

Showcasing Cutting-Edge Technologies
for the Art of Manufacturing

SYSTEM CONTROL FAIR 2015

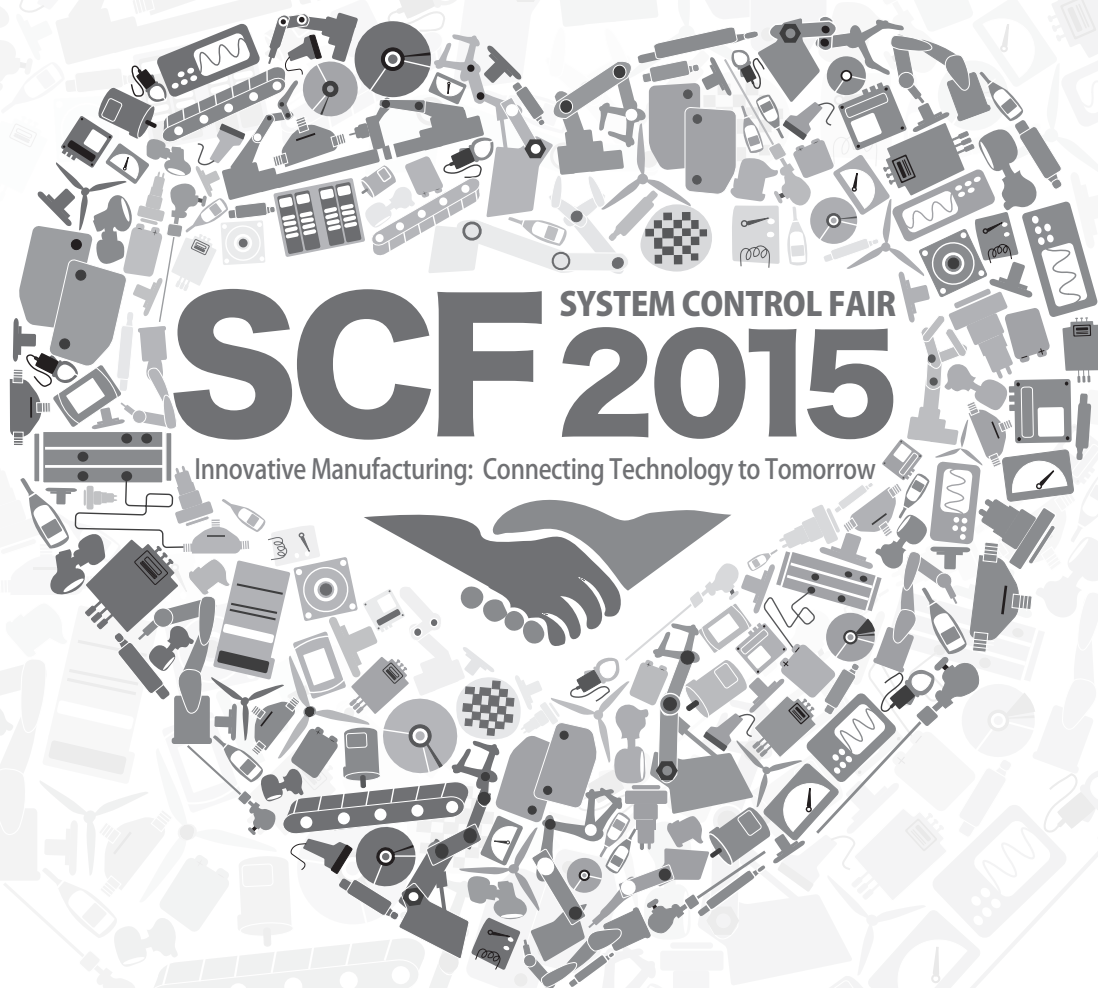
Innovative Manufacturing: Connecting Technology to Tomorrow

Date: December 2 (Wed.) – 4 (Fri), 2015

Opening Hours: 10:00 – 17:00

Venue: Tokyo Big Sight West Hall 1,2,3,4 & Atrium

Report



<http://scf.jp/en/>

Organized by

The Japan Electrical Manufacturers' Association (JEMA)

Nippon Electric Control Equipment Industries Association (NECA)

SYSTEM CONTROL FAIR 2015

Report

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1. What do you think about the venue?			
2. How would you rate the SYSTEM CONTROL FAIR 2015 and Measurement and Control Show 2015 TOKYO simultaneous event?			
3. Was it effective for your business to exhibit at the show?			

I . Thanking Remarks

System Control Fair 2015 was held from Dec. 2 to Dec. 4, 2015, at Tokyo Big Sight, simultaneously with Measurement and Control Show 2015 Tokyo, and was a major success thanks to the support and assistance of involved agencies and organizations, and widespread participation by the industry.

The event is scheduled to be held next from Wednesday, Nov. 29 to Friday, Dec. 1, 2017, as System Control Fair 2017, and we sincerely hope that you will be able to join other industry leaders there.

Below is a brief summary of the results of the 2015 fair.

The Japan Electrical Manufacturers' Association (JEMA)
Nippon Electric Control Equipment Industries Association (NECA)

