

Press release

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Formnext Forum Tokyo signals a bright future for physical events post COVID-19

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From 24 – 25 September, Formnext Forum Tokyo wrapped up two successful days of business, confirming that in-person business meetings remain highly valued by the Japanese additive manufacturing (AM) community. Although the COVID-19 pandemic dashed hopes for a full fair, the event still gathered an impressive 710 visitors at the Tokyo Metropolitan Industrial Trade Center, Hamamatsucho Hall.



Left: Trade visitors explore the aisles at Formnext Forum Tokyo. Right: AM products on display

In total, 29 renowned brands showcased the latest trends in AM and intelligent industrial production. Visitors were also able to join 13 seminars by leading experts, covering 3D printing, quality assurance, research and development, supply chain management and more.

While the innovative seminar programme gathered many visitors, the forum's live-streamed 'Discover3Dprinting' webinar was equally as popular. Streamed by the ACAM Aachen Center for Additive Manufacturing from Aachen, Germany, the webinar was delivered with Japanese and English interpretation, with audience members asking technical questions and receiving answers in real-time.

The positive momentum in the AM industry was recognised by many of the event's exhibitors. Mr Hiroshi Takahara of Mitsubishi Heavy Industries machine Tool Co., Ltd said: "Most of the visitors that we have met already have a basic knowledge about AM and have visited us with a clear purpose. We welcomed a visitor with a strong desire to establish a business relationship who came all the way from Osaka this morning."

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From the perspective of many exhibitors, the COVID-19 pandemic has not hampered their business outlook, rather it is being viewed as an opportunity to increase their resolve. Ms Noriko Takeuchi of NTT DATA XAM Technologies Corporation commented: "We should move forward towards economic recovery rather than just scale down our activities because of COVID-19." On the utility of the forum she added: "We continue to join Formnext Forum Tokyo, because the fair enables us to reach high-quality visitors."

In view of the challenging economic environment, helping AM industry players facilitate new business connections was a top priority of the organisers of this year's Formnext Forum Tokyo. At the conclusion of the fair, Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd, commented: "Despite the unique challenges we faced this year, Formnext Forum Tokyo has again shown its effectiveness at supporting business and idea exchange. Many trade visitors reported positively on the new AM trends that they pick up at the show, while exhibitors were also satisfied with the high-quality visitors that came to their booths. With the business community facing its greatest challenge in recent years, we remain convinced of the importance of physical events. We look forward to welcoming the AM industry again in 2021, when the circumstances will be more stable."

Held annually, Formnext Forum Tokyo attracts a broad spectrum of visitors and has established itself as an indispensable event for the entire spectrum of industrial AM stakeholders. The event covers an array of advanced technology and all of the upstream and downstream AM processes and equipment, including materials, powder metallurgy, design, software, and post processing technologies. Formnext Forum Tokyo is part of a series of international events including:

- Formnext: 10 – 12 November 2020, Frankfurt, Germany as an entirely digital event
- Asiamold: 3 – 5 March 2021, Guangzhou, China
- Rosmould: 15 – 17 June 2021, Moscow, Russia
- Formnext South China: 9 – 11 September 2021, Guangzhou, China

The next Formnext Forum Tokyo will be held from 28 – 29 September 2021. For more information, please visit www.formnextforum.jp

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