



**NOVELTY & PREMIUM
GOODS EXPO 2009**

**OFFICE
FURNITURE JAPAN**

OFMEX OSEC

Press Release <July 17, 2009>

~POST SHOW RELEASE~

Curtains Down with a Great Success!

Celebrating its 20th Anniversary, International Stationery and Office Products Fair Tokyo (ISOT) along with NOVELTY & PREMIUM GOODS EXPO 2009, 7th International Office Machines & Equipment Expo Tokyo (OFMEX), 1st International Office Furniture Expo (OFFICE FURNITURE JAPAN), and 4th Office Security Expo Tokyo (OSEC) was held from July 8 (Wed) – 10 (Fri) at Tokyo Big Sight, Japan. Organised by Reed Exhibitions Japan Ltd. (ISOT special sponsored by All Japan Stationery Association, OFMEX special sponsor by Nippon Office Machine Dealers Association, OSEC special sponsored by Japan Office Institutional Furniture Association), the fairs closed with a great success. This year, 1,291 exhibitors from 29 countries/regions presented their latest products to 75,697 industry professionals who visited the fairs (numbers including the concurrent fairs).

Show Management has invited 119 industry professionals from China, Hong Kong, Korea and Taiwan. One of the invitee from Korea's retailer 10x10 said, "It was my pleasure to be invited from the Show Management. I thought that it was a great exhibition like last year, as we had so many to see. I felt there were more overseas companies this year. I was eyeing on office related goods and there were many exhibitors exhibiting the products with high quality and design, and we are now considering buying some products. We would definitely come back for next year!" Also, importer from Taiwan, WINNER-SONG TRADING CO., LTD. said, "We visited ISOT to look for the latest design stationeries and up-to-date office products. Although economic is facing a difficult time worldwide, I was surprised that the venue was filled with visitors for all 3 days. There were varieties of exhibit products in each area and it was easy for us to find the products we were looking for. For next year, I wish to have meetings with more exhibitors and hope Japanese exhibitors prepare more for English meetings with overseas importer like us."

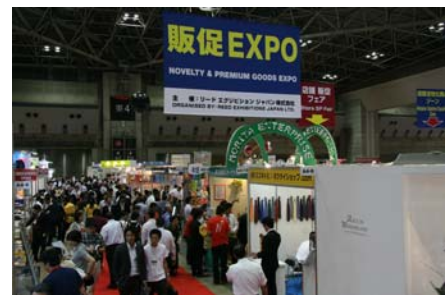
Not only the buyers but also Show Management has received positive feed backs from almost all exhibitors. Ms. Janet Lau, President and Designer of Clip-Rite Inc. said, "We are grateful for Show Management for their constant support and dedication before and during the show. Even though it was our first participation, we have successfully established a relationship with Japanese companies and will definitely come back next year." Also, Mr. Paul Lam from Wah Fook Holding Ltd. said, "It was our initial step to enter Japanese market and we are quite satisfied with the reactions and leads from quality buyers in ISOT. We have received inquiries including major Japanese manufacturers and will continuously exhibit in to further expand our share in Japan market."



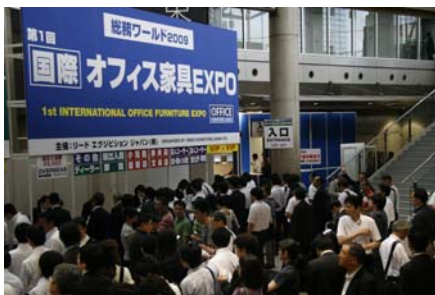
First held 1st NOVELTY & PREMIUM GOODS EXPO

In recent years, SP goods & novelty products have been in constant demand and highly sought after by many distributors, SP agents and corporate users in every business promotion activity. NOVELTY & PREMIUM GOODS EXPO is specially designed to meet those increasing demands and Show Management grandly launched for the first time this year. One of the exhibitors Infidea Co., Ltd. said, "We are expecting to receive approx. 500,000JPY order from the first day. Our booth was small compared to the visitors, so we will exhibit next year doubling the booth size."

Also, Morita Enterprise Co., Ltd. said, "We were able to do business discussions with big companies like Adidas, Asahi Beer, etc. and we are expecting 10million JPY order from first 2 days. We are thinking of exhibiting next year in larger booth." Aisles of this Expo were full of people and business discussions were held here and there for all 3 days.



