

**KYOTO  
SMART CITY EXPO  
2015**

**Designing a  
Smart City**

**KYOTO**



**SMART CITY  
EXPO 2015**

smart city expo  
WORLD CONGRESS

smart city expo  
KYOTO

## About Sponsorship and Exhibitions

May 20 [Wed.] – May 22 [Fri.]

May 20 [Wed.] **International Symposium**  
Venue: Kyoto International Conference Center (Kyoto City)

May 21 [Thu.] **Smart City Messe in Keihanna**  
Venue: Keihanna Open Innovation Center @Kyoto (KICK)  
Keihanna Plaza and other locations (Kansai Science City)

Organizer

### THE ORGANIZING COMMITTEE OF KYOTO SMART CITY EXPO

Kyoto Prefecture · Kyoto City · Kyotanabe City · Kizugawa City · Seika Town · Barcelona City Council · Fira Barcelona · Barcelona Global · Embassy of Spain Economic and Commercial Office Tokyo · Japan Spain Business Cooperation Committee · Kyoto Chamber of Commerce and Industry · Kyoto Industrial Association · Public Foundation of Kansai Research Institute · General incorporated association Kyoto Industrial Eco-energy Promotion Organization · Kyoto Industrial Support Organization 21 · Advanced Scientific Technology & Management Research Institute of KYOTO · Kyoto Convention Bureau, Keihanna Co., Ltd.

Support

Cabinet Office, Government of Japan · Ministry of Internal Affairs and Communications · Ministry of Foreign Affairs of Japan · Ministry of Economy, Trade and Industry · Ministry of Land, Infrastructure, Transport and Tourism · Ministry of the Environment · The Japan Chamber of Commerce and Industry · Kansai Economic Federation · Japan External Trade Organization · Urban Renaissance Agency · The Kansai Promotion Committee of International Strategic Zone (Previous Year Results)

<http://www.kyoto-smartcity.com/>



# KYOTO SMART CITY EXPO 2015

## Greetings

Taking on the challenge of creating a Smart City is an endeavor that aims for the building of a city in which people can live comfortably, as well as the creation of a local society that enables universal societal participation by anyone and pursues both the development of individuals' abilities and the improvement of quality of life. Furthermore, with an ICT foundation, this endeavor does not only target infrastructure relating to environment, energy, and public transport systems, but also involves health, food, culture, education and other wide-ranging and multifaceted industrial fields. Kyoto is a city offering a lifestyle in which rich history and culture cultivated from days of old are still alive; the city is also home to the Kansai Science City, where state-of-the-art research and technology are brought together. This makes Kyoto a city capable of leading the world in the field of Smart Cities. I believe participation in the cutting edge Smart City projects of cities around the world will serve as an excellent opportunity for Kyoto/Keihanna to co-create and promote Smart Cities while contributing to the realization of a sustainable society. I await your participation in the Smart City Expo.



President of THE ORGANIZING COMMITTEE  
OF KYOTO SMART CITY EXPO  
Shigehiko Hattori

## Purpose of the Expo

Based on the results of Kyoto Smart City Expo 2014, and in coordination/cooperation with the "Smart City Expo World Congress" held in Barcelona, Spain every year, this year's expo will further promote regional and technological exchange done through governments, municipalities, corporations, universities and other organizations around the world while also contributing to entry into the expanding Smart City market, as well as the creation of new markets.

## Expo Overview

	International Symposium	Smart City Messe in Keihanna	
<b>Date</b>	May 20 [Wed.]	May 21 [Thu.]	May 22 [Fri.]
<b>Time</b>	10:00–17:30	10:00–17:00	10:00–15:00
<b>Venue</b>	Kyoto International Conference Center	Keihanna Open Innovation Center @Kyoto (KICK) Various Research Institutes of Keihanna	Keihanna Open Innovation Center @Kyoto (KICK) Various Research Institutes of Keihanna Keihanna Plaza

**Entry Fee:** Free

**Administrative Office:**

Administrative Office of Kyoto Smart City Expo 2015  
c/o Shimadzu Advertising & Communications Co., Ltd.  
1 Nishinokyo Tokudaijicho, Nagagyo-ku, Kyoto, 604-8445  
Tel: 075-823-1109 FAX: 075-823-3659 E-mail: smartcity@shimadzu-ad.jp

