

Metal Forming & Fabricating Fair Tokyo

"Working towards the revitalization of Japan, and moving forward together with the world"
-Introducing the world's most advanced eco-forming machines and eco-metal forming technology-

MF-Tokyo 2011

FAIR REPORT

Dates: August 3 (Wed.) - 6 (Sat.) , 2011 10:00~17:00

Venue: Tokyo Big Sight, East Hall 4, 5, 6

**Organizers: Japan Forming Machinery Association
Nikkan Kogyo Shimbun, Ltd.**

- Name of the fair: MF-Tokyo 2011 Metal Forming & Fabricating Fair Tokyo
- Theme: "Working towards the revitalization of Japan, and moving forward together with the world"
-Introducing the world's most advanced eco-forming machines and eco-metal forming technology-
- Organizers: Japan Forming Machinery Association (JFMA)
Nikkan Kogyo Shimbun, Ltd. (Business & Technology Daily News)
- Supported by: Ministry of Economy, Trade and Industry
Ministry of Health, Labour and Welfare
Ministry of the Environment
- Specially Cooperated by: The Japan Society for Technology of Plasticity
Japan Forging Association
Japan Metal Stamping Association
Japan Die & Mold Industry Association
- Cooperated by: Japan Automobile Manufacturers Association, Inc.,
(Japanese organizations) The Japan Electrical Manufacturers' Association,
Japan Construction Equipment Manufacturers Association,
The Japan Welding Engineering Society,
Japan Laser Processing Society
- Cooperated by: China Machine Tool & Tool Builders' Association
(Overseas organizations) Confederation of Chinese Metalforming Industry
Taiwan Association of Machinery Industry
Indian Machine Tool Manufacturers' Association
The Association For Manufacturing Technology
Korea Machine Tool Manufacturers' Association
- Dates: August 3 (Wed.) - 6 (Sat.) , 2011
- Opening hours: 10 : 00~17 : 00
- Venue: Tokyo Big Sight, East Hall 4, 5, 6
- Admission: ¥1,000
(free admission for invitation card holder / pre-registrant by internet)
- Fair scale: 148 Companies / groups (incl. in-house and co-exhibitors: 228 companies).
891booths (approx. 8,000㎡)
- Number of visitors:

Date	Weather	Number of visitors (Overseas visitors)	Compared against MF-Tokyo 2009
August 3 (Wed.)	☁	6,099 (124)	+990
August 4 (Thu.)	☀	6,099 (107)	+551
August 5 (Fri.)	☀	8,542 (120)	+239
August 6 (Sat.)	☀	7,502 (30)	+578
Total		29,520 (381)	+2,358

※Net number of visitors, no duplication

- Date: August 3 (Wed.) , 2011
- Time: 9:40-10:00
- Venue: Galleria, East Hall, Tokyo Big Sight

List of Attendees

■Guests of honor:

Mr. Tetsuya Tanaka	Director, Machine Parts and Tooling Industries Office, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry
Dr. Takashi Ishikawa	Chairman of The Japan Society for Technology of Plasticity
Mr. Mitsuhiro Goto	Vice President of Japan Forging Association
Mr. Yusuke Mihara	Vice President of Japan Metal Stamping Association

■Organizers of the MF-Tokyo 2011:

Mr. Kohei Takase	Chairman of Japan Forming Machinery Association
Mr. Tadashi Okada	Vice Chairman of Japan Forming Machinery Association
Mr. Masaharu Sakaki	Vice Chairman of Japan Forming Machinery Association
Mr. Haruhiro Imizu	President of Nikkan Kogyo Shimbun, Ltd.

■Order of the Ceremony:

Welcome Remarks:

Mr. Kohei Takase	Chairman of Japan Forming Machinery Association
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Congratulatory Address:

Mr. Tetsuya Tanaka	Director, Machine Parts and Tooling Industries Office, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry
Dr. Takashi Ishikawa	Chairman of The Japan Society for Technology of Plasticity

Tape Cutting at the Opening Ceremony



■Date: August 3 (Wed.) , 2011

■Time: 17:30-19:00

■Venue: Reception Hall-A, Conference Tower 1F, Tokyo Big Sight



■Order of the Ceremony:



Welcome Remarks

Mr. Masaharu Sakaki

Vice Chairman of Japan Forming Machinery Association



Congratulatory Address

Mr. Mitsuhiro Goto

Vice President of Japan Forging Association



Congratulatory Address

Mr. Yusuke Mihara

Vice President of Japan Metal Stamping Association



Make a toast

Mr. Tadashi Okada

Vice Chairman of Japan Forming Machinery Association

Symposium



Mr. Kozo Osakada

Date : August 3, 2011

Time : 14:00 ~ 15:30

Venue : Reception Hall, Conference Tower 1F Tokyo Big Sight

Admission : Free (pre-registration by Internet only)

Moderator : **Mr. Kozo Osakada**

Professor Emeritus of Osaka University

Panelist : **Mr. Takashi Ishikawa**

Chairman, The Japan Society for Technology of Plasticity /

Professor, Nagoya University

Mr. Yasutsugu Yoshimura

Executive Fellow P.E.Jp (Mechanical),

Mitsubishi-Hitachi Metals Machinery, Inc.

