



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Embassy of Switzerland
スイス大使館
Swiss Business Hub Japan
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enabling new business

swisstech. @ CEATEC JAPAN 2020 ONLINE


October 20 (Tue) – 23 (Fri), 2020



CEATEC JAPAN 2020 ONLINE


 20 (Tue) – 23 (Fri) October 2020

 Online  <https://www.ceatec.com/en/application/>

 **CEATEC Japan 2020 ONLINE** is the largest Japanese IT and electronics trade show and the most important platform to display the latest technologies. It will be held online under the theme of “CEATEC toward Society 5.0 with the New Normal”.

Society 5.0, the societal transformation plan of Japan, which aims to resolve various social challenges by incorporating the innovations such as IoT, big data, AI, robot and the sharing economy into every industry as well as society.

Dramatic changes to daily life are coming into view – The time has come for a new system for online hosting, where information can be shared prior to interaction to allow exhibitions and conferences in physical space to be realized in cyberspace. Just click and join us here in Japan anytime and from wherever you are right now!

 CEATEC in 2019 took place physically in Makuhari Messe. 787 companies including 250 overseas exhibitors and 170 Startups/University research institutions joined the 2019 edition and attracted 144,491 visitors in 3 days.

CEATEC OVERALL IMAGE



CEATEC 2020 ONLINE AREAS

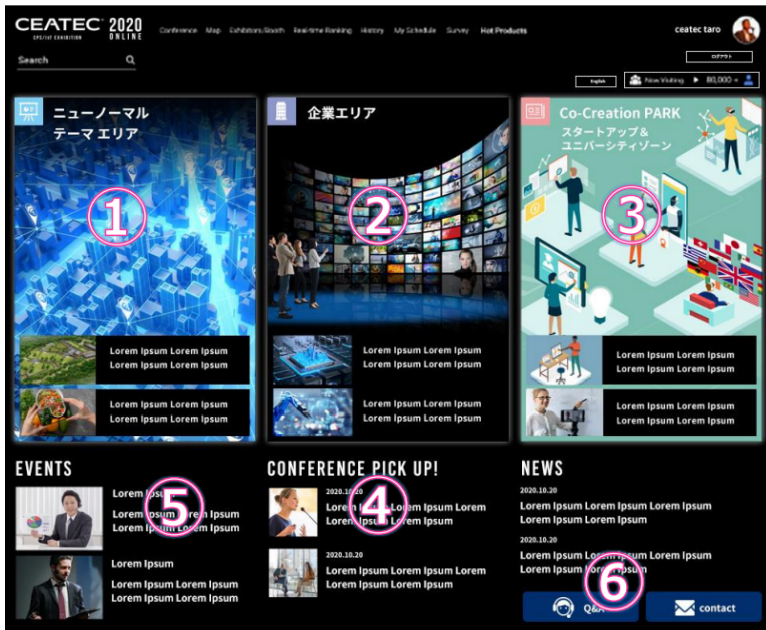
3 main areas for the New Normal of Japan that will continue to sustain and develop in enriching society and people's lifestyles will be proposed

- Themed Exhibition Area – New Normal Solutions
- General Exhibition Area
- Elemental Technologies/Devices that support the New Normal Society
- Digital city planning for the New Normal Area
- Co-Creation PARK – Startup & University Zone (Global Pavilion Zone)

- Attend **swisstech.** @CEATEC 2020 **ONLINE** instantly **anytime & anywhere** and save your valuable time you are investing in travel
- Bring your products and introduce them **ONLINE**
- Promote your products **ONLINE** for wider outreach
- Fast set-up, no complex arrangement such as setting up your individual booth - just bring your products and introduce them **ONLINE**
- Meet buyers and potential partners **ONLINE** who are looking to meet Swiss suppliers as innovative partners
- Clear **ONLINE** identification by the Swiss Pavilion identity
- Opportunities for individual exhibitors to be featured in the social media channels of the SBHJ, the S&T Office Tokyo (swissnex), Presence Switzerland and Embassy of Switzerland

