

POST SHOW REPORT

IFEX 2011

**8th INTERNATIONAL
FLOWER EXPO TOKYO**

AGRITECH
JAPAN 2011

**1st INTERNATIONAL AGRICULTURAL
MATERIAL & TECHNOLOGY EXPO TOKYO**

October 13-15, 2011 Makuhari Messe, Japan

Organised by: Japan Floral Marketing Association (JFMA), Reed Exhibitions Japan Ltd.



Largest Ever IFEX Achieved Great Success! 1,233 exhibitors gathered from 26 countries

Even after the disaster which hit Japan in March, IFEX and its concurrent fairs concluded with a great success. Both the number of exhibitors and visitors went up from the year before. This year's IFEX grew in quality as well. For example, the number of flower/plant growers who exhibited in IFEX has more than doubled compared to last year. Also, Japan's world famous breeders such as Sakata, Takii and Kaneko returned to the show. Furthermore, a new show – AGRITECH JAPAN (Int'l Agricultural Material & Technology Expo Tokyo) adds diversity to its exhibit profile. IFEX and its concurrent shows is strongly recognized by farmers and growers as a show where they could find a comprehensive range of horticultural products inclusive of the latest agricultural materials and technology. Visitors held vigorous business discussions with exhibitors who gathered from all over Japan and the world.

General Statistics

1) Exhibitors

Number of exhibitors: 1,233 (913 in 2010)

Participating Countries / Regions:

Belgium, Chile, China, Colombia, Ecuador, Estonia, Ethiopia, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Republic of Korea, Malaysia, Netherlands, Singapore, Spain, Sri Lanka, Taiwan, Thailand, United Kingdom, United States, Viet Nam (26 countries)

Country Pavilions:

China, Colombia, Ecuador, Ethiopia, Republic of Korea, Sri Lanka, Taiwan, Thailand, UK
(9 countries)

2) Attendees

All registrations are counted only once, no matter how many repeat days/times a visitor attends the exhibition.

	Oct 13 (Thur)	Oct 14 (Fri)	Oct 15 (Sat)	3 Days Total
(1) On-Site Registrants	11,118	9,538	5,877	26,533
(2) VIP Registrants	2,234	1,088	517	3,839
(3) Seminars Attendees / Speakers	196	250	0	446
(4) Press	113	66	28	207
(5) Special Guests	210	0	8	218
Total Number of Visitors Total of 1-5	13,871	10,942	6,430	31,243

We consistently count visitor registration numbers clearly and stringently and, without deception, continue to release the real numbers.

Fundamental Philosophy of the Totalled Visitor Numbers

1. The number of visitors will be stated honestly and will not be inflated. This is our duty to exhibitors.
2. The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors.
3. The number of visitors and also the counting method will be stringently announced in writing shortly after the exhibition.

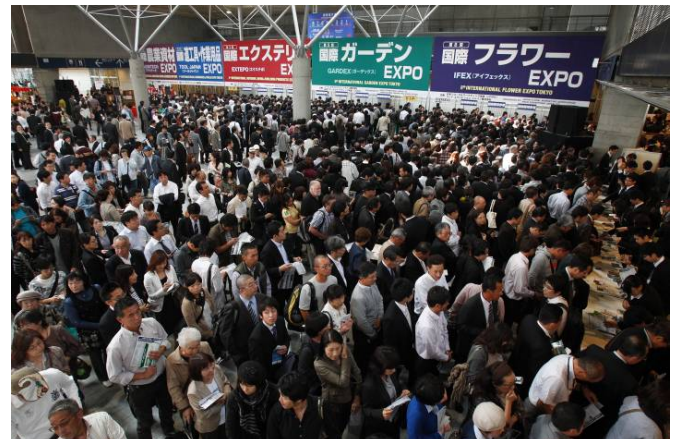
Three Major Principles of the Counting Method

1. Only those who visit the exhibition and complete registration on-site are counted.
2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures, therefore, this counting method is prohibited.