II . Result

1.Overview

- ① **TITLE** : SYSTEM CONTROL FAIR 2015 (SCF 2015)
- ② **THEME** : Innovative Manufacturing: Connecting Technology to Tomorrow
- ③ **DATE** : December 2nd (Wed.) to December 4th(Fri.), 2015 (3 days)
10:00AM to 5:00PM
- ④ **VENUE** : Tokyo Big Sight (Ariake: Tokyo International Exhibition Center)
West Hall-1, Hall-2, Hall-3, Hall-4 and Atrium
- ⑤ **ORGANIZED BY** : The Japan Electrical Manufacturers' Association (JEMA)
Nippon Electric Control Equipment Industries Association (NECA)
- ⑥ **SUPPORTED BY(in no particular order)** :
Ministry of Economy, Trade and Industry, Ministry of the Environment,
Japan External Trade Organization (JETRO), Tokyo Metropolitan Government,
Tokyo Big Sight
- ⑦ **IN COOPERATION WITH (in no particular order)** :
Japan Robot Association
Japan Machine Tool Builders' Association
Japan Electric Association
Japan Electronics Packaging and Circuits Association
The Japan Food Machinery Manufacturers' Association
Japan Electronics and Information Technology Industries Association
Japan Automobile Manufacturers Association, Inc.
Japan Chemical Industry Association
The Society of Instrument and Control Engineers
Manufacturing Science and Technology Center
The Energy Conservation Center, Japan
The Institute of Systems, Control and Information Engineers
The Japan Society of Industrial Machinery Manufacturers
Japan Electric Measuring Instruments Manufacturer's Association
The Association of Japan Instrumentation Industry
The Institute of Electrical Engineers of Japan
Japan Switchboard & control system Industries Association
The Japan Machinery Federation
The Japan Society of Mechanical Engineers
The Japan Iron and Steel Federation
Communications and Information network Association of Japan
Society of Automotive Engineers of Japan
Japan Research Industries and Industrial Technology Association
Japanese Liquid Crystal Society
- ⑧ **GLOBAL PARTNERS (in no particular order)** :
German Electrical and Electronic Manufacturers' Association (ZVEI)
Korea Electrical Manufacturers Association (KOEMA)
Taiwan Electrical & Electronics Manufacturers' Association (TEEMA)
Singapore Industrial Automation Association (SIAA)
SingEx Exhibitions Pte Ltd
- ⑨ **Concurrent Show** :
Measurement and Control Show 2015 TOKYO
INTERNATIONAL ROBOT EXHIBITION 2015, Parts Feeder Exhibition 2015,
PAN-EXHIBITION FOR WASH AND CLEAN 2015, SAMPE JAPAN 2015,
- ⑩ **EXHIBIT CATEGORIES**
Technologies, equipment, and systems needed in manufacturing
 - FA control systems, equipment and communications systems, data-com equipment
 - FA software, configuration and recognition equipment, automated inspection systems
 - Drive control equipment, actuator sensing systems and equipment
 - Control components, power supplies, wiring and power distribution systems
 - Safety control equipment, energy-saving systems, alternative energy, environmental equipment
 - Other related systems and equipment
 - ICT
 - IoT / M2M
 - Big data utilization
- ⑪ **Exhibition scale** : Total exhibitors: 180 corporations in 785 booths