CEATEC 2020 ONLINE “ENTRANCE” PAGE

CEATEC ONLINE Entrance

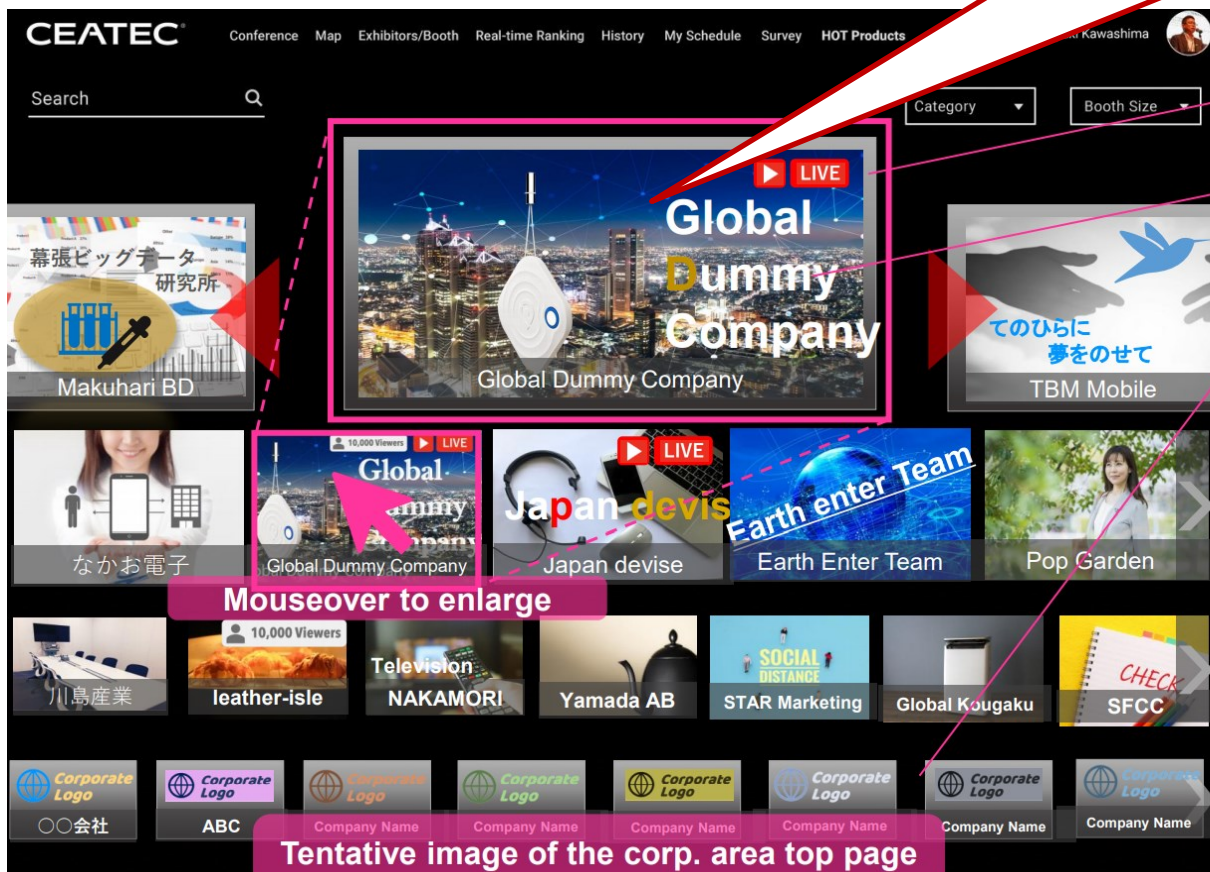


- ①. **Themed Exhibit Area -New Normal-**
Introduction of proposals by theme.
- ②. **General Exhibit Area**
Introduction of exhibits by each company.
- ③. **Co-Creation PARK**
Introduction of exhibits by each space*
- ④. **Conference Area**
Allows visitors to check out keynotes and sessions that are held during the exhibition.
- ⑤. **Area for Official Events**
Area to introduce events organized by CEATEC such as booth tours, etc.
- ⑥. **FAQ Area**
FAQs and inquiry page for visitors.

