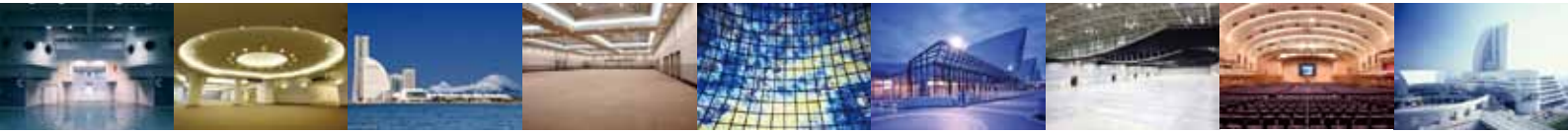


PACIFICO YOKOHAMA



Annual Report 2010



Corporate Profile

Company Name	PACIFIC CONVENTION PLAZA YOKOHAMA	
Abbreviated Name	PACIFICO YOKOHAMA	
Location	1-1-1, Minato Mirai, Nishi-ku, Yokohama 220-0012, JAPAN	
President	KOBORI, Takashi	
Date of Establishment	June 3, 1987	
Capital	7,565,000,000 yen	
History	<p>June 1987</p> <p>June 1988</p> <p>December 1988</p> <p>June 1989</p> <p>October 1989</p> <p>June 1991</p> <p>July 1991</p> <p>September 1991</p> <p>October 1991</p> <p>April 1994</p> <p>July 1999</p> <p>June 2000</p> <p>July 2001</p> <p>June 2004</p> <p>August 2006</p> <p>June 2009</p> <p>March 2010</p> <p>April 2010</p>	<p>Pacific Convention Plaza Yokohama is established (Chairman: HANAMURA, Nihachiro / President: TAKAGI, Fumio). Initial capital is 4,400,000,000 yen.</p> <p>Capital increases to 8,800,000,000 yen.</p> <p>Construction work of Conference Center and Hotel complex is started.</p> <p>Capital increases to 11,000,000,000 yen.</p> <p>Construction of Exhibition Hall (Phase I) is started.</p> <p>Capital increases to 15,986,000,000 yen.</p> <p>Construction of Conference Center and Hotel complex is completed. Completion ceremony is held on July 29. Full operation is started on August 22.</p> <p>Capital increases to 16,801,000,000 yen. Construction of National Convention Hall of Yokohama is started.</p> <p>Construction of Exhibition Hall (Phase I) is completed. Completion ceremony is held on October 12. Full operation is started on October 13.</p> <p>Construction of National Convention Hall is completed. Completion ceremony is held on April 25. Full operation is started on May 19.</p> <p>Construction of Exhibition Hall (*Phase II) is started. *Doubling the exhibition space and additional construction of Annex Hall.</p> <p>Chairman: TAKAGI, Fumio / President: BABA, Sadao.</p> <p>Construction of Exhibition Hall (Phase II) is completed on July 30.</p> <p>President : OKAMOTO, Akira.</p> <p>Capital decreases to 7,565,000,000 yen</p> <p>President : FUKAGAWA, Kuniaki.</p> <p>Upgrade construction of Conference Center is completed.</p> <p>President : KOBORI, Takashi.</p>
Main Business	<ol style="list-style-type: none">1. Planning, promoting and holding international and domestic conferences and various kinds of cultural and academic events.2. Planning, promoting and holding international and domestic trade shows and exhibitions.3. Leasing and managing conference facilities, exhibition halls, accommodation facilities and associated facilities.4. Managing and operating parking lots and parks, etc.5. Liability insurance agent business	