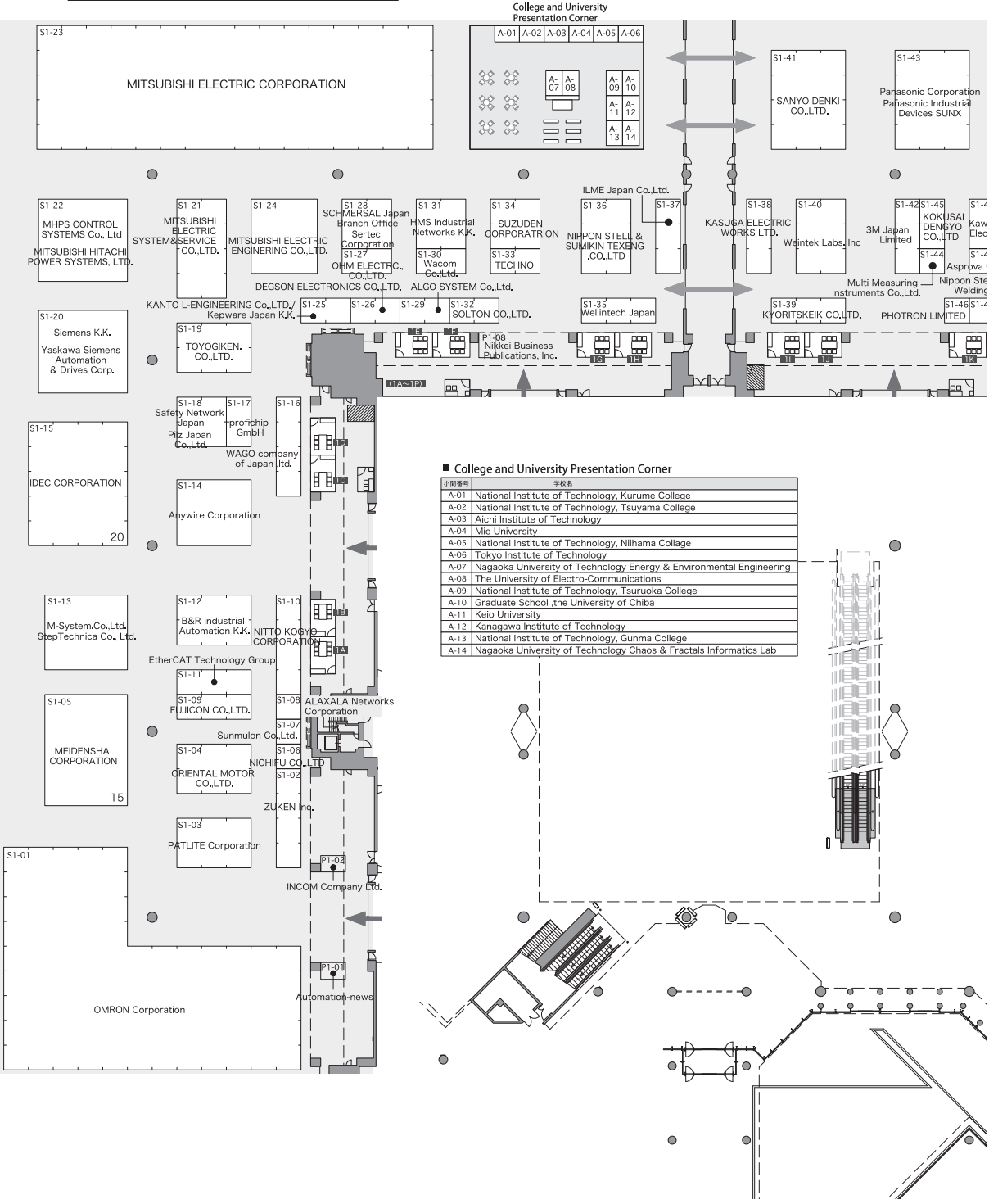
2.Exhibitor List

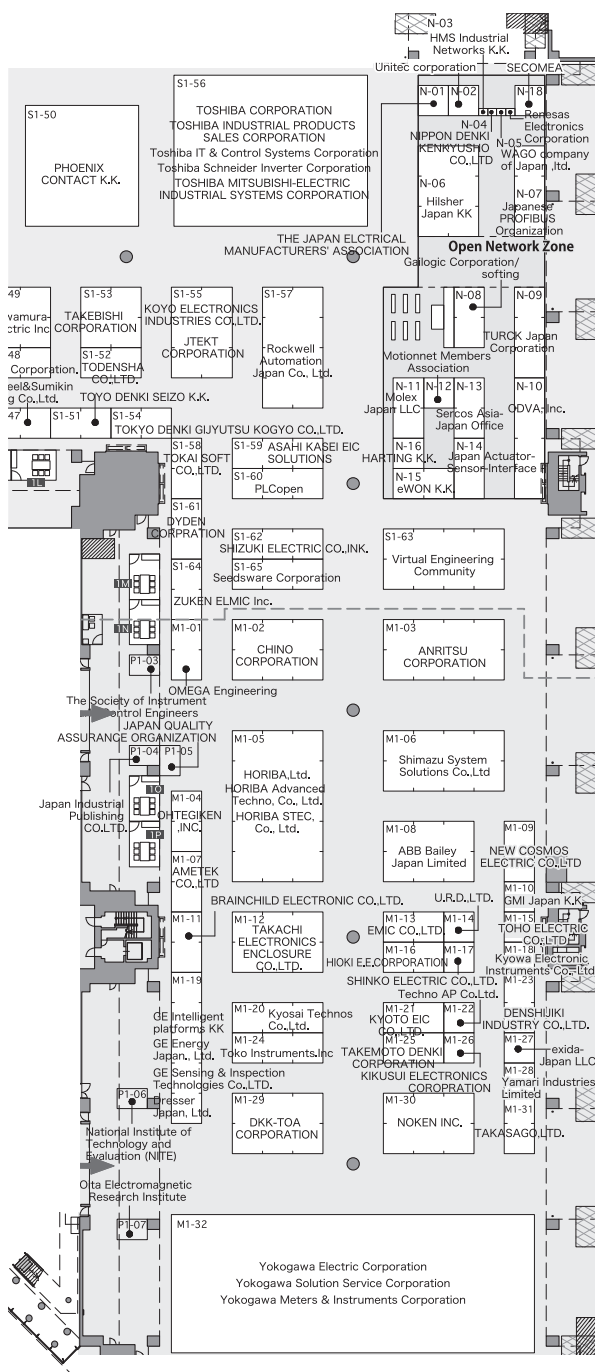
A		W
ABB K.K.	MITSUBISHI ELECTRIC CORPORATION	Wacom Co.,Ltd.
Advantech Japan Co., Ltd	MITSUBISHI ELECTRIC ENGINEERING CO.,LTD.	WAGO company of Japan ,Ltd.
ALAXALA Networks Corporation	MITSUBISHI ELECTRIC SYSTEM&SERVICE CO.,LTD.	Watanabe Electric Industry Co.,Ltd
ALFATECH Inc.	MITSUBISHI HITACHI POWER SYSTEMS, LTD.	Weintek Labs. Inc
ALGO SYSTEM Co.,Ltd.	M-System Co.,Ltd.	Wellintech Japan
Anywire Corporation	Multi Measuring Instruments Co.,Ltd.	
ASAHI KASEI EIC SOLUTIONS	MURATA MACHINERY,LTD	Y
Asprova Corporation.		Yaskawa Electric Co.
Automation-news	N	Yaskawa Siemens Automation & Drives Corp.
Azbil Corporation	NADA ELECTRONICS,LTD.	YOODS Inc.
	Net One Partners	
	Net One Systems Co., Ltd.	Z
	NIC Co.,Ltd.	ZUKEN Inc.
B	NICHIFU CO.,LTD	ZUKEN ELMIC Inc.
B&R Industrial Automation K.K.	Nikkei Business Publications,Inc.	
Balluff Co.,Ltd.	NIKKEI MFG.CO.,LTD.	
Beckhoff Automation K.K	Nippon Pulse Motor Co.,Ltd.	Open Network Zone
BellChild Co.,Ltd.	Nippon Steel&Sumikin Welding Co.,Ltd.	eWON K.K.
BJ-SOFT Inc.	NIPPON STELL & SUMIKIN TEXENG .CO.,LTD	Galogic Corporation
	Nisshin Systems Co.,Ltd.	HARTING K.K.
C	NITTO KOGYO CORPORATION	Hilsher Japan KK
CC-Link Partner Association	NKK SWITCHES CO.,LTD	HMS Industrial Networks K.K.
Cogent Real-Time Systems Inc.		Japan Actuator-Sensor-Interface
COSMOTECs CO.,LTD	O	Japanese PROFIBUS Organization
CTK CORPORATION	OHM ELECTRC.,CO.,LTD.	Molex Japan LLC
CTK-EAST CORPORATION	OMRON Corporation	Motionnet Members Association
CTK-WEST CORPORATION	OPC Council Japan	NIPPON DENKI KENKYUSHO CO.,LTD
	ORIENTAL MOTOR CO.,LTD.	ODVA, Inc.
D	OSADA CO., LTD.	Renesas Electronics Corporation
DAIICHI ELECTRONICS CO.,LTD.	Osaka Jido Denki Co.,Ltd.	SECOMEA
DEGSON ELECTRONICS CO.,LTD.		Sercos Asia-Japan Office
Delta Electronics, Inc	P	softing
Digital Electronics Corporation	Panasonic Corporation	THE JAPAN ELCTRICAL MANUFACTURERS' ASSOCIATION
DYDEN CORPRATION	Panasonic Industrial Devices SUNX	TURCK Japan Corporation
	PATLITE Corporation	Unitec corporation