Mr. Hirokazu Morishita

Project General Manager,

Engineering Planning Dept.

Forging & Surface Modification Engineering Div.,

TOYOTA MOTOR CORPORATION

Mr. Kohei Takase

Chairman of Japan Forming Machinery Association /

President, Sumitomo Heavy Industries Techno-Fort Co., Ltd.

Mr. Masaharu Sakaki

Vice Chairman of Japan Forming Machinery Association /

Director, AIDA ENGINEERING, LTD.

Mr. Yusuke Mihara

Vice Chairman of Japan Metal Stamping Association /

President, SHOSHIBA MANUFACTURING COMPANY LTD.

Mr. Toru Akita

Staff Leader, R&D Dept. Technical Div. GOHSYU CORPORATION

Keynote Address



Date : August 4, 2011
Time : 14:00 ~ 15:00
Venue : Reception Hall, Conference Tower 1F Tokyo Big Sight
Admission : Free (pre-registration by Internet only)
Moderator : **Mr. Yasuo Kawada**
Managing Officer
TOYOTA MOTOR CORPORATION

Special Lecture



Date : August 5, 2011
Time : 14:00 ~ 15:00
Venue : Reception Hall, Conference Tower 1F Tokyo Big Sight
Admission : Free (pre-registration by Internet only)
Moderator : **Mr. Hideki Taoka**
Operating Officer Body Division
Honda Engineering Co., Ltd.

Technical Seminar by Japan Society for Plasticity

Date : August 3-6, 2011
Time : 11:00 ~ 15:50
Venue : Room No. 605, 606, Conference Tower 6F, Tokyo Big Sight
Seats Available : 250 seats
Admission : Free (pre-registration by Internet only)

Technical Seminar for MF-Tokyo Exhibitors

Date : August 3-6, 2011
Time : 11:00 ~ 15:50
Venue : Meeting Room, East 5 and 6 Hall, Tokyo Big Sight
Seats Available : 150 seats
Admission : Free (pre-registration by Internet only)





Company Name	Number
Yamashita Works Co., Ltd.※	
Kanagata Shinbun Co., Ltd.	E4-25
Kanematsu KGK Corp.	E4-74
Katagiri Seisakusho Co., Ltd.	E5-43
KATAKEN SEIKO CO., LTD.	E5-42
Kawazoe Machine Works LTD.	E5-09
KETT ELECTRIC LABORATORY	E4-66
KOHAN KOGYO CO., LTD.	E5-47
KOJIMA IRON WORKS CO., LTD.	E4-57
Komatsu Ltd.	E4-33
Komatsu Industries Corp., Komatsu NTC Ltd.※	
KOMORI Safety Device Lab. Co., LTD.	E5-45
Korea Machine Tool Manufacturers' Association	E4-27
KOYO GIKEN INC.	E6-17
KURASHIKI LASER CO., LTD.	E6-26
KURIMOTO LTD.	E4-37
Kyokko Corporation	E6-35
KYUODO ENGINEERING Co., Ltd.	E5-23
Locatelli Meccanica S.r.l.	E5-18
MACOHO Co., LTD.	E4-53
MANYO CO., LTD.	E4-41
MAQUINARIA GEKA S.A.	E6-18
MATEX SEIKO CO., LTD.	E4-45
Matsumoto Sangyo Co., Ltd.	E6-14
Matsumoto Kikai Co., Ltd.※	
MEGA TECH Co., Ltd.	E4-50
MITSUBISHI ELECTRIC CORPORATION	E6-34
MITSUBISHI NAGASAKI MACHINERY MFG. Co., Ltd.	E4-32
Mitsubishi UFJ Lease & Finance	E5-51
Moog Japan Ltd.	E6-01
MORI IRON WORKS CO., LTD.	E4-71
MTS Sensors Technology Corp.	E5-49
Murata Machinery, Ltd.	E6-33
NAITO MANUFACTURING CO., LTD.	E6-02
NAKASHIMADA ENGINEERING WORKS LTD.	E5-30
NAKATA-MFG	E5-11
News Digest Publishing Co., Ltd.	E4-24
NIDEC-KYORI CORPORATION	E4-61
NIHON WELDING Co., Ltd.	E6-19
Nikkan Kogyo Shimbun Ltd	E4-20
NIPPON TAPPER Co., Ltd.	E5-50
NISHIJIMA CORPORATION	E6-11
NISSEI Co., Ltd.	E5-34
NISSIN KOGYO CO., LTD.	E5-41
NITTAN SAKAE CORPORATION	E4-40

