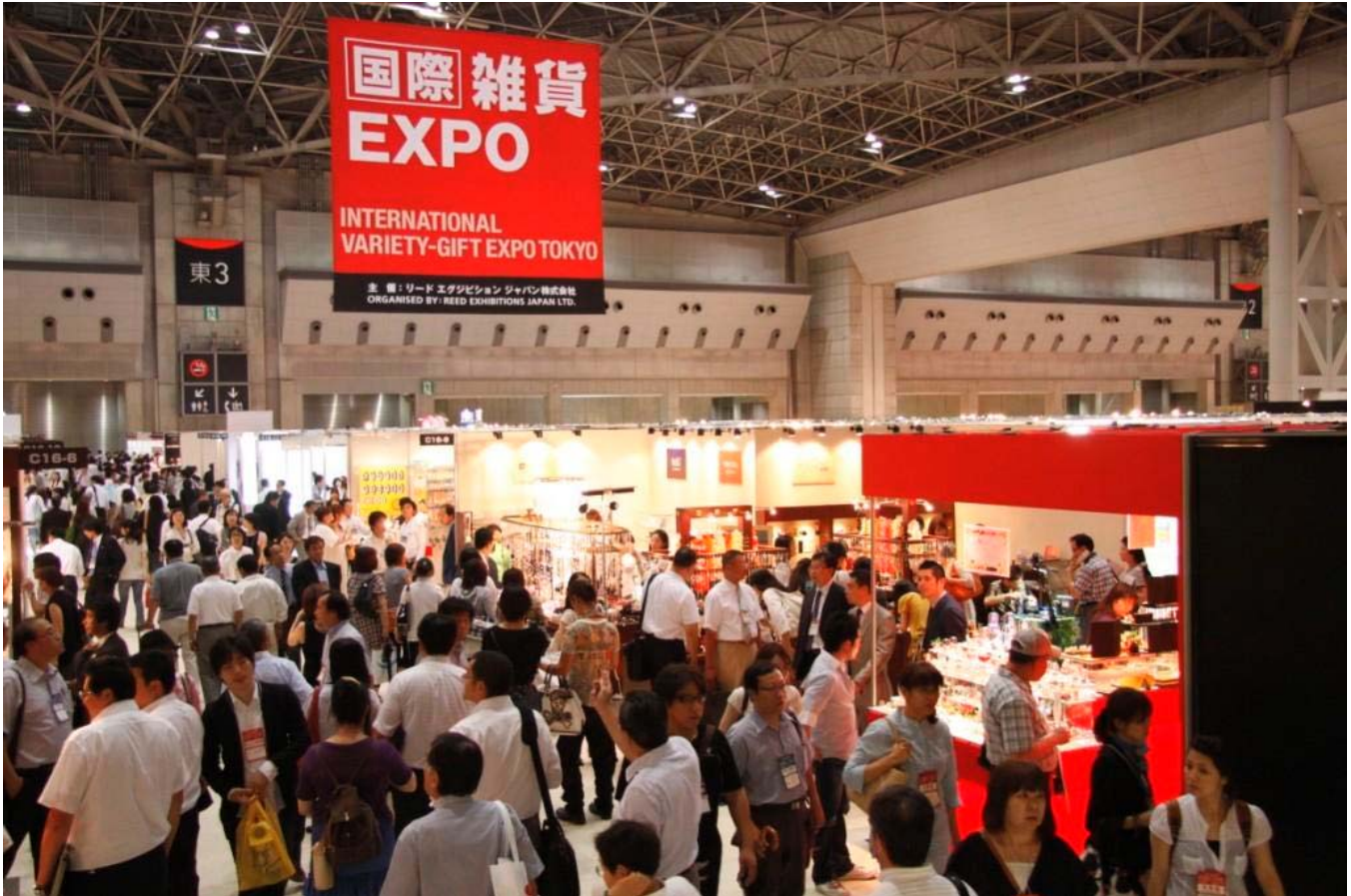


## Gathering the Largest No. of Exhibitors, GIFTEX World 2011 will be Held as Scheduled!



Reed Exhibitions Japan Ltd. organises GIFTEX World 2011 (Consists of: 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 -) from July 6[Wed]-8[Fri], 2011 at Tokyo Big Sight as scheduled. After big earthquake hit Japan on March 11, the Show Management office has received numbers of inquiries from industry professionals who are apprehensive about holding the show. However, exhibitors & buyers from damaged area have been aspiring to hold GIFTEX World 2011. Immediately after the earthquake on March 11 [Fri], the Show Management Office officially announced to hold GIFTEX World 2011 because they thought holding GIFTEX World 2011 will enhance and circulate business, and it will be great contributions for affected area and Japanese economy to overcome this situation. Show Management forecasts 1,850 exhibitors and 75,000 buyers in GIFTEX World. Also, they expects 300 companies from 30 countries all over the world. Therefore, the Show Management is certain that GIFTEX World 2011 will be a great success. (All numbers include concurrent shows)

## **TOKYO is SAFE!**

However, it is true that Show Management has received inquiries of anxieties from overseas companies. They are worried to travel to Tokyo. Show Management has been working very hard to reduce their anxieties by doing through research on each concern and updated official statement on their official HP. Also, Show Management adds that many overseas companies decide to exhibit even after the earthquake. Please refer to citations from the official statement.

### **Q. How big is the impact of earthquake on Tokyo?**

A. Tokyo is located over 300 km away from the center of the quake, and the damage here was minimal. Even though time tables of railways and other public transportations were not on schedule for 2 - 3days, they have been back to normal now.

