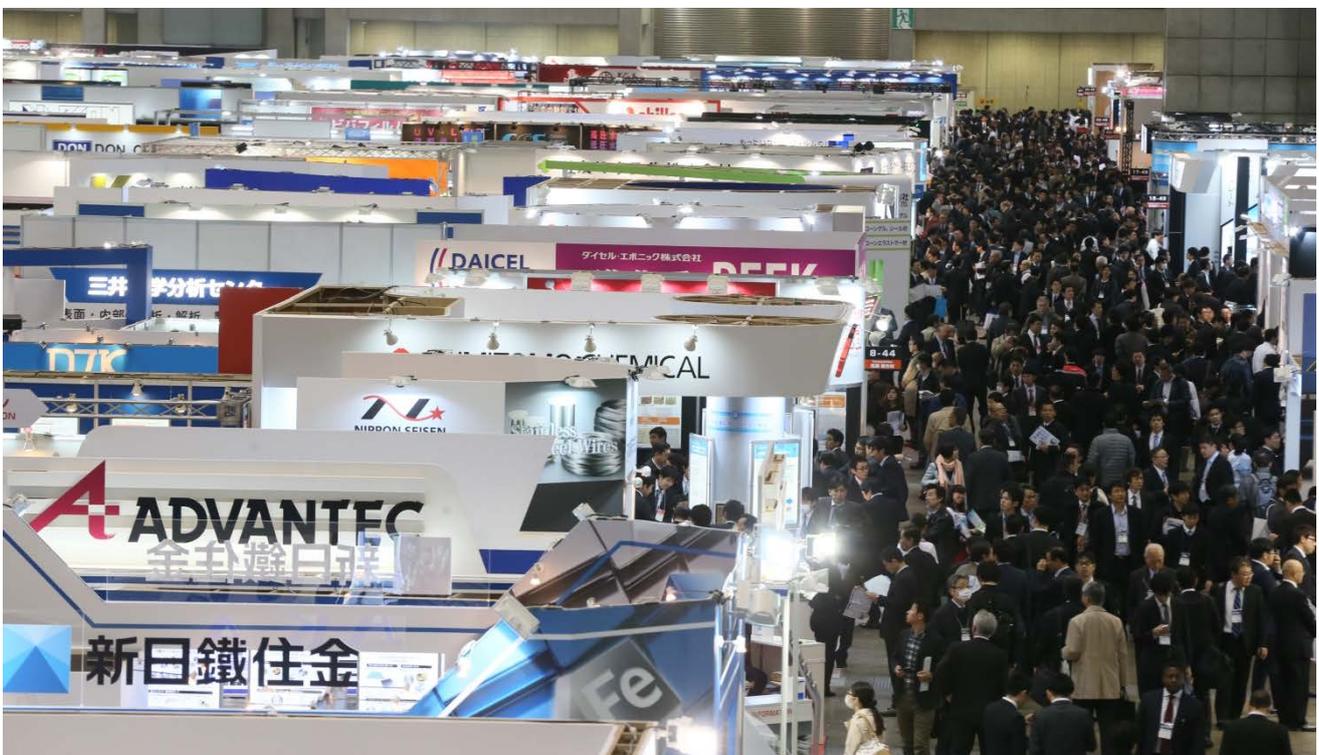


3rd **METAL JAPAN**

— Highly-functional Metal Expo —

Materials & Equipment for Manufacturing the World's Most Advanced Metals Gather in Tokyo from April 6-8, 2016