Investment Share

Stock Information

(1) Number of shares

Total Number of Authorized Shares 399,000

Total Number of Issued Shares 333,520

(2) Number of Shareholders

252

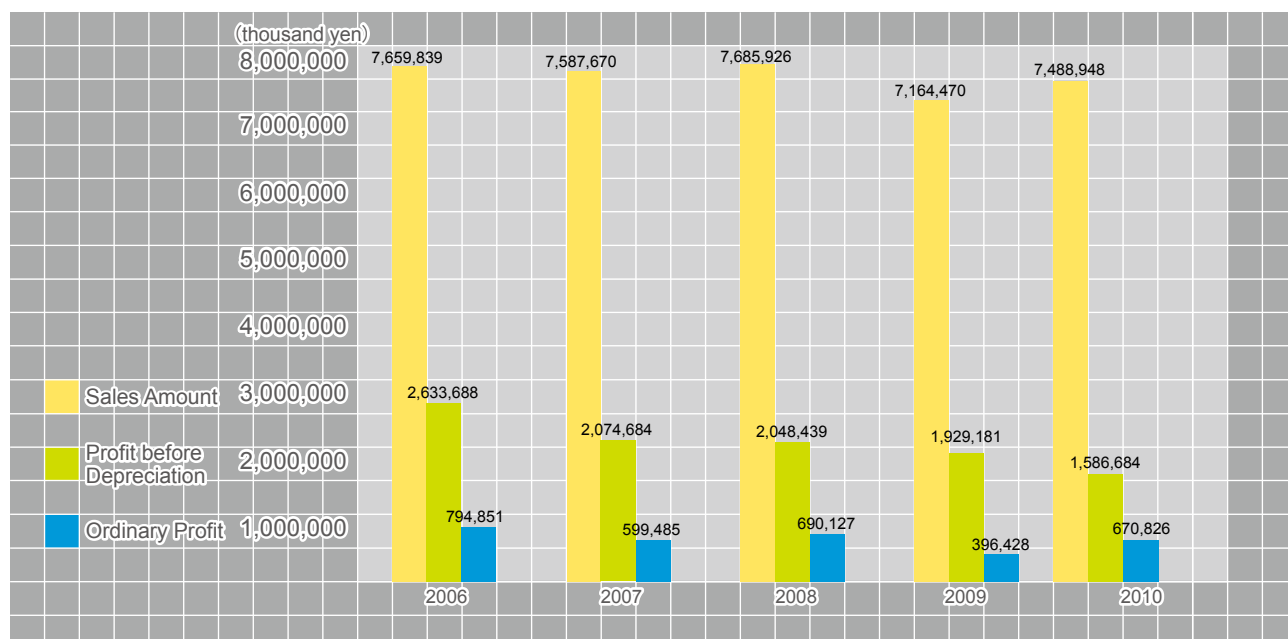
(As of March 31, 2011)

Main Shareholders	Number of shares	Percentage of shareholding (%)
City of Yokohama	82,000	24.58
Kanagawa Prefecture	40,000	11.99
Development Bank of Japan	32,000	9.59
JFCC Investment association for MM 21	12,000	3.59
The Bank of Tokyo-Mitsubishi UFJ,Ltd.	6,820	2.04
The Bank of Yokohama,Ltd.	6,640	1.99
TOKYO GAS Co., Ltd.	4,000	1.19
The Tokyo Electric Power Company, Incorporated	4,000	1.19
NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION	4,000	1.19
Mizuho Bank, Ltd.	3,880	1.16

Selected financial data

■ Sales record and assets

Division	2006	2007	2008	2009	2010
Sales Amount (1,000yen)	7,659,839	7,587,670	7,685,926	7,164,470	7,488,948
Ordinary profit (1,000yen)	794,851	599,485	690,127	396,428	670,826
Net income (1,000yen)	465,290	302,000	379,933	19,920	9,240
Profit before depreciation (1,000yen)	2,633,688	2,074,684	2,048,439	1,929,181	1,586,684
Total assets (1,000 yen)	44,870,350	42,814,047	42,355,453	43,357,115	41,888,992
Net assets (1,000 yen)	8,029,761	8,331,761	8,711,694	8,731,615	8,740,855