### **Q. What are the influences on Tokyo caused by Fukushima Nuclear Plants?**

A. According to the official statement by the Ministry of Education, Culture, Sports, Science and Technology, the radiation level measured in Tokyo is much lower than what one gets from activities such as a return air trip from Tokyo to New York (0.2 milli sieverts/round trip) or a stomach x-ray (0.6 milli sieverts/examination). In addition, WHO and Bureau of Waterworks Tokyo Metropolitan Government, radiation level found in drinking water has been staying very low so that there is no problem to drink water.

Kyodo News reported on April 14 [Thur], 2011, the radiation level in Tokyo stays 0.079 micro sieverts/hour and this level is much lower than other metropolitan cities all over the world. For example, 1.77 times more radiation level in Hong Kong and 40 times more radiation level in India have been measured. Comparing to those two cities, it is clear that Tokyo is quite safe. (Cited from Kyodo News, April 14 [Thur], 2011, English Version)

<http://english.kyodonews.jp/news/2011/04/85233.html>

### **Q. Don't other countries' governments ban to travel to Japan?**

A. The International Air Transportation Association (IATA) states on their press release that there is no problem to travel to Japan. (Source from :Press Release, IATA, March 12 [Sat], 2011, English Version)

<http://www.iata.org/pressroom/pr/Pages/2011-03-18-02.aspx>

In fact, since the situation of Fukushima Nuclear Plants have been stable, the governments of Korea, U.K., U.S.A., France, Russia, Canada, Denmark, Australia, and the Netherlands released and/or relaxed the travel restrictions.

In addition, U.S. Secretary of State, Hillary Clinton visited Japan on April 17 [Sun], 2011 and met Japan's Prime Minister Kan Naoto. "There is no problem visiting Japan other than the area

close to the Fukushima Nuclear Plants. We encourage Americans to visit Japan for business and other purposes,” Clinton said.

Based on these facts, it is clear that Tokyo is SAFE.

