

# T-Messe 2021

Looking for Exhibitors!

## Toyama General Manufacturing Industry Trade Fair

Thu. Oct. 28 to Sat. Oct. 30 2021



<https://www.toyama-tmesse.jp/tradefair/eng/>

# T-Messe 2021 Toyama General Manufacturing Industry Trade Fair

## An introduction to T-Messe 2021, the Toyama General Manufacturing Industry Trade Fair

Toyama Prefecture, a great business location with its abundant water and electricity and its studious people, has developed manufacturing industries for pharmaceuticals, metalwork, machines/robots, and electronic components, making it the premier manufacturing hub on the Sea of Japan side of Japan.

The Toyama General Manufacturing Industry Trade Fair has been held here in Toyama 5 times since 2010, bringing together businesses from Japan and abroad under one roof, creating numerous business opportunities.

This sixth edition will have appropriate coronavirus measures combined with digital technologies to provide exhibitions and business meetings both real and virtual, in order to create a "New Trade Fair," mindful of COVID.

## ■ Outline of the 2021 Trade Fair

**Dates:** 3 days from Thu. 10/28 to Sat. 10/30 2021  
Virtual Event: Thu. 10/28 to Tue. 11/30

**Hours:** 10:00-17:00 (Until 16:00 on the last day)

**Venue:** **Real Zone (venue) and Virtual Zone (online)**  
【Real Zone Venue】  
Toyama Technohall  
1682 Tomosugi, Toyama City 939-8224 Japan

**Objective:** To create business opportunities for Japanese and overseas companies by exhibiting their manufacturing technologies and products, arranging business meetings with Japanese and overseas buyers, and holding various seminars.

**Target Sectors:** Industrial machinery, automobiles, precision machinery, electronics & electrical machinery, casting and mold, metal processing, plastics, aluminum products, IT, chemicals, pharmaceuticals, traditional crafts, food processing, textiles, design industry.

**Organized by:** Toyama General Manufacturing Industry Trade Fair Executive Committee  
( Toyama Prefecture, TONIO, JETRO, )  
Industry Groups

## ■ 2021 Initiatives

### Promotion in the Real Zone

Responding to the needs of people who say "I want business negotiations with the real thing! I want to know the latest information that is not available on the web yet!" we are organizing a trade fair with exhibitions at a venue like before! The event will be organized with many efforts taken to prevent infections for safe visits and exhibitions.

※ This part of the event will be limited to businesses that can come to Japan or businesses with a subsidiary or representative office in Japan that are able to participate.

### The Virtual Zone

We are creating a new virtual zone for 2021 in order to create business opportunities and exhibitions using the internet. The company page will have an introduction to the company using images, videos, and text, and it will be possible to converse with visitors by chatting with them.

※ Exhibits in the virtual zone during the event will be limited to businesses with employees able to conduct business conversations and email or chat in Japanese.

## ■ Related Events (Planned)

- Keynote speech
- Seminars (Foreign Investment Environment Seminars and more)
- Exhibits, business meetings with Japanese and foreign buyers
- 【New】 Virtual exhibitions
- 【New】 DX Exhibit
- Visits to local companies
- Manufacturer presentations



A company visit in 2019

## Outline of the Previous Edition (2019)

**Dates:** Thu. 10/31 to Sat. 11/2 2019

**Number of Exhibitors:** 478

Japan: 282 companies and groups from 19 prefectures

Abroad: 196 companies and groups from 12 countries and regions

**Visitors:** 25,981 (Including general guests)

Visitor positions

Owners: 6.8%, Managers: 14.5%, Technical Experts: 29.5%, General Operations: 24.1%.

**Number of Business Meetings:** 8,317

## ■ Services Provided by the Organizers (Exhibit Benefits)

### ● Free Exhibitions at Joint booths for Countries (Real Zone)

In addition to booths for individual exhibitors, it will be possible to exhibit in a shared space for countries and regions for easily digestible explanations about economic climates and industrial parks in countries and regions to create even more business opportunities. **The exhibition fee is free.**

Furthermore, companies or individuals wanting their own booth can do so with the standard type booth (W 2,970 mm × D 1,980 mm) at 65,000 yen per booth (including 10% consumption tax, equal to half the price of domestic exhibitors). ※Consult the exhibit rules on the back side.



Exhibits with joint booths

### ● Free Exhibits in the Virtual Zone for Real Zone Exhibitors (Real Zone)

Companies exhibiting in the Real Zone (including at joint booths) will be able to exhibit for free in the Virtual Zone (normally 55,000 yen). Exhibiting on a virtual booth will help exhibitors reach visitors from far away.

### ● Basic Decoration Services (Real Zone)

Basic decoration for booths from foreign exhibitors is free.  
※ Some paid additions are also available.

### ● Interpreting for Business Meetings (Real Zone)

There will be interpreters at the venue, available for free.

### ● Chatting Service (Virtual Zone)

When exhibiting in the Virtual Zone, the chatting function within the company page can be used to converse and answer questions from visitors in real time.

