

June 9, 2010

Japan Electronics and Information Technology Industries Association

Press Release

**Announcing the  
Electronic Design and Solution Fair 2011**  
*-Reinvent the Way You Design-*  
January 27-28, 2011 at Pacifico Yokohama  
**Now Accepting Exhibitor Applications!**

The Japan Electronics and Information Technology Industries Association (JEITA) is hosting Electronic Design and Solution Fair 2011 (EDSFair 2011), an exhibition and conference showcases full of technology required for design solutions. EDSFair 2011 will take place at Pacifico Yokohama on January 27-28, 2011.

This is the 11<sup>th</sup> time EDSFair will be held, and it will focus on design solutions, designing technology, EDA technology and IP solutions that use it, and designing services. It is a very important centerpiece of businesses in Japan.

“*Reinvent the Way You Design*” is the theme of this Electronic Design and Solution Fair 2011 to make the two days full of activities to effectively maximize the entire period. The exhibition is structured around creating many business opportunities for exhibitors and visitors. New graphics and a restructured logo and graphics are all setting this new, improved EDSFair in motion.

**Points of the New Reinventions:**

**Longer Schedule**

Thursday, January 27 10:00 a.m. to 8:00 p.m.

Friday, January 28 10:00 a.m. to 6:00 p.m.

[ Happy Hour (provisional name) from 6:00 p.m. to 7:00 p.m.]

**Inviting Core Users**

EDSFair 2011 uses its connections with principal Japanese semiconductor manufacturers and the ASP-DAC (Asia and South Pacific Design Automation Conference, held at the same time as EDSFair2011) to provide place to interact with key people in the industry.

**Inviting First-time Visitors**

EDSFair 2011 will attract first-time visitors to the conference center with first-day events such as the keynote speech and an evening session aimed at young designers.

JEITA will hold the EDSFair 2011 Exhibitor Recruiting Briefing Session to explain the details of the new format written above. The session will take place on Thursday, June 10 at the JEITA office in Ohtemachi, Tokyo at 2:00 p.m. JEITA will begin accepting exhibition applications at that time.

The primary application period ends on Friday, August 27, 2010, and the secondary application periods end on Friday, September 24.

## Exhibition Information

<b>Name</b>	<b>Electronic Design and Solution Fair 2011 (EDSFair 2011)</b>
<b>Date</b>	<b>Thursday, January 27, 2011 to Friday, January 28, 2011</b>
<b>Place</b>	<b>Pacifico Yokohama Exhibition Hall and Annex Hall Minato Mirai 1-1-1, Nishi-ku, Yokohama City, 220-0012, Japan</b>
<b>Time</b>	<b>Thursday, January 27: 10:00 a.m. to 8:00 p.m. Friday, January 28: 10:00 a.m. to 6:00 p.m. (Happy Hour (provisional name) from 6:00 p.m. to 7:00 p.m.)</b>
<b>Entry Fee</b>	<b>All visitors may enter the Exhibition Hall and attend seminars free of charge.</b>
<b>Sponsor</b>	<b>JEITA (Japan Electronics and Information Technology Industries Association)</b>
<b>Cooperation</b>	<b>EDAC (Electronic Design Automation Consortium)</b>
<b>Support</b>	<b>Ministry of Economy, Trade and Industry; United States Embassy of Japan, DAFS (Distributor's Association of Foreign Semiconductors); Yokohama City (expected, in no particular order)</b>
<b>Assistance</b>	<b>IEICE (Institute of Electronics, Information and Communication Engineers); IPJSJ (Information Processing Society of Japan); JPCA (Japan Electronics Packaging and Circuits Association) (expected, in no particular order)</b>
<b>Concurrently Events</b>	<b>System Design Forum 2011 (Scheduled) ASP-DAC 2011 (Asia and South Pacific Design Automation Conference)</b>
<b>Management</b>	<b>JESA (Japan Electronics Show Association)</b>

<<Download the EDSFair 2011 logo at [<u>http://www.edsfair.com/download/</u></a>>>](http://www.edsfair.com/download/)

<< Reference : Electronic Design and Solution Fair 2010 >>

<b>Dates</b>	<b>:</b>	<b>January 28-29 2010</b>
<b>Venue</b>	<b>:</b>	<b>Pacifico Yokohama</b>
<b>Number of Exhibitors</b>	<b>:</b>	<b>113 companies</b>
<b>Number of Booths</b>	<b>:</b>	<b>231 booths</b>
<b>Number of Registered Visitors</b>	<b>:</b>	<b>9,300 visitors</b>

Please contact the following organization with any questions:  
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***<http://www.edsfair.com/e/>***