

POST SHOW REPORT

GARDEX 2008
IFEX 2008

2nd INTERNATIONAL
GARDEN & EXTERIOR EXPO TOKYO
5th INTERNATIONAL
FLOWER EXPO TOKYO

October 30-November 1, 2008 Makuhari Messe, Japan

Organised by: Reed Exhibitions Japan Ltd.

Japan Floral Marketing Association (JFMA)

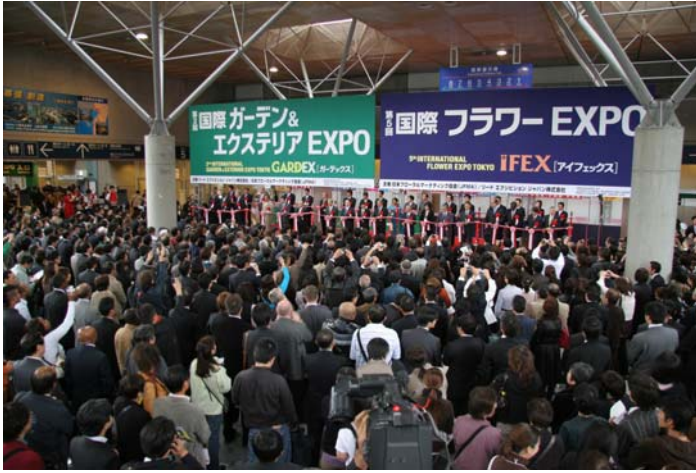


GARDEX and IFEX Firmly Established as Asia's Largest Flower and Garden Industry Trade Show

A Record 31,891 Visitors from All over the World

This year's 2nd International Garden & Exterior Expo (GARDEX 2008) and 5th International Flower Expo Tokyo (IFEX 2008) drew a successful close again, attracting 31,891 professional trade visitors from all over the world, up 8% from 2007, where it received 29,648 visitors. Held over a three day period from October 30 to November 1, 2008 at Makuhari Messe, Japan, a record 846 exhibitors from 27 countries vigorously conducted business on-site with these visitors.

Photo Highlights



General Statistics

1) Exhibitors

Number of Exhibitors: 846 (GARDEX: 295; IFEX: 551)

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

Participating Countries: 27 countries Australia, China, Colombia, Ecuador, Ethiopia, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Korea, Malaysia, Mexico, Netherlands, Portugal, Russia, Slovenia, Sri Lanka, Taiwan, Thailand, Turkey, UAE, UK, Vietnam

2) Attendees

Number of Visitors: 31,891 registered trade visitors (29,648 visitors in 2007; an increase of 8%)

IFEX/GARDEX 2008 Attendee Count

Principles of Perspective

1. We consider that announcing an accurate number of visitors is an obligation to exhibitors.
2. We consider that overstating the number is a fraud act, and also a false advertisement.
3. Shortly after the exhibition, we will announce the total number of visitors in writing with clear notification based on our "Attendee Counting System".

Principles of Attendee Counting System

1. Only those who visited the exhibition and completed registration on-site are counted.
2. All registrations are counted once only, no matter how many repeat days/times a visitor attends the show.
3. We consider that the way above is the most rigorous and accurate numeration. Counting the numbers at the entrance every time leads overstated figures, and Reed Exhibitions Japan Ltd. will not adopt that sort of numeration.

(A) Visitor Figures (Total of ① to ⑤ below)

① On-Site Registrants

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

② VIP Registrants

Only VIP badge holders who went through registration are included in the count. Also, all registrations are counted once only, no matter how many repeat days a visitor attends the show.

③ Seminar Attendees and Speakers

The actual number of attendees and speakers at the IFEX/GARDEX 2008 Seminars are included in the count.

④ Members of the Press

Members of the press who went through registrations at the Press Centre are included in the count.

⑤ Special Guests

Special guests from the fair supporters, embassies, and government related visitors who attended the Opening Ribbon Cut Ceremony and VIP Reception Party are included in the count.