*all figures include concurrent fairs

Largest Ever IFEX Achieved Great Success!

Amid cheers from the industry, the 8th International Flower Expo Tokyo (IFEX) was concluded with great success, keeping up as expected its reputation as the industry's premier trade event in Asia. Since its inception in 2004, IFEX has been steadily growing and expanding its profile. Its concurrent events now include GARDEX, EXTEPO, TOOL JAPAN and AGRITECH JAPAN. This mega 5-in-1 trade fair drew in a record 1,233 exhibitors from 26 countries and 31,243 professional visitors over its 3-day that went from October 13th through 15th at Makuhari Messe, Japan.



Long queue was formed in front of the registration counter and the show venue was packed with visitors.

Japan's big breeders returned to IFEX

As the industry's much anticipated once-a-year trade event, IFEX continues to impress the industry. First, this year Japan's big breeders came back to IFEX. For the first time in IFEX, the Japan Lisianthus Pavilion where a number of big breeders in Japan such as Kaneko, Sakata, and Takii took part in and displayed their latest varieties. Booths of overseas breeders such as Morel Diffusion from France and SB Talee from Colombia were also very crowded as in every year.



Huge increase in the number of flower/plant growers

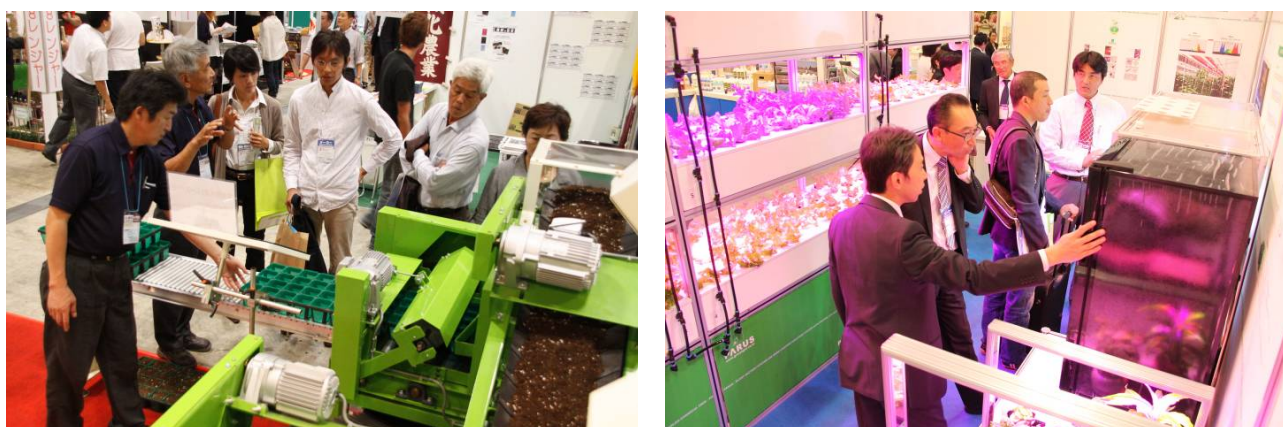
Then, the number of flower/plant growers who exhibited in IFEX increased drastically (250% compared to last year!). The newly set up Flower & Plant Growers' Fair proved to be a popular spot for visitors. Many small growers from all over Japan took advantage of the mini stand package which provided a small but effective space for them to introduce their produce to interested parties. Meanwhile, most of the growers from overseas exhibited in their country pavilions that included Colombia, Ecuador, Ethiopia, Taiwan, Korea, Thailand, and China. As in previous years, many of these exhibitors reported great results. The response was so good that next year the Growers' Fair is anticipated to attract 1,000 growers to participate.



Flower/Plant Growers' Fair was a popular spot for visitors.

