

# POST SHOW REPORT

**IFEX** 2010

7<sup>th</sup> INTERNATIONAL  
**FLOWER EXPO TOKYO**

**GARDEX** 2010

4<sup>th</sup> INTERNATIONAL  
**GARDEN EXPO TOKYO**

**EXTEPO** 2010

2<sup>nd</sup> INTERNATIONAL OUTDOOR LIVING &  
**BUILDING PRODUCTS EXPO TOKYO**

Formerly: International Exterior Expo Tokyo

**October 28-30, 2010 Makuhari Messe, Japan**

Organised by: Japan Floral Marketing Association (JFMA), Reed Exhibitions Japan Ltd.



## **2010 Shows End in Record Breaking Success Largest Ever, 913 Exhibitors from 27 Countries around the World**

Even under economic situations that caused many of the major international trade shows to shrink in size, this year's International Flower Expo Tokyo (IFEX) and its concurrent shows, International Garden Expo Tokyo (GARDEX) and International Outdoor Living & Building Products Expo Tokyo (EXTEPO), reported another successful close with strong turnout, recording a highest of 913 exhibitors. Heavy typhoon affected transportation systems, but that did not keep the 30,651 professional trade visitors from conducting vigorous business negotiations with the exhibitors on-site. Held over a three day period from October 28-30, 2010 at Makuhari Messe, Japan, exhibitors from 27 countries reported strong business dealings and high satisfaction for the shows which started with a bang and kept crowds coming throughout the entire duration of the show.

# Photo Highlights



## General Statistics

### 1) Exhibitors

**Number of exhibitors: 913** (855 in 2009)

**Participating Countries:** Australia, Bangladesh, Belgium, China, Colombia, Denmark, Ecuador, Ethiopia, France, Germany, Hong Kong, India, Italy, Japan, Kenya, Republic of Korea, Malaysia, Netherlands, Philippines, Russian Federation, South Africa, Sri Lanka, Taiwan, Thailand, United Kingdom, United States, Viet Nam (27 countries)

**Country Pavilions:** China, Colombia, Ethiopia, India, Kenya, Korea, Sri Lanka, Taiwan, Thailand, UK (10 countries)

### 2) Attendees

**Number of Visitors** 30,651 registered trade visitors

## Visitor Count

All registrations are counted only once, no matter how many repeat days/times a visitor attends the exhibition.

	Oct 28 (Thur)	Oct 29 (Fri)	Oct 30 (Sat)	3 Days Total
(1) On-Site Registrants	9,901	7,804	5,876	23,581
(2) VIP Registrants	3,330	1,043	572	4,945
(3) Seminars Attendees / Speakers	404	1,147	235	1,786
(4) Press	106	47	26	179
(5) Special Guests	157	3	0	160
<b>Total Number of Visitors Total of 1-5</b>	<b>13,898</b>	<b>10,044</b>	<b>6,709</b>	<b>30,651</b>

We consistently count visitor registration numbers clearly and stringently and, without deception, continue to release the real numbers.

### Fundamental Philosophy of the Totalled Visitor Numbers

1. The number of visitors will be stated honestly and will not be inflated. This is our duty to exhibitors.
2. The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors.
3. The number of visitors and also the counting method will be stringently announced in writing shortly after the exhibition.

### Three Major Principles of the Counting Method

1. Only those who visit the exhibition and complete registration on-site are counted.
2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures, therefore, this counting method is prohibited.

## IFEX Bloomed with Flowers from All over Japan and the World

With IFEX further establishing itself as the largest flower show in Asia, the show attracted major flower growers from all over Japan and the world, filling the air with a vibrant buzz and floral scent that continued until the last day of the show. Japanese flower growers displayed their finest within the newly launched “Japanese Prefectural Pavilion,” competing with country pavilions by major international flower exporters such as China, Colombia, Ethiopia, Kenya, Korea, Taiwan, and Thailand. Flower industry giants also participated from all over Asia and Europe, enhancing the status of IFEX as a truly international and high-grade show. Major auction markets, importers, and growers from all over Japan as well as from countries such as China, Korea, and Taiwan eagerly milled around the booths, keeping exhibitors busy with business throughout the entire duration of the show.

## New Fair: Agritech Japan (Agricultural Technology & Equipment Fair)

A comprehensive agricultural and horticultural fair for vegetable, fruit and flower farmers was launched at this year’s IFEX, called “Agritech Japan.” From its very first show, it welcomed major industry players from all over Japan and the world including Hitachi Appliances, Sumitomo Chemicals, and Germany’s Poppelmann. A country pavilion by Korea was also successfully launched in this new fair. A wide variety of agricultural materials and machinery necessary for the production of vegetables, fruits, and flowers were exhibited, attracting farmers and agricultural cooperatives as well as importers, wholesalers, DIY stores, home centers, and garden centers. Traffic was heavy at this new fair, and exhibitors reported great business results and high satisfaction.