E	Pepperl + Fuchs K.K.	WAGO company of Japan ,Ltd.
efector co.,Ltd.	PHOENIX CONTACT K.K.	
Eifer Elektro Firma Co.,Ltd	PHOTRON LIMITED	
ENDO KOGYO CO.,LTD.	Pilz Japan Co.,Ltd.	
Eplan Software & Service Co., Ltd.	PLCopen	
EtherCAT Technology Group	profichip GmbH	
	Puerto Co., Ltd.	
F		R
FUJI ELECTRIC CO.,LTD		Rittal K.K.
FUJICON CO.,LTD.		Rockwell Automation Japan Co., Ltd.
Fujitsu Limited		RS Components KK
		S
H		Safety Network Japan
HITACHI ,Ltd.		SANYO DENKI CO.,LTD.
Hitachi Industrial Equipment Systems Co.,Ltd		SCHMERSAL Japan Branch Office
Hitachi High-Technologies Corporation		Seedware Corporation
Hitachi Zosen Corporation		Sertec Corpo r ation
HMS Industrial Networks K.K.		SHIRAKAWADENSAN CORPORATION
HOKUYO AUTOMATIC CO.,LTD.		SHIZUKI ELECTRIC CO.,INK.
HONDA TSUSHIN KOGYO.CO.,LTD		Siemens K.K.
		Skkyenet Cloud Systems,Inc.
I		SOLTON CO.,LTD.
IDEC CORPORATION		StepTechnica Co., Ltd.
ILME Japan Co.,Ltd.		Sunmulon Co.,Ltd.
Imageom Corporation		SUS
INCOM Company Ltd.		SUZU TECH Co.,Ltd
Industrial Support Assiation of Shirakawa		SUZUDEN CORPORATRION
		System Metrix Co.,Ltd.
J		T
JAPAN DIREX CORPORATION		TAKEBISHI CORPORATION
JOBLE CORPORATION		TECHNO
JT Engineering inc.		3M Japan Limited
JTEKT CORPORATION		TOA MUSENDEKNI CO., LTD.
		TODENSHA CO.,LTD.
K		Toho Technology Corp.
K.MECs CO.,LTD.		TOKAI SOFT CO.,LTD.
KANSAI THUNDERCLOUD ALLIANCE		TOKYO DENKI GIJYUTSU KOGYO CO.,LTD.
KANTO L-ENGINEERING Co.,LTD.		TOSHIBA CORPORATION
KASUGA ELECTRIC WORKS LTD.		TOSHIBA INDUSTRIAL PRODUCTS SALES CORPORATION
Kawamura Electric Inc		Toshiba IT & Control Systems Corporation
Kepware Japan K.K.		Toshiba Schneider Inverter Corporation
KOBATA GUAGE MFG.CO.,LTD		TOSHIBA MITSUBISHI-ELECTRIC INDUSTRIAL SYSTEMS CORPORATION
KOKUSAI DENGYO CO.,LTD		TOYO DENKI SEIZO K.K.
KOYO ELECTRONICS INDUSTRIES CO.,LTD.		TOYOGIKEN.CO.,LTD.
KYORITSKEIK CO.,LTD.		V
		Virtual Engineering Community
L		
Lattice Technology Co.,Ltd.		
LinX Corporation		
LSIS CO.,LTD.		
M		
MECHATROLINK MEMBERRS ASSOCIATION		
MEIDENSHA CORPORATION		
MHPS CONTROL SYSTEMS Co., Ltd		
Microsoft Japan Co.,Ltd.		

