

GIFTEX 2012 World

6th INTERNATIONAL
VARIETY-GIFT EXPO TOKYO

3rd Baby & Kids Expo



2nd FASHION GOODS &
ACCESSORIES EXPO
July 2011

2nd TABLEWARE &
DINING EXPO
2011

2ND DESIGN TOKYO
DESIGN PRODUCTS FAIR

Post Show Release

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1. Massive Success!

Attracted the Record Number of 68,868 Buyers and 678 Exhibitors!



GIFTEX World 2011, which consists of 5 different shows: **6th INTERNATIONAL VARIETY-GIFT EXPO TOKYO**, **3rd Baby & Kids Expo**, **2nd FASHION GOODS & ACCESSORIES EXPO**, **2nd TABLEWARE & DINING EXPO**, **2nd DESIGN TOKYO -TOKYO DESIGN PRODUCTS FAIR-** were grandly held from July 6 [Wed] – 8 [Fri], 2011 at Tokyo Big Sight, Japan, organised by Reed Exhibitions Japan Ltd. This year, total of 678 exhibitors from 20 countries/regions presented their latest products to 68,868^{*1} industry professionals who visited the fairs. (*1 Visitor count includes 23rd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2011), 9th International Office Machines & Equipment Expo Tokyo (OFMEX 2011) and 3rd PROMOTIONAL GOODS EXPO) Even though Show Management received from industry professionals to worry about the show after “The 2011 off the Pacific coast of Tohoku Earthquake” occurred on March 11, 2011, the view of exhibition site immediately blew away such anxieties. Throughout the 3 days show, the show venue was filled with buyers who were avidly searching for the latest products. In addition, thorough and enthusiastic on-site business meetings were conducted at various booths. Mr. Akira Kono, International Sales Director of GIFTEX World referred on the success of GIFTEX 2011. He noted ‘because Japan is an earthquake prone country, we have in the past experienced and overcome great earthquakes including the Great Hanshin Earthquake in 1995. Japanese people know what to do to support reconstruction in the affected area. We have to keep going and shouldn’t stop moving forward. In

addition, organising one trade show brings 4,000,000,000 – 8,000,000,000 JPY economic effect to our country. It means we –as a trade show organiser, must organise the show as it was scheduled to circulate the business in Japan. Holding trade shows is the best support for our country to recover from the tragedy. We assume many industry professionals agreed on our thoughts. Therefore, GIFTEX World 2011 could attract the record number of visitors and exhibitors regardless of the time we have been currently facing.”

2. Strong and Pragmatic Support from Show Management!

-Overseas Exhibitors' Seminar-

Prior to the exhibition, Show Management offered ‘Overseas Exhibitors’ Seminar’ on July 5 [Tue]. Most overseas exhibitors attended, and Mr. Yasu Murota from Show Management gave a presentation on ‘Tips to Maximise Your Business Result at the Show.’ Even though this was the yet third attempt, the seminar has a high standing among overseas exhibitors. During the presentation, he explained what overseas exhibitors should do and why they need to do certain procedures in order to enter Japanese market smoothly by revealing differences in cultural backgrounds and business manners, etc. The seminar definitely gave positive impact and new insights for overseas exhibitors. Most of exhibitors actually practiced what they learned throughout the seminar, and it definitely helped those exhibitors to boost their business.



3. Matching Party for Overseas Exhibitors and Japanese Importers/Buyers

Opened Up Numbers of New Business!

‘Matching Party for Overseas Exhibitors and Importers/Buyers’ took place on July 6 [Wed] from 18:30 at Reception Hall, Conference Tower. The purpose of this party was to offer more beneficial business opportunities exclusively for overseas exhibitors by inviting only importers, distributors and buyers, who are in charge of overseas trade. 2011 was yet its 4th edition. However, many success stories were born through this party. This year, total of 408 exhibitors and visitors attended, and most exhibitors were ready with their products and/or catalogues. Also, Show Management staffs proactively helped their smooth communication by interpreting and/or connecting overseas exhibitors and importers/distributors/buyers. By mingling, exhibitors actively introduced their products, and tried



to set appointments during the rest of 2 show days. Below are the comments from overseas exhibitors.

“We are very satisfied with the result of exhibiting. The show was well organised and we could meet a lot of importers at Matching Party. We’re currently in touch with those importers.”

ENGLACHA INTERNATIONAL (Baby & Kids Expo)

“The Matching Party held to specifically network overseas exhibitors with major buyers in Japan is one of the highlights and great opportunities. I have personally found these Matching Party’s to be a comfortable non-intrusive way of networking.”

Fontane Lifestyle CO., LTD. (INT’L VARIETY-GIFT EXPO TOKYO)

4. 224 Premium Buyers from Asian Nations were Invited and Engaged in Avid Purchasing!

