

Press Release <April 22, 2010> For Immediate Release

New Decade will Begin with a Great Excitement!

ISOT is Welcoming its New Decade.

Asia's largest stationery and office product event, **ISOT (International Stationery & Office Products Fair Tokyo)** is welcoming its new decade this year. It will be held from July 7 (Wed) – 9 (Fri), 2010 at Tokyo Big Sight, Japan, organised by Reed Exhibitions Japan Ltd. (Special Sponsor: All Japan Stationery Association). ISOT is known in the industry as one of the best venues for on-site business as the top decision makers of the industry will be attending. This year, the fair is expecting to welcome 550 exhibitors and 70,000 visitors from around the world making ISOT the largest ever size along with the concurrent fairs. Buyers utilize ISOT to compare a huge variety of products unveiled during the show to make on-site purchases and place orders to receive special privileges granted by exhibitors only during the show period.



STATIONERY OF THE YEAR – Application has Just Begun –

Concurrently held event of ISOT, STATIONERY OF THE YEAR (formally; INTERNATIONAL STATIONERY AWARD) will also be the big attention getter for ISOT. Selecting and awarding the best 10 stationeries from design and function perspective, it promises the visitors to witness the latest trends of the industry. Also, Show Management is accepting the entries from international manufacturers. Participate in this event and get a chance to achieve the business in Japan!

For further information and application request >>> <http://www.isot-fair.jp/en/award>

New! WASHI & JAPANESE STYLE STATIONERY ZONE

A noteworthy fact is that Washi & Japanese Style Stationery Zone is newly launched. Diverse products from Japanese traditional stationery to products, which have Japanese style and essence, will exhibit in this zone. Recently, aesthetics of Japanese traditional design have been re-recognized domestically. At the same time, it has been highly accepted and favored worldwide. Numbers of great expectations on this particular zone have been reported to ISOT Show Management. With these great expectations, Show Management launched Washi & Japanese Style Stationery Zone. A stationery buyer from Kichijoji branch of LOFT Co. Ltd., says; “We regularly set special event corner on Washi, and other Japanese products such as greeting cards, letter pads etc. Since Washi & Japanese style stationery is a category, which we want to keep our eyes on. Therefore, we will definitely visit Washi & Japanese Style Stationery Zone, and purchase products.” Show Management is confident that this zone will attract not only Japanese industries but also overseas buyers, and will enhance active business meeting on site.

New! GREETING CARD ZONE

Greeting Card Zone is another distinctive addition to ISOT 2010. Greeting Cards has been an important part of gift customs in Japan. Show Management has been receiving the great numbers of inquiries from those manufacturers. With these great expectations, Show Management believes that this zone will spice up this fair and whole stationery industry.

Concurrent Exhibitions will Brings More and Active Business Opportunities

ISOT has wide range of concurrent exhibitions. Those exhibitions will attract more importers and buyers. Therefore, the total number of both exhibitors and visitors is expected to exceed the previous numbers, and this will symbolize the tipping point of revitalizing Japanese market despite the “so-called” economic downturn.

<Concurrent Exhibitions>

PROMOTIONAL GOODS EXPO 2010

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

8th INTERNATIONAL OFFICE MACHINES & EQUIPMENT EXPO (OFMEX 2010)

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

5th INTERNATIONAL VARIETY-GIFT EXPO

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

DESIGN TOKYO 2010 -1st Tokyo Design Products Fair -

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

BABY & KIDS EXPO 2010

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

Get FREE Invitation Tickets & Mark Your Calendar NOW!

ISOT is definitely the place to expand the business and catch the up-to-the-minute details of the industry. With great expectations for this year's show, Show Management will be distributing free invitation tickets from mid May. Pre-register now from the official ISOT website and mark your calendar now to visit the fair in July!

For further details, contact:

Chiharu Nishiura (Ms.)

International PR, ISOT 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: +81-3-3344-2411

E-mail: nishiura@reedexpo.co.jp URL: <http://www.isot-fair.jp/en>