

# POST SHOW REPORT

Nov. 16 (Mon), 2009

<For Immediate Release>

## 22nd INTERNATIONAL OPTICAL FAIR TOKYO *IOFT*2009

**Dates:** Oct. 27 (Tue) - 29 (Thu), 2009

**Venue:** Tokyo Big Sight, Japan

**Organised by:** Japan Medical-Optical Equipment Industrial Association  
Fukui Optical Association  
Reed Exhibitions Japan Ltd.



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IOFT2009 Post Show Report ... Total 1/6 (including this cover page)

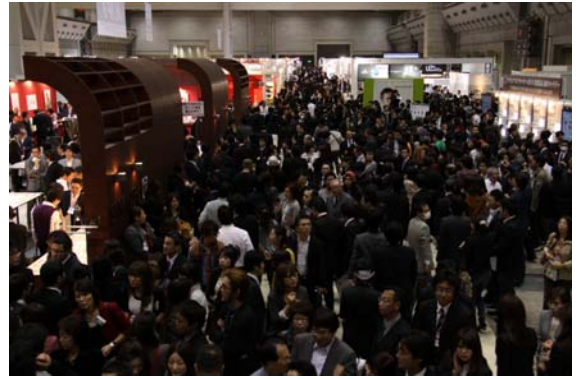
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## ■ Post Show Reports on 2009

Currently, the world has been facing difficult economic situation. However, the result of IOFT 2009 showed positive indication that eyewear industry perceives IOFT as one of the keys that they definitely must utilize to recover from it.

A record-breaking 507 exhibitors (493 at IOFT 2008) from 19 countries/regions participated at IOFT 2009. From the opening of the Ribbon-Cut on the first day, show venue was filled with excitement and rigorous on-site businesses between the exhibitors and visitors. 15,868 key buyers encountered Japan's high technology/quality lenses and latest design eyewear.



In addition, IOFT Show Management specially invited 122 executives from top eyewear retail stores in China, Taiwan and Korea. Those buyers enthusiastically had on-site business meetings and purchased frames throughout 3 days shows.

A manager of DARIM OPTIC in Korea says, "3 of us visited IOFT for three days. We purchased frames about 2 million yen at IOFT. Also, we are negotiating with 2 new companies. Of course, we will definitely visit IOFT 2010."

## ■ Special Events



### Opening Ribbon-Cutting Ceremony

A lavish Opening Ribbon-Cutting Ceremony was held on the morning of Oct. 27 (Tue) in front of the show venue to announce the grand opening of the show. This year, 10 dignitaries from the organisers, co-sponsors and supporters, as well as leaders from the global embassies and national trade associations participated in the event. In this year, IOFT welcomed Mr. Dominique Pinton, the President of Lunettes de France as one of the dignitaries of the ceremony.

### EYEWEAR OF THE YEAR 2010 Awards

EYEWEAR OF THE YEAR Awards 2010 Grand Prix was announced during the presentation ceremony on Oct. 27. It was held at the EYEWEAR OF THE YEAR Special Stage inside the venue, and the floor was full of excitement when Grand Prix was announced. From 431 entries (353 entries for last year), 15 products, 3 products for each 5 categories, Men's, Ladies', Sunglasses & Sports Glasses, Luxury & High-classes and Functions & Technologies were selected. Award-winning products are as follow including Grand Prix.



### ■ Men's Eyewear Category



**KEI SUGIMOTO**  
kei sugimoto / KS-22



**DESIGNIT EYEWEAR A/S**  
Designit Eyewear /  
Slight by Designit Eyewear



**TRIPLE Q CO., LTD.**  
QBRICK / BTY24

■ Ladies' Eyewear Category



**ILLUSIONE OTTICA SRL**  
KING SIGHT BY ILLUSIONE OTTICA  
/ KS236/VENEZIA



**FACES INC.**  
Aim / AIM-015-4



**RICE STONE**  
WITTYPAULY 03 / 03-105

■ Sunglasses & Sports Glasses Category



**EYE MAGINE JAPAN CO., LTD.**  
Eyemagine /  
Sun Airflex Shadow / GRAY



**BOSTON CLUB CO., LTD.**  
GLOSS-EYES / GREENJACKET



**MINIMA**  
MINIMA / MINIMA VISIONAIR

■ Luxury & High-classes Category



**IC! BERLIN BRILLEN GMBH**  
onono / richard



**L.A. EYEWORKS**  
L.A.EYEWORKS / JERSEY



**KUJO CO., LTD.**  
KUJO / XD67

■ Functions & Technologies Category



**UMEDA INC.**  
formMax / FMF3001



**BRIDGE CORP.**  
NEOJIN / COMFORT



**PRODESIGN**  
ProDesign / Zense Mod. 7343-9031

## 22nd JAPAN BEST DRESSED EYES Awards

The 22nd Japan Best Dressed Eyes Awards is held annually since the very first IOFT. It took place with wide media coverage and fanfare on the first day of IOFT 2009. This award is presented to the year's most famous wearers of eyewear and sunglasses. Yearly, both trade and general media provide major coverage of the Awards Ceremony, helping to strengthen the public appeal of the optical industry, as well as promoting greater eyewear consumption in Japan. This year too, 6 celebrities received this highly coveted award, and following is the complete list of the award winners.



## IOFT VIP Reception Party

Approximately 700 industry executives from Japan and the industry worldwide attended this luxurious party to cap the first day of the show. Leading optical industry executives, such as presidents, CEOs, Chief Designers, Directors, as well as the Press members established new contacts and strengthen the old ties through the party.



