



Press Release <July 17, 2009>

~POST SHOW RELEASE~

Curtains Down with a Great Success!

From July 8 (Wed) - 10 (Fri), organised by Reed Exhibitions Japan Ltd., 4th International Variety-Gift Expo (GIFTEX), Design Accents Expo Tokyo 2009 (DESIGN TOKYO) and Baby & Kids World 2009 was grandly held. All together, 476 exhibitors from 20 countries/regions exhibited their stylish innovative design products that caught a great attention from 59,461 buyers (including concurrent fairs) who visited the fairs. Although economic is facing a difficult time worldwide, the number of visitors increased in more than 4,000 buyers compared to that of last year, proving that the market is demanding the exhibitions to look for new products and new businesses.

Show Management has received positive feedbacks from almost all exhibitors to three shows. Mr. Hessel Hettinga, the founder of House of Ran told us, "We are very satisfied with the results we gained as it was much more than we've expected. One of our products was broadcasted on TV as well. There were so many buyers visiting our booth, interested in our business. We will come back next year!" Also, Innosphere from DESIGN TOKYO said "Traffic was high during the show and we are inviting our friends to join next year. Also, we are very happy with the support service." Also, Fitron from GIFTEX said, "Our products were welcomed in Japan and it was more than our expectation! We already decided to exhibit again next year."



First held Baby & Kids World

Demands for baby and kids products are rapidly growing these days in Japan. Due to the growth of the market and with the voices gathered to the Show Management, Baby & Kids World was grandly held for its first time. 106 exhibitors exhibited their innovative and unique baby and kids products. Ms. Catie Foster, Vice President of Right Bank Babies, LLC said, "Although we are a small company, there were many leads from Japan's famous retailers and we are very satisfied with the result. We are grateful that we chose to exhibit at Baby & Kids World. We will definitely come back next year." Also, Mr. Steven Bryant from Starchild commented, "We received 100 potential inquiries from Japanese customers as well as some overseas buyers. We are satisfied with the result we have gained by exhibiting at Baby & Kids World."



Matching Party for Overseas Exhibitors and Importers/Distributors

When second day was closed, overseas exhibitors and importers/distributors gathered to the reception hall for the Matching Party organised by the Show Management which concluded in a great success. Overseas exhibitors are exhibiting at the fairs, wishing to start or expand the business in Japan, and also because many importers and distributors are looking for new business with overseas products, Show Management decided to hold this party to provide the place other than exhibition hall for the matching of business. Mr. Norikazu Okada, Vice President of Plazastyle Corp., which is one of the biggest and most famous retailers in Japan, said in his speech, "Plazastyle was established in 1966 as a retailer carrying mostly import variety goods. After 43 years, we have now 137 shops importing stationery and gift products from more than 300 companies all over the world. In a soft economy, consumers are more selective making it ever more important that we find appealing products. We are very happy with ISOT and GIFTEX for bringing here so many suppliers from overseas. Every year we send quite a lot of our buyers to source here. We look forward to the opportunities of meeting many more new overseas suppliers through this show." There were more than 400 attendees seeking for new business, and discussions were held everywhere.



General Statistics

Number of Exhibitors

GIFTEX >>> 206

DESIGN TOKYO >>> 164

Baby & Kids World >>> 106

(Concurrent fairs : ISOT/OFMEX/NOVELTY & PREMIUM GOODS EXPO/OFFICE FURNITURE JAPAN/OSEC >>> 815)

Participating Countries/Regions

20 Countries and regions (GIFTEX/DESIGN TOKYO/Baby & Kids World)

Brazil, China, France, Germany, Hong Kong, India, Israel, Italy, Japan, Korea, Morocco, Netherlands, Norway, Philippines, Russia, Singapore, Switzerland, Taiwan, UK and US

Number of Visitors

GIFTEX/DESIGN TOKYO/Baby & Kids World >>> 19,077 (24% up compared to last year)

Concurrent fairs:

ISOT/NOVELTY & PREMIUM GOODS EXPO/OFMEX >>> 40,384 (1.2% up compared to last year)



Applicants already rushing in for show in 2010!

With its end with a great success, anticipation for next year's show is already building like never before for each fair. Most of the exhibitors have signed up to participate again next year during the show period, as well as numbers of new companies. As a result, exhibit space for next GIFTEX/DESIGN TOKYO/Baby & Kids World is extremely limited and it is likely to be sold out in a short moment. Show Management recommends to any company interested in exhibiting at these fairs contact them as soon as possible to secure the space. Next year's show will be definitely not to be missed. Mark your calendar now and save your date for July 7 (Wed) - 9 (Fri), 2010 and make your plan for Tokyo, Japan.

For more information, contact:

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

DESIGN TOKYO URL: <http://www.designtokyo.jp/en/>

Baby & Kids World URL: <http://www.bk-w.jp/en/>