3.Exhibition Floor plan

SCF 2015

WEST
HALL1

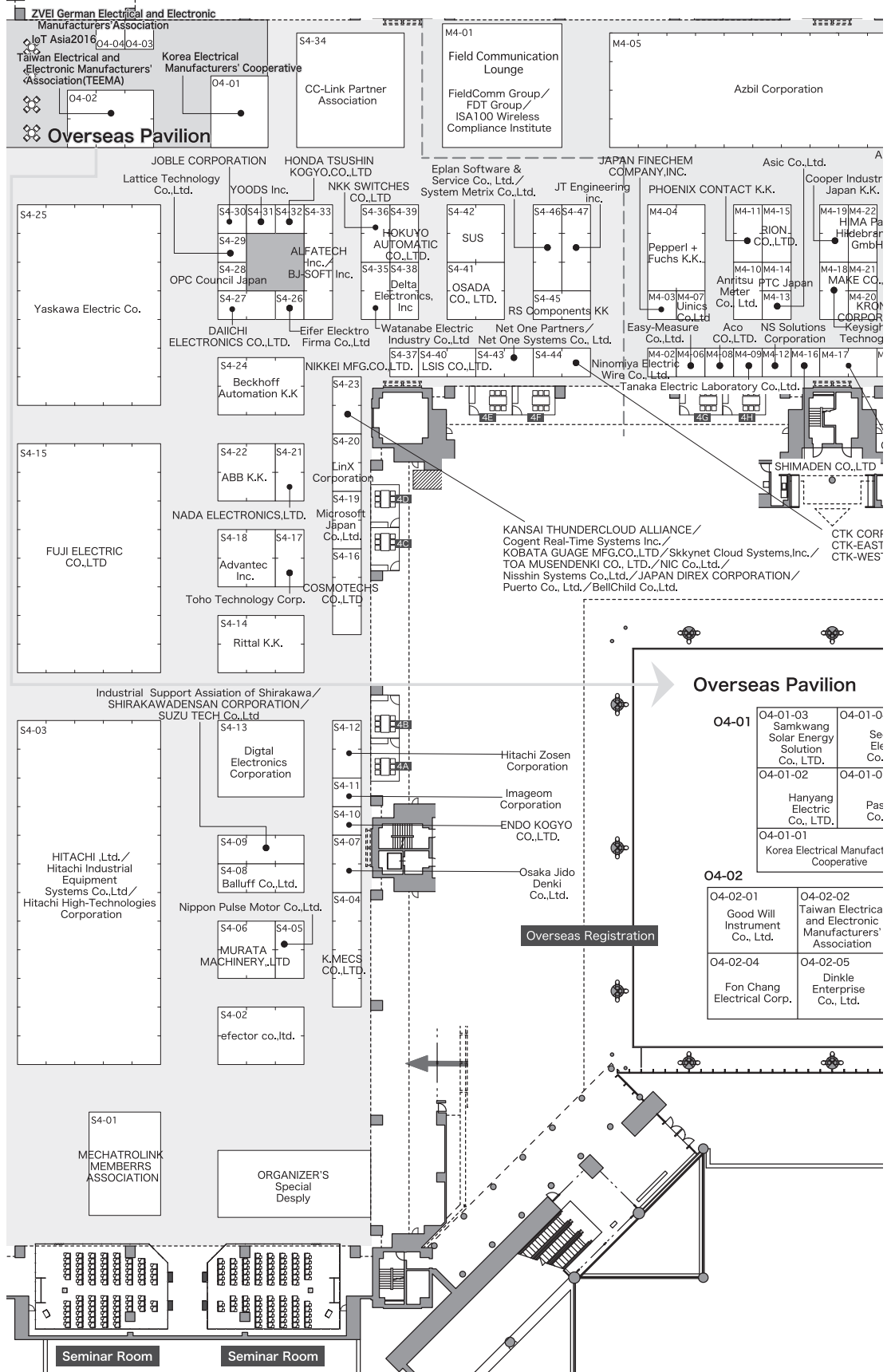




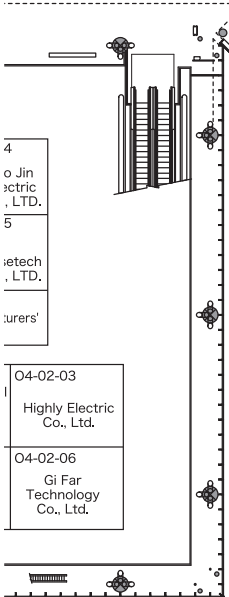
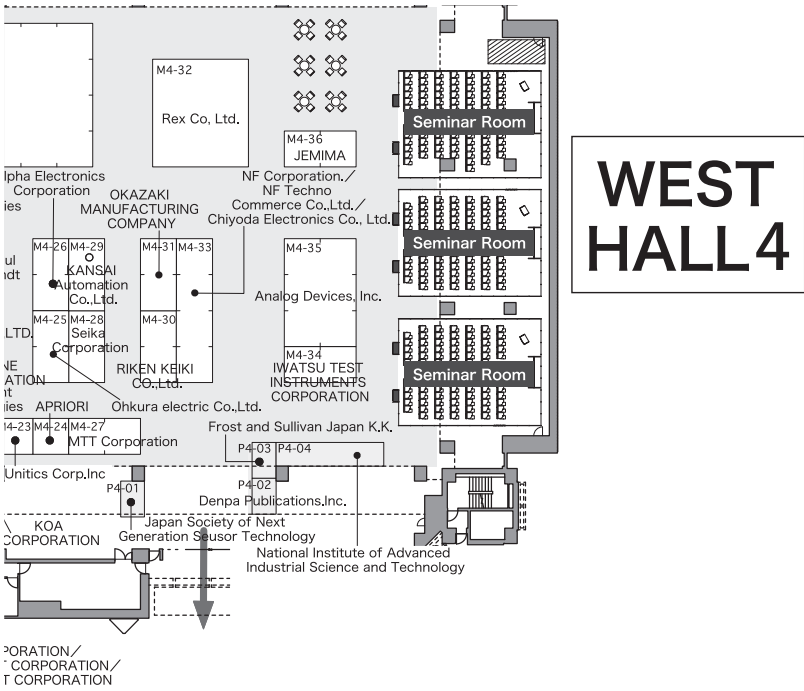
SCF 2015