Newly launched OFFICE FURNITURE JAPAN 2009



OFFICE FURNITURE JAPAN was a first ever trade fair in Japan dedicated solely to office furniture and furnishings. As office environment is drawing considerable attentions as a key factor for the employees to achieve greater work efficiency, increase creativity, etc., OFFICE FURNITURE JAPAN launched with a huge anticipation from both the visitors and the exhibitors. Overseas companies also see the big potential in Japanese office market and participated firstly launched OFFICE FURNITURE JAPAN. Ms. Sydney Lin from Taiwan Furniture Manufacturers Association who organised Taiwan Pavilion this time said, "It was our first time to exhibit in OFFICE FURNITURE JAPAN with

Taiwan delegations as a pavilion and found that it is very organised and professional show. We are planning to participate in the next edition, hopefully to extend the size of Taiwan Pavilion." Also, Mr. SS JUNG, Executive Director of Sung Young Co., Ltd. said, "OFFICE FURNITURE JAPAN was a very successful show and we are quite satisfied with the results. We have received an approx. 8,000USD order from Japanese customers though it was our initial participation. We look forward to exhibit again next year."

Grand Prix Announced for INTERNATIONAL STATIONERY AWARD 2009

On the first day of ISOT, Award Ceremony for 18th INTERNATIONAL STATIONERY AWARD 2009 (formerly Stationery of the Year) was held in front of the Award's Special Gallery. Amongst 10 Award-winners (5 Award-winners for each category: design and function), Grand Prix products for each category was announced. Mr. Kazuo Kawasaki, Chairman of the Selection Committee commented that 'Japanese stationeries are very polite and attentive. Those considerations were seen in all entry products. Nevertheless, there were products hard for us to find out 'What is new' even though the products are developing in function and design. Because of that, expectations remained for the future participants for think more about methods on how to design that notice on the products.' A great numbers of industry professionals as well as press members gathered to the Ceremony and when the Grand Prix was announced the venue was packed with excitement. Function category's Grand Prix winner, Mr. Takahisa OYAMA from Nihon Rikagaku Industry Co., Ltd. expressed his joy and enthusiasm when Grand Prix was announced; "I am very surprised that we won the Grand Prix and am very delighted. Thank you to the Selection Committee for choosing our product as the best." After the Ceremony, visitors queue up to experience his/herself the Grand Prix products which were displayed at back of the stage.

For more information on Award-winning products, visit >>> www.isot-fair.jp/en/award/



General Statistics

Number of Exhibitors

ISOT & OFMEX >>> **444**

NOVELTY & PREMIUM GOODS EXPO >>> **128**

OFFICE FURNITURE JAPAN >>> **81**

OSEC >>> **162**

(Concurrent fairs : GIFTEX/DESIGN TOKYO/Baby & Kids World >>> 476)

Participating Countries/Regions

20 countries and regions (ISOT, NOVELTY & PREMIUM GOODS EXPO, OFMEX, OFFICE FURNITURE JAPAN, OSEC)

Australia, Brazil, China, Ecuador, Germany, Hong Kong, India, Iran, Italy, Japan, Korea, Macau, Malaysia, Poland, Sri Lanka, Taiwan, Thailand, UK, USA and Vietnam

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 USA

In total for all concurrent fairs >>> 29 countries/regions

Number of Visitors

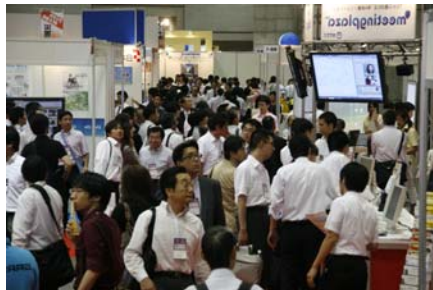
ISOT/NOVELTY & PREMIUM GOODS EXPO/OFMEX >>> **40,384** (1.2% up compared to last year)

OFFICE FURNITURE JAPAN/OSEC >>> **16,236** (32.6% up compared to last year)

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

Applicants already rushing in for show in 2010 !

With its end in 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 ISOT/PROMOTIONAL GOODS EXPO(formerly Novelty & Premium Goods Expo)/OFMEX/OFFICE FURNITURE JAPAN 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:

Reed Exhibitions Japan Ltd. / Chiharu NISHIURA (Ms.), Satoko HOMBURU (Ms.)

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

Tel: +81.3.3349.8508 Fax: +81.3.3344.2411 E-mail: isot-eng@reedexpo.co.jp

ISOT URL: <http://www.isot-fair.jp/en/> PREMIUM GOODS EXPO URL: <http://www.spex.jp/en/>

OFFICE FURNITURE JAPAN URL: <http://www.ofj-expo.jp/en/> OSEC URL: <http://www.osec.jp>

OFMEX URL: <http://www.ofmex.jp/en/>