

The Japan Electronics and Information Technology Industries Association (JEITA) will be hosting the Electronic Design and Solution Fair 2008 at the Pacifico Yokohama on January 22 & 23, 2009. This will be the 16th time that this event has been held, including EDSFair's predecessor, the EDA TechnoFair.

The goal of EDSFair is to introduce and disseminate information about the latest design solutions, design technologies, and EDA technologies required to produce the semiconductors and electronic systems for the IT applications that will form the foundation of the future information society, whose citizens will enjoy a ubiquitous computing environment. The fair thus contributes to the development of electronics and other

IT-related industries.

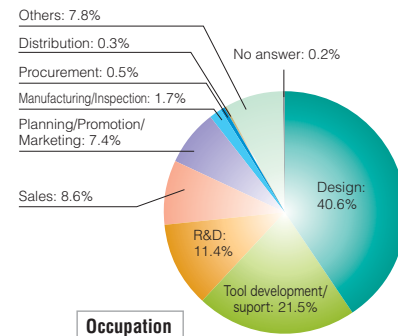
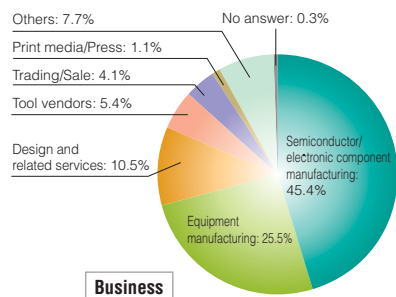
Since 2001, when a cooperative partnership was launched with the Electronic Design Automation Consortium (EDAC) of the United States, EDSFair has risen to prominence as an international convention on a par with the Design Automation Conference (DAC) in America and Design, Automation and Test in Europe (DATE). The EDSFair will continue delivering information about the latest design solutions, technologies and electronic design automation (EDA) as one of the three premier international events concentrating on electronic circuits and systems.

**Comparison of DAC and EDSFair**

**Exhibition period and visitor numbers**

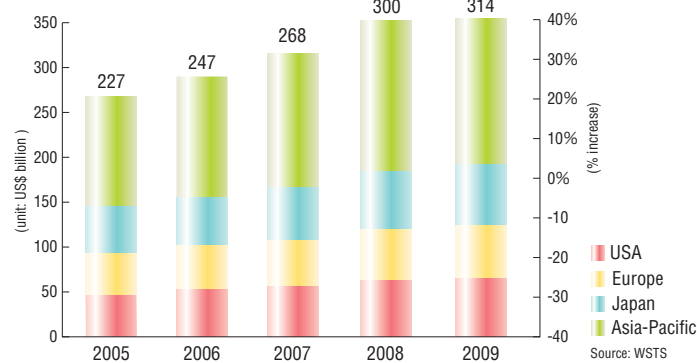
Name of the exhibition	Date	Location	Number of visitor
44th DAC (Design Automation Conference 2007)	June 4 - 8, 2007	California, U.S.A	8,904
EDSFair 2008 (Electronic Design and Solution Fair 2008)	January 24 - 25, 2008	Yokohama, Japan	10,431

**Attributes of EDSFair visitors**



**Continuously Growing Semiconductor Market**

**Year-on-year increases to 2009**



Japan's semiconductor market is expected to average 4% growth annually thanks to robust demand for consumer digital equipment such as flat panel display TVs and the widespread adoption of 3G mobile phones. Further growth is expected as the global market as a whole adopts the latest technologies that enable ubiquitous computing.

**Industry Estimates for demand in the world semiconductor and remarkable growth of killer application**

	2007	2008	2009
Mobile telephones	1,050	1,150	1,200
Personal Computer	255	280	300
Flat Panel TV	74	97	116

Reference: Average of ten research organizations/JEITA

**What is JEITA?**

The Japan Electronics and Information Technology Industries Association (JEITA) was formed on November 1, 2000, through the merger of the Electronic Industries Association of Japan (EIAJ) and Japan Electronic Industries Development Association (JEIDA). JEITA is a new industry organization in Japan with activities covering both the electronics and information technology (IT) fields.

JEITA is an association of 525 prominent Japanese electronics and IT-related companies. Each board undertakes various activities beyond

individual corporate interests to contribute to the further enhancement of specific technological areas. The EDA Technical Committee, a subcommittee of the Semiconductor Board hosts the annual EDSFair as part of its activities to promote the dissemination of design solutions and technologies for electronic circuits and systems. In this way, it deliver information on the latest design solutions technologies emanating from Japan and overseas, and provides an opportunity for all industry-related people to exchange information.

