

Largest Scale Ever with 1,100 Exhibitors

The 4th International Garden Expo Tokyo, or “GARDEX 2010”, will be held from October 28(Thur)-30(Sat), 2010 at Makuhari Messe, Japan. The show, which debuted in 2007 with 732 exhibitors, has continued to grow along with its concurrent show, the International Exterior Expo Tokyo, or “EXTEPO” which was launched in 2009. Together, GARDEX and EXTEPO will expand to its largest scale ever with 1,100 exhibitors in 2010 due to the following factors:

1. Major domestic gardening industry companies to exhibit

This year’s GARDEX will be joined by Japan’s leading companies of various gardening products. Major fertilizer companies such as Hyponex and JOY Agriss, chemical producers such as Sumitomo Chemical Garden Products and Dupont, and vegetable breeders like Del Monte Japan will join GARDEX. With a vast array of products on display by the industry’s top players, GARDEX is set to attract major buyers from all over Japan and Asia and will successfully secure its position as Asia’s most important garden industry trade show.

2. Many new companies to exhibit in newly launched zones

Two new zones will debut in 2010: “Garden Wear Zone” and “EX Design: Exterior Living Design Collection”. Especially as more companies outside the garden industry focus on increasing needs for fashionable gardening products and the grow-your-own boom, GARDEX and EXTEPO will welcome a wide lineup of first time exhibitors from cross-industrial companies. For example, apparel giant Lee Japan will exhibit their denim wear for gardening and farming, Teijin Fiber will show their new fiber suit made of mosquito-repellent fabric, and industrial glove makers like Towa Corporation will unveil their new gardening gloves. Many other fashionable and functional, high quality products will be targeting the expanding garden and farming market.

3. Overseas exhibitors set to increase

Overseas exhibitors are expected to increase immensely as more companies look to utilize GARDEX as the best business venue to expand their business in Japan and Asia. Many international companies are attracted to this show which enjoys a solid reputation as Asia’s leading garden industry trade show, and UK, Taiwan, and China will exhibit as country pavilions this year, with individual companies set to participate from around the world including those from France, India, Slovenia, Vietnam, and the United States.

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GARDEX/EXTEPO and its concurrent show IFEX are all organised by Reed Exhibitions Japan Ltd. and Japan Floral Marketing Association. With 1,100 exhibitors and 38,000 professional visitors expected over the 3-day show period, GARDEX/EXTEPO is set to be another great success. Those interested in exhibiting at the show are encouraged to contact Show Management immediately.

<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 GARDEX information is available online at: <http://www.gardex.jp/english/>