

Under the patronage of Mr Bruno Le Maire,  
Minister for the Economy, Finance and Industrial & Digital Sovereignty



# SMART MANUFACTURING SUMMIT

GLOBAL  
INDUSTRIE

BY

## MOVING TOWARDS THE FUTURE

AICHI SKY EXPO  
13-15 MARCH 2024

[SMS-GI.COM](https://sms-gi.com)





## EDITORIAL

As Europe is targeting carbon neutrality in 2050 through the Green Deal, involving all policies and industries, guided and driven by the imperatives of the ecological and digital transition, a new and innovative event is proposed to European and Japanese companies about Smart manufacturing. Taking place in Aichi, the «industrial capital of Japan», Smart Manufacturing Summit by Global Industrie offers an original new format devoted to Innovation and Industry 5.0. If you are seeking to forge new partnerships, being aware of the high quality of Japanese industry, if you are enabling startups to develop innovations of tomorrow, this meeting is for you. Beyond Japan, companies from all over Asia are invited to come and meet representatives of European industries next March at Aichi Sky Expo. All European industrial sectors and their ecosystems are invited to attend, for networking, targeted meetings, conferences, innovation competitions or infrastructures' visits. A Business France Pavilion will put lights on French industry. And we hope all the sector's players will take this opportunity to promote their products and services beyond our national borders and reinforce joint investments with Japan, while developing sectors with high-growth potential and solutions for a smart and sustainable future.

**Sébastien Gillet**, CEO Global Industrie and **Christophe Cizeron**, CEO GL events Venues

# SMART MANUFACTURING SUMMIT, A NEW EVENT DEVOTED TO JAPANESE & EUROPEAN INNOVATIONS FOR INDUSTRY 5.0

## MOVING TOWARDS THE FUTURE!

In the face of global manufacturing issues such as data security, productivity and profitability, Industry 5.0 represents a genuine opportunity to re-industrialise production in a smart and responsible way, which is compatible with the world's ecological, and environmental challenges. Playing a central role in exchanges between Japan and Europe, and initiated by Franco-Japanese agreement, Smart Manufacturing Summit will deliver a new, innovative event format for professionals working in industry, IOT technologies, AI and robotics.

Join us from 13 to 15 March 2024 and be part of the next-generation industrial revolution.



# AN AMBITIOUS FIRST EDITION

## THE ONLY EVENT IN JAPAN CREATING A COOPERATION WITH EUROPE ON SMART MANUFACTURING

**Gathering** the manufacturing industries leading experts, companies and cutting-edge technologies

**Building bridges** between Japanese and European ecosystems in the fields of smart manufacturing: IoT technologies, AI, Robotics...

**Showcasing** the latest innovations from startups and fostering the collaboration between large corporates and startups.



**20,000 sqm  
exhibition**



**250  
exhibitors**



**15,000  
expected visitors**



# A BRAND NEW FORMAT WITH 5 COMPONENTS



## Smart Manufacturing Expo

Reserve your own stand or exhibit your products and services within your region's pavilion stand to generate business opportunities with our match-making solution. You will be able to meet with industrial manufacturers and government representatives in order to finalise your projects to create partnerships or set up operations in Japan.



## Business Summit

A programme of conferences that will bring together industry leaders, researchers and public decision-makers to share their views on the sector's key issues and challenges.



## Smart Factory Demonstrator

A showcase and demonstration area devoted to state-of-the-art machinery and the latest technologies for Smart Manufacturing.