All registrations are counted once only even if the visitor attends the show for 2 days

(A) Registered Visitor Figures	10/30 (Thurs)	10/31 (Fri)	11/1 (Sat)	3-Day Total
① On-Site Registrants	10,216	7,748	6,543	24,507
② VIP Registrants	2,426	1,019	660	4,105
③ Seminar Attendees & Speakers	1,161	1,250	499	2,910
④ Members of the press	119	89	35	243
⑤ Special Guests	123	3	0	126
Total Visitors Sub-total ① to ⑤	14,045	10,109	7,737	31,891

(B) Exhibitors Related Attendees	3-Day Total
90% of all distributed exhibitor badges are included in the count as exhibitors attending their booths are also visitors to the fair. This figure is included as exhibitor-related attendance.	6,378

(C) Total Trade Attendees	3-Day Total
Total Trade Attendees Total of (A) + (B)	38,269

Post Show News Release

GARDEX Firmly Established as Japan's Largest Garden Show

GARDEX, which was newly launched in 2007 as a spin-off show specifically for the garden industry, also enjoyed great success this year, thanks to the steady garden market in Asia coupled with clear segmentation of exhibit zones within the venue to accommodate the wide range of exhibits. With an increase of 110 exhibitors in contrast to 2007, GARDEX welcomed 295 exhibitors from 20 countries this year, firmly establishing itself as Japan's largest international garden trade show. The newly launched "Greening Fair" reflected the trend of the growing greening market, featuring gardening products and services essential for the roof and wall greening. In addition, a range of practical and innovative garden products were exhibited from around the world.

What makes GARDEX such a great show? Apparently it is a combination of good buyers and networking. Mr. Antonio Rodrigues, General Manager of Quizcamp, Portugal told us, "*Our visitors were mostly Japanese, but we also received visitors from Korea, China, Singapore, and Malaysia. Roughly we received about 80-90 customers a day.*"

New Concept for GARDEX 2009: Outdoor Living

Reflecting the growing number of Japanese consumers incorporating gardening into their lifestyles, GARDEX show management will launch a brand new zone called the "Outdoor Living" which will focus entirely on garden living. A range of products such as garden furniture, BBQ grills, garden objects, awnings, and playground equipments will gather in this new zone. This new zone will attract buyers looking for stylish outdoor living products such as those from furniture shops, lifestyle & interior shops, resort hotels, restaurants, and more. Hence, exhibiting at Outdoor Living Zone will be a great opportunity for outdoor living companies to enter the lucrative Japanese market.

IFEX: Indispensable Venue for Entering Japanese & Asian Markets

Flowers from the world over were in full bloom at IFEX, competing for buyers' attention and filling the venue with the fresh fragrance of flowers. With the shift in flower distribution, more growers are targeting the Japanese and Asian markets, bringing more flowers to the venue from all corners of the world. From South America, Colombia particularly strengthened their presence at IFEX with 30 growers joining their pavilion. From Africa, growers from Kenya and Ethiopia joined to explore new markets, and Indonesia, Thailand, and Sri Lanka held their first country pavilions. As well, a range of flowers were on display from 27 countries including the Holland, Italy, France, UK, Australia, China, Korea, and Taiwan.

Most exhibitors expressed satisfaction during the show, commenting on the increased traffic to their booths and positive outlook on their sales target. "*IFEX is the most important show for us in Japan and is the main focal point for Colombian flower growers to this market. All our exhibitors were very happy with the show.*" -Mr. Jairo Cadavid, Promotions and Communications Manager for

Colombia's Asocolflores "Our orchids were very well received and we have about 20 strong leads that have very good potential." -Mr. Setapong Lekawatana, Director of Flower and Ornamental Plant Production Promotion Group of Thailand "Although it was our first time in Japan, we were approached by many Japanese importers and home centers, and even one leading convenience chain store who were interested in our soap flowers. We have already booked space for 2009." Mr. Jason Jung, Assistant Manager of Amaranth, Korea

Concurrent Events Attracted Thousands of Industry Members

GARDEX/IFEX also hosted a total of 25 educational seminars, welcoming speakers from overseas such as FloraHolland and MPS. As well, five leading floral artists from Japan, France, and Taiwan presented beautiful flower arrangements under various themes such as bridal parties and new style funerals. These concurrent events provided participants with a great chance to learn the latest trends and to receive vital information to help boost their business.



Special Announcement: 2009 Show Dates

GARDEX/IFEX will return next year from **November 11 (Wed) to 13 (Fri), 2009** at Makuhari Messe, Japan. With GARDEX firmly establishing itself in the garden industry and fueling the significance of IFEX as Asia's largest flower industry trade show, both IFEX and GARDEX are without a doubt among the most important flower and garden trade show in not only Asia but the world. The successful results at both shows have generated great response towards the next year's show. Demand for booths is already exceeding available space, as most exhibitors in the 2008 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 GARDEX/IFEX 2009 to take quick action due to the possibility of reaching maximum capacity soon.

For Further Information, CONTACT:

GARDEX/IFEX 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> gardex-eng@reedexpo.co.jp / ifex-eng@reedexpo.co.jp

<Website> www.gardex.jp/english/ www.ifex.jp/english/