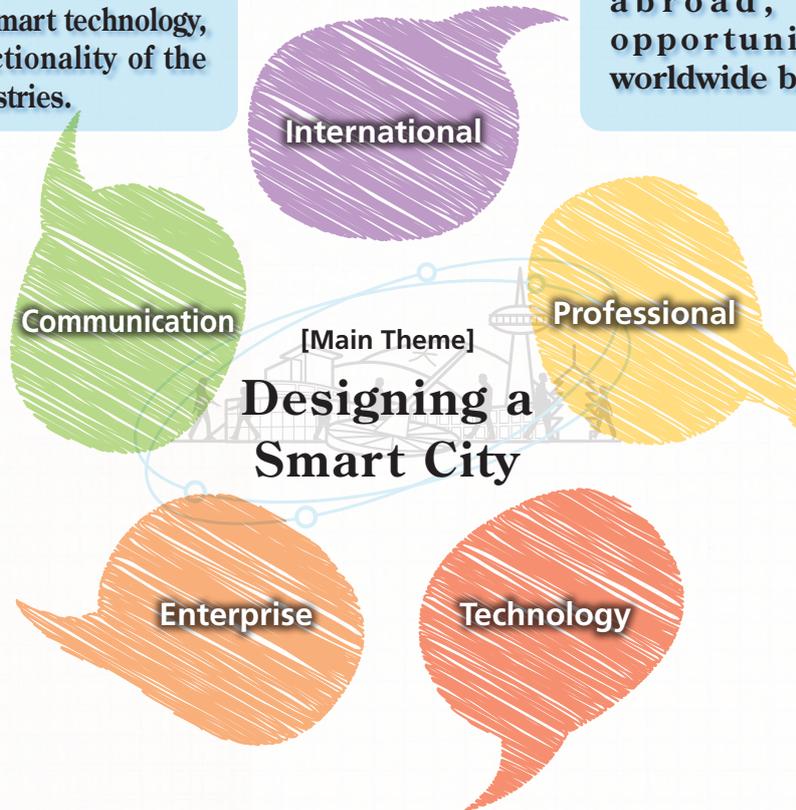


**STRONG POINT 1**

5,000 people, including key persons from abroad and experts and researchers from Japan will gather in Kyoto and Keihanna to confer about future societies to be developed through smart technology, as well as the directionality of the creation of new industries.

**STRONG POINT 2**

Foreign corporations and organizations from around the world have been invited through proactive PR at expos abroad, providing an opportunity to carry out worldwide business matching.



**5 Offerings from Kyoto - Keihanna at the Kyoto Smart City Expo 2015**

**1 INTERNATIONAL**  
Smart City Expo - An international event held via partnership and cooperation between three regions around the world.

Business support through the international networks of Barcelona (Spain), Montreal (Canada) and Kyoto - Keihanna (Japan). (The previous expo at Kyoto - Keihanna saw participation from 1,800 persons from 28 countries.)

**2 COMMUNICATION**  
Implementation of multifaceted discussions and information exchange among participants from around the world, based on such themes as the latest world trends, research, technological development, and city policy relating to the expanding Smart City market.

Promotion of corporate technological exchange and corporate collaboration.

**3 PROFESSIONAL**  
Keynote speeches, sessions, seminars and more from top-level Smart City experts invited from Japan and abroad, in a tranquil environment surrounded by abundant nature.

Fine tuning of corporate Smart City strategies.

**4 ENTERPRISE**  
This expo, Kyoto's second, offers corporate exhibitions for the purpose of B-to-B transactions and "Smart City Messe in Keihanna" as a place for business matching.

5,000 people will gather at KICK - a locale started as a hub for international open innovation - to create new business opportunities.

**5 TECHNOLOGY**  
Provision of opportunities to come in contact with the latest Smart City research and technological development within Japan's cutting-edge innovation environment including regional designations of national and international strategic zones.

Promotion of entry to the expanding Smart City market and creation of new markets.

November 18 - 20, 2014  
**Barcelona (Spain) Smart City Expo to be held**

December 10 - 12, 2014  
**Montreal (Canada) Smart City Expo to be held**

# Program

## International Symposium

**May 20 (Wed.) 2015**  
Kyoto International  
Conference Center

10:00~												~17:30	
Opening Ceremony	Commemoration Speech	Keynote Speech	Lunch Meeting	Parallel Session	Parallel Session	Break	Parallel Session	Parallel Session	Break	Panel Session	Dinner Reception		

## Smart City Messe in Keihanna

**May 21 (Thu.) 2015**  
Keihanna  
Open Innovation Center  
@Kyoto (KICK), etc.

10:00~		~17:00									
Opening Ceremony	Smart City Seminar										
	Smart City Messe in Keihanna (Corporate/Group Exhibitions, Business Seminars, Business Meetings)										
	Keihanna Lab Trip (Observation of Research Institutes in Keihanna)										

