;
2) In the event the organizer decides to postpone or call off the Exhibition due to a natural disaster or other events of force majeure, any damages, increases in cost or other matters of inconvenience that occur to the exhibitors or related parties;
3) Damage to the exhibitors or related parties arising due to a natural disaster, delay in public transportation, social instability, etc.; and
4) Accidental misspelling or omission of characters in any medium or data pertaining to the Exhibition.

*For further details on regulations concerning exhibits, please refer to the “Exhibitor’s Manual” (scheduled for distribution in May 2019) and comply with all regulations included in the manual.

### Package Decoration Plan
This is offered so that a booth is created simply and reasonably by combining pre-packaged elements. Details are scheduled to be presented on the official exhibition website in May 2019

**JAPAN PACK 2019 official website** [www.japanpack.jp](http://www.japanpack.jp)

(Reference) Example of booth

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity (m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Carpet</td>
<td>8.82m²</td>
</tr>
<tr>
<td>2. Fascia board</td>
<td>2.97m</td>
</tr>
<tr>
<td>3. Reception counter</td>
<td>1</td>
</tr>
<tr>
<td>4. Folding chair</td>
<td>1</td>
</tr>
<tr>
<td>5. 40W fluorescent lamps</td>
<td>2</td>
</tr>
<tr>
<td>6. Company name board</td>
<td>1</td>
</tr>
<tr>
<td>7. Installation and removal costs</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>JPY155,000 (excluding tax)</td>
</tr>
</tbody>
</table>

*Please note that the approximate amount may differ slightly depending on booth location (corner booth, middle booth)*

For inquiries about JAPAN PACK 2019
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JAPAN PACK 2019
2019 10/29 Tue → 11/1 Fri
Makuhari Messe
www.japanpack.jp