

IFEX Expands by 30% in Size and Variety

Record 1,100 Exhibitors from 30 Countries Exhibit in 2010

Organised by Japan Floral Marketing Association and Reed Exhibitions Japan Ltd., Asia's largest trade fair for the flower industry "7th International Flower Expo Tokyo (IFEX 2010) "will be held from October 28 to 30, 2010 at Makuhari Messe, Japan. This year, IFEX will expand 30% in scale, welcoming a record high of 1,100 exhibitors* from 30 countries (855 exhibitors at IFEX2009). There is no shortage of reasons for the continual growth of IFEX. For instance, 1) International pavilions are expanding in size to feature more growers/exporters. 2) New exhibit area "Japanese Prefectural Pavilion" is attracting more domestic growers. 3) IFEX 2010 expands its exhibits profile to include agricultural related products. Therefore, horticulture equipment/materials and vegetables and fruits breeders will exhibit. Also, the concurrently held shows, International Garden Expo Tokyo (GARDEX) and International Exterior Expo Tokyo (EXTEPO), are both expanding in size. * The figure includes concurrent fairs.

More International Growers Exhibit through Country Pavilions

With the import of cut flowers in Japan increasing year by year hitting a record in 2009, an increasing number of flower suppliers from countries around the world including China, Colombia, Ethiopia, Kenya, Korea, Taiwan, Thailand, and others are utilizing IFEX to seek opportunities to expand their market shares. As a result, most country pavilions at IFEX are expanding in size; for example, Kenya will expand their booth size by five times, and Ethiopia will be tripled. In addition, many international breeders will exhibit individually such as Dekker and Anthura from Holland, Jelitto from Germany, and Morel Diffusion from France to promote their varieties to Japanese and overseas growers.

More Growers Exhibit in Japanese Prefectural Pavilion

Japanese domestic growers are also actively seeking opportunities to expand their business through IFEX. To support and highlight domestic flower production, IFEX Show Management has launched a new zone called "Japanese Prefectural Pavilion" that features production centers throughout Japan. Supported by grants from each prefecture, already current exhibitors from Gifu, Mie, Chiba, Saitama, Niigata, and Toyama prefectures have confirmed their participation, and new production centers such as Gunma, Yamanashi, and Shimane prefectures are also joining this new project together with many Japanese growers. The number of individual growers at IFEX is also growing. Orchid growers such as Yamamoto Dendrobiums, Morita Orchids, Mochizuki Orchids, and Shiina Orchids, fruit growers such as Ibaraki Farm, and Nakata Farm, potted flowers such as Gebra Nagatoyo, and Ishii Breeding Farm, and cut flowers such as Hagishima Farm are joining the rank of the exhibitors at IFEX 2010.

Two New Exhibit Zones for Agricultural Market

1) AGRITECH JAPAN -Agricultural Technology & Equipment Fair-

This year, IFEX will expand its exhibit profile to include agriculture. The 1st AGRITECH JAPAN -Agricultural Technology & Equipment Fair, will be concurrently held with IFEX to accommodate soil, fertilizers, harvesting systems, green houses, agricultural machinery, etc., to target growers of vegetables, fruits and flowers. 150 companies are expected to participate in this inaugural event. The response from international companies has been very enthusiastic, and already Korea Agricultural Machinery Industry Cooperative has signed up to bring a big group to the fair.

2) VEGETABLES & FRUITS SEEDS ZONE

As for seeds, in addition to flowers, vegetables and fruits will join this year's product line-up at IFEX. In the newly launched Vegetables & Fruits Seeds Zone, already many breeders specialized in vegetable seeds have signed up to exhibit. Exploring sales channels to reach out to grow-it-yourself lovers, these seed suppliers are eager to meet visitors from home centers and garden centers at the fair.

Meet 5,000 Agricultural Material & Seed Buyers and Farmers

3,254 growers visited the last IFEX. This year, Show Management is starting a special project to invite even more visitors to the two new agricultural fairs. An increased target of 5,000 visitors from farming co-operations and agricultural co-operatives, as well as agricultural material & seed buyers are expected. IFEX is expanding into hot, new channels to reach out to agricultural professionals coming from all over Japan.

Do Not Miss out on this Exciting Event! Book Your Space Now!

A strong presence of horticultural products from around the world and Japan, as well as new exhibit zones and projects for the agricultural market that adds new genre of participants to the show are making IFEX 2010 the talk of the industry. An estimated 38,000 professional visitors over a 3-day show period will generate bigger business opportunities than ever before. As exhibition space is filling up quickly and limited space is available now, those who are interested in exhibiting at the show are encouraged to contact Show Management immediately.

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The latest IFEX information is available online at: www.ifex.jp/english/