CEATEC 2020 ONLINE "ENTRANCE" PAGE

swisstech.

will be located in the Company Zone as a premium participant!



LIVE sign will be lit during live streaming



Display of the company name

Global Dummy Company

Display the company logo for those signing up for the Basic Plan



Display size (Large) for Premium Plan Area

Display size (Medium) for Standard Plan Area

Display size (Small) for Basic Plan Area

Mouseover to enlarge

Tentative image of the corp. area top page

CEATEC ONLINE BOOTH FEATURE



A: **swisstech.** logo will be placed here

B: Questionnaire (URL) tentative

C: Booth image files (JPEG, PNG)

The description of the Swisstech Pavilion be posted.

D: List of exhibition channels (links) (JPEG, PNG, TEXT, URL)

Each company can post image files such as product name, introduction, images and videos, presentation links, etc.

This is the tentative design and feature. The exact feature will be provided by the end of August 2020.

EXHIBITION CHANNEL

- The Exhibition Channel is available for each participant where you can post images of your products, description texts and presentation etc.
- The Chat Function is also available for communicating with visitors

CEATEC ONLINE Channel for Each Product



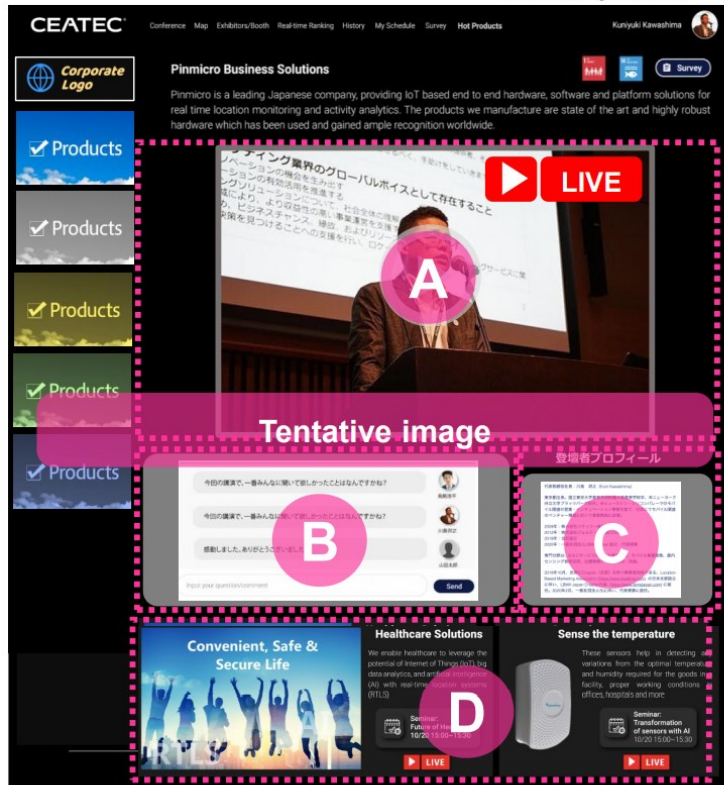
- A Name of the product/service/solution to exhibit** TEXT
Setup the name for the product, service, or solution within 50 alphanumeric characters.
- B Image files for the exhibit** JPEG PNG GIF
Prepare image files for each product, service, or solution.
- C Description text for the exhibit** TEXT
Write a description for each exhibit product, service, or solution within 1,000 alphanumeric characters including spaces.
- D Video files for the exhibit**
This area is for posting video to introduce the exhibits (products, services, and solutions). Video URL prepared by the exhibitor will be registered on CEATEC 2020 ONLINE site. A separate thumbnail of the video should also be prepared for posting.
- E Introduction of presentation**
Introduction and link to presentation page, which is on the next layer.
- F Chat area for communicating with visitors**
Visitors can contact the exhibitor using the chat function. Real-time communications can be achieved by answering questions from the visitors.
- G Reference posting**
Detailed reference of exhibits can be posted here.