Show Management specially invited only executives of top retail stores from China, Hong Kong, Taiwan and Korea. Show Management exclusively selected companies from ‘top of top’ retailers, which have more than hundreds of chain shops in their countries. Those buyers enthusiastically had on-site meetings and placed many orders throughout 3 days shows. Moreover, multi-lingual Show Management staffs, who are natives in their languages, guided them to some exhibitors, which welcome those overseas buyers to support smooth business meetings. These premium buyers’ participation spiced up the shows, and many exhibitors are satisfied with new mass-volume orders received from those premium overseas buyers.



- Individual Show Report: INT’L VARIETY-GIFT EXPO TOKYO -

5. INT’L VARIETY-GIFT EXPO TOKYO Drew High Attentions from Mass Medium and Bumped up Exhibitors’ Outcomes Tremendously!



6th INTERNATIONAL VARIETY-GIFT EXPO TOKYO welcomed its 6th edition in this year. The show is an origin of GIFTEX World and assumes its core. Inside INTERNATIONAL VARIETY-GIFT EXPO TOKYO, various lifestyle products such as bath & toiletry products, candles, toys and seasonal goods, etc; were exhibited. This year’s show drew a lot of attentions from mass medium. Numbers of

companies exhibited products which are useful under brownouts and extreme heat during summer time since Japan has been facing power shortage. Those products were widely broadcasted on Japanese TV channels such as Fuji TV, TV Asahi, and Nippon Television Network, etc. The impact was very huge because exhibitors received numerous inquiries from retail shops. Some exhibitors satisfactory told Show Management that the TV report directly bumped up their sales.

- Individual Show Report: Baby & Kids Expo -

6. Baby & Kids Expo Became Japan's Foremost International Trade Show!



Incredible views spread everywhere at 3rd Baby & Kids Expo. All exhibitors, visitors and Show Management staffs were very satisfied with the outstanding outcomes. About 30% of Baby & Kids Expo exhibitors were from overseas so that Show Management had received some concerns after the earthquake in March. However, their anxieties were cleared immediately after the show opened. The show scale expanded to 15% and the venue was filled with 235 exhibitors from 20 countries / regions from all over the world (USA, Italy, The Netherlands, UK, Belgium, Germany, Portugal, China, Korea, Thailand and etc...). Numbers of on-site business meetings were conducted ardently between Japanese buyers and overseas exhibitors during 3 show days. This edition defined the Baby & Kids Expo is Japan's real and foremost international trade show which bring pragmatic outcomes to participants, and it aroused a great hope in the next edition.

- Individual Show Report: FASHION GOODS & ACCESSORIES EXPO -

7. Industry's Expectation Reflected the Scale Expansion of 25%!



2nd FASHION GOODS & ACCESSORIES EXPO was 25% larger its scale comparing to last year even

though Japan has been facing difficult times after the earthquake in March. Show Management remarks they expected much larger in size before the tragedy. Therefore, it does not mean the show slowed down the growing speed. They're certain that the 3rd FASHION GOODS & ACCESSORIES EXPO will be able to double its size. Moreover, they also announced to launch new exhibit zone called 'Shoes Zone', and Show Management is certain that this zone will attract and bring new buyers into FASHION GOODS & ACCESSORIES EXPO.

- Individual Show Report: TABLEWARE & DINING EXPO -

8. Fusion of 'Modern' and 'Tradition' Attracted Buyers

"2nd TABLEWARE & DINING EXPO" definitely played a part in great success of GIFTEX World 2011. Companies from the famous area of production of tableware and dining accessories gathered under one roof. URUSHINO HIKARI GROUP from Fukui Prefecture, where is famous for lacquered tableware exhibited as pavilion style and attracted buyers with the fusion of traditional techniques and modern design & colorings.



Overseas visitors were taking deep breaths of admirations to see the beautiful curves on beer tumbler made of 1 piece of bended Japanese cedar at the booth of ODATE KOGEI CO., LTD. from Akita Prefecture, where is a famous for Magewappa. Mixture of new and traditional style beautifully expressed on tableware, and their booth were always crowded with buyers who were searching for new products.

- Individual Show Report: DESIGN TOKYO & PROTO LAB -

<DESIGN TOKYO>

Passing a Rigorous Screening Process, 60 Companies Exhibited

2nd DESIGN TOKYO -TOKYO DESIGN PRODUCTS FAIR-

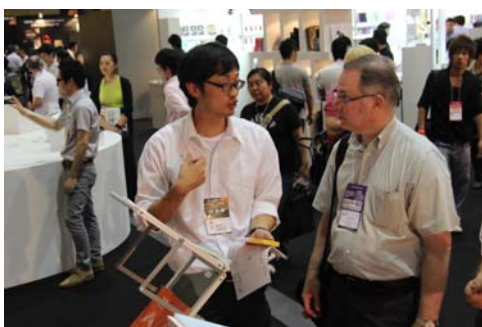


Following the great outcomes in the last edition, 60 companies exhibited at 2nd DESIGN TOKYO -TOKYO DESIGN PRODUCTS FAIR-. All companies must pass a rigorous screening process to exhibit

the show because DESIGN TOKYO establishes the Screening Committee, organised by specialists working in the design industry. The Judging and Screening Committee conducted screening and qualified applicants as exhibitors at DESIGN TOKYO while respecting the concept and the quality of the fair and its screening policies. This year, Ms. Kate Carmody from curatorial team of MoMA joined as a new member of screening committee. During 3 show days, high quality products which have modern and stylish design gathered under one roof, and attracted buyers from interior shops, design shops and etc.