## Innovation Showcase

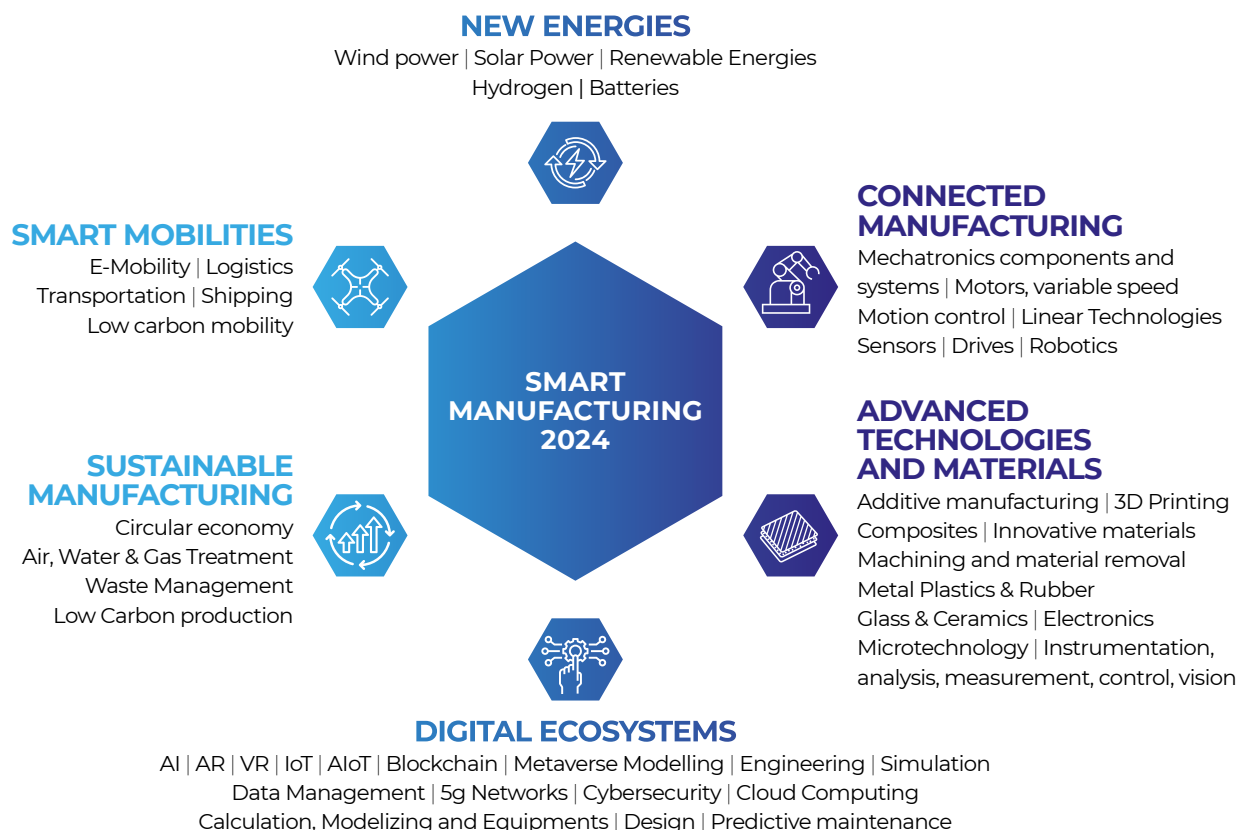
The Innovation Showcase puts the most promising Industry 5.0 start-ups into contact with industry leaders, investors, innovation ecosystems and public partners. It will showcase the most innovative approaches and solutions to the major current (and future) challenges facing the industrial sector.



## Smart Factory Tour

Take part in our factory tour programme, visiting and interacting with some of the most advanced smart factories in Aichi Prefecture.

# 6 CATEGORIES REPRESENTED FOR INDUSTRY 5.0



# WHY PARTICIPATE?

- **Share your vision** of smart manufacturing with European and Japanese economic and institutional stakeholders.
- **Initiate business relationships with Japan** and benefit from strong opportunities.
- **Meet buyers** and potential **local partners**.
- Benefit from a **qualitative level of visitors**.
- **Showcase your last innovations** and get the attention of new talents.
- **Help developing innovation and research for Industry 5.0.**
- **Benefit from industrial expertise** of Aichi region.



# HOW TO PARTICIPATE?

3 ways of participations available:

**You are a company, a public administration, a cluster or a consortium of companies?**

- 1 **Become a sponsor** of the event or a **sponsor of the Innovation Showcase**
- 2 **Exhibit** on Smart Manufacturing Expo

**You are a startup?**

- 3 **Join the Innovation Showcase**

## 1a BECOME A SPONSOR AND BENEFIT FROM MANY ADVANTAGES

The opportunity to promote your company, to underline your support for the event and to be identified by all the audience (participants, visitors, media).

The sponsorship packages provide sponsors with broad visibility before and during the event.

