

Research and Development Management Division,
Shizuoka Prefectural Government

2023 CELLULOSE MATERIAL EXPO 2023 IN SHIZUOKA

- TOWARDS A CIRCULAR ECONOMY -



Advantages of Exhibiting ①

① Consecutive international cellulose-related events

【From Hiroshima to Shizuoka! From Shizuoka to Tokyo!】



9/27(Wed)~29(Fri)

10/1(Sun)~10/3(Thu)

10/4(Wed)~6(Fri)

Hiroshima

International Cellulose Conference
(ICC2022+1)

Academic Conference

once every 5 years
Hiroshima International
Conference Center
(500 people)

Alignment

Shizuoka

Cellulose Material Symposium and EXPO -Towards a Circular Economy-

Oct 1st

International Symposium

Fuji City,
Rose Theater
(700 people)

Oct 2nd-3rd

Cellulose Material Expo

Fuji City,
Fujisan Messe
(1,500 people)

Chiba

Sustainable Materials Exhibition

General Materials Expo
Chiba City,
Makuhari Messe
(45,000 people)

Advantages of Exhibiting ②

② **Japan's largest expo dedicated to cellulose.** Visitors (1,500 expected) have high interest in cellulose materials. **Highly probability for closing the deal !**

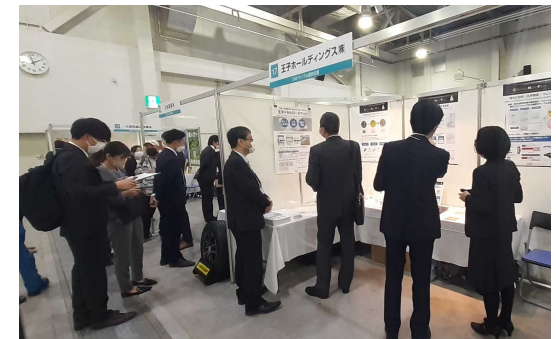
<Achievements of 2022 Expo> ※From this year, the expo will be expanded to an international expo.

Date	November 8, 2022
Venue	Fujisan Messe (Fuji City)
Exhibitor	95 companies
Participants	1061 visitors
Website	61,143 hits

Number of Business Consultations : 279
Of these, 129 signed contracts, samples offer etc!

Visitors were from a wide range of industries, including manufacturing, chemical, trading, and food!

transportation equipment 141 visitors, electronics 52, chemicals 180, trading companies 110, etc



Advantages of Exhibiting ③

- ③ **Booths are free of charge! Company presentations are also free!**
Simultaneous interpretation available!

<Exhibition Booths>

- Booths for overseas companies will be set up as a special area.
About 10-15 companies (first come, first served basis)
※10-15 overseas companies + 80 domestic companies = 90-95 exhibitors in total
- **Booth sizes and standards can be flexibly adjusted.**
- **Booth fees are free of charge**, but decoration and transportation costs are to be borne by each company.
- Simultaneous interpretation (English to Japanese)



Examples of last year's exhibition booths

<Company Presentations>

- We will provide you with an opportunity to present your products and technologies on the stage in the exhibition hall.
(Free of charge, 10-20 minutes for each company)
- Simultaneous interpretation (English to Japanese)



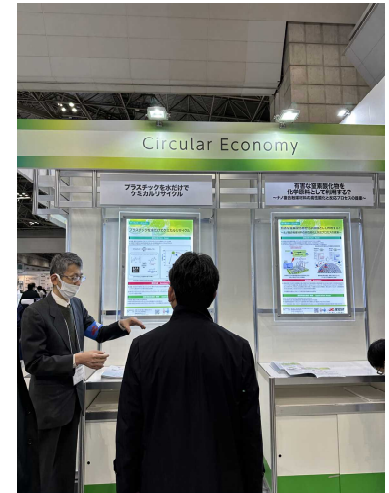
Company presentation (image)

Exhibit Image

- Booth size and standard can be flexibly adjusted to meet each company's needs.
- Embassy exhibits and country-specific sections are also welcome!