Outline of Facilities



Facilities name		Outline	Ownership (a building)	Ownership (a site)	Management
①	Conference Center	Approximately 50 rooms of various sizes	PACIFICO Yokohama	City of Yokohama	PACIFICO Yokohama
②	Hotel	Approximately 600 guest rooms	PACIFICO Yokohama	City of Yokohama	INTERCONTINENTAL YOKOHAMA GRAND
③	Yokohama International Organization Center	<ul style="list-style-type: none"> Yokohama Association for International Communications and Exchanges (YOKE) 6 International organizations (ITTO,IUC,CITYNET,WFP,FAO,UNU-IAS) 	Policy Bureau, City of Yokohama	City of Yokohama	PACIFICO Yokohama (Only the facilities management)
④	National Convention Hall of Yokohama	The only one of the National Convention Hall in Eastern Japan		City of Yokohama and Government Of Japan (half share)	PACIFICO Yokohama
	Marine Lobby (1F)	The multipurpose lobby of 1,400m ² Designed to evoke the image of seashore.	PACIFICO Yokohama		
	Hall (2F)	One of the Japanese largest theater with Approximately 5,000 seats	Ministry of Finance, Government Of Japan		
⑤	Exhibition Hall	A 20,000m ² column-free space dividable into 4 units	PACIFICO Yokohama	City of Yokohama	PACIFICO Yokohama
⑥	Annex Hall	A 1,350m ² dividable into 6 units	PACIFICO Yokohama	City of Yokohama	PACIFICO Yokohama
⑦	Minato Mirai Public Parking Lot	Underground parking lot with Approximately 1,200 cars	Architectural Project Assistance Public Corporation, City of Yokohama	City of Yokohama	PACIFICO Yokohama
⑧ - 1	Pedestrian Deck	Connected to each facility	Port and Harbor Bureau, City of Yokohama	City of Yokohama	PACIFICO Yokohama (designated manager)
⑧ - 2	Plaza	A circle event space			
⑧ - 3	Minato Mirai Pukarisanbashi Pier	Floating pier			
⑧ - 4	Rinko Park	The largest park with greenary and panoramic view of Yokohama bay			
⑨	Bus/Large Vehicle Parking Lot	Parking lot with 40 large-sized vehicle	Port and Harbor Bureau, City of Yokohama	City of Yokohama	PACIFICO Yokohama
⑩	Block 20	Vacant land(22,120.48m ²)	Port and Harbor Bureau, City of Yokohama	City of Yokohama	PACIFICO Yokohama

Sales Record

■ National Convention Hall

Number of Events, Occupancy Rate & Participants

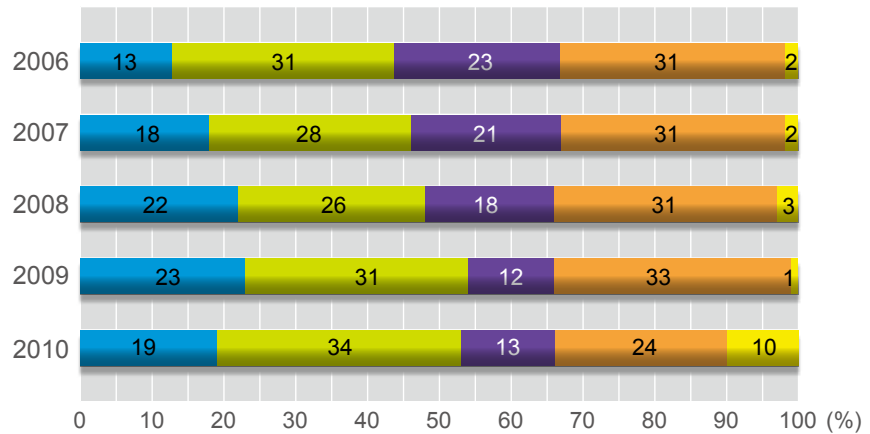
Fiscal Year	2006	2007	2008	2009	2010
Number of Events	135	134	137	111	102
Occupancy Rate in Days (%)	72	74	75	67	69
Participants (1,000 persons)	604	605	686	655	648



*Occupancy rate in Days=number of days / available rental days (365 or 366 days / per year minus 24 closed days for facility inspection)

Category

- Meeting, Seminar, Symposium
- General Meeting, Assembly, Ceremony
- Corporate Incentive
- Concert
- Other



■ Conference Center

Number of Events, Occupancy Rate & Participants

Fiscal Year	2006	2007	2008	2009	2010
Number of Events	667	745	506	328	370
Occupancy Rate in Days (%)	69	70	70	66※	62
Participants (1,000 persons)	577	493	545	411	422