New fair AGRITECH JAPAN debuts

AGRITECH JAPAN, the latest addition to the fair, covered agricultural material and technology. A timely event in line with the market needs, this inaugural event attracted 226 exhibitors from the first edition. Farmers and agricultural co-operatives from all over Japan came in droves. The record shows no less than 2,800 growers came with 204 chartered tours visiting the fair. Also, Show Management specially hosted 29 big Chinese buyers from large-scale farm owners/operators and agricultural equipment importers to the show. Chinese-speaking Show Management staff accompanied these big buyers to booths of their interest, and introduced them to the exhibitors. Many large business transactions were reported to have taken place.



Various machineries and technologies were displayed in 1st AGRITECH JAPAN

Visitors came from various countries

The show organizers' special efforts to bring visitors from overseas combined with the expanded product variety at the fair have continued to attract strong attendance from outside Japan. Especially this year, their nationalities have become more diverse. Exhibitors have reported business dealings with buyers from nearby places such as Korea, Hong Kong, China and Taiwan, and faraway countries including Russia. The show organizer has further revealed their plans to draw more buyers from overseas, particularly countries with strong buying power. The fair looks set to generate growing business opportunities for its participants.

Mayor, top government executives and other leading figures gathered

IFEX has developed into more than a trade fair. It is now a valuable forum for the flower, garden, and agricultural industry to gather, network, and conduct business. The VIP Reception Party that took place on the evening of the opening day was one of those opportunities. Over 800 industry VIPs from inside and outside Japan attended. Deputy Governor of the Chiba Prefecture Mr. Sakamoto and Mayor of the Chiba City Mr. Kumagai were both honorable guests at the party. Also in attendance were ambassadors of participating countries and company presidents and executives of major garden centers, home centers, and other retail chains from all over Japan.



Top executives attended opening ceremony and VIP reception party to celebrate the fair

Next show dates announced

The next fair is scheduled for October 10-12, 2012. In view of the success of this year, and the market potential that has been uncovered, this mega event is expected to thrive even further. For more details of the fair, please contact IFEX Show Management.

Exhibitors' testimonials:

"We met about 60 potential buyers, of whom about 20 are particularly promising. They include many leading flower importer. We filled up two noted pads with namecards and memo! "Anastasia", our new chrysanthemum was a big hit!"

PROEXPORT COLOMBIA (Colombia)

"We are satisfied with the show as we could meet many growers, wholesalers and retailers. Especially, our small cyclamens were well received. We will come back next year for sure!"

MOREL DIFFUSION S.A.S (France)

"Our results far exceeded our expectations. We met many potential customers. 70% of the people we met had come to the fair with clear objectives. We have had very good meetings with major home centers such as Lixil Viva, and may start business with Kagome (one of the largest food processing companies in Japan). We anticipate our annual business in Japan to reach 700-800 million USD, and are considering keeping a warehouse here in Japan. "

COCONUT DEVELOPMENT AUTHORITY (Sri Lanka)

"We were able to meet many high-level executives of importers and distributors from all over Japan. About 50 of them, including Sumika Agrotech (one of the largest agricultural supplies wholesalers in Japan) are showing keen interest in us. Our results look very promising. "

K-Global (Korea)

"I hardly had time to even take lunch during the fair because there were visitors in our booth non-stop. We have already taken orders from major growers. Moreover, we could meet a Chinese buyer who was eager to pay for our air tickets to China in order to discuss in details. We are very pleased with the response we got."

ME Chile Moss (Chile)

"We met big home centers such as Cainz and Komeri. If not at the fair, it would have been near impossible for us to meet them. The fair has been a valuable place for us to expand our sales. "

QINGDAO KYOSEI FERTILIZER (China)

For Further Information, CONTACT:

Show Management, Reed Exhibitions Japan Ltd.

<Contact Person> Kosaku Munetomo, Satoshi Watanabe, Sharon Chan, Rachael Hyun

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

<Tel> +81-3-3349-8511 <Fax>+81-3-3345-7929 <E-mail> ifex-eng@reedexpo.co.jp

<Website> www.ifex.jp/en www.agritechjapan.jp/en www.gardex.jp/en