

Determination of Joint Exhibition Unified Name to Promote Future Globalization

The Japan Analytical Instruments Manufacturers' Association and the Japan Federation of Scientific Instrument Associations is setting about to further boost the joint exhibition, which represents the largest project among their major operating fields, to position it as the hub exhibition of Asia. As one means of furthering this goal, we have decided on the following new unified name for the joint exhibition.

JASIS (Japan Analytical and Scientific Instruments Show)

This name is invested with the concept "From JAPAN", signifying our passion for contributing to the development of scientific technologies worldwide. With 2012 heralding the 50th holding of the Analytical Instruments Exhibition (JAIMA EXPO) and the 35th of the holding in Tokyo of the Scientific Instruments Show (SIS), the new name also combines the ideas of strengthened ties between members of the two associations and of their renewed fellowship.

The new name was selected from among 577 submissions to a public solicitation held from January 20 to 31, 2011. It was chosen for its suitability for international use based on a survey of its receptiveness by foreign countries. In keeping with the concept of "this field's hub exhibition for Asia", the design is centered on a brush-style typeface that sets off the Japanese and Asian character. It conveys strength, while the other typeface communicates the refinement and precision of analytical and scientific instruments.

This industry comprises relatively small-scale enterprises that handle sophisticated products. Its products and technologies occupy an important place on the global market. Advantages like these mean that industry activities must adopt a global view, leading to industry and user demand for greater internationalization of the joint analytical and scientific instruments exhibition.

To further new JASIS's functioning as a global source of information, thereby enhancing its international position, we are planning concerted promotional initiatives in Japan, Asia, India, China, Korea, and other countries aimed at strengthening cooperation between various world-leading industries and related organizations.

By developing the appeal of the new JASIS, we will attract exhibitors and visitors from the Asian nations to the show in its capacity as an especially Asian leader.

JASIS 2012 will be held at Makuhari Messe from September 5 (Wed) to September 7 (Fri). We look forward to your kind support.

Inquiries

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