

May 24, 2007

Press Release

Japan Electronics and Information  
Technology Industries Association  
Japan Electronics Show Association

Explore the Best of Bests Your two days towards further innovation

## Electronic Design and Solution Fair 2008

January 24 (Thursday) and January 25 (Friday), 2008 Pacifico Yokohama

### Confirmation of Exhibition, Call for Exhibitors

The Japan Electronics and Information Technology Industries Association (JEITA) will be hosting the Electronic Design and Solution Fair 2008 (EDSFair 2008) at the Pacifico Yokohama on January 24 (Thursday) and 25 (Friday), 2008. The exhibition will showcase semiconductor and system design solutions.

EDSFair 2008 will be the 15th occasion of this fair, including its previous incarnation as the EDA TechnoFair. “**Explore the Best of Bests Your two days towards further innovation**” is the theme of this fair. You will find on display world-class, cutting-edge technologies tailored for an age that demands new solutions. There are open sessions catering to young engineers, new zones that bring together both Japanese and foreign venture businesses, initiatives for promoting substantive technical exchanges between industry, academia and government, and a conference offering a wide range of up-to-date information.

Through various expanded initiatives, such as the joint FPGA/PLD Design Conference, the exhibition aims to contribute to Japan’s electronics and information industries from a design perspective. We are confident that exhibitors and visitors alike will find the fair an opportunity for efficient and effective communications.

The deadline for early applications is September 7 (Thursday), 2007, and applications will be accepted until November 9 (Friday), 2007. Your contact for applications and further information is the Japan Electronics Show Association  
(Tel: +81-3-5402-7601, E-mail: [info2008@edsfair.com](mailto:info2008@edsfair.com)).

We look forward to the participation of many companies and industry experts in EDSFair 2008.

## Exhibition Outline

- Name: Electronic Design and Solution Fair 2008 (EDSFair2008)
- Schedule: Two days, January 24 (Thursday) and January 25 (Friday), 2008
- Location: Pacifico Yokohama (Exhibition Hall, Annex Hall)  
1-1-1, Minato Mirai, Nishi-ku, Yokohama 220-0012
- Hall Open: 10:00 a.m. to 6:00 p.m.
- Admission: Exhibition: Free  
Conferences: Fees will be charged for some conferences
- Sponsor: Japan Electronics and Information Technology Industries Association (JEITA)
- Cooperation: Electronic Design Automation Consortium (EDAC)
- Support: Ministry of the Economy, Trade and Industry, Japan (METI),  
(expected) Embassy of the United States of America in Japan,  
Distributors Association of Foreign Semiconductors (DAFS), City of Yokohama
- Assistance: Institute of Electronics, Information and Communication Engineers (IEICE),  
(expected) Information Processing Society of Japan (IPSJ),  
Japan Printed Circuit Association (JPCA)
- Joint event: The 15<sup>th</sup> FPGA/PLD Design Conference
- Concurrently  
held events: System Design Forum 2008, Designers' Forum
- Management: Japan Electronics Show Association (JESA)

### **For Reference: Electronic Design and Solution Fair 2007 Statistics**

- Schedule:** January 25 (Thursday) and January 26 (Friday), 2007
- Location:** Pacifico Yokohama
- Exhibitors:** 154 companies
- Booth spaces:** 348
- Registered visitors:** 11,136
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**The following comments were received from exhibitors at EDSFair 2007**

“After first time exhibiting for Japanese market in 2006 at EDSFair Venture Pavillon Booth we got numerous and interesting contacts to large Japanese semiconductor companies. Therefore the decision to re-exhibit at succeeding Emerging Company Booth in 2007 also was easily done. As from this year we are working together with a Japanese partner company to distribute our solutions into the market the combination with direct exhibiting at the well organised Emerging Company Booth was extremely efficient for us. We plan to use this offerings for next year again and recommend to other foreign companies, to start EDA business in Japan with Emerging Company Booth.”

MUNEDA GMBH (Germany)

“The EDSFair Management was extremely cooperative and helpful in answering all our queries in the run up to the event, and in addressing our requirements during the event. The event was definitely helpful in increasing our visibility, and we look forward to taking part in this event once again next year.”

SOFTJIN TECHNOLOGIES PRIVATE LIMITED (India)

“The Japanese market is very important to us. The EDSFair allows us to easily re-connect with our existing customers and find new prospects at same time.”

VERIFIC DESIGN AUTOMATION (USA)

“This is the only exhibition in Japan that covers all EDA-related technologies. We recommend the exhibition as a valuable opportunity to review EDA activities and confirm trends, as well for industry personnel to meet related media.”

Keirex Technology Inc. (Japan)

“As this is the only exhibition of its kind in Japan, it provides a valuable commercial opportunity. I’m also pleased that it offers the chance to meet and speak with people we see only infrequently.”

Mathematical Systems, Inc. (Japan)

To receive an exhibition pack or for further information, please contact:

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***<http://www.edsfair.com/e>***

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