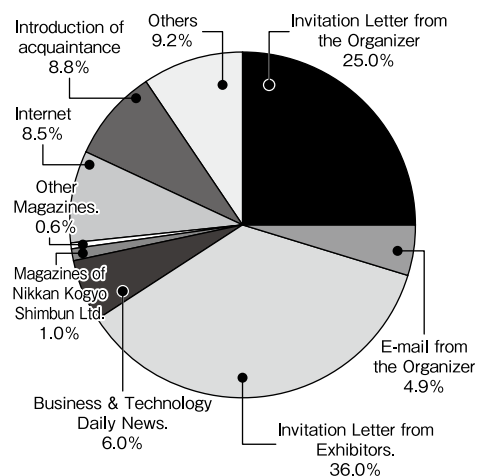
Company Name	Number
KUSUNOKI DIE HOLDER CO.,LTD.※	
Noritsu Kikai Seisakusho Co., Ltd.	E5-05
Oerlikon Nihon Balzers Coating Co., Ltd.	E4-60
OHMINE INDUSTRY CO., LTD.	E6-09
OPTON CO., LTD.	E5-27
ORII & MEC CORPORATION	E5-37
OSY - Jern Yao - 3View	E5-39
Pascal Corporation	E5-07
Plasma Giken Kogyo Co., Ltd.	E5-29
RIKEN KEIKI NARA MFG. Co., L t d.	E5-03
RIKEN OPTECH CORPORATION	E5-46
ROSS ASIA K. K.	E5-44
S.T-Link Co., Ltd.	E6-10
Sakamura Machine Co., Ltd.	E5-17
Salvagnini Japan Co., Ltd.	E6-03
SAMJIN MACHINERY Co., LTD.	E5-10
SANES PRESSES CO., LTD.	E4-73
Sankei Machinery Co., LTD.	E5-06
MATSUMOTO MACHINERY CO., LTD.※	
SANKI SEIKO CO., LTD.	E5-20
SANKO SANGYO Co., Ltd.	E6-21
ASSIST CO., LTD.※	
SANKYO SEISAKUSHO CO.	E4-49
SANTEST CO., LTD.	E6-05
Schmalz K.K.	E4-55
SEIKO KOGYO CO. LTD	E4-64
SHIEH YIH MACHINERY INDUSTRY CO., LTD.	E4-35
Shinohara Press Service Co., Ltd.	E5-36
SHOUKO KEIZAI SHIMBUN	E4-21
Silver Alloy Co., Ltd.	E5-38
SUGIYAMA ELECTRIC SYSTEM INC.	E4-46
SUMITOMO HEAVY INDUSTRIES TECHNO-FORT CO., LTD.	E4-38
SUNG-WON ENG	E4-76
TAIHEI MANUFACTURING CO., LTD.	E5-31
Taiwan Association of Machinery Industry	E4-28
Takahashi Metal Industries Co., Ltd.	E4-77
The Association For Manufacturing Technology	E4-78
THE ITAYA ENGINEERING LTD.	E5-22
Toei Industrial Co., LTD.	E6-12
TOX-RIX PRESSTOTECHNIK CO.	E5-14
Toyo Precision	E4-72
TRUMPF Corporation	E6-04
FA Service Corporation※	
TS PRECISION CO., LTD.	E5-26
USAC Corporation	E6-27

Company Name	Number
YAMADA CORPORATION	E6-37
YAMADA DOBBY CO., LTD.	E4-62
YAMAMOTO SUITATU KOGYO SHO CO., LTD.	E5-21
Yamanaka Eng. CO., Ltd.	E4-36
Yamazaki Mazak Optonics Corporation	E6-30
YUKAWA OKAN Co., LTD	E6-07
YUTAKA ADVANCE CO., LTD.	E5-13
YUTANI CO., LTD.	E5-32

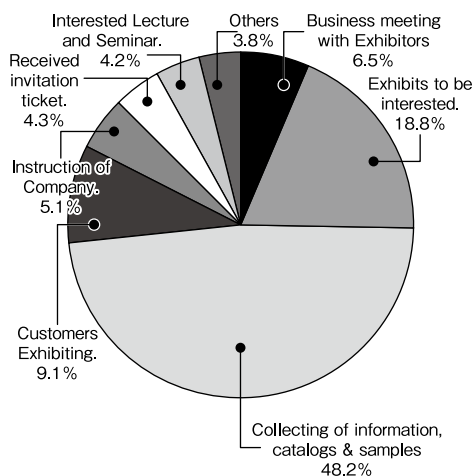
The Japan Society for Technology of Plasticity	Number
Ashikaga Institute of Technology (S. Saito Lab)	E4-02
Chiba University (Material Working Lab)	E4-16
Kanagawa Institute of Technology (Vehicle System Engineering)	E4-17
Nihon University (m.Kubota Lab)	E4-11
Nihon University (Susumu Takahashi Lab)	E4-12
Nippon Institute of Technology (Precision Machining Lab)	E4-10
Shizuoka University (Material Processing Lab)	E4-13
Takushoku University (Ona Lab)	E4-06
Tamagawa Academy & University (Kasuga, Kawamori Lab)	E4-15
Tokai University (Kazunari Yohida Lab)	E4-08
Tokyo Institute of Technology (Yoshino, Yamamoto Lab)	E4-09
Tokyo Institute of Technology (Material Processing and Mechanics Lab)	E4-75
Tokyo Metropolitan University (Functional Device Research & Micro-fabrication Lab)	E4-18
Tokyo Metropolitan University (Engineering plasticity Lab)	E4-03
Tokyo University of Agriculture and Technology (Kuwabara Lab)	E4-05
Toyohashi University of Technology (Frontier Forming System Laboratory Lab)	E4-04
Waseda University (M. Asakawa Lab)	E4-19
Yuge National College of Maritime Technology (Naka Lab)	E4-14
Yokohama National University (Metal Forming Lab)	E4-07
The Japan Society for Technology of Plasticity	E4-01