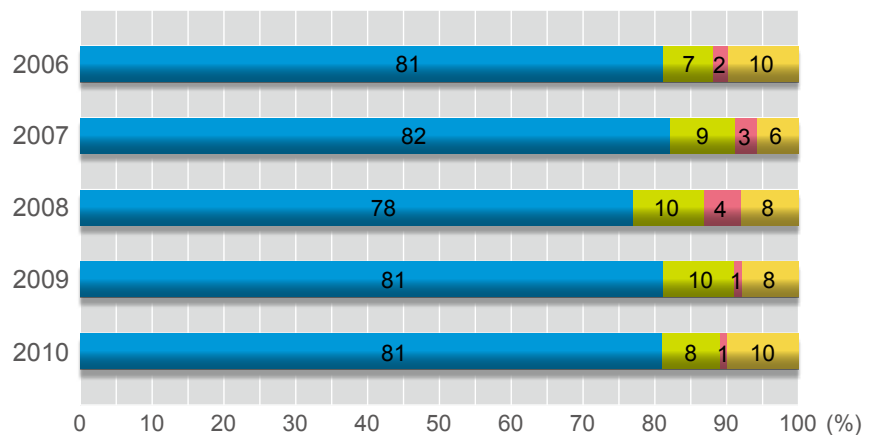


*Occupancy Rate in Days=average number of days when main meeting rooms (Main Hall, 301 to 304, 501, 502, Small Auditorium) are occupied / available rental days (365 or 366 days / per year minus 24 closed days for facility inspection)

※ Calculated exclude upgrade construction period.

Category

- Meeting, Seminar, Symposium
- General Meeting, Assembly, Ceremony
- Party
- Other



Sales Record

Exhibition Hall

Number of Events, Occupancy Rate & Participants

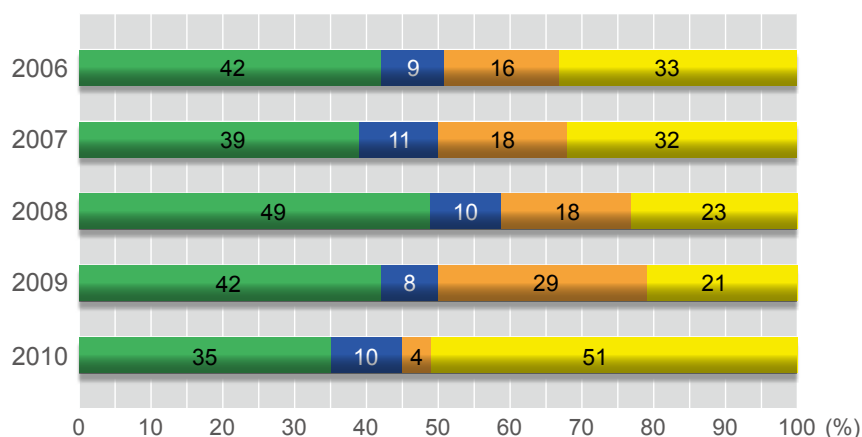
Fiscal Year	2006	2007	2008	2009	2010
Number of Events	155	156	145	145	128
Occupancy Rate in Days (%)	61	64	67	70	61
Participants (1,000 persons)	1,821	2,112	2,189	2,632	1,725

* Occupancy Rate in Actual Area=occupied area per year / available rental days (365 or 366 days / per year minus 24 closed days for facility inspection) × Area