### ● Early Business Negotiation Matching (Real Zone)

The organizer can match exhibiting companies together or with Japanese buyers for business negotiations in advance for free.

### ● Free Shuttle to and from Toyama Station (Real Zone)

There is a free shuttle between the venue, Toyama Station, and the airport.

### ● Other Services (Real Zone)

30-minute presentations and company tours (main companies in Toyama Prefecture) are free. ※Conditions may apply.



Business Meetings



Interpreters Available

## ■ Schedule Until the Fair



## ■ Access to Toyama

Toyama Prefecture is in the center of Japan with easy access from Tokyo, Osaka, and Nagoya.



[Reference] Toyama Airport is a main airport on the Sea of Japan and a networking hub for east Asia, with direct flights to Seoul, Dalian, Shanghai, and Taipei. (Suspended as of Jan. 2021)





## ■ How to Apply

Applications for this edition will be internet-based. More information will be posted here.

<https://www.toyama-tmesse.jp/tradefair/eng/>

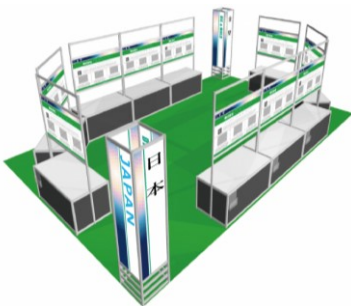
## ■ Exhibit Rules

### 1 Real Zone Exhibits

#### (1) Joint booths (fig. 1)

- A booth for exhibits combining government/investment agencies and companies for one country or region.
- The space can be provided as long as the government agency is the representative and oversees the exhibiting groups/companies.
- The space provided will be up to W 1,980 mm × D 1,980 mm × # of groups/companies, according to the representative's wishes.
- Exhibition is free. However, any decorations aside from basic decorations must be arranged by the exhibitor.

(fig.1) Depiction of a joint booth with basic decoration



#### (2) Standard Booth (fig. 2)

- 2,970 mm wide and 1,980 mm deep (panel center measurements)
- 65,000 yen exhibition fee per booth (half of the domestic price)
- Companies and groups can exhibit independently.
- Decorations aside from basic decorations must be arranged by the exhibitor.

(fig. 2) Depiction of a standard booth



#### [Important Points about the Real Zone]

1. Booth arrangement  
Booth locations and arrangement will be decided by the organizers factoring field, exhibit contents, and venue considerations.
2. No transferring, lending, exchanging  
Transferring, lending, or exchanging booths is forbidden.
3. Height limit  
Booth height is limited to 2,500 mm. Contact the office for decorations exceeding this height.
4. Exhibit preservation and maintenance  
Please be careful to avoid any incidents while carrying in/out, exhibiting, and presenting during the event. The organizers will

have security patrolling the venue and protecting the event, but they will not be held responsible or liable for compensation for damages incurred by any theft, damage, loss, fire, natural disaster, or force majeure. Exhibitors must protect their exhibits and keep them safe.

#### 5. Demonstrations

Product demonstrations are allowed but they may be limited or suspended if they disturb the conduct of the event as determined by the organizers during their rounds.

#### 6. Hazardous materials

An application to the Fire Department through the organizing office is necessary to bring hazardous materials as defined by the Fire Services Act (pressurized gas or liquefied gas) to the venue. Please submit the necessary paperwork in advance.

#### 7. Sales and distribution of exhibited materials

- Sales of exhibited materials are allowed. However, the sale of large items that cannot be carried around is prohibited.
- The distribution of catalogs, manuals, samples, and promotional goods must be made at the exhibitors booth.

### 2 Virtual Zone Exhibits



- Specifications: Company outline, product information, technological information, websites, links, promotional videos, chatting function
- Fee: 55,000 yen per booth (※due to travel limitations, this is free for foreign businesses that cannot come to Japan.)
- Number of slots: Around 50

#### [Important Points about the Virtual Zone]

1. Exhibitor data (images, videos, text) must be submitted.
2. Booth layout will be prepared by the organizer.
3. Limited to companies able to introduce themselves in Japanese.

### 3 Payment

1. Payment must be made to the office by the deadline mentioned in the bill.
2. For exhibitors needing electrical work, there may be extra fees depending on what is specified in the application form. Consult the website for more details.

### 4 Exhibit changes and cancellations

1. Space of booth number changes will not be possible after the application deadline.
2. Exhibit cancellations after the deadline are subject to fees. Please contact the organizers' office.
3. If an exhibit is cancelled after the exhibition fee is paid, there will be no refunds.
4. Exhibit applications deemed to be not conforming to the spirit of the event by the organizers will be refused.
5. Please note that due to the coronavirus pandemic, the event details may be changed. The organizers will not be held liable for any expenses or expenses caused by or related to the participation in this fair.

## ■ Contact

### T-Messe 2021 Toyama General Manufacturing Industry Trade Fair Executive Committee

[Contact point for foreign companies]

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