Measurement

**WEST
HALL 3**



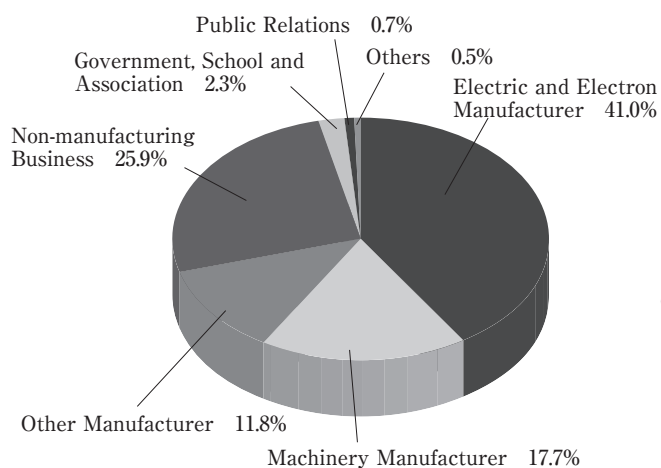
ent and Control Show 2015 TOKYO



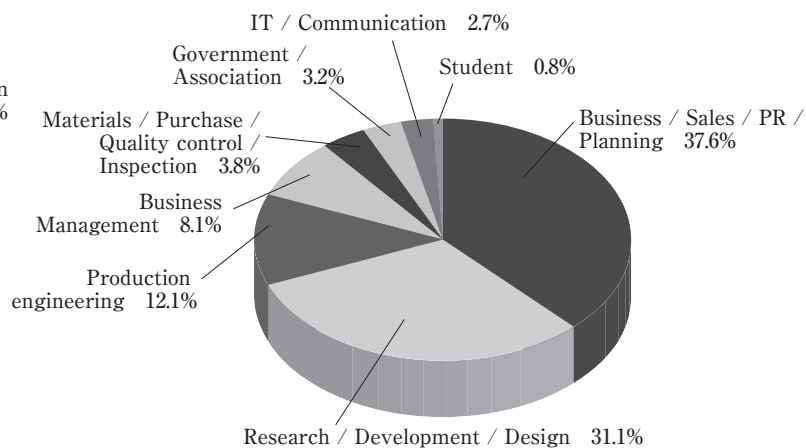
4.Visitors

Visitors per day

Date	2015/12/2(Wed.)	2015/12/3(Thu.)	2015/12/4(Fri.)	Total
Weather	Cloudy	Cloudy/Rain	Fine	
Attendance	12,296	16,678	20,510	49,484
	—	—	—	61,681 ※Including exhibitors



Visitor Classification (%)



Visitor Classification (%)

5.Opening ceremony

DATE: December 2nd (Wed.), 9:30AM

VENUE: Tokyo Big Sight, 2F, Entrance Hall



6.Opening reception

DATE: December 2nd (Wed.), 5:30PM

VENUE: Tokyo Big Sight, Conference Tower, Reception Hall



7. Simultaneous event: Conference & Seminar

- Keynote
- Special Conference 1, 2, 3
- Panel Discussion
- Sponsored Session
- IoT Session
- Exhibitors' workshop
- SCF Technical seminars
- NECA Special Conference



8. Simultaneous event: Organizer's Project "The 4th Industrial Revolution- Getting Connected"

In Europe and America, the recurrence to the manufacturing industry has started reviewing its economic effect, being based on the outflow of the manufacturing industry caused by globalization and reflection of the finance overemphasis. The new industrial revolution attracts attention including the movement of making production into service with the benefit of information technology. The display about the world trend, industrial policy of the country, the image of the production system from the past to the future, future issue, the related display and the conference will be introduced. This was the special feature of this year's exhibition.



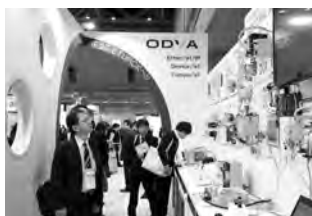
9. Simultaneous event: Atrium Stage

Organizer's presentation stage was set up in the central atrium in West Hall. During 3 days of the show, topical guests in the front line of the industry joined the talk shows. As a hub of information distribution, it was always active with various events and introduction of booths.



10. Simultaneous event: Open Network Zone

With open network, easy, effective and stable connection can be established between various machinery and equipment operating in the factory. Along with the new tide "The 4th Industrial Revolution- Getting Connected", the latest equipment, technology and service was specially displayed in this area as powerful tools to enforce automation. Mini presentation by the participating companies was conducted.



11. Simultaneous event: Overseas Pavilion

This was the pavilion consisting of the embassies and trade promotion organization. Specially featured zone in order to activate the industry in a global setup.



12. Simultaneous event: College and University Presentation Corner

Colleges and Universities all around Japan presented their latest study such as future and practical technology related to automation, measurement and control and IoT practical use technology regarding manufacturing. In order to support their study, special award was given to the excellent laboratory. Students joined the industry study seminar and visited the company booths.



13. Simultaneous event: Lottery & Stamp Rally



14. Simultaneous event: Introduction video on SNS



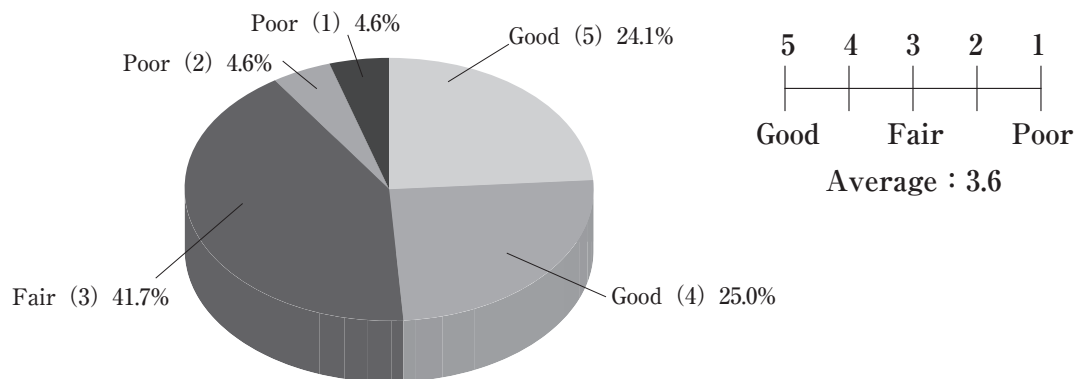
15. Simultaneous event: Happy Hour

16:00 to 17:00 on December 3 (Thu.), the 2nd day of the show was "Happy Hour"! Everyone can enjoy drink and food at participating exhibitors' booth and the common area.