**May 22 (Fri.) 2015**  
Keihanna  
Open Innovation Center  
@Kyoto (KICK),  
Keihanna Plaza, etc.

10:00~		~15:00									
	Special Lecture										
	Sponsor Lecture										
	Smart City Messe in Keihanna (Corporate/Group Exhibitions, Business Seminars, Business Meetings)										
	Keihanna Lab Trip (Observation of Research Institutes in Keihanna)										

## Previous Expo Report

An international symposium was held for two days from March 26 (Wed.) to 27 (Thurs.) at Keihanna Plaza and the Kyoto International Conference Center, with around 1,800 attendees from 28 countries.



We'd love for you to consider sponsorship or an exhibition at the Kyoto Smart City Expo 2015.





## About Sponsorship Plans

You can choose from the following three sponsorship plans.



- Plan Details**
- Your company's name and logo will appear in **extra-large print** on the program, website, pre-expo notification tools, venue displays, and other PR materials.
  - Provision of an exhibition space (**three booth spaces**) at the Smart City Messe in Keihanna.
  - An invitation to the **Lunch Meeting** (attended by Platinum Plan corporations, speakers, and organizers, etc.) held on the first day.
  - Invitation for **four persons** to the Dinner Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
  - Provision of a business seminar (**30 min.**) within the venue

Sponsorship Amount **3,000,000 JPY or more**



- Plan Details**
- Your company's name and logo will appear in **medium-sized print** on the program, website, pre-expo notification tools, venue displays, and other PR materials.
  - Provision of an exhibition space (**one booth space**) at the Smart City Messe in Keihanna.
  - Invitation for **two persons** to the Dinner Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
  - Provision of a business seminar (**10 min.**) within the venue.

Sponsorship Amount **1,000,000 JPY**



- Plan Details**
- Your company's name and logo will appear in **medium-sized print** on the program, website, pre-expo notification tools, venue displays, and other PR materials. (Deployed as PR materials for the Smart City International Conference of three world regions, including Barcelona, Spain.)
  - Invitation for **one person** to the Dinner Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.

Sponsorship Amount **500,000 JPY**

### Sponsorship Application:

- Please enter the required information on the attached application form, then mail, fax, or email the form to the Administrative Office below.
- The organizer will issue an invoice after receiving your application form.

### Administrative Office of Kyoto Smart City Expo 2015

c/o Shimadzu Advertising & Communications Co., Ltd.

1 Nishinokyo Tokudaijicho, Nagagyo-ku, Kyoto, 604-8445

Tel: 075-823-1109 FAX: 075-823-3659 E-mail: smartcity@shimadzu-ad.jp

### Sponsor Application Deadline:

**January 30 (Fri.) 2015**

### Sponsorship Fee Payment:

- Upon receipt of the organizer's invoice, please deposit the sponsorship fee into the specified bank account by **April 20 (Mon.) 2015**
- Bank transfer fees will be borne by the sponsor.

# About Exhibition Plans

## Exhibitor Requirements:

Corporations, organizations, etc. that operate an enterprise related to the item to be exhibited, or groups/individuals related to such. The organizer may decline an exhibition if its content is deemed to not to match the purposes of the expo.

## Exhibition Fee:

**100,000 JPY** per booth space.

\*Discount available for small and medium-sized businesses whose main offices are located within Kyoto Prefecture (50,000 JPY per booth space). (Small and medium-sized businesses are defined as specified in Article 2 of the Small and Medium-sized Enterprise Basic Act.)

## Number of Available Booth Spaces:

80 (Including booth spaces provided by Sponsorship Plans)

## Booth Arrangement:

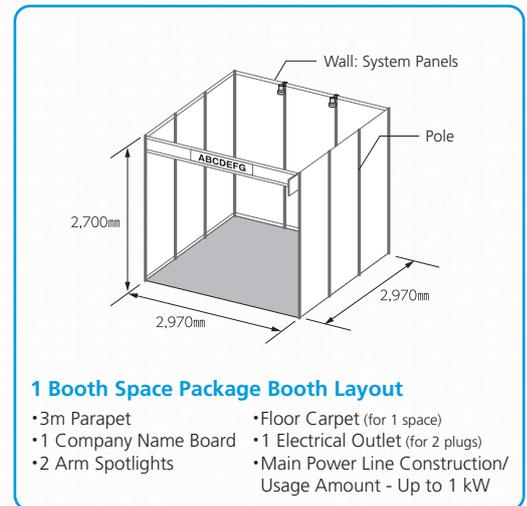
● The organizer will decide upon the allocation of booth spaces and notify exhibitors after consideration to the order in which applications were received (receipt number issued at the time of exhibition application), the scale of exhibitions, and exhibition content, etc. Please note that depending on the venue and booth arrangement, booth location decisions may not necessarily follow the order in which applications were received. In such cases, booth locations will be as decided by the organizer.