3 categories are offered: GOLD / SILVER / BRONZE with limited availabilities:

- 2 GOLD Sponsorship
- 6 SILVER Sponsorship
- 10 BRONZE Sponsorship

	PACKAGES	GOLD € 69,000	SILVER € 48,300	BRONZE € 34,500
VISIBILITY	Logo on all SMS communication	Prominent placement	Placement on one component of the event	x
	Logo on backdrop / SMS banner	Prominent placement	x	x
	Advertisement in SMS program	Full page	Half page	x
	Content marketing in SMS newsletter	Twice	Once	Once
CONFERENCE	Speaking opportunity for conference	Keynote and sponsored session (MC + tailored content)	Keynote or sponsored session (MC + tailored content)	Priority
	Free participation to online conference	Unlimited	Unlimited	Unlimited
EXHIBITION	Booth (free space)	54 sqm	36 sqm	27 sqm
REGISTRATION	Free delegates for SMS	20	10	5
	Discount coupons for clients and guests	-100% (300)	-100% (200)	-100% (100)
	Business Leads (access to contact details of all attendees)	Yes	Yes	Yes

## BE PART OF INNOVATION!

The innovation showcase connects the most promising industry 5.0 startups with industry leaders, corporates, innovation ecosystems and institutional partners.

## 1b BECOME A SPONSOR OF INNOVATION SHOWCASE

The opportunity to share your vision of the future, to promote your open-innovation strategy and to identify the most promising start-ups.

### Promotion of In-house innovative products and services to a C-level decision-making audience

- Lead generation from international decision-makers
- Targeted pre-scheduled meetings.

### Open-innovation boost

- Highlight of partner start-ups to the audience and identification of future ventures
- Selection of the best start-ups to solve specific business issues through sponsored challenges
- Hosting of selected start-ups on the sponsor's lab

### Visibility

- Reverse pitches in front of an audience of start-ups
- Presence of international media publications and journalists.

### INNOVATION PARTNER - € 48,300

VISIBILITY	Logo on all Innovation Showcase communication	✓
	Advertisement in SMS program	Half page
	Content marketing in SMS newsletter	Once
CONFERENCE	Speaking opportunity for conference	Keynote or sponsored session (MC + tailored content)
	Free participation to online conference	Unlimited
EXHIBITION	Booth (free space)	36 sqm
REGISTRATION	Free delegates for SMS	10
	Discount coupons for clients and guests	-100% (200)
	Business Leads (access to contact details of all attendees)	✓

As an innovation partner, you have the possibility to organize your own Startup challenge and to increase your visibility on pitch area.



### SPONSOR OF A STARTUP CHALLENGE

- The sponsor defines clear objectives and problem statements
- Innovators are invited to submit their ideas and solutions through an international crowdsourcing process facilitated by SMS2024 partner accelerators and institutions
- Collection of applications to allow their evaluation by the sponsor.
- Selection of the winning proposals by the sponsor to host them on its innovation lab in view of a potential collaboration.

€ 30,000



### PITCH AREA PRESENTER

Logo displayed within the start-up pitches area and on screens between pitches

€ 15,000





## 2 BECOME AN EXHIBITOR INTO SMART MANUFACTURING EXPO

We provide with different types of booths and different options of equipment.

	BOOTH ROOM RENTAL	EQUIPED BOOTH
Surface	9 sqm minimum	9 sqm minimum
Sqm price	€ 366 / sqm	€ 579 / sqm

	PAVILION ROOM RENTAL	EQUIPED PAVILION
Surface	200 sqm	200 sqm
Sqm price	€ 330 / sqm	€ 543 / sqm

## 3 STARTUP OFFER

### ELIGIBILITY

- For young and innovative companies, legally constituted by 1 March 2023,
- with less than 5 years old,
- with a turnover of less than € 5 million.

The Innovation Showcase shines the spotlight on ideas and offers startups the opportunity to present their company, their vision and their solutions for the biggest issues in the industry

### TAKE YOUR BUSINESS TO THE NEXT LEVEL!

- Networking & lead generation, before, during and after the event
- Funding and scaling-up: meeting with investors, accelerators and innovation partners
- Visibility: pitch in front of an audience of industry leaders & investors and presence of international media publications and journalists

### 3 WAYS TO TAKE PART

#### 1. Book a corner on the Innovation Showcase

**€ 1,000**

Including:

- 1 start-up corner in the exhibition area
- 1 pitch of solution or company
- 3 exhibitor passes
- 1 sign with the company logo
- Company profile in the event programme and on the digital platform

#### 2. Exhibit on the pavilion of an innovation partner, an institutional, a country, a region

#### 3. Apply to the Startup Challenge:

SMS sponsors are invited to submit challenges to be solved by solutions from startups. Challenges winners will be invited to exhibit on the sponsor's lab.