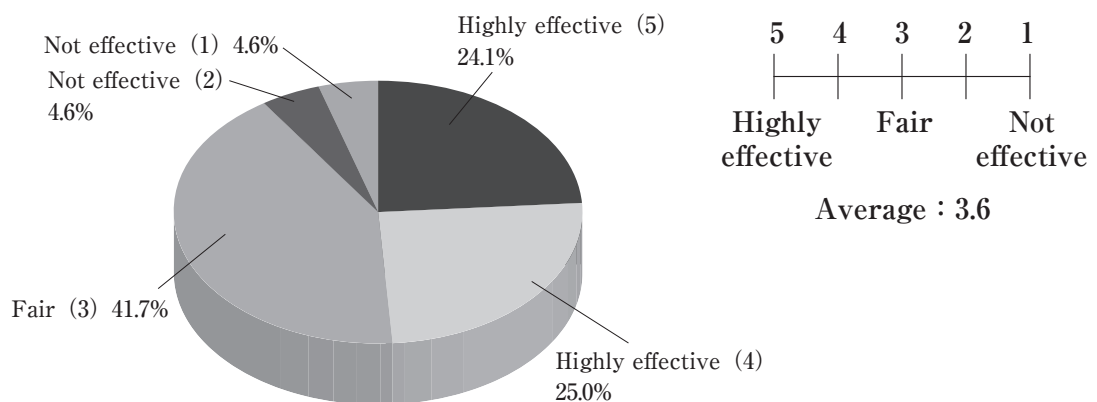


III. Voice of exhibitors

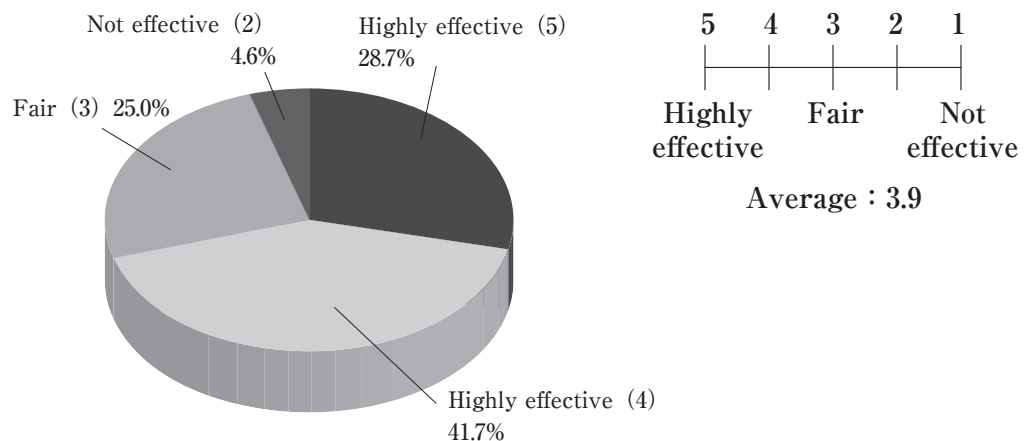
1. What do you think about the venue ?



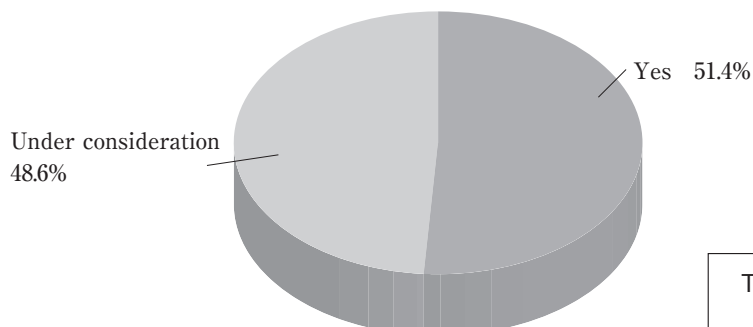
2. How would you rate the SYSTEM CONTROL FAIR 2015 and Measurement and Control Show 2015 Tokyo simultaneous event ?



3. Was it effective for your business to exhibit at the show ?



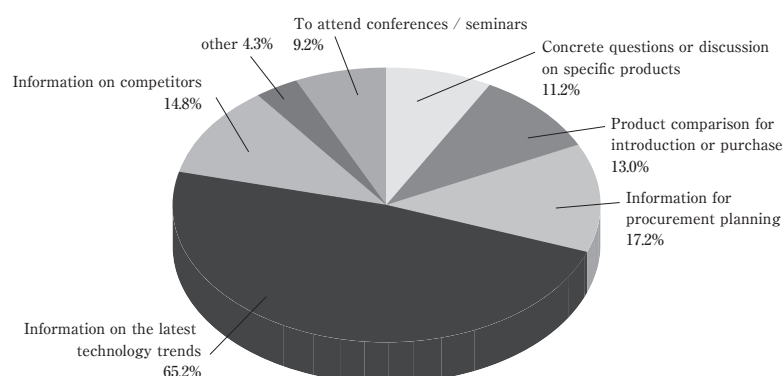
4. Are you planning to participate in the next show in 2017 ?



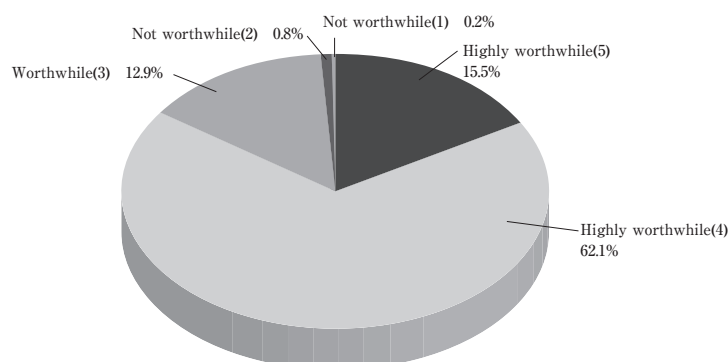
Total valid responses : 129 firms
Recovery : 97%

IV. Visitor questionnaire

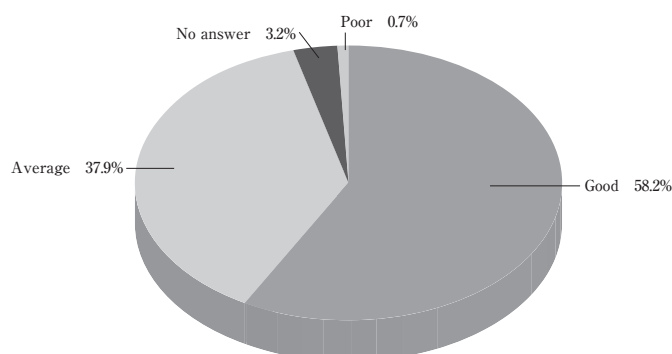
1. What was your reason for visit ? (Multiple answers)



