

Latest technologies, products at BATTERY JAPAN and BATTERY OSAKA



Press Release: For immediate release (Tokyo, Japan - April 30, 2015)

The World's largest industry show for rechargeable batteries "BATTERY JAPAN" was held in Tokyo in February showcasing the latest rechargeable battery products and technology from across the world.

Hub for rechargeable battery business

From materials, manufacturing technologies, finished rechargeable batteries to the latest applications, a vast range of exhibits were showcased at BATTERY JAPAN by 252 exhibitors.

"We are very satisfied with the results. During the show we had around 3700 visitors and were able to obtain new 20 projects which are expected to sum up to JPY 1.5 billion (approx. USD 12.6 million) in sales. We are definitely coming back to exhibit next year." **SUMITOMO ELECTRIC INDUSTRIES, Exhibitor**

"Batteries and surrounding equipment were what we came to see at the show and we are currently moving forward with 5 concrete orders. This show allows us to see the latest technologies from around the world so we are looking to visit again next year." **DAIMLER, Visitor**

"During the show, we had about 22 inquiries from both Japanese and overseas firms. JPY 16 million (approx. USD 134 thousand) is expected from just the negotiations that have already concluded." **NIHON SPINDLE MANUFACTURING, Exhibitor**

"We came to check the latest rechargeable battery trends and had meetings with many manufacturers. We are now negotiating details of the product specifications with new contacts obtained from the show. JPY 10-20 million (approx. 84-168 thousand) is planned to be spent through this investment." **LG CHEM, Visitor**

"Over 600 visitors came to our booths and we were able to negotiate concrete business with a major manufacturer and also a major trading company. We are expecting to make JPY 30 million (approx. USD 252 thousand) in sales." **WUHAN FENGFAN TRADING, Exhibitor**

"We came to find smart power conditioners for electric vehicles and to compare a few battery related products. Currently we are reviewing a number of products from the show. It is going to be a massive order summing up to billions of yen if it is confirmed." **PANASONIC, Visitor**

(Comments excerpt from on-site and post-show questionnaires. Figures converted from JPY to USD by JPY1=0.0084)

Throughout the 3-day show period, 71,665 professionals (including visitors from concurrent shows) visited the show in search of the latest products. In combination with world-class technical conference sessions and networking events, BATTERY JAPAN served as the biggest platform for professionals from the rechargeable battery and related fields to negotiate business and to catch the latest trends.



Trending technologies

This year, lithium batteries, NAS batteries, redox flow batteries and their devices were highlighted among many of the booths.

Various topics were also discussed at the technical conference, "Global market forecast", "xEV trends", "lithium-ion battery material", "Evaluation and analysis", "electrode materials" and "Next generation capacitors" being the most popular. The keynote session was the most attended out of all the sessions where **Ayumu Matsuo, Operating Officer, Automobile R&D Center of Honda** shared their latest efforts in the developments of electric vehicles. **Peter Lamp, Head of Research Battery Technology of BMW** held a talk on a holistic approach to electro-mobility. **Shun Egusa, Executive Vice President, Social Infrastructure Systems Company of Toshiba** shared the firm's latest strategy in battery business.



For further details: <http://www.batteryjapan.jp/en/seminar/>

The next edition of BATTERY JAPAN will be held from March 2-4, 2016 at Tokyo Big Sight Japan. **ELIYPOWER, THE FURUKAWA BATTERY, JM ENERGY, KUREHA BATTERY, NIPPON CHEMI-CON, TOYO, PEC, OMRON, ESPEC, NOGAMI GIKEN, FDK, UL JAPAN, ZEON, MORITA, CHEMICAL INDUSTRIES, ROCKWOOD LITHIUM, FMC LITHIUM, CELGARD** and many other firms have already booked their booths and spaces are selling out fast. Including the above firms, 300 exhibitors are expected to participate.

Special discounts for booths are available until May 31.

