

# POST SHOW REPORT

**IFEX** 2009

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

**GARDEX** 2009

3<sup>rd</sup> INTERNATIONAL  
**GARDEN EXPO TOKYO**

**EXTEPO** 2009

1<sup>st</sup> INTERNATIONAL  
**EXTERIOR EXPO TOKYO**

November 11-13, 2009 Makuhari Messe, Japan

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

## 2009 Shows End in Record Breaking Success Largest Ever 855 Exhibitors and 31,928 Visitors from Around the World



As major trade shows around the world reported fewer participants than before due to the global recession, this year's International Flower Expo Tokyo (IFEX) and International Garden Expo Tokyo (GARDEX), coupled with the brand new International Exterior Expo Tokyo (EXTEPO) drew a surprisingly successful close at record highs. The three shows attracted 31,928 professional trade visitors from all over the world, up slightly from 2008 where it received 31,891. Held over a three day period from November 11-13, 2009 at Makuhari Messe, Japan, a record 855 exhibitors from 27 countries vigorously conducted business on-site with these visitors.

# Photo Highlights



## General Statistics

### **1) Exhibitors**

**Number of exhibitors: 855**

Exhibitor numbers at past shows: 313 in 2004 >> 416 in 2005 >>619 in 2006 >>732 in 2007 >>846 in 2008

**Participating Countries:** Australia, Belgium, China, Colombia, Ecuador, Ethiopia, France, Germany, Hong Kong, India, Israel, Italy, Japan, Kenya, Republic of Korea, Malaysia, Netherlands, New Zealand, Portugal, Slovenia, Sri Lanka, Switzerland, Taiwan, Thailand, United Kingdom, United States, Viet Nam

**Country Pavilions:** Australia, China, Colombia, Ecuador, Ethiopia, India, Kenya, Korea, Malaysia, Taiwan, Thailand

### **2) Attendees**

**Number of Visitors**     **31,928 registered trade visitors** (31,891 visitors in 2008)

# Visitor Count

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.

## Total Number of Visitors (Total of ①-⑤)

### ① On-Site Registrants

All registrations are counted once only, no matter how many repeat days the visitors attend the show.

### ② VIP Registrants

Registrations with VIP badges (VIP badges are distributed to VIP Registrants before the show) are counted once only no matter how many repeat days the visitors attend the show.

### ③ Conference Attendees and Speakers

The actual number of attendees and speakers at the conference is included in the count.

### ④ Members of the Press

Only members of the press who registered at the Press Counter are included in the count.

### ⑤ Special Guests

Special guests from the fair supporters, embassies and government related visitors who attended the fair official functions are included in the count.

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

	Nov 11 (Wed)	Nov 12 (Thur)	Nov 13 (Fri)	3 Days Total
(1) On-Site Registrants	9,457	7,876	7,480	24,813
(2) VIP Registrants	2,721	1,102	752	4,575
(3) Conference Attendees and Speakers	639	1,113	457	2,209
(4) Members of the Press	79	52	58	189
(5) Special Guests	142	0	0	142
<b>Total Number of Visitors Total of 1-5</b>	<b>13,038</b>	<b>10,143</b>	<b>8,747</b>	<b>31,928</b>

## **IFEX: Flowers from All over the World Blossomed for Business**

The reason IFEX thrived even under dire economic situations was because the show not only succeeded in attracting 855 exhibitors but also brought a record number of highly professional buyers to the venue through vigorous and exhaustive visitor promotion. As a result of such efforts, major flower auction markets and 1,600 individual growers arranged group tours to visit the show from all corners of Japan, greatly boosting attendance as well as the quality of buyers. With IFEX being the largest flower show in Asia, the show also attracted international buyers from the world over including those that came in arranged group tours from China, Korea, Taiwan, Canada, and the United States. Hence the show enjoyed heavy traffic throughout all three show period days which created buzz and excitement in the venue, and many exhibitors expressed their joy at their success.

*“We welcomed about 100 importers, wholesalers, supermarkets, and auctions to our booths every day and I believe many will result in solid business. Although this was our first show in Japan, we had no trouble exhibiting and enjoyed every minute of our stay at IFEX,”* says Rose W. Wahome, Managing Director of Mosi Flowers (Kenya). Another equally impressed first-time exhibitor from Israel, Eddy Segal, Managing Director of Daisy Pac Ltd., commented, *“Our initial impression of the show was ‘WOW’. We had many packers, florists, and wholesalers come to our booth and received hundreds of inquiries which we will follow up after the show. We are very satisfied as the show had very good return on investment.”*

Returning exhibitors also expressed their satisfaction with IFEX. Hyong-Pyo Kim, Manager of Korea Agro-Trade Center (Korea) commented, *“We were very happy that even with the economy down, the show maintained its good atmosphere. The Korea pavilion did very well and was successful in the promotion of new products, receiving many orders and requests for product samples onsite.”*



Show Management team visited major flower auctions in the morning to promote IFEX directly to more than 1,000 florists.