You can check Show Management’s official statements here! (English Only)

<http://www.giftex.jp/en/>

## Following the Success of INTERNATIONAL JEWELLERY FAIR KOBE, GIFTEX World 2011 will be Grandly Held!



Reed Exhibitions Japan Ltd. held 16th INTERNATIONAL JEWELLERY FAIR KOBE (IJK2011) from May 11 [Wed] – 13 [Fri], 2011 at Kobe International Exhibition Hall, Kobe, Japan. INTERNATIONAL JEWELLERY FAIR KOBE was launched as a part of reconstruction assistance in the damaged area right after the Great Hanshin Earthquake in 1995. The fair is widely known as an icon of reconstruction and the western Japan’s exclusive trade show for pearls and jewelleries. KOBE is located over 800km away from the epicenter and it did not get any physical damage. But it was true that some exhibitors and visitors could not hide their anxieties since the tendency of “self-restraint” has been spread in Japan. However, their

concerns immediately blew away when the show opened. Whole show venue was packed with visitors who enthusiastically engaged in business meetings on site. Moreover, over 260 premium buyers from overseas visited IJK, and they also engaged in purchasing jewellery avidly. As a result, IJK 2011 attracted 12,306 visitors and concluded the show with a great success.



Following the great success of INTERNATIONAL JEWELLERY FAIR KOBE, GIFTEX World Show Management became more convinced that they can hold the show without any problems. Also, they promised to make the greatest efforts possible to organize a substantial exhibition. Show Management staffs renewed their beliefs that 'trade show' is absolutely imperative to overcome the difficulties Japan is going through.

## High Expectations Muster Whole Industry and GIFTEX World 2011!

Show Management revealed that they have been receiving numbers of voices from buyers all over the world. They are all excited to visit GIFTEX World 2011 to purchase products that enrich their stores. Here are the citations of voices from buyers.

"Our mission is always the same. We must offer great products to increase sales. Therefore, we will visit GIFTEX World 2011."

*<TOKYU HANDS INC., Gift/Stationery Shop, Tokyo>*

"We are counting on this trade show because we can check and purchase various products at all once."

*<BEAMS CO., LTD. Apparel, Select Shop, Tokyo>*

"We've been operating our store normally though we had to close it for 3 weeks after the earthquake. We will definitely visit the show with our buyers and purchase great products at GIFTEX World 2011."

*<VOICE, Gift Shop, Iwate>*

"We are expecting the show to be held the same as always. We will visit the show, for sure."

*<Kyobo Hottracks Co., Ltd., Stationery Shop, Korea>*

It is clear that these buyers will enthusiastically engage in business meeting on site during GIFTEX World 2011. The Show Management confidently says that these voices will muster not only GIFTEX World 2011 but also whole industry. In fact, the show will welcome the largest number of 1,850 exhibitors and 75,000 buyers from all over the world including concurrent shows. Hence, GIFTEX World 2011 will be

definitely one of the 'DO NOT MISS' event in 2011!

## Limited Exhibit Spaces! Hurry and Book your Space!



GIFTEX World Show Management announced that they have been receiving numbers of applications from Japan and all over the world. However, exhibit space is limited at this moment, and they encourage manufacturers to book their exhibit spaces as soon as possible. If you are interested in exhibiting, contact Show Management immediately.

Request for exhibiting info and invitation tickets >>> <http://www.giftex.jp/en/>

<Show Outline>

**GIFTEX World 2011** consists of following shows:

**6th INTERNATIONAL VARIETY-GIFT EXPO TOKYO**

<http://www.giftex.jp/en/>

**3rd Baby & Kids Expo**

<http://www.bk-w.jp/en/>

**2nd FASHION GOODS & ACCESSORIES EXPO**

<http://www.fa-expo.jp/en/>

**2nd TABLEWARE & DINING EXPO**

<http://www.tw-expo.jp/en/>

**2nd DESIGN TOKYO – TOKYO DESIGN PRODUCTS FAIR –**

<http://www.designtokyo.jp/en/>

**Show Date:** July 6[Wed] – 8[Fri], 2011

**Venue:** Tokyo Big Sight, Japan

###

Inquiries to this press release, contact;

Chiharu Nishiura (Ms.)

International PR, GIFTEX World Show Management, Reed Exhibitions Japan Ltd.

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

TEL: +81-3-3349-8505 FAX: +81-3-3344-2400

URL: [www.giftex.jp/en/](http://www.giftex.jp/en/)

E-mail: [nishiura@reedexpo.co.jp](mailto:nishiura@reedexpo.co.jp)