## Basic Booth/Basic Facilities:

- Octanorm System Panel (Can be custom-decorated freely)
- Booths' basic facilities involve system panels for side and rear walls, with partitioning to be carried out by the organizer. The panels are a system of plywood with white vinyl coating. (Cutting, nailing, opening of holes, mounting objects, or other panel alterations are not possible.)
- Attachment of panels, etc. will require a special chain (requires an extra charge).
- \*Exhibitors may also use double-sided tape.

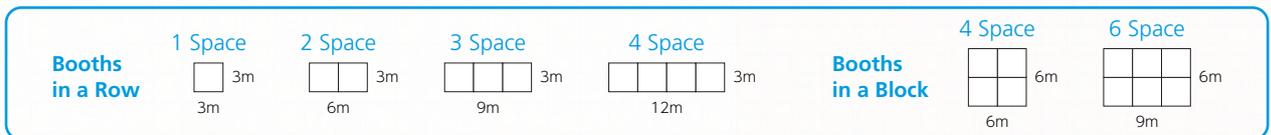
## Panel Customization:

- Exhibitors will be responsible for customization/decoration within the booth.
- Exhibitors cannot directly decorate or alter the basic booth. Cutting, nailing, opening of holes, or other alterations to the panel boards, poles, beams, etc. are not possible. If such alterations are necessary for customization/decoration, please consult with the organizer beforehand.
- Please notify the Administrative Office beforehand about exhibition items exceeding a height of 2.7 m.
- Details of other regulations will be printed in the exhibition guidelines to be distributed at the exhibitor explanatory meeting.



## Booth Space Specifications:

- Width - 3 m, Depth - 3 m, Height 2.7 m
- Can be set up in a row (up to four booth spaces), or in a block together (4 or 6 booth spaces).



## Exhibition Application:

- Please enter the required information in the attached application, then mail, fax, or email the form to the Administrative Office below.
- The organizer will issue an invoice after receiving your application.

**Administrative Office of Kyoto Smart City Expo 2015**  
 c/o Shimadzu Advertising & Communications Co., Ltd.  
 1 Nishinokyo Tokudaijicho, Nagagyo-ku, Kyoto, 604-8445  
 Tel: 075-823-1109 FAX: 075-823-3659 E-mail: smartcity@shimadzu-ad.jp

## Exhibition Application Deadline:

**January 30 (Fri.) 2015**

- The application period may be cut off if applications fill the expected number of blocks.
- In principle, cancellations or reduction of the number of booth spaces will not be permitted after an application has been submitted. However, in the event that the organizer deems that such a cancellation/reduction is unavoidable, it will be permitted and the exhibitor will be charged the following cancellation fee:

On or before Mar. 2 (Mon.) 2015	50% of the Exhibition Fee
Mar. 3 (Tues.) 2015 or later	100% of the Exhibition Fee

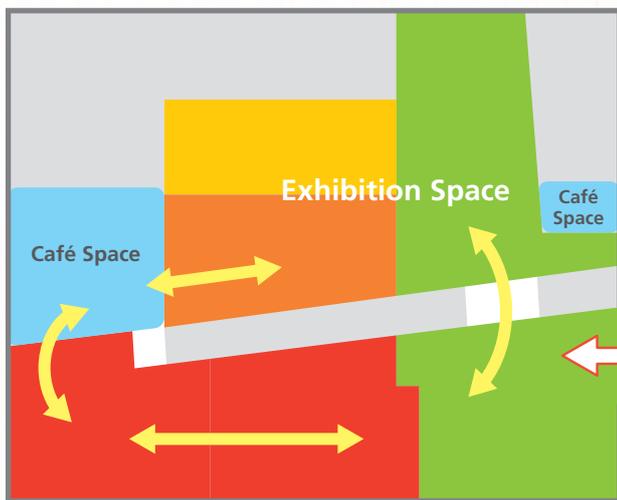
## Exhibition Fee Payment:

- Upon receipt of the organizer's invoice, please deposit the exhibition fee into the specified bank account by **April 20 (Mon.) 2015**
- Bank transfer fees will be borne by the exhibitor.