# « À LA CARTE » SPONSORSHIP OFFERS

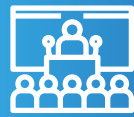


## NETWORKING

**Take the floor during the networking cocktail planned on Smart Manufacturing Summit.**

- Share your vision, promote your company, your innovations in front of a targeted and qualified audience.

**€ 6,900**



## CONFERENCE

**Become the MC of one of the conferences of Business Summit.**

- As sponsor of one of the conferences, you increase your visibility.
- We support you on the content production and the speakers' participation.
- You manage the conference and share your vision of smart manufacturing.

**€ 13,800**



## BADGE LANYARDS

**The sponsoring company's logo appears on the badge lanyards of all participants.**

- This highly visible sponsorship reminds participants of your support of the event.
- The lanyards are provided by the organizer. You just have to send us your logo.
- Sponsor's logo is printed on the lanyards.

**€ 5,520**



## BUSINESS LOUNGE

**Your logo and company name on the business lounge.**

- The perfect location to increase your visibility towards decision makers and influent participants of the event.

**€ 2,760**



## BUSINESS SUMMIT ROOM

**Your logo and company name on the rooms dedicated to Business Summit.**

- Conference rooms are regularly used during the 2 days of the event, offering you a great visibility.

**€ 690**



## COFFEE BREAK

**Your logo near free coffee stations.**

- High visibility of your support with the special acknowledgement: «this break is offered by...»
- Logo on the website (sponsors' page) and on the program of the event.

**€ 1,380 (1 day)**



## GOODIES

**A sustainable goodie inserted in each tote bag and distributed to all participants.**

- Goodies are provided by you and match with CSR criteria.

**€ 1,035**



## TOTE BAG

**Your logo on the tote bags distributed to all participants at the entrance of the event.**

- Tote bags are provided by the organizer. You just have to send your logo. Sponsor's logo is printed on bags.

**€ 8,280**



# 6 ADVANTAGES OF SMART MANUFACTURING SUMMIT

## 1 A BRIDGE BETWEEN EUROPE AND JAPAN

An event which celebrates and fosters relationships between Europe and Japan on the industry sector.

A real opening of Japanese market to European and French technologies.

On the other hand, the opportunity for European and French stakeholders to deep dive into Japanese new technologies, to get concrete business opportunities in Japan and to strengthen institutional relationships.

## 2 PERFECT ACCESSIBILITY

Aichi is THE major industrial hub in Japan, combining a strong historical heritage and a very dynamic activity on this sector. Easy to reach from other well-known cities in Japan: 1 hour from Kyoto, 1 hour and 30 min from Tokyo and 50 min from Osaka by high-speed train.

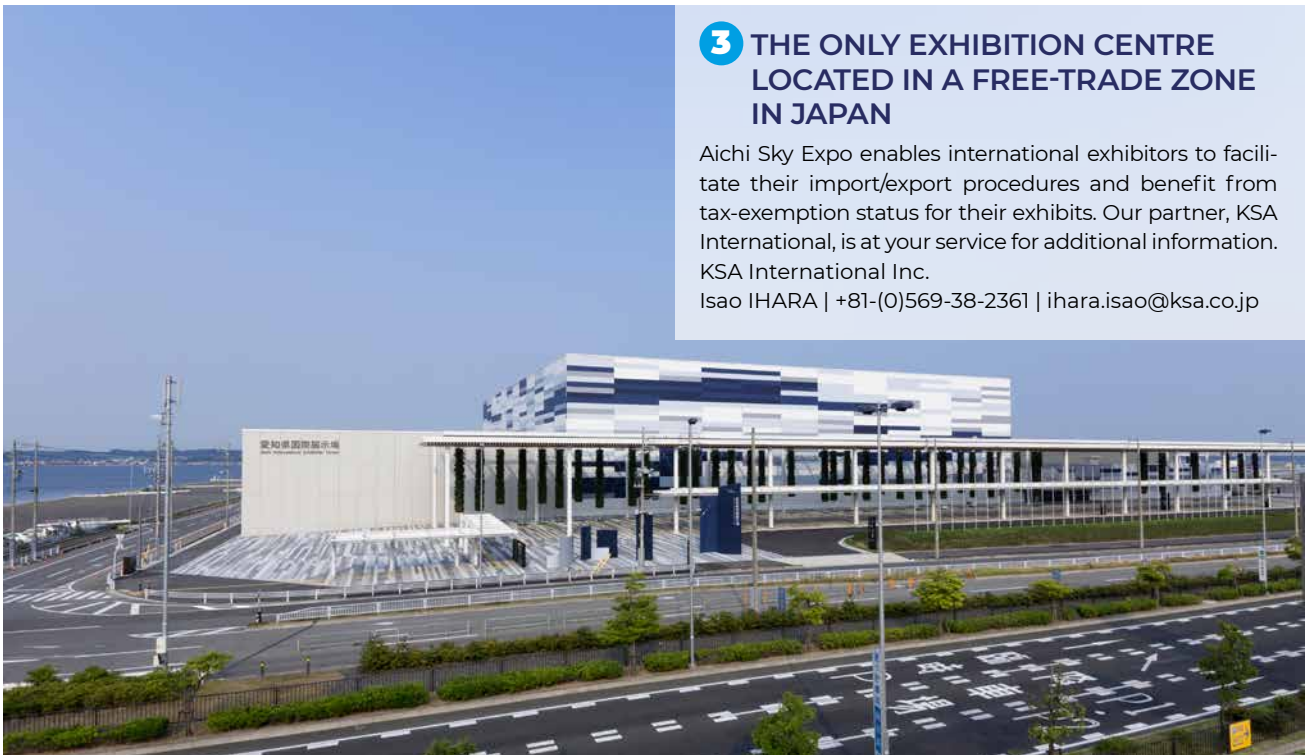
Chubu Centrair International Airport, located near Aichi Sky Expo, where the event takes place, has direct flights to several major international destinations.