PRESENTATION FUNCTION

The Presentation Function is available for each participant where you can hold live events and show movies (in loop), etc.

Video streaming* of product introductions

*Recordings or live



A

Presentation video

This area is used for describing exhibits (products, services, solutions) through video footage.

Compatible aspect ratio 16:9

B

Chat area for communicate with visitors viewing a presentation

Visitors can ask questions in real time during the presentation. Use this function to ask questions during and after the presentation.

C

Lecturer profile area

Profile of the lecturer (presenter) can be displayed here.

TEXT

D

Post reference on the presentation

Slides used during the presentation can be displayed in this area.

Flow of streaming



Filing/live streaming
Submit to YouTube/
URL registration

Person in charge of
recording video

Communication with visitors
Chat with person in charge/
Manage meeting

Person in charge
of the console

Stream from exhibitors'
showrooms and office
conference rooms

Company showroom



THE BOOTH – SWISS PAVILION



Booth location

The SWISS Pavilion will be located in the General Exhibit Area (General Exhibition Area - Company Zone), where exhibitors will have the opportunities to introduce various solutions and products to realize Society 5.0. Additionally, electronic devices, software and other technologies that will support the realization of Society 5.0 can also be introduced.

Brand:

Switzerland - The Swiss presence stands for quality, innovation and tradition

Features:

- One “Presentation Function”
- One “Exhibition Channel” where you can post name of your products, introduction, images and videos, presentation links, etc.
- “Chat function” – where you can communicate with visitors

Participants:

A minimum of six Swiss companies is required to realize the **SWISS Pavilion**

The design may differ. This is an example.

PARTICIPATION PACKAGE «Startups»



Ideal package to test how your product is received in Japan. This package shows you how it resonates locally and where you stand compared to Japanese companies and internationally.

Startups

Package fee: **CHF 1'000.00**

The package includes:

- ✓ 1 exhibition channel (standard design*)
- ✓ 1 presentation function
- ✓ Eligible to submit application for the “swisstech.pitchnar” which is organized by the Embassy of Switzerland in Tokyo *(Please submit the application form if you wish to join. For more detail, refer to the “General Terms and Condition of Participation)*

but does NOT include:

- ❖ Design* and creation of your own exhibition channel
- ❖ Creation of images and videos for your own presentation function
- ❖ Technical connections and operating costs from your locations in Switzerland or in Japan
- ❖ Online assistance during the show time

PARTICIPATION PACKAGE «Companies»

Ideal package to meet your local contacts, gain more publicity in the tech scene in Japan and internationally, present your newest technology and establish new partnerships.

Company BASIC

Package fee: **CHF 2'000.00**

The package includes:

- ✓ 1 exhibition channel (standard design*)
- ✓ 1 presentation function
- ✓ Eligible to submit application for “swisstech.pitchnar” which is organized by the Embassy of Switzerland in Tokyo *(Please submit the application form if you wish to join. For more detail, refer to the “General Terms and Condition of Participation)*

but does NOT include:

- ❖ Design* and creation of your own exhibition channel
- ❖ Creation of images and videos for your own presentation function
- ❖ Technical connections and operating costs from your locations in Switzerland or in Japan
- ❖ **Online assistance during the show time**

CONTACT



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Project Office Swiss Pavilion

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Application Deadline: **September 18th**

[Register
here!!](#)

Organiser



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In collaboration with



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Science & Technology Office Tokyo
科学技術部