**Cooperation with EDAC and Various Organizations**

To reinforce its ability to distribute information on advanced design solutions and technologies, in 2001 JEITA formed a cooperative relationship with the Electronic Design Automation Consortium (EDAC). Together, the two organizations have undertaken various initiatives to enhance the EDSFair. One of these has been to invite EDA-related venture companies from Japan and overseas, who have not exhibited previously, to participate in the event.

The Fair has continued to receive acclaim as the sole event in Japan enabling overseas participants to cultivate clients and establish sales channels in the Japanese market. It is also highly regarded for providing Japanese designers and developers with direct access to the latest technologies from overseas. Going forward, JEITA and EDAC will reinforce their cooperative relationships with various organizations from Europe, North America and Asia, while actively pursuing technical information from around the world. In these ways, we hope to foster progress of the electronics industry.

# Electronic Design and Solution Fair 2009

with FPGA/PLD Design Conference



## Guide to Emerging Company Area

- ▶ **Schedule**  
Thursday, January 22 & Friday, January 23, 2009 10:00 a.m. to 6:00 p.m.
- ▶ **Location**  
Pacifico Yokohama (Exhibition Hall, Annex Hall)  
1-1-1, Minato Mirai, Nishi-ku, Yokohama 220-0012, Japan
- ▶ **Admission**  
Exhibition: Free (registration required at show entrance)  
Conferences: Fees will be charged for some conferences
- ▶ **Sponsor**  
Japan Electronics and Information Technology Industries Association **JEITA**
- ▶ **Cooperation**  
Electronic Design Automation Consortium **EDAC**
- ▶ **Support (expected):**  
Ministry of the Economy, Trade and Industry, Japan (METI)  
Embassy of the United States of America in Japan  
Distributors Association of Foreign Semiconductors (DAFS)  
City of Yokohama
- ▶ **Assistance (expected):**  
The Institute of Electronics, Information and Communication Engineers (IEICE)  
Information Processing Society of Japan (IPSJ)  
Japan Electronics Packaging and Circuits Association (JPCA)
- ▶ **Jointly held event:**  
The 16th FPGA / PLD Design Conference
- ▶ **Concurrently held events**  
System Design Forum 2009 / Designers' Forum
- ▶ **ASP-DAC 2009 (Asia and South Pacific Design Automation Conference)**
- ▶ **Management**  
Japan Electronics Show Association (JESA)

**Exhibition Outline**

## Emerging Company Area

The EDSFair has solicited wide-ranging opinions from key persons among prominent Japanese electronics and IT-related companies, as well as from visitors to EDSFair, and has closely analyzed this data to ascertain what kind of information visitors need. As a result of these endeavors, we have succeeded in ensuring that many overseas emerging companies and university-based emerging companies from the previous event will again participate in EDSFair 2009. One of our core policy initiatives is to reinforce system-level design and manufacturing design, and we have commenced specific activities accordingly.

This preparation is designed to provide overseas emerging companies,

regardless of whether they have branch offices or subsidiaries in Japan, with better access to business opportunities here. When trying to generate business in the unfamiliar Japanese market, new emerging companies, especially those from overseas, face various barriers in terms of business efficiency, cost benefits and risk management. Our plan in inviting these companies is to help them overcome such hurdles and set up a viable business presence in the swiftest possible manner. Another goal is to quickly deliver to Japanese design developers new information that normally would be difficult for them to obtain. We will work hard to ensure the success of the Emerging Company Area, which is an important element in the EDSFair 2009 planning process.

## Features of the Emerging Company Area

### 1. Low cost

For regular exhibitors at EDSFair, the total minimum cost is ¥384,300, which includes ¥294,000 for the smallest booth space (2.97 m x 2.97 m), plus ¥90,300 for the booth decorations. For exhibitors at the Emerging Company Area, a Special Packaged Booth is available for only ¥210,000, which includes both minimum booth space (2.0m x 2.0 m) and booth decorations.

### 2. High added value

—The Emerging Company Guided Tour, a new program of the EDSFair2008 which was well-received by many visitors and exhibitors, offer exhibitors valued opportunity that your key technology to be introduced in Japanese by the expert tour guides at design technology and EDA. We are engaged in trying to push this tour further and offer exhibitors to reach new customers effectively in EDSFair2009.