## **GARDEX Firmly Established as Japan’s Largest Garden Show**

GARDEX, which celebrated its 3<sup>rd</sup> edition as a concurrent garden industry show, also enjoyed great success this year thanks to the steady garden market in Asia coupled with clear segmentation of exhibits and newly launched zones. Three new zones within the show proved highly effective in increasing product ranges and adding further dimensions to the show. The “Kitchen Garden Zone” was one of the highlights, as “grow-your-own” increases its momentum in Japan as a popular new lifestyle in these economically rough times and more people focus on food safety. In addition, over 40 new garden hardware companies participated in the new “Hardware & Power Tools Zone” and everything from fashionable garden boots to useful garden aprons lined booths at the “Garden Accessories Zone”.

Exhibitors took time to research the Japanese market before participating, and their efforts, together with the

thousands of professional buyers at the venue, resulted in great success. *“The products we selected for the show specifically catering for smaller gardens have been received very well, and we had about 50 serious buyers a day to our booth. We met a number of very good Japanese wholesalers, florists, and garden shops, and also found a business partner and became confident that our products were a good fit for the Japanese market. We are highly satisfied with the connections made during the show,”* says Malcolm Andrews, Sales and Marketing Director of Haxnicks (UK).

## **NEW SHOW: EXTEPO’s Debut Ends in Smashing Success**

A wide variety of products and materials related to gardens and yards gathered from all over Japan and the world at the newly launched show specifically catering to the outdoor living and building industry, also known in Japan as the “exterior industry”. Named the International Exterior Expo Tokyo, or EXTEPO, this new show was held as a spin-off of GARDEX, and welcomed a wide variety of products essential for comfortable outdoor life as well as highly functional items that are eco-friendly and energy-saving. In addition, with heavy visitor promotion for the new show paying off, exhibitors who came with high hopes were not disappointed. Show Management extended special invitations for exterior wholesalers to come to the show and offered shuttle bus service for such group tours. This proved to be successful in attracting major wholesalers and contractors from afar, and large busses pulled up daily in front of the venue full of hundreds of high quality buyers.

Leonard J. Millip, Sr. Marketing & Product Development Manager of Innoprise Wood Products (Malaysia), exhibited high-quality outdoor furniture at EXTEPO and commented, *“We only had a few clients in Japan which we had lost touch with, and we exhibited in hopes of reconnecting with them and finding new customers. We did well at the show, and received positive results from buyers. We are confident that our sales target will be met through the contacts we made at this show and allow us to start business again in Japan.”*

Heike Vetter, CEO of Saveri Home & Garden (Vietnam), said, *“We are pleasantly surprised with the show as we saw many high quality buyers. We have exhibited at many European shows before, but this show has more visitors who are professional and ready to do business. We met many importers and wholesalers, and were also able to meet face to face with our existing customers. Also we enjoyed the networking opportunities as it helped us meet many people.”*



Exterior wholesalers and contractors visited the show from all corners of Japan in large shuttle buses provided by show management.

## **Educational Seminars Inspired Thousands of Industry Members**

There were a total of 26 educational seminars hosted during the show relating to a wide range of subjects regarding the flower, garden and outdoor living industry. Especially seminars on store fixtures, preserved flowers, funeral flowers, greening, and gardening know-how were most popular, selling out days before the show. These seminars provided participants with vital information on the latest trends and business tips helpful in boosting their business, and attracted a total of 2,209 attendees such as flower shops, garden centers, home centers, and landscapers.

## **Special Announcement: 2010 Show Dates**

IFEX/GARDEX/EXTEPO will return next year from **October 28-30, 2010 at Makuhari Messe, Japan**. With EXTEPO enjoying a great debut and GARDEX further succeeding in establishing itself in the world's garden industry, as well as IFEX continuing to hold its position as Asia's largest flower industry trade show, these shows will undoubtedly continue to be the most important flower and garden trade shows in Asia and the rest of the world. The successful results, even under dire economical situations, boosted great responses towards the next year's show. As most exhibitors in the 2009 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 2010 to make inquiries today due to the possibility of the show reaching its full capacity soon.

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

IFEX/GARDEX/EXTEPO Show Management, Reed Exhibitions Japan Ltd.

<Contact Person> Katherine Kanami Nishimura

<Address> 18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan

<Tel> +81-3-3349-8511      <Fax>+81-3-3345-7929      <E-mail> ifex-eng@reedexpo.co.jp

<Website> [www.ifex.jp/english/](http://www.ifex.jp/english/)      [www.gardex.jp/english/](http://www.gardex.jp/english/)      [www.extepo.jp/english/](http://www.extepo.jp/english/)