

JSMEA attends Nor-Shipping 2019

Japan Ship Machinery and Equipment Association (JSMEA) had a strong presence at Nor-Shipping 2019, which was held outside Oslo, Norway on June 4-7, 2019. With financial support from The Nippon Foundation, it manned the Japanese Pavilion together with the Japan Ship Exporters' Association (JSEA). Thirteen member companies were represented at the exhibition on behalf of JSMEA, which was led by a delegation of Mr. Shinzo Yamada, chairman; Mr. Masaharu Ono, vice-chairman (concurrently chairman of the association's Global Business Strategy Review Board); Mr. Shigeki Kinoshita, vice-chairman; and Mr. Katsuhiko Fujiwara, vice-chairman.

It was the 28th Nor-Shipping exhibition, which has firmly established itself as one of the world's top maritime exhibitions, attracting many ship owners not only from Norway but from other European nations as well. The official number of visitors is yet to be announced by the organizer, but many indicated that it was better attended than the last time, when some 15,500 visitors were welcomed.

In opening the Japan Pavilion on Day 1, Mr. Yamada had the honor of performing the ribbon-cutting ceremony, joined by Mr. Masahiro Tauchi, Japan's ambassador to Norway; Mr. Yasuhiro Shinohara, vice-minister for international affairs

from the Ministry of Land, Infrastructure, Transport and Tourism (MLIT); Mr. Yasuhiko Kato, president of the JSEA; and Mr. Koichi Fujiwara, president and CEO of Nippon Kaiji Kyokai (ClassNK).

At the Japan Pavilion, JSMEA and the JSEA together hosted "Japanese Sushi Luncheon Parties" on June 4-6 to bring together industry and other representatives from Norway and other European countries. The sushi parties regaled other exhibitors and guests and encouraged many more visitors to stop by the pavilions.

JSMEA adopted a new style in its layout of exhibition booths for the first time at Nor-Shipping 2019. There were no partitions between the booths, which allowed more exhibitors to display at the Japan Pavilion. Many of them were in favor of the new style, with one remarking, "The more open space contributed to attracting visitors." "Having a sense of unity as a Japanese team, we boasted a

greater presence than pavilions of other countries," said another exhibitor. Also, many of the exhibitors stressed that by participating in Nor-Shipping 2019, they were able to learn up-to-date developments in the European market, such as ways to acquire customers, take environmental measures and work on digitalization.

About Nor-Shipping 2019
Dates: Tuesday-Friday, June 4-6, 2019
Place: Lillestrøm, Norway
13 attending JSMEA members: Daihatsu Diesel Mfg. Co., Ltd.; Fuji Electric Co., Ltd.; Fuji Trading Co., Ltd.; Fujitsu Ltd.; Japan Weather Association; Kawasaki Heavy Industries, Ltd.; MOL Techno-Trade, Ltd.; Nakashima Propeller Co., Ltd.; Shinko Ind. Ltd.; Taiyo Electric Co., Ltd.; Tokyo Keiki Inc.; Volcano Co., Ltd. and Yanmar Co., Ltd.

Ribbon-cutting ceremony performed at the Japan Pavilion



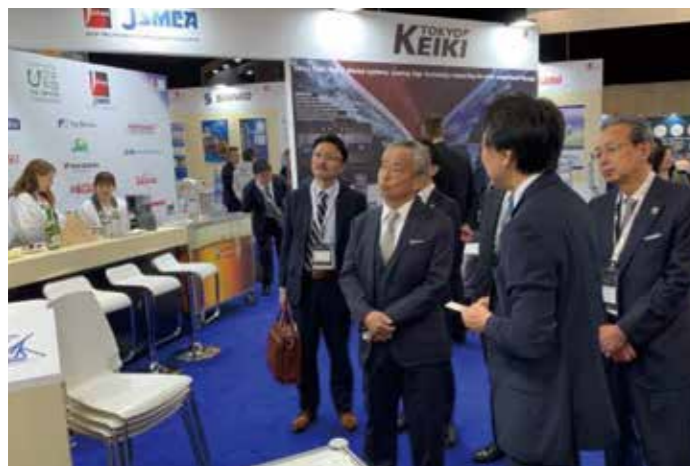
(From left)
 Mr. Shinzo Yamada,
 Mr. Yasuhiko Kato,
 Mr. Masahiro Tauchi,
 Mr. Yasuhiro Shinohara and
 Mr. Koichi Fujiwara.



Nor-Shipping 2019 attracts many people.



With no separating partitions, the booths at the Japan Pavilion enjoy a sense of unity and openness.



Mr. Masahiro Tauchi visits the Japan Pavilion.



"Japanese Sushi Luncheon Parties" are held at the Japan Pavilion.

