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For Immediate Release

## **EXPANDING TO LARGEST SCALE EVER IN 2009**

### **— New Exhibit Zones to Attract More Visitors —**

Organised by Japan Floral Marketing Association (JFMA) and Reed Exhibitions Japan Ltd., Asia's largest flower trade show, the 6<sup>th</sup> International Flower Expo Tokyo (IFEX) and its concurrent 3<sup>rd</sup> International Garden & Exterior Expo Tokyo (GARDEX) will be held at its largest scale ever in 2009 at Makuhari Messe, Japan, further emphasizing its firm establishment in the industry as the most important flower and garden show in Asia. With a steady increase of exhibitors over the years, the 2009 shows are set to welcome a total of 1,000 exhibitors and 34,000 professional visitors from all over Japan and the world. Despite the severe economic situation, many exhibitors seek to battle recession by attaining new customers and conducting aggressive business instead of simply trying to survive. Such proactive attitude helps make this an indispensable event for companies looking to enter the Asian flower and garden markets. To further build on the success of these shows, many exciting changes are being made on various aspects.

#### **Change in Show Dates**

The next IFEX and GARDEX show dates have been set one week earlier than what was previously announced. Also IFEX and GARDEX have always been three-day shows originally held from Thursday to Saturday, but the 2009 show period will fall on weekdays from November 11<sup>th</sup> Wednesday to 13<sup>th</sup>, Friday. This is in the interest of our exhibitors and visitors as we are fully committed to organising a professional show open to trade only.

New Show Dates: November 11 (Wed) – 13(Fri), 2009

#### **Four Newly Launched Zones**

In addition to the already existing 15 exhibit areas at IFEX/GARDEX, the next GARDEX will feature four new exciting specialized zones which focus on outdoor living, garden accessories, kitchen gardening, and Japanese gardens. The further expansion of product range is expected to attract more buyers to the show than ever before, and Show Management will be planning more zones and projects to add excitement and boost business opportunities for all participants to further enhance the quality of these shows.

#### **Book your space now!**

IFEX and GARDEX present the best venue to enter and expand business in the Japanese flower and garden market. As exhibition space is filling up quickly and limited space is available now, those interested in exhibiting at the show shall contact Show Management immediately.

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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/GARDEX information is available online at: [www.ifex.jp/english](http://www.ifex.jp/english) or [www.gardex.jp/english](http://www.gardex.jp/english).