Category

- Exhibition, Trade
- Sales
- Event
- Other



Annex Hall

Number of Events, Occupancy Rate & Participants

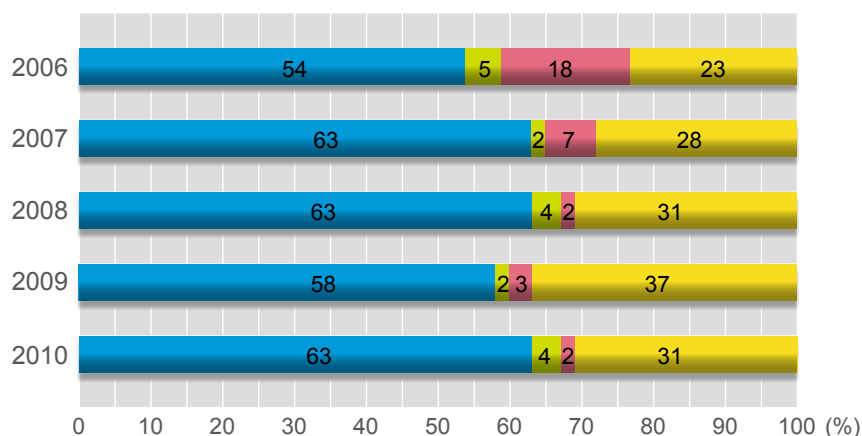
Fiscal Year	2006	2007	2008	2009	2010
Number of Events	249	217	250	280	240
Occupancy Rate in Days (%)	60	59	57	62	60
Participants (1,000 persons)	446	289	347	270	294

* Occupancy Rate in Days=average number of days main meeting rooms (F201 ~ F206) were occupied / available rental days (365 or 366 days / per year minus 24 closed days for facility inspection)



Category

- Meeting, Seminar, Symposium
- General Meeting, Assembly, Ceremony
- Party
- Other



Sales Record

Major events in 2010

- 5/11(tue) ~ 5/14(fri)
The 7th International Conference and Convention on Undersea Telecommunications
- 6/6(mon) ~ 6/10(thu)
The 21st International Conference on Arabidopsis Research (ICAR2010)
- 6/28(mon) ~ 7/2(fri)
RENEWABLE ENERGY 2010 INTERNATIONAL CONFERENCE
- 6/30(wen) ~ 7/2(fri)
RENEWABLE ENERGY 2010 INTERNATIONAL EXHIBITION / PVJapan2010
- 7/30(fri) ~ 7/31(sat)
Kids engineer 2010
- 8/5(thu) ~ 8/8(sun)
69th Y's MEN INTERNATIONAL CONVENTION
- 9/19(sun) ~ 9/21(tue)
G-spatial EXPO
- 10/8(fri) ~ 10/10(sun)
The 6th World Dental Meeting in Japan 2010 / The 6th World Dental Show 2010 in Yokohama
- 10/13(wen) ~ 10/16(sat)
Japan Digestive Disease Week 2010
- 10/22(fri) ~ 10/25(mon)
「Skills Renaissance ! Kanagawa 2010」 48th Skills Festival for All Japan
- 11/7(sun) ~ 11/14(sun)
APEC JAPAN 2010 LEADERS WEEK IN YOKOHAMA
- 12/27(mon) ~ 1/1(sat)
MASAHARU HUKUYAMA CONCERT
- 2/9(wen) ~ 2/12(sat)
CP+2011 CAMERA&PHOTO IMAGING SHOW
CP+ (CAMERA&PHOTO IMAGING SHOW)
- 3/3(thu) ~ 3/6(sun)
Japan international Boat Show 2011



The 7th International Conference and Convention on Undersea Telecommunications



RENEWABLE ENERGY 2010 INTERNATIONAL CONFERENCE



RENEWABLE ENERGY 2010 INTERNATIONAL EXHIBITION / PVJapan2010



Kids engineer 2010



69th Y's MEN INTERNATIONAL CONVENTION



G-spatial EXPO



CP+2011 CAMERA&PHOTO IMAGING SHOW CP+ (CAMERA&PHOTO IMAGING SHOW)



Japan international Boat Show 2011

Sales Record

APEC JAPAN 2010 LEADERS WEEK IN YOKOHAMA



Leaders' Declaration



APEC Economic Leader's Meeting (AELM)



AELM Official Dinner



APEC Ministerial Meeting (AMM)



Cultural Event "Kabuki"



International Media Center (IMC)



AMM Joint Press Conference



President of Peru at the memorial statue of 100th anniversary of Japanese immigration in Peru



Security Fence



Police dog (K9) securing the area



Exhibition "JAPAN EXPERIENCE" Opening Ceremony



PACIFICO YOKOHAMA

(PACIFIC CONVENTION PLAZA YOKOHAMA)
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U R L: <http://www.pacifco.co.jp>