For booking inquiries contact Show Management - email: bj@reedexpo.co.jp

Expand business in western Japan

The total production of batteries by value is increasing in Japan and estimated to reach JPY 730 billion. As a larger majority of this is accounted for rechargeable batteries, the market for rechargeable batteries is expanding. (Source: Machinery statistics released by the Ministry of Economy, Trade and Industry)



In order to accommodate the growing market and aid expansion of business in Japan, BATTERY OSAKA was launched last fall.

BATTERY OSAKA is a sister edition of BATTERY JAPAN held at [World Smart Energy Week OSAKA](#) – the largest show in western Japan specialising in renewable and smart energy, composed of 5 independent exhibitions.

As 90% of the visitors are from western Japan, of which most are a completely different audience from the Tokyo show, BATTERY OSAKA is an ideal platform to make further relations and seek new business partners in Japan. The overall scale is to expand by nearly 90% in comparison to the previous edition.

Takeshi Tanaka, Show Director of World Smart Energy Week is confident that the two editions will provide a wider platform for business.

“BATTERY JAPAN will serve as the international platform and for professionals interested in further investing in the Japanese market, BATTERY OSAKA will be a great base to find new and concrete business. We hope many professionals will make use of both shows to further business expansion.”

For more information on BATTERY JAPAN and BATTERY OSAKA visit the official website:

<http://www.battery-kansai.jp/en/>

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Notes to editors:

Show Outline:

Title: BATTERY JAPAN - 7th Int'l Rechargeable Battery Expo
Dates: March 2-4, 2016
Time: 10:00 – 18:00 (10:00 – 17:00 on March 4, 2016)
Venue: Tokyo Big Sight (Tokyo International Exhibition Center)
Organised by: Reed Exhibitions Japan Ltd.
Website: <http://www.batteryjapan.jp/en/>
Visiting inquiries: visitor-eng.wsew@reedexpo.co.jp
Exhibiting inquires: bj@reedexpo.co.jp
Press inquiries: pr-eng.wsew@reedexpo.co.jp

What is BATTERY JAPAN:

The world's largest exhibition specialising in rechargeable batteries. Various materials, manufacturing technologies, inspection/analysis equipment services as well as the battery itself will gather from around the world.

What is World Smart Energy Week:

A group of the world's leading B-to-B trade shows covering a wide range of smart/renewable energy.

From power generation, energy storage, energy distribution to smart/renewable energy related applications and technologies...the show will offer infinite business opportunities, solutions and connections with industry professionals from all over Japan and the world.

Show Outline:

Title: BATTERY OSAKA – 2nd Int'l Rechargeable Battery Expo Osaka
Dates: September 2-4, 2015
Time: 10:00 – 18:00 (10:00 – 17:00 on September 4, 2015)
Venue: INTEX OSAKA, Japan
Organised by: Reed Exhibitions Japan Ltd.
Website: <http://www.battery-kansai.jp/en/>
Visiting inquiries: visitor-eng.wsew@reedexpo.co.jp
Exhibiting inquires: bj-o@reedexpo.co.jp
Press inquiries: pr-eng.wsew@reedexpo.co.jp

What is BATTERY OSAKA:

BATTERY OSAKA is a specialised exhibition for manufacturing and R&D of rechargeable battery, held in Western Japan's largest city - Osaka. All kinds of materials, manufacturing technologies, inspection/analysis equipment services as well as the battery itself will be showcased.

What is World Smart Energy Week OSAKA:

World Smart Energy Week OSAKA consists of 5 renewable and smart energy related exhibitions ranging from solar, batteries, smart grid to electricity retail. The show is Western Japan's largest comprehensive industry event which serve as the ideal platform to invest deeper into the Japanese market.

What is Reed Exhibitions Japan Ltd.:

Reed Exhibitions Japan Ltd. was founded in 1986 as a member of the world's leading exhibition organiser - Reed Exhibitions.

Through continually striving to create trade exhibitions that generate business for the exhibitors and visitors alike, the company has in 2003 become the largest trade show organiser in Japan.

In 2015, 123 trade shows across 25 industry sectors are to be held.

By organising successful international exhibitions, the company is fully committed to promoting the trade between Japan and the world. <http://www.reedexpo.co.jp/en/>