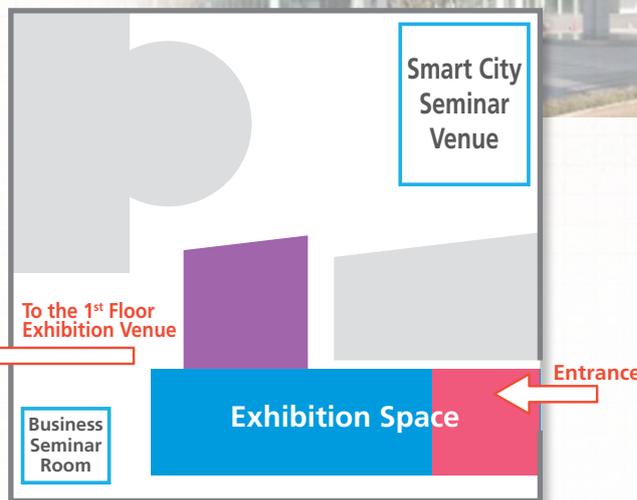


# Keihanna Open Innovation Center @Kyoto (KICK) Smart City Messe in Keihanna Venue Layout / Zoning Diagram May 21 (Thurs.) May 22 (Fri.) 2015

1F



2F



\*The venue layout may be altered due to various circumstances.

## Smart Innovation Zone

Exhibitions from corporations relating to environment/energy, ICT, mobility, culture/education, etc.

### Electric and Other Energy Equipment / Infrastructure-related

Solar/thermal power generation systems, wind/hydroelectric power generation systems, gas and other co-generation systems, heat pumps, power conditioners, superconductive cables, batteries, electric vehicle-related, charging stations, etc.

### Energy Control, etc.

Energy management systems, transmission system monitoring/control systems, other various control systems, etc.

### Information / Telecommunication Equipment / Infrastructure

Smart meters, communication units, optical fiber, sensors, etc.

### ICT-related

Various informational/telecommunication equipment, infrastructure, software, service providers for internet, etc.

### Environmental Solutions

Environmental measuring/analytical instruments, Devices related to energy saving, eco products, etc.

## Next Generation Demonstration and Smart City Project Zone

Exhibitions by corporations, universities, municipalities, groups, and other organizations related to Smart City projects and next generation demonstrations, including energy management.

## Smart Life and Agriculture Zone

Exhibitions unique to this year's expo, relating to healthcare, food, plant factories, etc.

### Health/Medical

Home-use medical products, health-checking instruments (scales, body composition meters, blood-pressure meters, etc.), medical equipment, medical supplies, testing equipment, analytical instruments, caregiving devices, software, etc.

### Agriculture

Biotech-related, plant factories (fully artificially-lit factories, sunlight-utilizing factories), plant factory components, light environment apparatuses (LED, CCFL, fluorescent lamps, etc.), various environmental control apparatuses for temperature, humidity, CO<sub>2</sub>, etc., wrapping/packing machinery/materials, refrigeration/freezing equipment, hygiene management equipment, software, etc.

## Keihanna R&D Zone

Exhibitions from corporations, research institutes, research and development projects, etc. located or talking place at Kansai Science City.

## International Zone

Exhibitions from overseas corporations, municipalities, etc. engaged in Smart City-related projects.

## Special Sponsor Zone

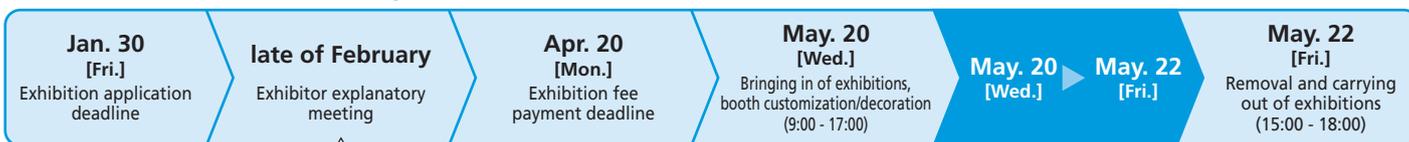
Exhibitions from special sponsors.

## Planning Exhibition Zone

Special exhibitions in line with the expo's theme.



