

# Shiga Environmental Business Exhibition (Enviro-Shiga)

## Features

Shiga Prefecture has been holding the Shiga Environmental Business Exhibition (Enviro-Shiga), a general environmental fair at Japan's greatest level, to provide marketing channels, market cultivation, technology and information exchanges, and business matching opportunities for the development of the environmental industry.

## Overview

(Technical principles, actions, etc.)

The Lake Biwa Environmental Business Exhibition is well-recognized as one of the largest environmental industry trade shows in Japan for its contributions to the prosperity of the environmental industry by providing opportunities for encounters and business matching for markets, technologies and information in the environmental industry since 1998.

The 13th Exhibition in 2010 hosts 308 companies and organizations, the largest number of participants ever, from all over Japan as well as five organizations from five overseas countries. Our goal is to create a useful trade show for active business negotiations and interactions for all exhibitors and visitors.

**Venue:** Nagahama Dome  
(5 minutes on foot from Tamura Station on the JR Hokuriku Line)

**Website:** <http://www.biwako-messe.com>



## Introductory Track Record

■ **Situation of Business Talks Results of a survey on business talks based on questionnaires collected from the exhibitors of the Enviro-Shiga 2009.**

- **Number of prospective business talks: 3,906**
- **Number of business talks expected to reach agreements: 551**

## Effects

- **About 36,000 prospective business negotiations were conducted over the past 12 years up to 2009 and exhibitors speak very highly of this Exhibition.**
- Nine organizations from seven overseas countries including Canada and Germany participated in the 2009 Exhibition.**

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