

Exhibitors Show Strong Determination to Beef up Business through Post-quake IFEX

Reed Exhibitions Japan Ltd., the organizer of Japan's largest garden industry trade show, International Garden Expo Tokyo (IFEX), announces that the fair this year will be held as scheduled at Makuhari Messe from October 13-15, 2011, and at its largest scale ever. Despite initial concerns after the great earthquake that rocked northern Japan on March 11, many garden industry members have reconfirmed their participation and support for IFEX by now, as they believe that it is especially important at times like this to show presence at the show and vitalize the market. Entering its 8th year in 2011, this year's show will attract a total of 1,150 exhibitors along with its concurrent shows, providing a perfect international platform for a vast number of industry professionals from around the world to conduct business with professional buyers during its 3-day show period.

Turning Adversity into Opportunity

Since the situation has eased, Show Management has received countless messages from industry members who voiced their strong support and commitment to the show. The following are examples of the messages from exhibitors of IFEX 2011.

"We feel that in times like these, it is our responsibility to rise to the occasion as flower industry members to energize all of Japan. We hope that through the cooperation of the show management and exhibitors, IFEX will be a busy show that will ginger up the entire flower industry and Japanese economy." - Hidemi Takamatsu, President, Takamatsu Co., Ltd.

"All of our customers said that they were very determined to work hard to restore the nation. We share their strong intentions, and are determined to do so through joining in this year's show." - Daichi Watanabe, Green Central Corporation

Show Management has received many encouraging comments from overseas exhibitors as well. For example, Hangzhou Zhaos from China commented, "We will prepare everything as usual for the show". Other overseas companies also voiced similar reassuring comments.

Huge Economic Recovery to Follow after the Quakes

Japan has experienced huge earthquakes the past, and every time the economic recovery followed after the quakes. This is due to the increasing demand caused by restoration and rebuilding efforts. For example, after the huge earthquake which hit Kansai area in 1995, Japan's economy showed strong rebound. Before the quake, Japan's economy suffered the stagnation and the GDP growth was 0.8% in 1994 and 1.8% in 1995. However, just one year after the quake, in 1996, Japan's GDP grew by 2.6% and ended the deflation which plagued the economy after the economic bubble burst. In Kansai area, the

investment to fixed capital increased by JPY 2 trillion (apprx. USD 23.5 billion) after the quake and the investment to other sectors followed. Many financial experts expect the same to happen in coming years.

IFEX will Emerge Stronger Than Ever

With massive support from the industry, this year's IFEX is set to welcome more domestic producers as exhibitors than ever. Many flower growers from Japan's flower production areas such as Aichi, Chiba and Gifu have confirmed their participation, and from the Niigata Prefecture, an association of growers will showcase their flower bulbs. Show Management prepares special plan to facilitate individual growers' participation in IFEX, such as setting up a special pavilion where growers can exhibit their products on small tables, and the number of Japanese flower growers at IFEX is set to increase drastically this year.

From overseas, exhibitors include major producers and manufacturers such as China, Colombia, France, Germany, Hong Kong, Korea, and Netherlands.

All sorts of cut flowers, potted flowers, packing and accessories, artificial flowers, and etc. will gather from all over Japan and the world, filling the venue with floral fragrance and vibrant buzz. In addition, "Breeders Zone" - a special exhibit area for breeders - will be set inside the show, further expanding the dimension of the show.

For official statements regarding the safety of Japan:

By carefully evaluating the information provided by Japan's government and international organizations, Show Management assessed that they will be able to deliver IFEX as scheduled in October without any problems. The following are official statements regarding the safety in Tokyo area.

>Drinking water:

http://www.agritechjapan.jp/RXJP/RXJP_AgriTechJapan/documents/Water%20issue_AGRITECH_JAPAN.pdf

>Radiation:

http://www.ifex.jp/RXJP/RXJP_IFEX/documents/Radioactive_IFEX.pdf

>Letter from the president of IFEX organiser:

http://www.ifex.jp/RXJP/common/pdf_20110314/TheEarthquakeandTsunamiincidentinJapan_IFEX_GRD_EX P.pdf

Don't Miss out!

Show Management is now more determined than ever to make a very successful show on this coming October to vitalize the Japanese flower industry, and heartily hope that you join us and share a successful show with us.

<CONTACT> For more information on this topic, please contact Katherine Kanami Nishimura at: nishimurak@reedexpo.co.jp, or call +81-3-3349-8511 **Access:** www.ifex.jp/en