



## **Multi-Client Research Prospectus**

### **Research Coverage of 10<sup>th</sup> Japan Data Storage Expo**

**May 14-16, 2008, Tokyo Japan**

#### **Research Overview**

Cross Cultural Business, Inc. will be conducting a multi-client sponsored coverage and research of Japan storage market at the 10<sup>th</sup> Japan Data Storage Expo to be held in Tokyo, Japan, May 14-16. Your participation in this research will give you current market intelligence that can assist with your Japan business strategy..

Organized by Reed Exhibitions Japan Ltd., Data Storage Expo is the premier data storage expo in Japan. The exhibition will include products and technologies related to data storage, covering magnetic disks, magnetic tapes/drives/library, Network storage, removable/optical disk, operation management software, fiber channel products, security products, consulting services and systems integration services. The event is positioned as an important storage exhibitions by hardware and software vendors, integrators, sales channel companies and end users. According to Reed Exhibition Japan, Ltd., there are approximately 90 vendors registered for the exhibit as of April. The event attracted over 110,000 visitors over the 3 day period in May 2007. This year, the organizer expects to have over 125,000 visitors. ( <http://www.dse-expo.jp/en/>)

#### **Japan Storage Market Opportunity Trends**

After the collapse of the “bubble” and subsequent long and painful recession from the mid-90’s, further hit by the impact of the 9-11 event, the Japanese economy is finally turning around, as demonstrated by aggregate corporate revenue, profit, and investment activity turnaround starting around 2003. The unemployment rate, once higher than that of the US during 2002-2003 period, has now stabilized under 4% in recent months. According to IDC Japan’s forecast, the storage solutions market was 598B Yen (US\$5.24B) in 2006 and it is expected to grow to 703B Yen (US\$ 6.39B @110/\$) by 2010. Now is the opportune time to be investing in Japan market or expanding your presence if you are already there.



## Areas of Research Focus

We will cover the event and develop a tailored research note for each of the sponsoring organizations, including;

- Who are the hardware and software vendor players in Japan pertinent to the particular areas of interest of the sponsor (both local and foreign)?
- How well are the vendors represented in the market? Who carries whose products?
- Who are the strong channel and solution integrator and where are their strengths and focus?
- What are the interests of end users and how well are the vendors meeting their demands?
- Particular areas of priorities and interests of each of the sponsoring organizations.

(Please note that this research is not intended as an in-depth intelligence or a quantitative market statistics research although it will include intelligence and market estimates discovered through our interviews of vendors and exhibitors staff. Further research can be conducted as a separate project.)

## Cost of Your Participation

Total cost per sponsorship: **US\$650.00**

This price includes:

- Interview to discuss your priorities and needs, before we travel out to the exhibition.
- Two hardcopies of our research note, tailored to answer your particular priorities and needs as requested. The report will be available by early June.
- One hour of post exhibition briefing, either in person (in Denver metro area) or over a conference call (outside of Denver metro area) in June.

Additional copies of your tailored research note can be purchased at US\$150 each.

## Our Contact

For more information, please Email us at [info@cc-biz.com](mailto:info@cc-biz.com) or call us at 303-465-1644.

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