

## **Increased Participation by Japanese Growers**

Organised by Japan Floral Marketing Association and Reed Exhibitions Japan Ltd., the International Flower Expo Tokyo (IFEX 2010) will be held from October 28 to 30, 2010 at Makuhari Messe, Japan. With more Japanese growers and industry giants confirming their participation in the 7<sup>th</sup> edition of IFEX, the 2010 show will welcome exhibitors from 30 countries, further establishing itself as Asia's largest flower industry trade fair.

### **More Japanese Growers to Exhibit in IFEX**

Japanese domestic growers are 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, and potted flowers such as Gebra Nagatoyo and Ishii Breeding Farm are joining the rank of the exhibitors at IFEX 2010. In addition, nurseries such as Jordi Kawamura, Shiki Flower, and Fujita Nursery have confirmed their participation. Prominent growers from around the world will also be exhibiting in IFEX as well, including those in national pavilions by countries such as Colombia, Kenya, Ethiopia, Korea, and China.

### **Leading International Companies**

International participation continues to increase as more companies turn to IFEX as the best business arena to expand their business in Japan and Asia. Many of the world's leading companies such as Dekker, Esmeralda Farm, and Anthura from Holland, Jelitto from Germany, and Morel Diffusion from France will exhibit. Other prominent companies to be showcased are Syngenta Japan, Smithers Oasis Japan, International Flowerbulb Centre, and Chrysal Japan.

### **Book Your Space Now!**

38,000 professional visitors are expected to attend IFEX, generating bigger business opportunities for participants. 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.

\* \* \*

<CONTACT> For more information on this topic, please contact Katherine Kanami Nishimura at: [nishimurak@reedexpo.co.jp](mailto:nishimurak@reedexpo.co.jp) or call +81-3-3349-8511.

The latest IFEX information is available online at: [www.ifex.jp/english/](http://www.ifex.jp/english/)