Expected Exhibit Company Sectors

- Provider of cellulose materials
- Cellulose material production
- Cellulose material machinery
- Utilization of cellulose materials
- Plastic recycling
- Research institutions, universities



<Reference> Exhibitors from Japan



automobile



automobile



Cosmetics



Confectionery



Toilet paper

Advantages of Exhibiting ④

④ Prominent researchers, universities, and research institutes will participate.

We provide an opportunity for exchange!



Akira Isogai

Professor, University of Tokyo
2015 Markus Wahlenberg Prize
(Nobel Prize in Wood Science)



Hiroyuki Yano

Professor, Kyoto University
The 37th Honda Prize



Stephen Eichhorn

Professor,
University of Bristol (UK)



Feng Jiang

Professor,
University of British Columbia
(Canada)



Seung Hwan Lee

Professor,
Gangwon National
University (Korea)



Maria Soledad Peresin

Professor,
Auburn University (USA)



Xinwen Peng

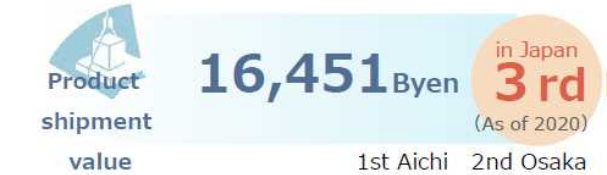
Professor,
South China University of
Technology (China)

October 1st (Sun)
There will be lectures and an
exchange party
(Fuji Rose Theater)

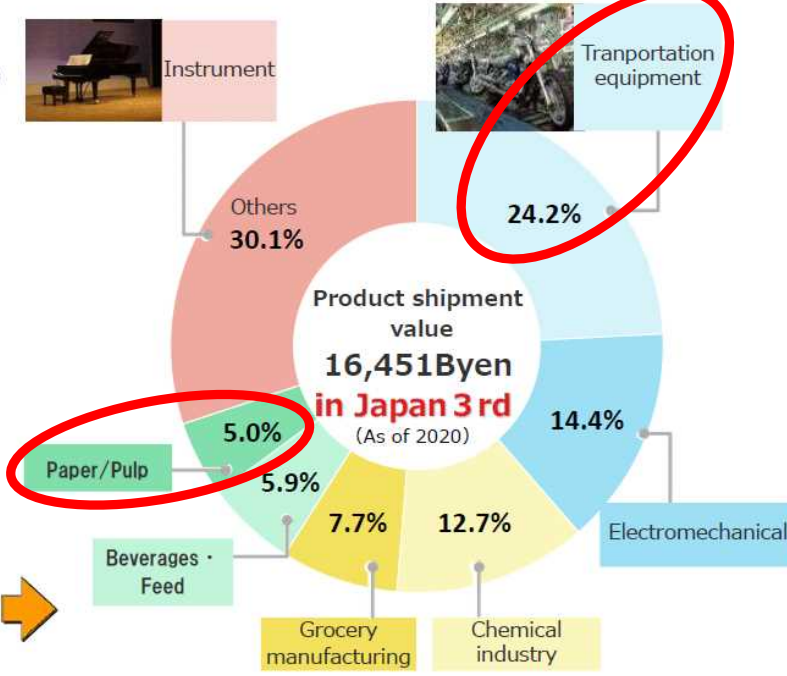
Advantages of Exhibiting ⑤

⑤ Shizuoka Prefecture's economic base is diverse and strong.
High potential for cellulose applications!

Prefectural income per capita and Product shipment value 3rd in Japan



Balanced industrial structure



Pulp and Paper

Product Shipment Value No.1

- OJI PAPER (Market share 4th in the world)
- NIPPON PAPER GROUP (Market share 6th in the world)

Transportation Equipment

Product Shipment Value No.2

- SUZUKI, YAMAHA MOTOR, HONDA, and many automobile parts manufacturers are located here

Thank you for your consideration

For inquiries and applications

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