## French Pavilion and Italian Pavilion

IOFT 2009 welcomed Italian Pavilion and French Pavilion. Both pavilions were filled with enthusiastic buyers and many business discussions were witnessed throughout the show dates. Although most of the exhibitors in two pavilions were newly entering to Japanese market, they were very happy because many of them found distributors, and found business partners in Japan or other Asian countries.

Also, a new exhibitor 'ILLUSIONE OTTICA' in Italian Pavilion won EYEWEAR OF THE YEAR 2010 in Ladies' Eyewear Category, and 'MINIMA' in French Pavilion won Grand Prix of Sunglasses & Sports Glasses Category.

- Italian Pavilion >>> Organised by: Italian Trade Commission & MIDO
- French Pavilion >>> Organised by: Ubifrance in collaboration with Lunettes de France

## ■ General Statistics

### Exhibitors

Number of Exhibitors

**507** >>> last year: 493

Participating Countries/Regions

**19** countries/regions >>> last year: 22

### Visitors

Number of Visitors

**15,868** trade visitors >>> (last year: 15,811)

\* Complete details of the visitor figures can also be obtained from >>> [http://www.ioft.jp/ioft/english/doc/visitor\\_count.pdf](http://www.ioft.jp/ioft/english/doc/visitor_count.pdf)

## ■ Exhibitors' Comments



Ms. Annette-Saust Esto,  
Ms. Tomoko Kawakami,  
Ms. Hanne Rosenvold Anderson, FLYE



LINDA FARROW



Mr. Allan Rasmussen, PRODESIGN DENMARK



Mr. Ralf Andral, ic! berlin



Mr. Yann Lacroix, LinkSkin



Mr. Maurice Timon & Mr. Gilbert Chamby,  
MINIMA



Ms. Marion & Mr. Paris Frost, FROST



Ms. Elyse Amadei & Mr. Nicolas Vinet, ELYSE AMADEI



Mr. Kurt Vanoosterweyck, Theo Japan



Mr. Oliver Goldsmith,  
OLIVER GOLDSMITH



Ms. Margo Willits, I.a. Eyeworks



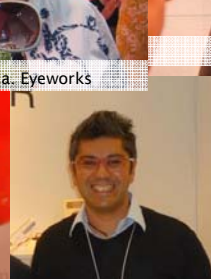
Mr. Frederic Beausoleil, BEAUSOLEIL



Ms. Elisabetta De Rossi, ILLUSIONE OTTICA



Mr. Xavier Derome & Ms. Aurelia Brenner,  
DEROME AND BRENNER



Mr. David Beddok,  
OKO EYEWEAR



J.F. REY

### ■ Ms. Elisabetta De Rossi, International Market Manager, ILLUSIONE OTTICA (ITALY)

We exhibited in Italian Pavilion to find distributor in Japan. This is our first time to exhibit in IOFT. After winning EYEWEAR OF THE YEAR, NHK (Japanese national TV company) visited our booth, we had some interviews. Many buyers visited to see our winning model, and fortunately, we found one distributor that is going to be our distributor. We had great outcomes more than we expected.

### ■ Mr. Kurt Vanoosterweyck, theo (BELGIUM)

IOFT Show Management organised very well. No complains there. Our schedule was fully booked for 3 days. I would recommend other overseas companies to exhibit IOFT since it is the biggest fair in Japan, and you will get the most exposure to all opticians.

### ■ Mr. David Beddok, OKO EYEWEAR (FRANCE)

I was very impressed by IOFT in general, the best trade show I ever saw. Great organisation and a lovely staffs are always available to help us. Helping us to prepare our participation from the beginning of this adventure and giving us all their support during the exhibition. We have been honored by the visit of high level opticians and made very important contacts for us, from Japan and other countries in Asia, even Australian contacts. The balance from this first participation it has been very good and we have really enjoyed the experience.

### ■ Ms. Mari Mita, LINDA FARROW (UK)

Since this was our first time exhibiting in IOFT, we wanted to see and learn about Japanese optical market and consumer's interest. Throughout the show, we got some orders from both Japanese and overseas retailers. Also, we got feedbacks on our items, and knew which items would be favored by Japanese consumers. Exhibiting IOFT 2009 was definitely fruitful experience to us.

## ■ New at IOFT 2009

There were special features inside IOFT 2009.



### ■ Media Cafe

A Special lounge area for browsing Japanese magazines which specially feature on eyewear and IOFT 2009. The area was filled with both visitors and exhibitors for three days. Many visitors were checking exhibitors' items while they were taking a break.

### ■ Collaboration Lounge with Woodloop

A special lounge designed by German designers' group 'Woodloop' inside IOFT BOUTIQUE. The stylish lounge with huge eyewear objects stood out, and some TV crews used this area for their footage. Also, a quick coffee stand 'ambulante cafe' was highly appreciated by busy exhibitors and visitors.



### ■ Collaboration Lounge with Dulton, D.F.S. and Mondecasa

Japanese famous furniture company DULTON produced stylish lounge collaborating with D.F.S. and Mondecasa behind 999.9 booth. Nice and comfortable furniture allowed visitors to have a little break after long walk.



## ■ Next Show Dates Announced!

Despite the current economic situation, IOFT Show Management proudly announced the success of IOFT 2009. Now, anticipation for next year's show is already building like never before for IOFT 2010. Many exhibitors have signed up to participate again next year during the show period, as well as numbers of new companies.

Show Management has announced the next dates for IOFT 2010 (Oct. 18-20 (Mon-Wed), 2010). IOFT 2010 is must exhibit & visit event, so mark your calendar now to save your dates.

### Upcoming Show

IOFT 2010

23rd International Optical Fair Tokyo

Dates: Oct. 18 (Mon) – 20 (Wed), 2010

Venue: Tokyo Big Sight, Japan

23rd INTERNATIONAL OPTICAL FAIR TOKYO  
**IOFT 2010**