## 3 THE ONLY EXHIBITION CENTRE LOCATED IN A FREE-TRADE ZONE IN JAPAN

Aichi Sky Expo enables international exhibitors to facilitate their import/export procedures and benefit from tax-exemption status for their exhibits. Our partner, KSA International, is at your service for additional information. KSA International Inc.

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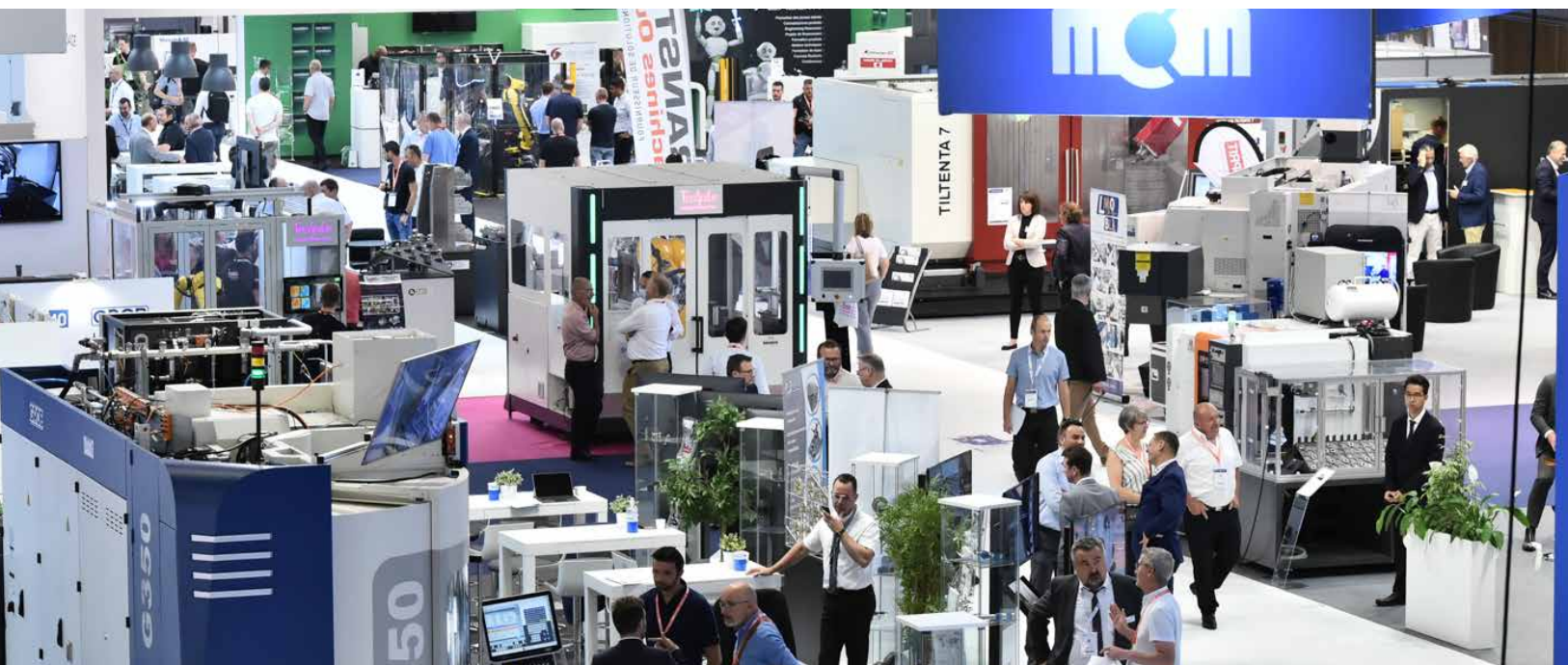