<PROTO LAB>

New Big Waves! 21 Talented Designers Gathered at PROTO LAB.



“PROTO LAB” is a special area where unique “prototypes” gather at one place. The area launched to support Japanese talented designers. There, designers exhibit their prototypes to meet manufacturers to commercialize their products. 5 exhibit categories were set in 2011: Chair, Lighting, Speaker, Dustbin and Emergency Supply, and 21 designers exhibited their prototypes. Dr. Kazuo Kawasaki, who is one of the DESIGN TOKYO Screening Committees, proposed to launch a category of Emergency Supply followed by ‘The 2011 off the Pacific coast of Tohoku Earthquake’ in March, and exhibited his prototypes -PKD Vaccine Refrigerator. All designers were quite satisfied with their results. One revealed the story to Show Management that he got offers from 8 companies and groups, and they are on the process. Also, he got extra offers on special design project and collaboration project with other designers. Show Management expressed surprise at their stories.



10. GIFTEX World Welcomes 6th Exhibition in 2012! -KITCHENWARE EXPO

GIFTEX World Show Management proudly announced that they will welcome 6th exhibition “KITCHENWARE EXPO” in 2012. Show Management has been receiving numbers of requests to launch new exhibition handling kitchenware to meet market needs. Stylish, pop and practical kitchenware which can also enable saving cooking time are getting popular in Japan these days. Many TV programs have been featuring them, and those featured items became big hits. It was obvious that consumer’s demands have been increasing. However, Show Management found out no pragmatic BtoB trade show existed in Japan. In addition, most of GIFTEX World visitors handle kitchenware. Therefore, Show Management decided to launch “KITCHENWARE EXPO” because they were confident

it will bring another benefit to both buyers and exhibitors.

<Exhibit Profile>

- Kitchen Utensils
Pans, Pots, Knives, Scissors, Cutting Boards, Measuring Cups, Kettles, Peelers, Spatulas etc...
- Kitchen Items
Paper Towels, Cloths, Lunch Boxes, Water Bottles, Tumblers, Plastic Containers, Containers, Pitchers, Water Servers, Coffee & Tea Related Items, Aprons, Kitchen & Oven Mittens, Wine Openers, Beer Servers, Dustbins etc...
- Kitchen Electrical Appliances
Microwave Ovens, Rice Cookers, Kitchen Timers, Electric Kettles, Coffee Makers, Blenders etc...

<Visitor Profile>

- Retailers
Lifestyle shops, Department Stores, Kitchen Shops, Dish Shops, Interior Shops, Select Style Shops, Internet Shops, Super Markets etc...
- Wholesalers
- Importers
- Manufactures
- SP Agents
- Designers / Coordinators
- Hotel / Restaurant / Bridal Industry Professionals etc...

11. Next Show Dates & Outlines

Show Management announced the dates for 2012 was fixed. GIFTEX World 2012 is held from July 4 [Wed] – 6 [Fri], 2012 at Tokyo Big Sight, Japan. Based upon the positive feedbacks from exhibitors, many of them already booked their spaces for 2012, and the spaces are already limited. Moreover, Show Management offers wide variety of programs for overseas exhibitors to succeed business in Japan. They noted



nothing to worry about preparation because they are proud to have highly-praised overseas exhibitors support team, which most of exhibitors mention them as 'the world's best support' will fully assist exhibitors. If you are interested in Japanese market, mark your calendar now and book your space to seek more possibilities to expand your business!

<Next Show Dates>

Dates: July 4 [Wed] – 6 [Fri], 2012

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

<2012 Show Outline>

GIFTEX²⁰¹²World consists of following 6 shows:

7th INTERNATIONAL VARIETY-GIFT EXPO TOKYO

4th Baby & Kids Expo

3rd FASHION GOODS & ACCESSORIES EXPO

3rd TABLEWARE EXPO

1st KITCHENWARE EXPO

3rd DESIGN TOKYO –TOKYO DESIGN PRODUCTS FAIR-

12. General Statistics of GIFTEX World 2011

◆ **No. of Visitors: 68,868***

*Figures include:

GIFTEX World 2011

22nd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2011)

9th International Office Machines & Equipment Expo Tokyo (OFMEX 2011)

3rd PROMOTIONAL GOODS EXPO

◆ **No. of Exhibitors: 678**

◆ **Participating Countries and Regions: 20**

(Australia, Belgium, Canada, China, France, Germany, Hong Kong, India, Israel, Italy, Japan, Korea, Philippines, Portugal, Spain, Taiwan, Thailand, The Netherlands, U.K., U.S.A.)

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