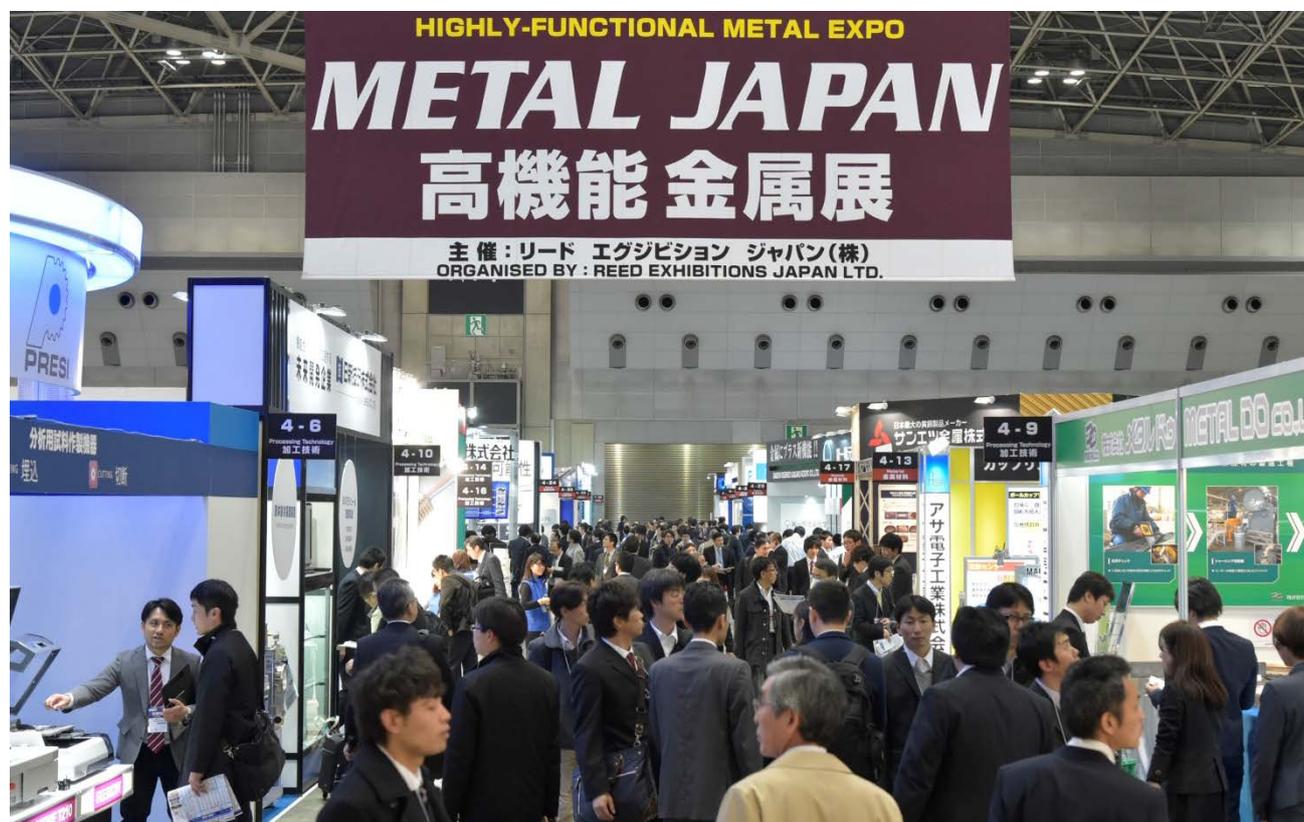


Reed Exhibitions Japan Ltd., Japan's largest trade show organiser, will be holding **3rd METAL JAPAN - Highly-functional Metal Expo** from April 6-8, 2016 at Tokyo Big Sight, Japan under the umbrella of "Highly-functional Material World." METAL JAPAN was built on the concept of "highly-functional" metals and manufacturing equipment showcasing the most advanced technologies and services in the world. In 2016, 780* exhibitors and 70,000** visitors are expected to participate in the show and the scale of exhibition is expected to increase by 26% than the previous edition. In addition to existing concurrent shows such as 7th FilmTech JAPAN - Highly-functional Film Expo and 5th PLASTIC JAPAN - Highly-functional Plastic Expo, 1st CERAMICS JAPAN - Highly-functional Ceramics Expo has been added to fulfill the needs of both exhibitors and visitors. By holding multiple exhibitions specialising in highly-functional materials at the same time, it allows

visitors to compare various kinds of options and find suitable materials/technologies/partners effectively.

