



# IFPEX Postscript<sup>1)</sup>

FUJIE Tomoya

## 1 Introduction

The 27th International Fluid Power Exhibition (IFPEX) 2024 was held from Wednesday, September 18 through Friday, September 20, 2024, at Tokyo Big Sight's East Exhibition Hall 3. KYB was one of the participants.

The theme of this IFPEX was “Connect the Future with Fluid Power!” The event aimed to engage a diverse audience, including students and future generations, by showcasing the strengths of physical fluid power and the industry's potential.

The previous event, held in 2021, took place when the impact of the COVID-19 pandemic was still being felt, resulting in a total number of visitors that was nearly half of the usual amount. The 2024 event was expected to have many

visitors, with almost no pandemic-related impact. Fig. 1 shows the venue layout.

## 2 KYB's Exhibition

In response to the IFPEX theme, KYB developed the exhibition concept, “Bring new 'joy' to the future with the 'DNA' of hydraulics” to raise awareness of the company.

### [1] Exhibits

KYB grouped and selected its exhibits with the keywords “DNA” and “Joy” included in the concept and related to the ideas below, which are roughly categorized.

- ◆“DNA”: Time frame: Past to present; Topic: Supporting society  
⇒Traditional technology  
- Construction machinery hydraulic products



Fig. 1 IFPEX 2024 venue layout<sup>2)</sup>

- ◆“Joy”: Time frame: Future; Topics: Environmental conservation, labor shortage measures, safety, etc.
- ⇒Future technology
  - Electrification
  - Sensing (<experience-based sales> service)

KYB presented a larger number of demonstration products and hands-on exhibits than before to help visitors easily understand and enjoy its products and services, as well as to raise awareness of the company.

## [2] Booth preparation

KYB usually exhibits its products at IFPEX by presenting internal parts and fittings mounted in an actual machine or vehicle. Due to its product features, the company's exhibition tends to appear quite serious at first glance, seeming to be nothing more than “a line of metal blocks put on a table”. We were concerned that this image would hinder visitors' interest in the company. To address this concern, we incorporated the following ideas into the design of our booth:

- ◆Incorporate a bright, eye-catching image.
  - ⇒Use colors carefully based on the company's color scheme. Incorporate intermediate colors and gradations to express the concept.
- ◆Design a booth that feels open and makes exhibits easy to see. Arrange the exhibits in a layout where people can enter from any direction.
- ◆Display a mock-up model of a mini excavator at the center to allow visitors to easily identify its major components.
  - ⇒Positioned as a landmark of the booth, the mock-up model was designed to be visually appealing. We also prepared and distributed a limited number of promotional items related to the event to ensure that visitors would remember us even after leaving the booth.

Photo 1 shows an overview of the KYB booth. Photo 2 shows the mock-up of the mini excavator. Photo 3 shows the presentation board for the oil condition diagnosis system.



Photo 1 Overview of KYB booth



Photo 2 Mini excavator mock-up model (including hydraulic equipment for construction machinery)

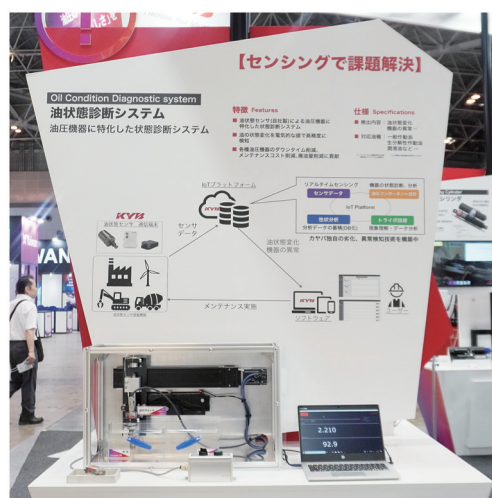


Photo 3 Oil condition diagnosis system (sensing, <experience-based sales> service)

### 3 During the Exhibition

Our booth had many visitors, exceeding the number in 2017 before the pandemic. Hopefully, this was due to our thorough preparation. We were able to conclude the exhibition without any particular problems. We were very pleased to see our attendees here and there, explaining the exhibits and communicating well with visitors who had many questions, throughout the exhibition.

However, one thing that needs to be evaluated and reflected on is our collaboration with Mynavi for the first time. The collaborative exhibit focusing on students and recruitment might not have been operated effectively.

### 4 Competitors' Exhibition and Trends

While participating companies generally exhibited a wide product lineup at previous events, I had the impression at this event that they shifted to showcasing their products and services, focusing on what they really wanted to promote.

Some competitors designed their booths to

create an illusion, while others used a single phrase to make a strong impression. Many companies made an effort to showcase their products in unique and appealing ways, which was impressive.

I noticed a particular trend that some companies emphasized not only their products, but also services or experience-based sales, such as condition monitoring. This implies that the industry is moving in a certain direction.

### 5 In Closing

I would like to express my gratitude to the organizers and everyone involved in this event, as well as all those who visited the exhibition. I hope that our exhibition, presentations, and participation in workshops will help the whole industry further develop.

Thank you very much.

#### References

- 1) "Fluid Power", Vol. 38, No.4 (November 2024)
- 2) IFPEX 2024 material.

#### Author



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Joined the company in 2001.  
Safety Control & Environment Dept.,  
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