## Basic Schedule for Smart City Messe in Keihanna



- Exhibitors will be notified of date, time, and place at a later date.
- Details about exhibitions will be explained in the "Exhibition Guidelines" (to be distributed on the day of the meeting), which lists information about carrying in/out of exhibitions, fire/disaster prevention, construction, and other exhibition matters/regulations and report/application forms.

## About Cancellation of Expo Due to Unavoidable Reasons, etc.

- The organizer may alter the period of the expo or cancel the expo due to natural disasters or other inevitable events or unavoidable reasons. In such cases, the organizer will not be liable for compensation of damages arising from such cancellation. Additionally, the exhibitors will bear costs necessitated up to that point based on the number of booth spaces applied for.
- The period or opening time of the expo may be altered due to unavoidable reasons. Exhibitors cannot cancel exhibitions or exhibition applications because of such alterations. Additionally, the organizer will not be liable for compensation of damages occurring from such alterations.

## Limitations and Prohibited Matters

- Booth spaces cannot be transferred, sublet, or exchanged.
- Exhibition items/decorations cannot be sold during the expo for any reason whatsoever.
- Actions that cause large numbers of attendees to gather and congest the pathways around booths are prohibited.
- Exhibitors cannot invite attendees, conduct surveys or raffles, distribute pamphlets or gifts, or conduct similar such actions outside of their booths.
- Please ensure that lighting, volume levels, and sound quality do not inconvenience other exhibitors.
- Audiovisual equipment may be used within the booth for the purposes of explanations and presentations, but speakers may not be installed to face outside of your booth. Please install speakers to face the inside of your booth.

## Protection/Management of Exhibition Items

- The organizer will be responsible for general maintenance/management of the venue.
- Exhibitors shall be constantly present at their own booths during preparation and during exhibitions, and shall be responsible for the protection and maintenance of exhibition materials.
- The organizer will not bear responsibility for incidents such as damage, loss, fires, or theft due to natural disasters or other unavoidable events. Accordingly, in protecting exhibition items, exhibitors should take measures including insurance policies, etc.

## Ensuring Safety

- Exhibitors should take measures to prevent accidents during carrying in/out, construction/preparation, presentation, and all other aspects of the exhibition.
- In the event of an accident caused by an exhibitor's actions, the related exhibitor(s) will be responsible for resolution of the matter.
- The cost of modifications to exhibition decorations for the purpose of ensuring safety based on the Fire Services Act or other laws/ordinances shall be borne by the exhibitor.
- Important matters about exhibitions, disaster prevention, etc. will be listed in the exhibition guidelines to be distributed at the exhibitor explanatory meeting.

## Access

### ■ Kyoto International Conference Center



#### [From the Nearest Station]

A 5 min. walk from "Kokusaikaikan Station" on the Karasuma Line of the Kyoto Municipal Subway.

After leaving the ticket gates, go through the underground walkway and use exit 4-2.

From the exit, you can walk along the passageway directly to the entrance without having to worry about rain.

#### [For Visitors Attending by Car]

A taxi ride from the city center takes about 25 min. in normal conditions.

- In normal conditions, taxis take about 30 min. from Kyoto Station, or about 1 hr. 30 min. from Kansai International Airport.

- Via car, access takes about 40 min. from the Kyoto Minami I.C. or Kyoto Higashi I.C. of the Meishin Expressway (in normal conditions).

Head north along Horikawa-dori or Karasuma-dori until Kitayama-dori, then proceed to the center via Takaragaike-dori.

### ■ Keihanna Open Innovation Center @Kyoto (KICK)



#### [From the Nearest Station]

- Take an express train from Kyoto Station on the Kintetsu Kyoto Line and get off at Shin-Hosono Station (30 min.). Take the Nara Kotsu Bus number 36 or 47 and get off at Koehigashi-dori.

- On the Kintetsu Keihanna Line, get off at Gakken Nara-Tomigaoka Station. Take the Nara Kotsu Bus number 47 and get off at Koehigashi-dori.

- A free shuttle bus will be running from the nearest station on days the expo is held.

#### [For Visitors Attending by Car]

- From the Hanshin Expressway take the Daini Keihan and get off at Hirakata Higashi IC. Take National Route 307 and get on the Keinawa Expressway at Tanabe-Nishi IC. Get off at Seika-Gakken IC and proceed west on Seika-odori.

- Alternative route: From the Hanshin Expressway, take the Daini Hanna and get off at the Horai Ramp. Take National Route 24 and get on the Keinawa Expressway at Kizu IC. Get off at Seika-Gakken IC and proceed west on Seika-odori.