(*expected/including Highly-functional Material World, **expected/including all concurrent shows)

Must-Attend for Future Innovations



Every year, a number of professionals from different kinds of fields attend METAL JAPAN ranging from automotive, electronics, renewable energy, industrial machinery, medical, shipbuilding, construction to aerospace in order to search new materials and technologies for product development. This year, 70,000** visitors from 41** countries are expected to join the show. Exhibits cover different kinds of advanced metals such as aluminum, copper, titanium, magnesium, precious metal and steel as well as processing equipment, testing/analysis equipment, recycling technology, etc. from Japan, China, Korea, Taiwan, Germany, United States, etc. The world's major companies such as FURUKAWA ELECTRIC, JFE STEEL, JX NIPPON OIL & ENERGY, KOBELCO, NIPPON STEEL & SUMITOMO METAL, TANAKA KIKINZOKU KOGYO, FUJIAN XIANG XIN, GUANGZHOU JUNAL ALUMINUM, SUZHOU MINGDE ALUMINUM, etc. will be exhibiting at the show to promote their cutting-edge technologies for the future innovations and collaborations.

Here are some comments of previous international visitors:

"I visited METAL JAPAN from Korea to find materials for automobile. It's a very big and busy show. We discovered the latest steel rolls and met steel companies. I will be back for the next show."

"I visited here to buy high quality metals and materials for metal repairing. I've seen a lot of new technologies which I cannot find in my country. I think it's a really good exhibition."

Top Leaders to Speak at Conference



On top of exhibitions, participants will be able to learn the latest market and technical trends at Keynote Sessions and Technical Conferences onsite. Top executives from metal industry have confirmed to share their insights on the industry. As of today, Kazuhiro Seto, Vice President, Assistant Director of Steel Research Lab., Sheet Business Planning Dept., **JFE STEEL CORP.** and Sung-Ho Park, Senior Executive Vice President, Technical Research Labs., **POSCO** will be the speakers of the METAL JAPAN Keynote Session. For the Special Session of the Highly-functional Material World, Hiroshi Fukushima, Deputy Director-General, Manufacturing Industries Bureau, **Ministry of Economy, Trade and Industry (METI)** and Shigefumi Tatsumi, Senior Vice President, Commercial Aviation & Transportation Systems, **MITSUBISHI HEAVY INDUSTRIES LTD.** will deliver the presentation. With its concurrent shows a total of 130** sessions will be taking place attracting 15,000** listeners through 3-day show period. For more updates, please check the official website.

[\(http://www.metal-japan.jp/en/\)](http://www.metal-japan.jp/en/)

Save Your Dates –April 6-8, 2016

Katsutoshi Tsuchiya, Show Director of the Show says, "Highly-functional Material World 2016 will be the best business platform to compare different kinds of advanced materials and related equipment in Japan, Asia

and the world. Expanded in scale and exhibitor number than the previous edition, the show has been recognized as the world's leading advanced materials and equipment show. In order to discover the most advanced materials for your technical innovation, please save the dates and visit the show in April."

For Exhibition Ticket request, please visit the official website and complete the visitor registration and then Show Management will send you the ticket to you by mail or email for free.

For further information visit the official show website at <http://www.metal-japan.jp/en/>

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What is Reed Exhibitions Japan?

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 2016, 142 trade shows 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/>)

What is Highly-functional Material World?

Highly-functional Material World consists of four specialised shows, 7th FilmTech JAPAN - Highly-functional Film Expo, 5th PLASTIC JAPAN - Highly-functional Plastic Expo, 3rd METAL JAPAN - Highly-functional Metal Expo and 1st CERAMICS JAPAN - Highly-functional Ceramics Expo. (<http://www.material-expo.jp/en/>) It is the world's leading highly-functional material show gathering all three major materials (organic materials, metals and ceramics). To find advanced materials for competition, combining materials, development of new applications, etc., various kinds of manufacturers will be attending the show from around the world.