Exhibition Program
JETRO ZONE @ CLOUD JAPAN Autumn

You are invited to apply for the JETRO ZONE Exhibition Program at Cloud Computing Expo Japan (CLOUD JAPAN) Autumn, an international exhibition hosting key players involved in the cloud computing business. Selected companies will be arranged to have one-on-one meetings with Japanese companies, receive free booth space inside the JETRO Zone, and be included in public relations efforts.

❋ **Cloud Computing Expo Japan (CLOUD JAPAN) Autumn Outline**

Date:	October 24 (Wed) - 26 (Fri), 2012
Venue:	Makuhari Messe (Chiba Prefecture)
Exhibitors:	269 companies (2011)
Visitors:	50,000 (2011)
Organizer:	Reed Exhibitions Japan Ltd.
Website:	(coming soon)
Concurrent event:	Information Security Expo Autumn, Web & Mobile Marketing Expo Autumn, Smartphone & Mobile Expo Japan Autumn

❋ **Exhibition sectors**

Cloud Computing Services:
Cloud Platform, Introduction Support Services, Cloud Computing Systems Operation Services, Development Services (Public/Private), Technology Consulting Services and other related services

Cloud Computing Infrastructure:
Cloud Appliances, Virtual Software, Various Communication Technologies, Data Centers, Servers/Storage, Network (Local/Wide Area), Security Solutions and other related products / technologies

Cloud-Based Services/Applications:
Software Appliances, Desktop Cloud and other related products / technologies
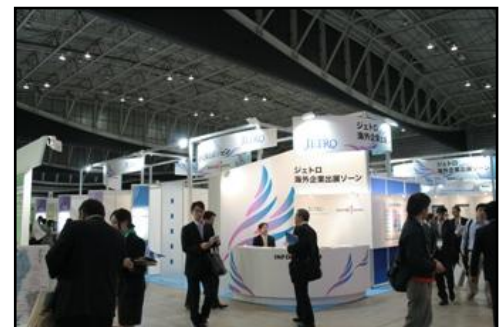
❋ **Target participants for JETRO Zone**
- Companies interested in investing in Japan or currently seeking Japanese partners to establish a business in Japan
- About 14 companies to be selected through JETRO's screening process

❋ **Benefits to participants**
- Pre-arranged, one-on-one meetings with Japanese companies
- Booth space with stand and basic equipment (1 booth per company), located inside the JETRO Zone, indicating participant is a company JETRO has chosen to showcase to CLOUD JAPAN attendees
- An interpreter working exclusively for each company (upon request, if applicable)
- Inclusion in public relations efforts, including publication of participant information on the JETRO website and by local governments to local companies, and inclusion in the "JETRO Zone Exhibitors" brochure (to be distributed on-site)
- CLOUD JAPAN is held simultaneously with Information Security Expo, Web & Mobile Marketing Expo and Smartphone & Mobile Expo Japan, which also attract many visitors

❋ **Costs borne by participants**
- Round-trip airfare to Japan, hotel accommodations, and local transportation within Japan (Guidance for hotel accommodations and local travel will be provided by JETRO)
- International and domestic transportation of additional exhibit material to and from the exhibition site
- Any costs incurred by additions made to the basic booth stand provided by JETRO. Examples include, but are not limited to, additional construction/decoration costs, or the rental and installation of additional equipment, etc.
- Insurance for the exhibited items and personal travel insurance

❋ **Additional information**
- JETRO will screen applicants and select companies to participate. Application is due on July 2nd, 2012. Results will be available from the beginning of August 2012 (TBD).
- JETRO's services will be provided only to firms accepted as participants.
- Any costs incurred due to the participant's withdrawal from the program, after JETRO has notified them that they are an official participant, shall be borne by the participant.

Contact and Application Forms:
- for companies from Northern and Eastern Germany: JETRO Berlin, Ms. Marina Riessland, Friedrichstraße 70, 10117 Berlin, Tel: 030-2094-5560 or info-bln@jetro.go.jp
- for companies from Western and Southern Germany: JETRO Düsseldorf, Ms. Petra Rehling, Immermannstraße 65 C, 40210 Düsseldorf, Tel: 0211-13602-23 or Petra_Rehling@jetro.go.jp