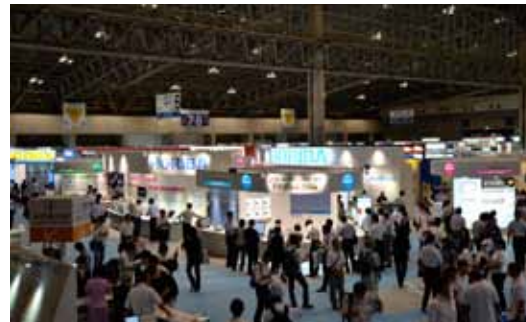


B-a-1 Exhibitions and Networking

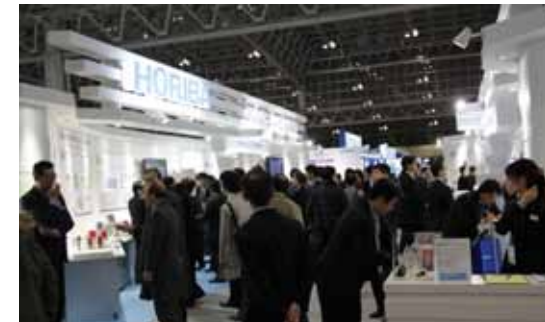
HORIBA Group companies participate in a total of about 40 exhibitions each year to actively advertise their new products and technological expertise. At the same time, the Group places great importance on further improving its hospitality. It does this by for example through initiatives such as the HORIBA Hospitality Suite. This provides HORIBA with invaluable communication opportunities not only to listen directly to customer views and reactions but also to deepen its relationships with its customers.



Automotive Engineering Exposition 2011, Japan's largest automotive engineering exhibition for automotive engineers (May 18–20, 2011)



JAIMA EXPO 2011/SIS2011, the largest exhibition of analytical and scientific instruments and related technologies in Asia. (September 7–9, 2011)



SEMICON Japan 2011, the world's largest exhibition on semiconductor production systems and materials (December 7-9, 2011)



HORIBA Hospitality Suite

We organize IR seminars, presentations for investors, and other events concurrently with exhibitions, so that we can let as many people as possible know about HORIBA. The HORIBA Hospitality Suite is an event that we hold during exhibitions. We invite customers and other people involved in relevant industries to provide them with an opportunity to network and to strengthen our relationships with customers.

KEYWORDS

Exhibition | Automotive Engineering Exposition | JAIMA EXPO/SIS | SEMICON Japan | Hospitality Suite