Special area	Number
Panel Presentation	E4-31

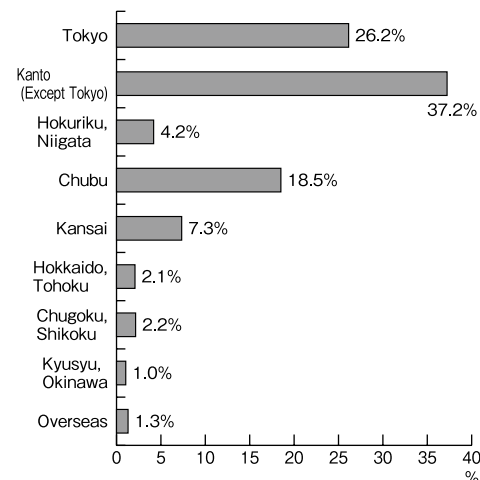
How do you know the show?



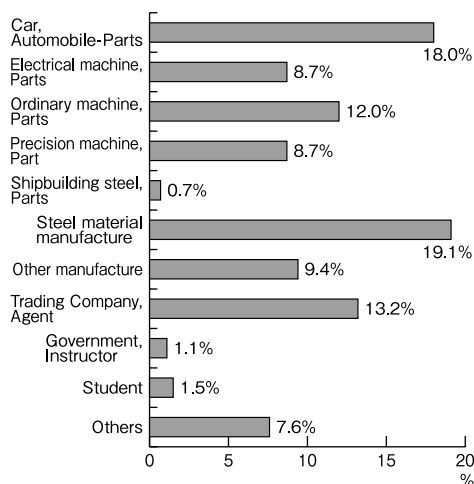
Purpose of visiting this show?



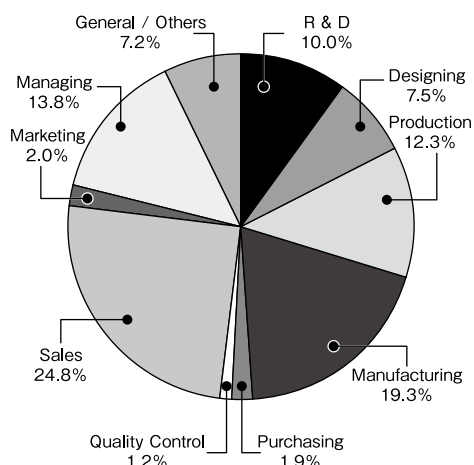
Where did you come from?



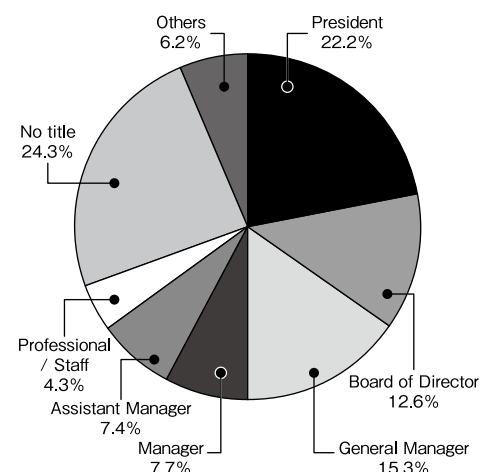
Type of Business?



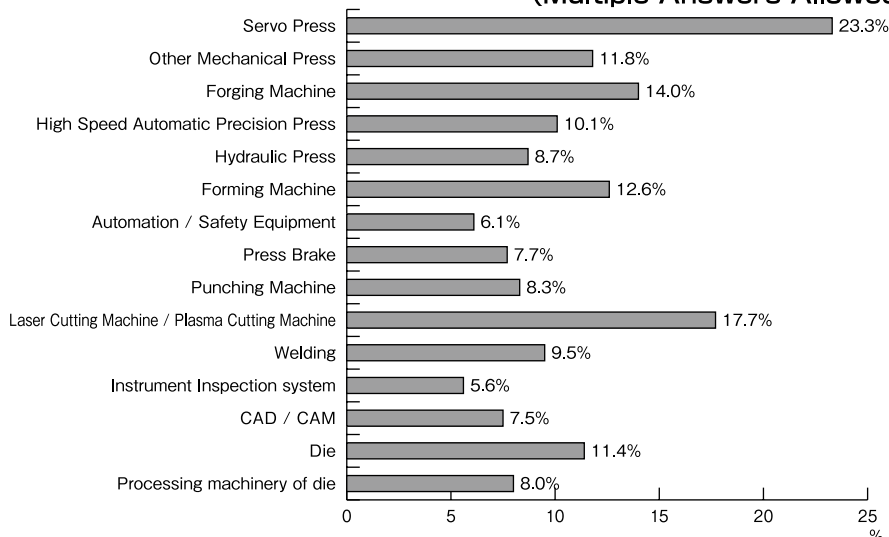
What type of your occupation?



