

To the Press

March 25, 2004

Camera & Imaging Products Association  
Photo-sensitized Materials Manufacturers' Association  
Japan Color-photo Finisher's Association  
Japan Photo and Video Accessory Association

## **2005 International Show Jointly Held by Four Associations**

Our four associations have been eagerly looking forward to holding an international photography and imaging show for many years. Finally, the four associations have come together to jointly hold the **“International Photography and Imaging Show (tentative)”** from the next time. This name is tentative and subject to change.

The basic concept of this new exhibition is to communicate the development of photographic culture, joy of life with the use of images, and application of visuals in various settings by taking advantage of cameras and related goods including software to worldwide users as well as to transmit the latest information on goods and technology, which predicts the future trend, to worldwide business scenes.

The details of the show to be held next year are as follows:

Date: March 17 to 20, 2005  
Place: Tokyo Big Sight, West Hall 1 to 4 and Atrium

In the future, we are aiming to develop this exhibition into a worldwide exhibition that is the largest in Asia and comparable to “photokina” in Germany and “PMA (Photo Marketing Association International Annual Convention and Trade Show)” in the US.

We intend to make improvements in the show in the following aspects as necessary in addition to the conventional “Photo Expo”.

- (1) Participation of exhibitors from around the world
- (2) Provision of international business opportunities

We are looking forward to your hearty support for the holding of the new exhibition.

Participants: Fumio Urano  
President  
Camera & Imaging Products Association (CIPA)  
(President, PENTAX Corporation)

Shigetaka Komori  
President  
Photo-sensitized Materials Manufacturers' Association (PMMA)  
(President, Fuji Photo Film Co., Ltd.)

Yasuo Sasaki  
President  
Japan Color-photo Finisher's Association (JCFA)  
(President, Fujicolor Imaging Service Co., LTD.)

Toru Yamanaka  
President  
Japan Photo and Video Accessory Association (JPV)  
(President, Kenko Co., Ltd.)

(In the order of Japanese syllabary)