—The Presentation Stage will be made available, which can be used by exhibitors to showcase their technologies and products to a large audience. Applications for use will be accepted at first-come, first-serve basis and not all applicants may be able to reserve this venue.

—A Communication Area (open lounge) with tables and chairs will also be provided at the corner. Located close to the booths, the lounge can be used to facilitate business discussions with visitors in a relaxed atmosphere.

—We strive to enhance the communication support with Japanese customers for overseas Emerging Company. EDSFair2009 is planning to the following support,

- (1) Interpreting service desk (English⇄Japanese)
- (2) Translation service for the official Guidebook

—The EDSFair Management Office will actively publicize the corner to prominent Japanese media organizations and encourage them to set up interviews with exhibitors. We aim to help enhance the visibility of exhibitors, not only during the event, but afterwards as well. All these services are included in the ¥210,000 participation

price. In addition, Emerging Company Area exhibitors can also use our existing sales promotion services (fees apply) that include sending information about your company to our mailing list of EDSFair visitors, posting your company's banner on the EDSFair website, placing your company's advertisements in the official Guidebook and Event Hall Layout Map, and arranging participation in exhibitor seminars.

### 3. Highly effective EDSFair 2009 planning

—Many visitors to past EDSFair events commented that they would like to see exhibits by up-and-coming overseas companies. For this reason, we will set up an area that is easily accessible for visitors, with enhanced convenience for exhibitors and visitors alike.

—Details of exhibits in the Emerging Company Area, activities scheduling and other information will be posted on the EDSFair website and extensively distributed to various media organizations.

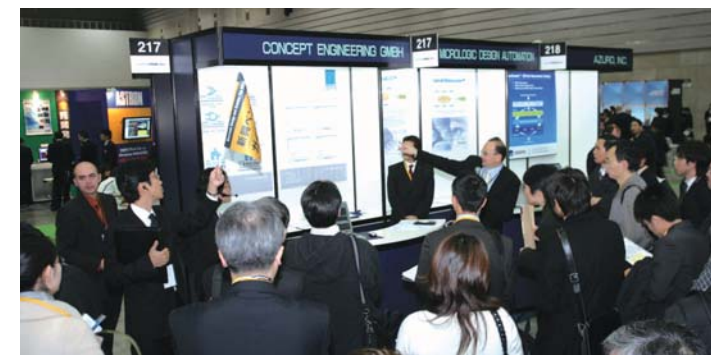
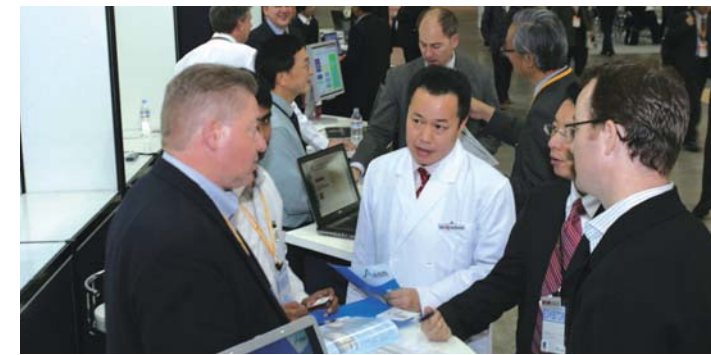
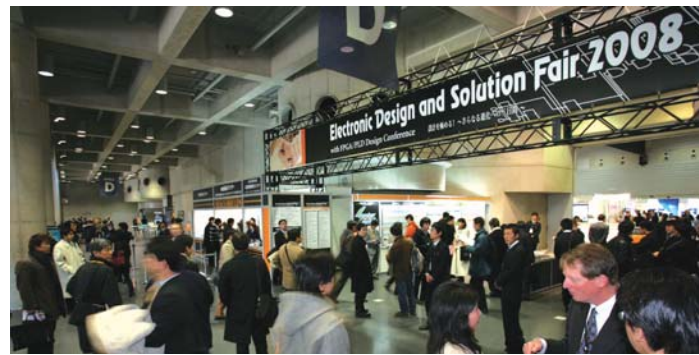
### 4. High return on investment

In addition to the low costs and a number of included services, the Emerging Company Area is a highly visible showcase of this year's EDSFair, so all exhibitors can look forward to very beneficial cost performance when participating.

### 5. Assistance and information

The aforementioned services are designed to maximize effectiveness during EDSFair 2009. Information about participation can be easily obtained from the EDSFair English website, which also provides information about hotel discounts for participants and relevant public transport details. For further information, please contact the EDSFair Management Office.