What is your title?



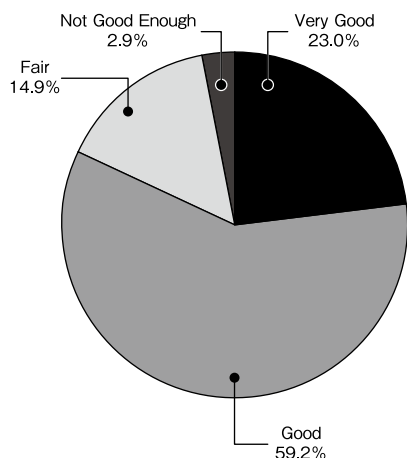
Which type of Business you are interested in? (Multiple Answers Allowed)



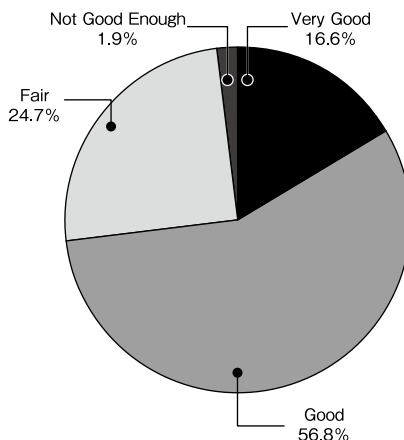
Your position when purchase & introduction to be decide.



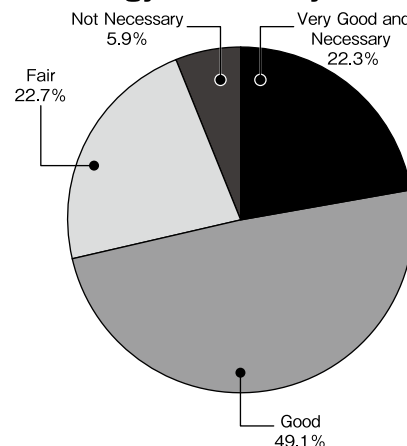
How was the contexture of the venue?



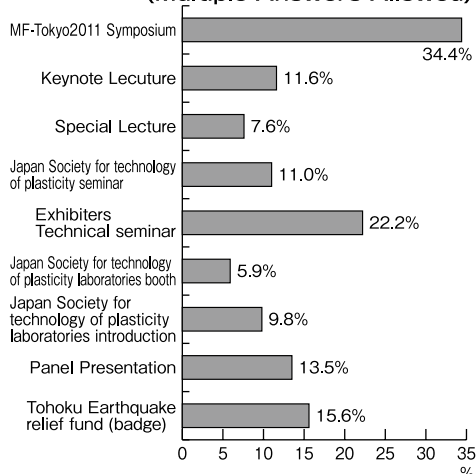
How about our services?



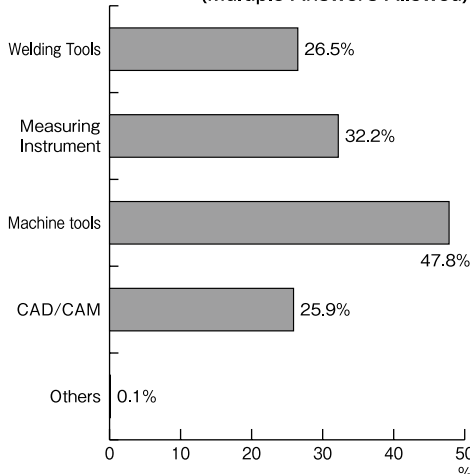
How do you think about exhibit and seminar by The Japan Society for Technology of Plasticity?



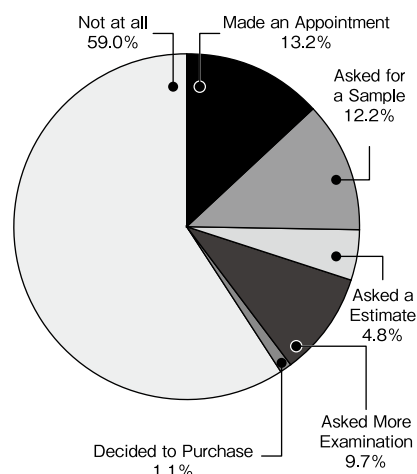
Check the useful Simultaneous Event? (Multiple Answers Allowed)



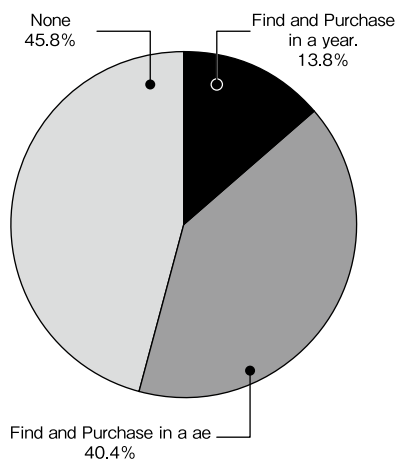
Which type of Business you want to see more? (Multiple Answers Allowed)



