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For Immediate Release

“TOOL JAPAN”: Newly Launched 150 Exhibitors Join New International Hardware & Tools Fair

The International Hardware & Tools Fair, or “TOOL JAPAN”, will be newly launched and held from October 28(Thur)-30(Sat), 2010 at Makuhari Messe, Japan. This fair will be launched to answer to increasing requests from exhibitors and visitors for the establishment of a fair specializing solely on tools and hardware, and will be held within the 4th International Garden Expo Tokyo (GARDEX). 150 companies will join from the first edition, and exhibits will include all kinds of hardware and tools for landscaping, agriculture and carpenter’s use such as impact drivers, wrenches, blowers, brush cutters, lawnmowers, sanders, clippers, hedge cutters, saws, spades, gloves, and boots.

More Buyers to Boost On-Site Business

As Asia’s leading garden trade show, GARDEX will welcome industry professionals including importers, wholesalers, growers, agricultural cooperatives, builders and landscapers from all over Japan. With the addition of TOOL JAPAN, GARDEX will expand visitor lineup to attract more home centers, hardware shops, DIY stores, and work shops. Last year at GARDEX, Taiwanese exhibitor, Chung Cheng Scissors, exhibited their clippers and sold 100,000 clippers through the show, commenting that GARDEX was “the ideal venue to meet important Japanese customers.” This year, with the launch of this specialized fair, many more exhibitors are expected to enjoy such success.

Attracting Industry Leaders

Japan’s leading production areas have confirmed their participation through organized pavilions at TOOL JAPAN. The chambers of commerce in Miki and Sanjo, two major hardware producing cities, will assemble about 20 companies each to exhibit as pavilions. In addition, several companies will join the Taiwan pavilion, and many more of Japan’s hardware companies have expressed keen interest in participating. Industry giants regard TOOL JAPAN as an effective business venue with 150 of top companies set to participate in this new fair from its first edition.

Book Your Space at TOOL JAPAN Now

With an estimated 1,100 exhibitors and 38,000 professional visitors expected over the 3-day show period to GARDEX and its concurrent shows, TOOL JAPAN is set to be a great success for its initial launch. Those interested in exhibiting at the show are encouraged to contact Show Management immediately.

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TOOL JAPAN will be held within GARDEX, organised by Reed Exhibitions Japan Ltd. and Japan Floral Marketing Association. Concurrently held shows are the “7th International Flower Expo Tokyo (IFEX 2010)” and the “2nd International Exterior Expo Tokyo (EXTEPO 2010)”.

<CONTACT> For more information on this topic or to reserve your booth, please contact Katherine Kanami Nishimura at: nishimurak@reedexpo.co.jp or call +81-3-3349-8511.

The latest TOOL JAPAN information is available online at: <http://www.gardex.jp/tooljapan/english/index.html>