Exhibitors in the Emerging Company Area will be able to reap maximum benefits with minimum effort. And we are confident that exhibitors will appreciate all the advantages of participating in EDSFair 2009.



The following comments were received from exhibitors at EDSFair 2008

### Exhibitors at Emerging Company Area, EDSFair2008

\*Joint participant company indented  
 AXIOM DESIGN AUTOMATION  
 AZURO, INC.  
 Incentia Design Systems Inc.  
 EDXACT SA  
 Entasys Design, Inc.  
 KILOPASS TECHNOLOGY INC.  
 CONCEPT ENGINEERING GMBH  
 SIDENSE CORPORATION  
 Silterra Malaysia SDN BHD  
 GIDEL, LTD  
 Tatenno Dennou, Inc.  
 JAVELIN DESIGN AUTOMATION  
 SYNTST JAPAN, LTD.  
 SOFTJIN TECHNOLOGIES PVT. LIMITED  
 Solido Design Automation  
 DASSAULT SYSTEMES (ENOVIA)  
 ChipVision AG  
 INNOTECH CORPORATION  
 SINO-JAPAN ELECTRONIC INDUSTRY INCUBATION CENTER  
 Beijing Enliven High-tech Co.,Ltd  
 Wuxi China Resources Semico Co.,Ltd  
 Terasic Technologies, Inc.  
 Tatenno Dennou, Inc.  
 NASCENTRIC INC.  
 Nangate Inc.  
 BEACH SOLUTIONS INC  
 PHYSWARE, INC  
 Ponte Solutions Inc.  
 Cubic Micro Inc.  
 MICROLOGIC DESIGN AUTOMATION  
 MATHEMATEC CORPORATION  
 MunEDA GmbH  
 Mega-Sys Co.,Ltd.

*We are very satisfied with our exhibiting experience at EDSFair. The show is expertly organized and the management is always looking for new and creative ways to improve exhibitors' exposure. And through the Emerging Company Area, the show offers a superior value for small companies.*

**AZURO, INC.**

*EDSFAIR is the most important exhibition in Japan. It is the best opportunity for us to meet with customers, prospects and partners in a short period of time and optimise the cost of doing overseas meetings.*

**EDXACT SA**

*This fair gave us the right platform to exhibit our software products and services in Japan. It has definitely helped in expanding the visibility and brand recall of our company. The 'Guided Tour' was especially handy as it helped us talk directly to prospective customers. We would definitely be looking forward to participate in EDSFair 2009.*

**SOFTJIN TECHNOLOGIES PVT. LIMITED**

*The EDSFair is a well-organized conference that we would recommend to any EDA company that wishes to establish credibility in Japan.*

**NASCENTRIC INC.**

*The emerging company booth section was very well organized and presented us with an excellent opportunity to present to potential customers. The technical presentation and particularly the booth guided tour were very useful and I would recommend using that format for future EDSFair.*

**PHYSWARE, INC**

*It was our 1st show at EDSfair with Micrologic-DA. It was really a great show with very good leads and prospects. We look forward to participate again next year. Thank you.*

**MICROLOGIC DESIGN AUTOMATION**

## Exhibition Regulations for Emerging Company Area

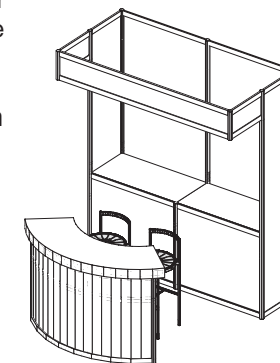
### 1. Target participants

Overseas vendors with or without branch offices or subsidiaries in Japan, which have not exhibited more than three times in the past EDSFair exhibitions.

### 2. Exhibition fee: ¥210,000 (including tax)/per booth

### 3. Booth specifications:

2 meters (W) x 2 meters (D) x 2.7 meters (H)



### 4. Items included in the booth fee:

- Display space
- Emerging Company Area special booth unit: including display stand (with drawers), reception counter, chairs, lightings, and electric outlet (1-kW worth)
- Eligibility to participate in the Guided Tour
- Eligibility to use the Special Presentation Stage (10 minutes per use)
- \*Applications for use will be accepted at first-come, first-serve basis and not all applicants may be able to reserve these service.
- PR assistance service
- Use of the Communication Area (Open lounge)