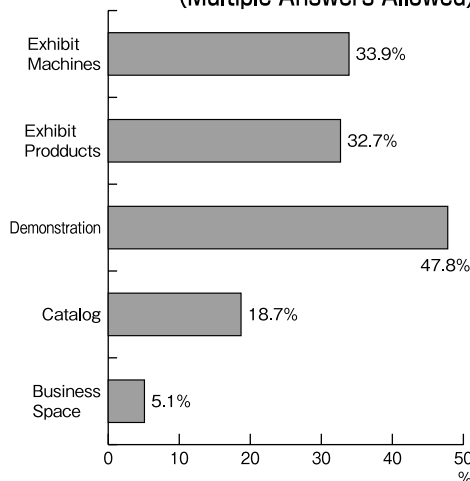
Did you talk Business in this fair?



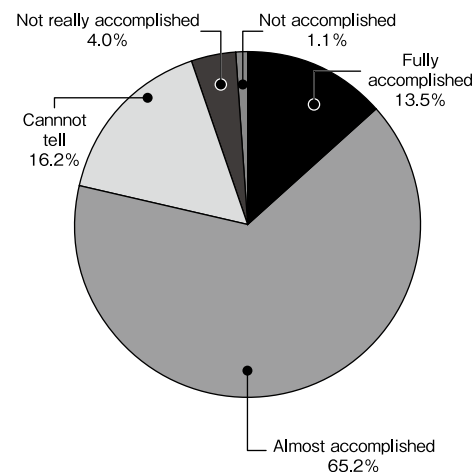
Did you find a Exhibit you want to purchase?



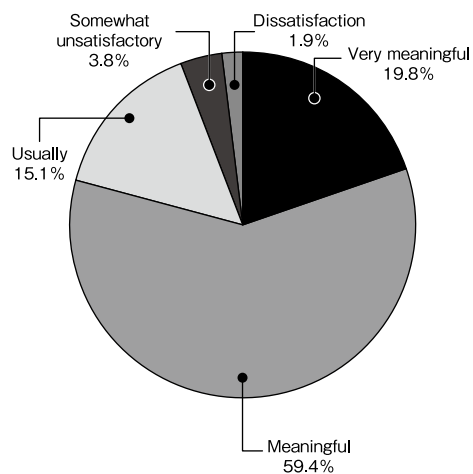
What do you want to do for the Exhibitors? (Multiple Answers Allowed)



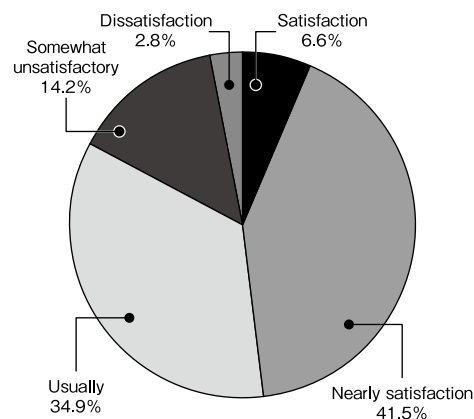
Did you accomplish your objective at the fair site?



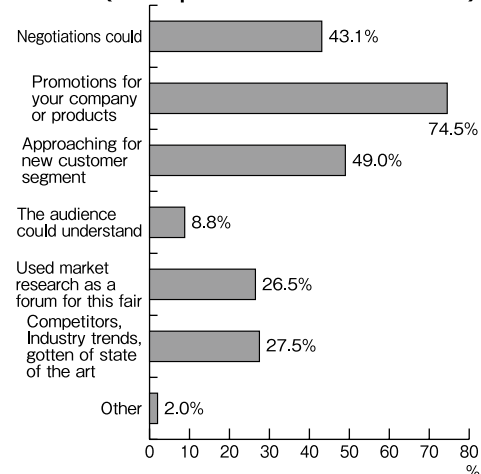
Overall impression for exhibited by MF-Tokyo2011



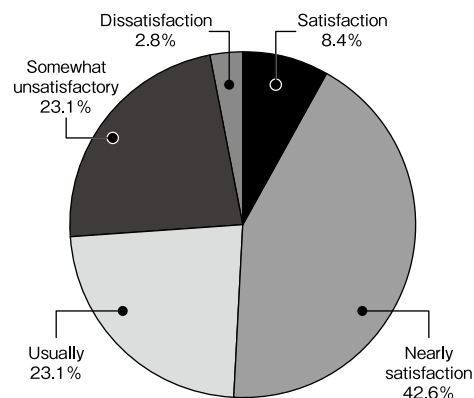
Exhibited Effect contents concluded / inquiry



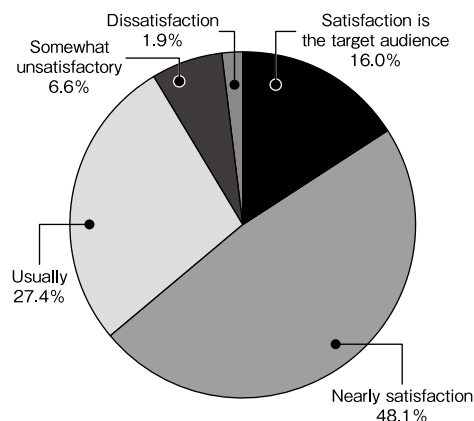
For any Effect (Multiple Answers Allowed)



