Post Show Release
September 11, 2012
For Immediate Release

GIFTEX 2012 World

7th INTERNATIONAL VARIETY-GIFT EXPO TOKYO

4th Baby & Kids Expo

4th FASHION GOODS & ACCESSORIES EXPO June 2013

3rd TABLEWARE EXPO

1st KITCHEN WARE EXPO

3RD DESIGN TOKYO

GIFTEX World 2012 concluded with Great Success

"GIFTEX World 2012" consisting of 6 specialised exhibitions along with Asia's leading stationery fair "23rd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO –ISOT 2012-" & "4th PROMOTIONAL GOODS EXPO" successfully concluded at Tokyo Big Sight from July 4 [Wed] – 6 [Fri], 2012 organised by Reed Exhibitions Japan Ltd. (ISOT is Specially Sponsored by: All Japan Stationery Association.) This year, the shows welcomed 786 exhibitors and 73,992* buyers from 45 countries and regions. (*Visitor count includes concurrent shows.) Stylish and high-functional Japanese products attracted buyers from around the world, and exhibitors' booths were filled with excitement for all three days. Also, various support services that Show Management offered for overseas participants created an efficient business environment and brought satisfactory outcomes.

Matching Party for Overseas Exhibitors and Japanese Importers

"Matching Party for Overseas Exhibitors and Importers/Buyers" took place on July 4 [Wed] from 18:30 at Reception Hall, Conference Tower, Tokyo Big Sight. 503 overseas exhibitors and Japanese importers attended the party. The purpose of this party was to offer more beneficial business opportunities exclusively for overseas exhibitors by inviting only importers, distributors and some major mass retailers, who are in charge of overseas trade. This party has been highly-praised among participants because it offers the chance to find business partners and break the ice and time to get to know each other in a casual atmosphere aside from exhibition halls.
Here are the comments from exhibitors attended Matching Party.

"We are also satisfied with the support from the show management such as seminar on Japanese specificities and matching party to meet the distributors. As we look forward a long-lasting cooperation with our distributors in Japan, we have already booked our booth for next year show in 2013!"

PIOUPIOU&MERVEILLES (France)

"We already sell to Plaza and actually created a new design for them while we visited them. On the last day Friday- many plaza staffs came up to us and we gave them little gifts. The show was amazing thank you for facilitating this."

REALLY USEFUL PRODUCTS LTD. (UK)

No More Cultural and Language Boundaries!
Special Seminar for Overseas Exhibitors

Prior to the exhibition, Show Management held "Overseas Exhibitors' Seminar" on July 3 [Tue]. Yasu Murota from Show Management gave a presentation on "Tips to Maximise Your Business Result during the Show." This seminar was held to raise awareness of overseas exhibitors to take appropriate steps for possible difficulties they might face when entering Japanese market. By explaining "Do-s" and "Don't-s" during exhibition by revealing cultural differences especially in business manners, the seminar gave practical tips to maximise business result during the show. The seminar room was packed with 100 enthusiastic participants, and 3 times more attendees comparing to 2011 participated. Moreover, all procedures are focused on what they can do in a last minute. Most participants could practice what they learned, and many of them gave satisfactory feedbacks to Show Management that the seminar was very practical and helpful.

Following comments from overseas exhibitors reveals that the seminar was very practical and useful for them to expand their business in Japan.

"We were satisfied with the seminar for international exhibitors. It helps us to understand how to conduct business in Japan before the show period. We have already launched preparation for our next participation in 2013."

LOGOSJAPAN CO., LTD. (JAPAN)

"This was our first time exhibiting at Fashion Goods & Accessories Expo. The exhibition was filled with buyers all the time and we already received about 20 orders. We are now working on those inquiries and expecting to receive more orders very soon. Thanks to the show, it is a very well organized B-to-B exhibition and very suitable to expand our business in Japan, we will exhibit the next show as well."

HEBEI BESTONE JEWELRY CO., LTD. (China)

Next Show Dates Moved to June Make your Calendar NOW!

GIFTEX World 2013 is held from June 26 [Wed] – 28 [Fri], 2013 at Tokyo Big Sight. Based upon the positive feedbacks from exhibitors, many of them already booked their spaces for 2013. For those who are considering exhibiting in 2013, immediate booth reservation is highly encouraged to secure the limited exhibit space in time.

<Next Show Dates>

GIFTEX World 2013

Dates: June 26 [Wed] – 28 [Fri], 2013 Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

<2013 Show Outline>

6 fairs in GIFTEX World 2013

- 8th INTERNATIONAL VARIETY-GIFT EXPO TOKYO
- 5th Baby & Kids Expo
- 4th FASHION GOODS & ACCESSORIES EXPO – June 2013 –
- 4th TABLEWARE EXPO
- 2nd KITCHENWARE EXPO
- 4th DESIGN TOKYO –TOKYO DESIGN PRODUCTS FAIR-

24th INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2013)

5th PROMOTIONAL GOODS EXPO

General Statistics of 2012

- No. of Visitors: 73,992*

  * Figures Include:

  GIFTEX World 2012

  23rd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT2012)

  4th PROMOTIONAL GOODS EXPO

- No. of Exhibitors: 786
- Participating Countries and Regions: 45

  (Australia, China, France, Germany, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Singapore, Sweden, Taiwan, Thailand, U.S.A. etc.)

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