## **Exhibitor Comments:**

*“We are all very happy with this year's show, as we met more buyers than last year, and also some from Korea and China. IFEX is a very important show for us, as all the major industry players are here. We are satisfied that we were able to show our presence and promote some of our new breeds to the buyers.”* - Jairo Cadavid, Promotions and Communications Director, Colombia Pavilion / IFEX exhibitor

*“As it was our first time exhibiting, we were worried about the show, but there was a very good business atmosphere and we were very surprised at how many buyers there were at the show. We met about 120 buyers on-site, which is more buyers than we expected, and had very good business negotiations with at least 10 companies. We are very satisfied with the show and will definitely exhibit again next year.”* – Jbee Kim, President, BJ International (Korea) / IFEX exhibitor

*“We were satisfied with the show, as we were able to have very good business negotiations with our customers on-site. We talked with about 100 buyers during the show period, of which 20 were new buyers including some from China and Korea. We were able to promote our new breeds which were very well accepted, and were highly satisfied that our mini cyclamens especially sold well.”* - Emiko Castaneda-Tsuzuki, Product Manager, Morel Diffusion S.A.S (France) / IFEX exhibitor

*“We had much better results through this show compared to any other trade show we have exhibited at in the past. There were many professional buyers, and we were able to meet most of our target buyers which makes us very confident that we will achieve much sales after the show. We have absolutely no complaints about the show, and all the other companies we exhibited with were also highly satisfied.”* - Yang Chang Hwan, Manager, Woosung Hitec Co., Ltd. (Korea) / Agritech exhibitor

## **GARDEX & EXTEPO Returns with a Bang**

As concurrent shows of IFEX, Japan's largest garden and outdoor living trade shows GARDEX & EXTEPO also achieved great success this year with Asia's garden market enjoying stable business, and with the newly launched fair and zone adding new dimensions to the show. GARDEX featured its popular zones such as “Grow-Your-Own Zone,” which showcased all kinds of home gardening products, catering to a growing trend among retiring baby-boomers and health-conscious garden enthusiasts, while the newly launched “Garden Wear Zone” gathered a collection of stylish and fashionable garden wear. Most exhibitors reported they had prepared well in advance to conduct on-site business negotiations with the thousands of professional garden industry buyers, which resulted in great success. Meanwhile, the 2<sup>nd</sup> edition of EXTEPO catered to the industry known as the “exterior industry” in Japanese, targeting industry professionals in this area of business and featuring a wide range of outdoor living and building products. Highly functional and innovative items and services that are both eco-friendly and economical were also widely featured. Show Management increased the number of special invitations extended to major wholesalers, and dozens of shuttle buses full of eager tour groups from across the country pulled up to the show venue every day, greatly contributing to the number of buyers on-site, both in quantity and quality.

## **New Fair: Tool Japan (International Hardware and Tools Fair)**

Tool Japan was launched within GARDEX as a special fair in response to increasing needs for the establishment of a fair specializing solely on tools and hardware. Exhibits included all kinds of hardware and tools for landscaping, agriculture and carpenter's use such as impact drivers, wrenches, blowers, brush cutters, lawnmowers, sanders,

clippers, hedge cutters, saws, spades, gloves, and boots. The chamber of commerce in major hardware producing cities, Miki and Sanjo, participated under organised pavilions in Tool Japan, attracting many enthusiastic buyers with its lineup of the finest quality of hardware. The fair was so successful that upon visiting, industry leaders such as Makita Corporation have already confirmed their decision to participate at the 2011 show, and several countries such as Germany, Taiwan, and Spain are also considering the establishment of country pavilions next year.

### **Exhibitor Comments:**

*“This was our first time joining the show, and it was very good: great organization, good buyers. We met around 200 buyers in just 2 days, and have 20 strong leads of importers and distributors. We exhibit at major trade shows around the world, and feel that GARDEX is a very good show with solid buyers.”* - Sietse de Wit, President, De Wit (Netherlands) / Tool Japan exhibitor

*“It was our first time exhibiting, and we are completely satisfied with the great results. Japanese buyers showed strong interest in our eco-friendly products, and we met 200 new buyers a day, including buyers from New Zealand, France, and Kenya. Thanks to the support from show management, we have already received 10 requests to be our agent in Japan, and are positive that we will achieve 240,000USD in annual sales through our participation.”* - Gothamie Seelanatha, Executive Director, Inter Coir Limited (Sri Lanka) / GARDEX exhibitor

*“As 2nd time exhibitors, we are satisfied with the show as we were able to make 70 contacts this time, of which 10 are strong leads. We met importers and distributors for our products, and feel that there is a lot of potential to grow our business as this market is still very small in Japan.”* - Filip Wauters, Sales Manager, KBT nv (Belgium) / EXTEPO exhibitor

*“We met many buyers and were very busy during the entire show. We have exhibited at other garden shows in Japan, but GARDEX is by far a better show with good organisation and much more professional buyers. We are mainly here for marketing and research, and have received sample orders and inquiries that we will follow up with.”* – Gary Smith, Managing Director, Trimetals Ltd. (UK) / GARDEX exhibitor

## **2011 Show to Expand by 30%! New Dates Announced**

IFEX/GARDEX/EXTEPO will return at a greater scale next year, expanding 30% from **October 13-15, 2011 at Makuhari Messe**, Japan, with the addition of an extra hall to accommodate more exhibitors. With the shows further succeeding in establishing themselves as the world’s leading flower and garden industry trade shows, IFEX/GARDEX/EXTEPO will undoubtedly continue to be the most important flower and garden trade shows in Asia and the rest of the world. As most exhibitors in the 2010 show rebooked their spaces on-site during the show period and requested to expand booth size, show management strongly recommends those interested in participating at IFEX/GARDEX/EXTEPO 2011 to make inquiries today due to the possibility of the show reaching its full capacity soon.

## **For Further Information, CONTACT:**

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