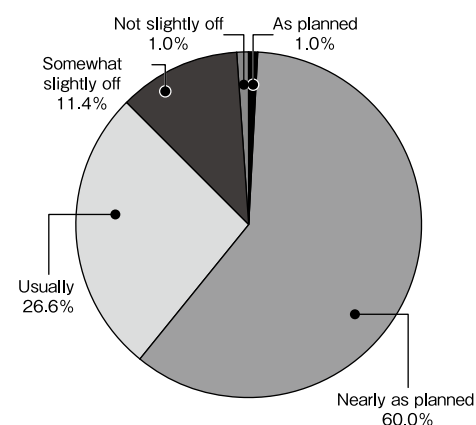
Number of Visitors



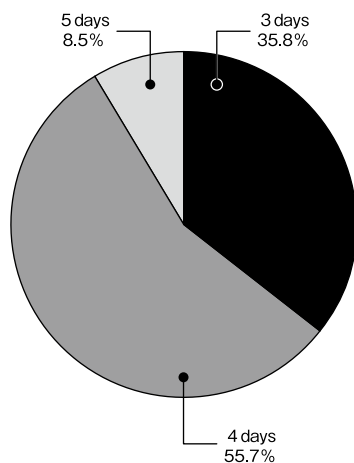
Segment of visitors



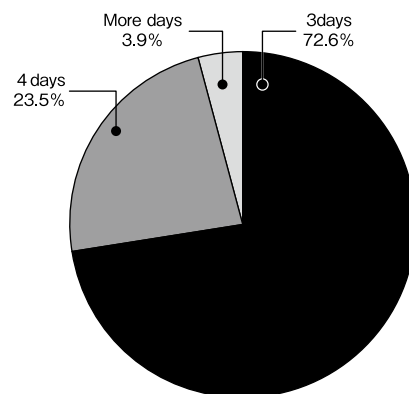
Did you listen explanation is target segment customer for your company strategy?



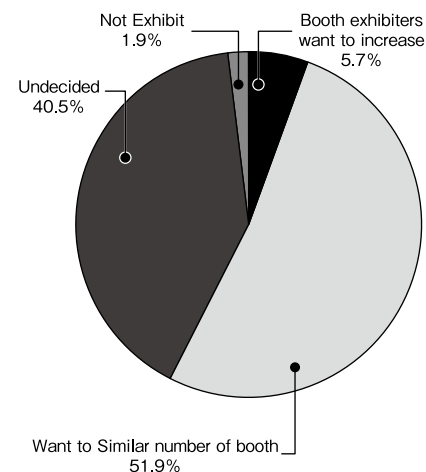
How many holding period is desirable?



What is a good period several days brought?



For Next Exhibit (We'll forthcoming to 2013 in Tokyo Big Sight)



[Advertisements]

Media	Name	Issuing Date	Size	Publisher
Newspaper	Nikkan Kogyo Shimbun	June 1, 2011	Full Page	Nikkan Kogyo Shimbun, Ltd
		July14 / 25 / 27, 2011	Five Columns (Full)	
		August 3, 2011	Special Feature (6 pages)	
	Kanagata Shimbun	July 6, 2011	Three Columns (Full)	Kanagata Shimbun Co., Ltd
	GasMedia	July 10, 2011	Three Columns (Full)	GasMedia Co.
	The Metal Industry News	July 11, 2011	Five Columns (Half)	The Metal Industry News
	The Kikai Shimbun	July 14, 2011	Five Columns (Full)	Shoko Keizai Shimbun
	The Laser New Reports	July 18, 2011	Five Columns (Half)	Shimpo Corporation
	Nikkan Jidosha Shimbun	July 19, 2011	Four Columns (Half)	Nikkan Jidosha Shimbun
THE NIHON BUTSURYU SHINBUN	July 25, 2011	Five Columns (Half)	NIHON BUTSURYU SHINBUN CO, LTD.	
The Nikkei	August 2, 2011	Three Columns (Half)	Nikkei Inc.	
Website	Website of MF—Tokyo 2011	June1, 2011～	Introducing exhibiting companies and its products / technologies by the webpage	
Magazine/ Journal	Die and Mold Technology	August, 2011	Special Feature (27 pages)	Nikkan Kogyo Shimbun, Ltd
	Press Working	September, 2011		
	SEISANZAI Marketing	June, 2011	Full Page	News Digest Publishing Company
		July, 2011		
	SOSEI-TO-KAKOU	June, 2011	Full Page	Japan Society for Technology of Plasticity
		July, 2011		
	Industrial Fasteners Review	June, 2011	Full Page	NEJI NO SEKAISYA, Inc.
	EMIDAS	June, 2011	Full Page	NC Network China
	Welding Technology	July, 2011	Full Page	SANPO Publications, Inc.
August, 2011				
Industrial Laser Solution	July, 2011	Full Page	ICS Convention Design, Inc.	
SARVO METAL FORUM	July, 2011	Full Page	Metal Formtec Forum	
Transit Advertising	Kokusai-tenjijo	2011.7.26～8.1	Poster (B1) for each	TOKYO WATERFRONT AREA RAPID TRANSIT. INC
	Shimbashi / Kokusai-tenjijo-seimon Station	2011.7.26～8.1	Poster (B1) for each	New Transit Yurikamome
	Nagoya / Hamamatsu / Toyohashi	2011.7.26～8.1	Poster (B1) for each	JR
	Kamata / Oihama / Haneda Airport Domestic Terminal	2011.7.27～8.2	Poster (B1)	Keikyu line
	Shin-takashima	2011.7.27～8.2	Poster (B1)	Minatomirai Line
	Wako-shi	2011.7.27～8.2	Poster (B1)	Tobu Tojo Line
	Mikawa-toyota	2011.7.27～8.2	Poster (B1)	Aichi Loop Line Co., Ltd.
	Shin-osaka	2011.7.27～8.2	Poster (B1)	JR
	Utsunomiya	2011.7.29～8.4	Poster (B1)	JR

