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For Immediate Release

Strong International Presence at IFEX Increasing Import of Cut Flowers Adds Momentum to Show

The import of cut flowers to Japan has increased by 2.7% over the previous year according to reports by Japan Floral Trade Association (JFTA). With import of cut flowers to the Japanese market on the rise and with more domestic exhibitors confirming their participation, the 7th International Flower Expo Tokyo, or IFEX 2010, is set to expand by 30% and further establish itself as Asia's largest flower industry trade show. IFEX will be held from October 28 (Thur) to 30 (Sat), 2010 at Makuhari Messe, Japan, welcoming a record high of 1,100 exhibitors* from 30 countries (855 exhibitors at IFEX2009). *Numbers include concurrent shows.

Increase in Imports

Increasing number of cut flowers were imported especially from countries such as China, Malaysia, Vietnam, Taiwan, Korea, Colombia, Kenya, and Ethiopia. According to JFTA, there will be further increase in imports especially from countries that produce flowers in an earth-friendly environment. Certain breeds reported especially high-growth, and the Ministry of Agriculture, Forestry and Fisheries data shows that import of carnations increased by 12%, mums by 9%, roses by 11%, and lilies by 17%.

National Pavilions at IFEX

With the import of cut flowers in Japan on the rise, flower suppliers from countries around the world are focusing on the Japanese market with especially those such as China, Colombia, Ethiopia, Kenya, Korea, Taiwan, and Thailand already set to exhibit as national pavilions at the next IFEX. Many of them such as Korea, Kenya and Ethiopia have confirmed the importance of the show for their business and will expand their national pavilions' booth size to accommodate more growers at IFEX. Other countries such as Australia and Ecuador are also considering establishing their pavilions to expand their market shares.

Book Your Space at IFEX Now!

With increasing importance of IFEX in the industry, an estimated 38,000 professional visitors are expected to visit the show over the 3-day show period, generating vast business opportunities for exhibitors 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/