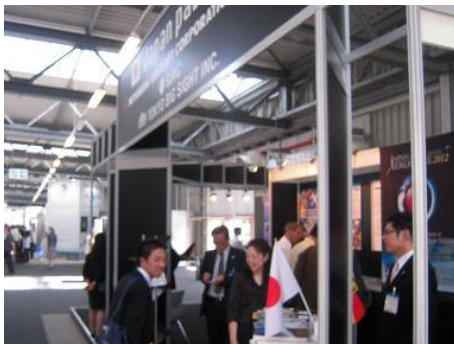


**Strengthening collaboration with overseas exhibitions**  
- Exhibiting at the Berlin Air Show, staff secondment to Berlin -

The Aerospace Industry Exhibition Tokyo (ASET) hosted by Tokyo Big Sight Inc. formed a collaborative relationship with Germany's ILA Berlin Air Show, becoming international partners. In June this year we exhibited at the Berlin Air Show in Germany (June 12-17), promoting and selling exhibition space for ASET 2011, which is scheduled to be held in the fall of next year.

We have also started an overseas secondment program in order to enhance the development of our staff and strengthen collaborative relationships with overseas exhibitions. Starting this year we sent our first staff member to Berlin, Germany (period of secondment, June 5 – July 4). During her stay she not only actively promoted our exhibitions; she also visited a number of exhibition venues around the country, starting with Hanover, in order to build up a network of personal contacts with German exhibition venue managers.



▲Exhibition booth at the Berlin Air Show

Keeping a close eye on global trends, we will continue to focus on strengthening our international competitiveness for the future by proactively seeking visitors and exhibitors from overseas and internationalizing our business practices. Through these measures we intend to develop Tokyo Big Sight into a truly international exhibition venue.

**Outline of AEROSPACE INDUSTRY EXHIBITION TOKYO (ASET) 2011**

DATE	October 26 (Wed) - 28 (Fri), 2011
ORGANIZER	Tokyo Big Sight Inc.
OTHER	Messe Berlin / ILA Berlin Air Show (INTERNATIONAL PARTNER)
<a href="http://www.tokyoaerospace.com/">http://www.tokyoaerospace.com/</a>	