

## Exhibition Open University 2009 opens!

Last year, during December 2<sup>nd</sup> to 4<sup>th</sup> Exhibition Open University 2009 was held at Tokyo Metropolitan University, co-organized by Tokyo Metropolitan University, and Tokyo Big Sight Inc.

Exhibition Open University 2009 aims to accomplish development and establishment of the exhibition industry through accumulation and systematization of related data, using unique cooperation technique with University and the exhibition industries. The professionals from the exhibition industry were invited as the seminar instructors. The attendees of the Exhibition Open University were forty exhibition industry related companies and groups; such as, the managements of exhibition venues, the government and municipal offices, the local governments, the organizers, and the service companies.

At the Exhibition Open University, the presentation of analyzed data by the administrative organizations, and the information exchange meeting among the visitors were held. Moreover, the Exhibition Open University provided visitors with the latest, global information about the exhibition industry, and an opportunity to build relationships among visitors. Survey results from the visitors revealed 90% of them are satisfied with the Exhibition Open University.

Next Exhibition Open University is scheduled in December this year. Basing On the experiences from the 2009 conference, we will aim to organize more productive conference this year.

### Outlines of the Exhibition Open University 2009

<b>Dates</b>	Wednesday, 2 December – Friday, 4 December 2009
<b>Location</b>	Tokyo Metropolitan University
<b>Organizers</b>	Tokyo Metropolitan University Tokyo Big Sight Inc.
<b>Sponsors</b>	The ministry of Economy Trade and Industry JETRO Tokyo Metropolitan Government Japan Exhibition Liaison Council Large Exhibition Venues Liaison Group

## Seminar Contents

- Tokyo Big Sight Inc.  
President and CEO  
Mr. Kenichi Shimada  
“Towards further development of the exhibition industry”
- Ministry of Economy, Trade and Industry  
Director, Commerce and Information Policy Bureau  
Mr. Takeharu Jofuku  
“The measurements for the development and promotion of the exhibition industry”
- Japan Association for the Promotion of Creative Events  
Executive Director  
Mr. Tadashi Kimura  
“The exhibition market measurements and the scale in the MICE Industry”
- Japan External Trade Organization  
Director  
Mr. Tomiyasu Nakamura  
“The global trends for the trade shows, and the issue for Japanese Exhibition Industry”
- Japan Management Association  
President  
Mr. Masami Nakamura  
“The outlook and the roles of the exhibitions in the economy from the organizer’s point of view”
- Representative of Messe Dusseldorf GmgH in Japan  
President  
Dr. Andreas Moerke  
“The exhibitions in Germany and the roles of the exhibition venues in the society”
- Nomura Research Institute  
Senior Consultant / Mr. Masahiko Natori  
Consultant / Atsushi Okamura  
“Economic Ripple Effect from the exhibitions”
- Tokyo Big Sight Inc.  
Executive Director, Chief Director of Management Dept.  
Mr. Minoru Furuvara
  1. “The risk control at the exhibition venues”
  2. Closing, Questions and Answers