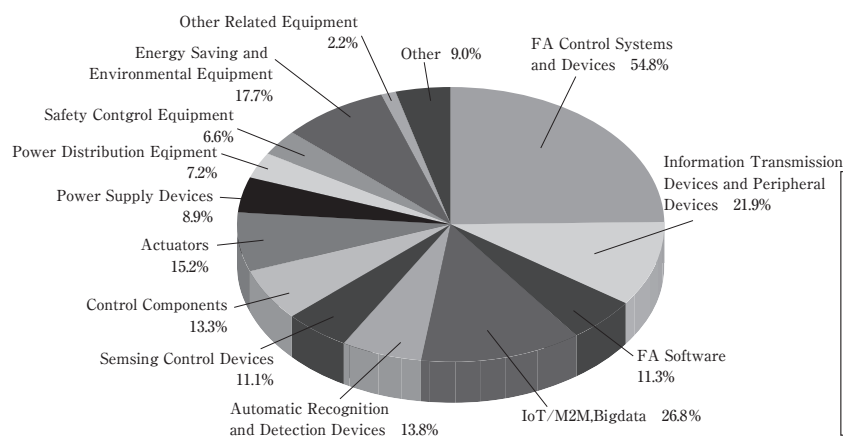
2. Do you consider your visit was worthwhile ?



3. How would you rate the SYSTEM CONTROL FAIR 2015 and Measurement and Control Show 2015 TOKYO simultaneous event ?



4. Which category of exhibits did you find interesting ? (Multiple answers)



Visitor questionnaire
Method: Questionnaire
corner was set up
inside the show
site. Questionnaires
were distributed
and collected.
Total valid
responses : 3,342

V. Advertising and PR activities

1.Preliminary Seminar

On May 21, 2015, welcomed about 300 visitors, the Preliminary-Seminar on "The 4th Industrial Revolution is going ahead" was held. Now it is introduced efforts to Robot Revolution realization that have been added to the new growth strategy listed of the Ministry of Economy, Trade and Industry. And it was introduced in Hannover Messe by the Embassy of the Federal Republic of Germany to the "Report of Industry 4.0".



2.Press conference and mass media announcements

On December.3, 2014, representatives of companies planning to exhibit at the fair were welcomed to an explanatory presentation, followed by a press conference. Information provided included an outline of the fair and exhibitions, and introductions to key features.

On November 4, 2015 a press conference for mass media was held, introducing the outlines, key features, and concepts for both events. 19 reporters from 17 mass media vehicles attended, with active Q&A and individual interviews.



3.Presentation for embassies, trade promotion organizations, and related groups

On July 9, 2014, a presentation was given to representatives from embassies, trade promotion organizations, and related groups, covering the outlines and features of the two events. Representatives from 14 nations, mostly the United States, Europe, Asia and Africa, participated, engaged in an active exchange of opinions.

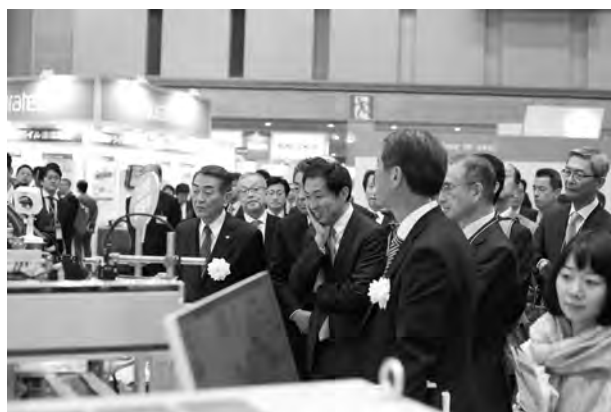


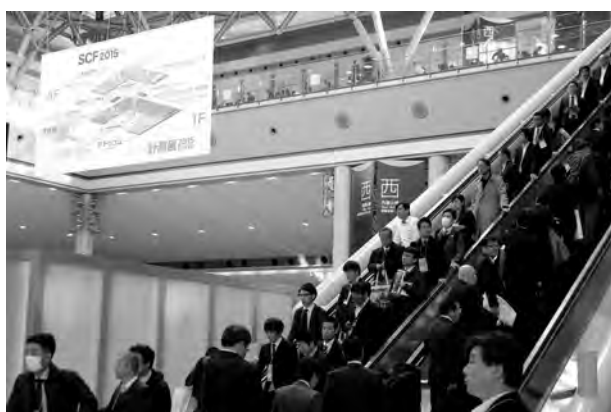
4.Advertising and PR activity by organizer

A dynamic media promotion strategy designed to boost the number of visitors was implemented throughout Nikkei group media, leading industry newspapers and technical journals, websites, e-mails, SNS, and other vehicles.



VI.Portofolio





SYSTEM CONTROL FAIR 2015

EXECUTIVE COMMITTEE

Azbil Corporation

FUJI ELECTRIC CO., LTD.

Fuji Electric FA Components & Systems Co., Ltd

Hitachi,Ltd.

Hitachi Industrial Equipment Systems Co.,Ltd.

IDEC CORPORATION

MEIDENSHA CORPORATION

MITSUBISHI ELECTRIC CORPORATION

Nippon Electric Control Equipment Industries Association(NECA)

OMRON CORPORATION

Panasonic Corporation

Panasonic Industrial Devices SUNX Co,Ltd.

The Japan Electrical Manufacturers' Association(JEMA)

TOSHIBA CORPORATION

TOSHIBA INDUSTRIAL PRODUCTS AND SYSTEMS CORPORATION

YASKAWA Electric Corporation



(Alphabetical order)



Pre-announcement for SCF2017

Date : November.29 (Wed.) – December 1. (Fri.), 2017 (3 days)

Venue : Tokyo Big Sight
(Ariake, Tokyo International Exhibition Center)

Organizer :  **JEMA** The Japan Electrical Manufacturers' Association
 **NECA** Nippon Electric Control Equipment Industries Association

Contact

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