## 4 EXPAND YOUR COMMUNITY FROM B2B TO B2G

Our event brings together different industrial players involved in Smart Manufacturing, who all share a long-term approach to their business. The event benefits from strong political and public-sector partnerships between Japan and Europe.

As such, you will not only have the opportunity to meet future business partners, but also government representatives who are developing and promoting political initiatives in favour of Industry 5.0.

Join the B2G community and contribute to creating the International Smart Manufacturing sector of the future.



# GLOBAL INDUSTRIE

## 5 A GLOBAL INDUSTRIAL NETWORK

Our event is supported by GLOBAL INDUSTRIE, the largest industrial exhibition in France. GLOBAL INDUSTRIE welcomes 2,500 exhibitors and 45,000 visitors from 64 countries, every year. The event brings together every type of profile: decision-makers, sales' people, designers and engineers. In the same vein as GLOBAL INDUSTRIE, the Smart Manufacturing Summit is the ideal place in which to immerse yourself in the industry of the future and to reinforce political and trade relations between Europe and Japan.

## 6 AN EVENT ORGANIZED BY GL EVENTS

The Smart Manufacturing Summit is organised by GL events and will be held at the Aichi Sky Expo, which is part of the GL events Venues network.

Aichi Sky Expo, a brand new venue offers large halls, modern equipment and top quality services.

GL events works with numerous public and private customers in France and around the world. As the world's leading provider of integrated event services, the company guarantees high-quality, international standards in terms of hospitality, organisation and services.





A population of  
**7.5 million**



**GDP \$292 billion**  
A figure that is equivalent  
to the GDP of Denmark or  
Singapore



**\$314 billion**  
**Japan's number-1**  
ranked city in terms  
of shipments of  
manufactured goods  
(by value) for 44 years in  
a row



Headquarters of leading  
Japanese manufacturers:  
DENSO, AISIN, OKUMA,  
DMG MORI, MAZAK,  
TOYOTA



## AUTOMOBILE SECTOR



**\$160 billion**  
Almost 50% of all automobile  
parts made in Japan are  
produced in Aichi



Active development  
of **EVs, FCVs** and **PHEVs**,  
based on the 2021-2025 Aichi  
Automotive Industry  
Action Plan



Headquarters  
of the **TOYOTA**  
Group



## AEROSPACE



**\$2.97 billion**  
50% of Japan's domestic  
revenues are generated in the  
Chubu region



Area chosen to set up  
Asia's first aerospace  
industry cluster  
Designated by the Japanese government



**186 companies**  
in the region



**Aeromart  
Nagoya 2021**  
held at  
Aichi Sky Expo



## ROBOTICS



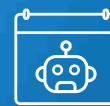
Manufacturing of robots,  
medical robots and  
unmanned aerial vehicles



**Revenues of \$14.5 billion**  
50% of Japan's domestic  
revenues are generated  
in the Chubu region



**3,500 employees**  
in the region



**Robocup Asia-Pacific  
2021** held at Aichi Sky  
Expo

# H<sub>2</sub>

## HYDROGEN



The **Hydrogen Utilisation  
Study Group in Chubu**  
(2020), which is made  
up of leading companies  
such as Mitsubishi,  
Kawasaki and Air Liquide



Specific focus on  
**industrial uses** for oil  
refining, metal treatment,  
power generation and  
logistics



## MATERIALS



**Revenues of \$29.2 billion**  
Plastic, rubber, metal

*\*data in 2021*



## CONTACTS

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## LOCATION

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## OUR PARTNERS AND SUPPORTS



MINISTÈRE  
DE L'ÉCONOMIE,  
DES FINANCES  
ET DE LA SOUVERAINETÉ  
INDUSTRIELLE ET NUMÉRIQUE

*Liberté  
Égalité  
Fraternité*

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