

2-9. Disaster Management Exhibition

Development of disaster-related technologies and equipment is restricted by the limited purpose of their application. In addition, even when a new technology or piece of equipment is developed, there are not many PR opportunities for them due to the small market.

However, these technologies and equipment make significant contributions to the improvement of the disaster management capability of an entire society. Accordingly, it is important to publicize these technologies and equipment to a wider range of organizations and individuals, including local municipal bodies, private companies, NGOs and the general public.

Among good PR opportunities are exhibitions of disaster management technologies and equipment. Such exhibitions have been held in Tokyo, Yokohama and Kobe since the Great Hanshin-Awaji Earthquake.

The ADRC participates in the Earthquake Disaster Reduction Technology Exhibition held annually in Kobe and Yokohama under the sponsorship of Kobe city. The ADRC continuously intends to support the Earthquake Disaster Reduction Technology Exhibition. This year, it was held in Kobe as a related event of the United Nations World Conference on Disaster Reduction (WCDR). The period of the exhibition was extended to five days according to the conference schedule..

Table. 2-9 Overview of Disaster-related Exhibitions

Place	Name	Period	Visitors	Exhibitors	Booths
Tokyo	Tokyo International Fire Prevention and Disaster Reduction Exhibition	June 4-9, 1998	214,064	260	1,380
	Disaster Rescue Fair 2000	April 20-23, 2000	51,668	70	900
Yokohama	Earthquake Disaster Reduction Technology Exhibition '02	February 14-15, 2002	5,636	125	128
	Earthquake Disaster Reduction Technology Exhibition '03	February 6-7, 2003	6,629	96	157
	Earthquake Disaster Reduction Technology Exhibition '04	February 5-6, 2004	7,539	92	110
	Earthquake Disaster Reduction Technology Exhibition '05	February 3-4, 2005	9,688	130	173
Kobe	Earthquake Disaster Reduction Technology Exhibition '97	January 16-17, 1997	4,264	130	230
	Earthquake Disaster Reduction Technology Exhibition '98	January 13-14, 1998	3,220	115	215
	Earthquake Disaster Reduction Technology Exhibition '99	January 13-14, 1999	3,830	120	135
	Earthquake Disaster Reduction Technology Exhibition '00	January 27-28, 2000	3,479	59	81
	Earthquake Disaster Reduction Technology Exhibition '01	January 18-19, 2001	3,541	50	72
	Earthquake Disaster Reduction Technology Exhibition '02	February 14-15, 2002	1,550	25	25
	Earthquake Disaster Reduction Technology Exhibition '03	January 30-31, 2003	3,336	43	48
	Earthquake Disaster Reduction Technology Exhibition '04	January 29-30, 2004	3,906	35	40
	Exhibition Booths of WCDR (Earthquake Disaster Reduction Technology Exhibition '05)	January 18-22, 2005	8,276	124	153