[Articles]

Media	Issuing Date	Content of article	Publisher
Nikkan Kogyo Shimbun	Jul 25, 2011	Introducing the Fair	Nikkan Kogyo Shimbun, Ltd
	Jul 25/26/27, 2011	Introducing the Exhibitors	
	Aug 3, 2011	Today is the Opening of MF-Tokyo 2011	
	Aug 4, 2011	Report on the Fair ① Detailed Report of MF-Tokyo 2011	
	Aug 5, 2011	Report on the Fair ② Brief Summary of Keynote Recuture	
	Aug 8, 2011	Brief Summary of Special Recture	
	Aug 8, 2011	MF-Tokyo 2011 was successfully ended	
Kanagata Shimbun	Jul 6, 2011	Introducing the Fair	Kanagata Shimbun Co., Ltd
	Sep	MF-Tokyo 2011 was successfully ended	
The Kikai Shimbun	Jul 28, 2011	Introducing the Fair	Shoko Keizai Shimbun
THE NIHON BUTSURYU SHINBUN	Aug 10, 2011	Introducing the Fair and Exhibitors	NIHON BUTSURYU SHINBUN CO, LTD.
	Aug 25, 2011	Introducing the Fair and Exhibitors	
The Fastening journal	Aug 27, 2011	Introducing the Exhibitors	Fastening journal Co., Ltd.
The Metal Industry News	Jul 25, 2011	Introducing the Fair and Exhibitors	The Metal Industry News
	Aug 15 & 22, 2011	Photo Report on the Fair	
	Sep 5, 2011	Photo Report on the Fair	
Journal of Economic Maintenance Tribology	Sep. 2011	Report on the Fair	Lubrication Technology Inc.
Press Working	Aug. 2011	Introducing the Exhibitors	Nikkan Kogyo Shimbun, Ltd
	Sep. 2011	Special Report on the Fair	
	Oct. 2011	Special Report on the Fair	
Industrial Fasteners Review	Aug. 2011	Introducing the Fair	NEJI NO SEKAISYA. Co., Ltd.
Sheetmetal Machine & Soft	Oct. 2011	Introducing the Fair	Machinist Publishing Co., Ltd.

[Direct Mailing etc.]

Direct Mailing etc.

Items		Number	Target	Operating Date
Direct Mailing by Post (Japanese, English, Chinese and Korean Version)	Exhibitors	310,000	Delivered invitation cards to all exhibitors	Jun. 2011-
	Organizers	150,000	Organizers sent direct mails to the followings: • DM list of Nikkan Kogyo Shimbun • Supporting Organizers of the Exhibition • Embassies and Trade Development Organizations in Tokyo • Manufacturing Associations in Asian countries (China, Korea, Taiwan, India)	Jun. 2011-
Direct Mailing by E-mail		130,000	Using Nikkan Kogyo's Mailing List (Five Times)	Jun. 2011-
		25,000	Using the registrant visitors list (Three Times)	Jul. 2011-
Official Fair Guidebook, Handy Gide		35,000	Delivered to all visitors free of charge	During Fair Period







Special Lecture



Technical Seminar by Japan Society for Technology of Plasticity



Technical Seminar by MF-Tokyo exhibitors



Introduction by Japan Society for Technology of Plasticity

Date of issue: October, 2011

Publishing Company: Secretariat of MF-Tokyo 2011

The Nikkan Kogyo Shimbun, Ltd.

14-1 Nihonbashi Koami-cho, Chuo-ku, Tokyo 103-8548

Phone +81-3-5644-7221 FAX +81-3-5641-8321

Printing Company: Nikkan Kogyo Service Center Co., Ltd.

16-1 Nihonbashi Koami-cho, Chuo-ku, Tokyo 103-0016

MF-Tokyo 2013

METAL FORMING & FABRICATING FAIR TOKYO
Next Fair will be in 2013 at the Tokyo Big Sight.

※Details will be announced after preparing fair brochure.

For further information, please contact:

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