

Media Partnership between Wiley and JAIMA to organize JASIS 2016

Global publisher [John Wiley](#) and [Japan Analytical Instruments Manufacturers' Association \(JAIMA\)](#) have joined forces for this year's, [Japan Analytical and Scientific Instruments Show \(JASIS\) 2016](#).

Taking place from 6 to 9 September 2016, JASIS 2016 is set to be one of the largest expositions in Asia for analytical and scientific instruments from Japan and overseas.

JASIS 2015 attracted more than 23,000 visitors and close to 500 companies exhibiting latest advances in equipment at the event.

"We are delighted to be a media partner for such a prestigious and important event," says Rob Munro, B2B Publisher at Wiley. "We hope that this is the beginning of a long and fruitful relationship with JASIS, with Wiley bringing its global publishing expertise to ensure the meeting continues to grow and get the recognition it so richly deserves."

"As a sole industry organization for the companies that manufacture and market analytical instruments and solutions in Japan, JAIMA is now striving to expand its activities to overseas countries," adds Takeshi Kawamoto, Chairman of the International Affairs Committee of JAIMA. "Therefore, it is quite significant for JAIMA to have a media partnership agreement with Wiley, to promote technologies and products of JAIMA member companies showcased at JASIS 2016."

Wiley will be exhibiting and delivering a keynote speech at JASIS 2016 and providing editorial coverage and promotion for JASIS 2016 on [key B2B publications and sites](#).

"I believe this partnership turns into a win-win relationship", says Masao Nomoto, Chairman of JASIS 2016 Organizing Committee. "JASIS can help Wiley to have their values penetrate into the Japanese market, and I believe Wiley will give us a great help in expanding our existence in the global market, especially in Asia."

Wiley's content includes books, journals, databases, online portals and leading trade publications such as [Microscopy and Analysis](#) and [Spectroscopy Asia](#), which disseminate industry news, research and innovations to researchers across the world.