

March 3, 2011
Japan Electronics and Information Technology Industries Association

Exhibition Switched from January to November Electronic Design and Solution Fair 2011 Nov.

November 16-18, 2011 at Pacifico Yokohama

***—Innovations in the promotion of fusion and development
in the fields of software and hardware—***

Simultaneous event with Embedded Technology 2011

The Electronic Design and Solution Fair (abbreviated name: EDSFair 2011) organized by the Japan Electronics and Information Technology Industries Association (JEITA) to cover design solutions of essential technologies, which was due to be held in January 2012, has now been switched to November 2011. The next event will take place over three days from November 16-18 (Wednesday to Friday) 2011 in the Yokohama International Peace Convention Center (Pacifico Yokohama). Furthermore, from the next event onwards, it will be held simultaneously with Embedded Technology (abbreviated name: ET) which is organized by Japan Embedded Systems Technology Association (JASA).

When the JEITA and the JASA considered future developments in the Japanese electronics industry they reached a common understanding that the integration of systems design, software development, semiconductor (hardware) development is essential and to promote expansion in these fields that the EDSFair, which is a technology exhibition in the field of hardware development and ET, which is a technology exhibition in the fields of systems development and software development, will be held simultaneously. Through combining the technical information and latest trends in each field, the synergistic effect of holding the two events simultaneously will be rated very highly from the perspectives of both the exhibitors and visitors and also from the point of view of expectations in developing new business opportunities.

Along with bringing together the strong points of both exhibitions, in the future, the JEITA and JASA will also aim to further develop the exhibition for the common goal of maximizing the benefits to both exhibitors and visitors, such as developing more joint planning.

JEITA will begin accepting exhibition applications in the mid-April. More information will follow in the coming weeks.

Exhibition Information

- Name Electronic Design and Solution Fair 2011 Nov.(EDSFair 2011 Nov.)
- Concurrently Embedded Technology 2011
held event
- Date Wednesday, November 16, 2011 to Friday, January 18, 2011 (3days)
- Place Pacifico Yokohama Exhibition Hall and Annex Hall
Minato Mirai 1-1-1, Nishi-ku, Yokohama City, 220-0012, Japan
- Time Wednesday, November 16 : 10:00 a.m. to 5:00 p.m.
Thursday, November 17 : 10:00 a.m. to 6:00 p.m.
Friday, November 18 : 10:00 a.m. to 5:00 p.m.
- Sponsor JEITA
(Japan Electronics and Information Technology Industries Association)
- Cooperation Japan Embedded Systems Technology Association (JASA)
EDAC (Electronic Design Automation Consortium)
- Support Ministry of Economy, Trade and Industry
United States Embassy of Japan
DAFS (Distributor's Association of Foreign Semiconductors)
Yokohama City (expected, no particular order)
- Assistance IEICE (Institute of Electronics, Information and Communication Engineers)
IPSJ (Information Processing Society of Japan)
JPCA (Japan Electronics Packaging and Circuits Association)
(expected, no particular order)
- Management JESA (Japan Electronics Show Association)
- Deadline for Application Thursday, June 30

<< Reference >>

	EDSFair 2011	ET 2010
Dates	January 27-28 2011	December 1-3 2011
Venue	Pacifico Yokohama	Pacifico Yokohama
Number of Exhibitors	118	358
Number of Booths	199	757
Number of Registered Visitors	8,016	21,988



Please contact the following organization with any questions:

Japan Electronics Show Association Contact: Watanabe

TEL : +81(0)3-6212-5231 FAX : +81(0)3-6212-5225 E-mail : info2011@edsfair.com

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