



Finally Launched in Japan!

# TOOL JAPAN

International Hardware & Tools Fair

October 28 Thur – 30 Sat, 2010

Makuhari Messe, Japan

Organisers

Reed Exhibitions Japan Ltd./Japan Floral Marketing Association (JFMA)

Concurrently held with

4th INTERNATIONAL GARDEN EXPO TOKYO GARDEX<sub>2010</sub>

7th INTERNATIONAL FLOWER EXPO TOKYO iFEX<sub>2010</sub>

2nd INTERNATIONAL EXTERIOR EXPO TOKYO EXTEPO<sub>2010</sub>

# Exhibit at TOOL JAPAN to Expand your Business in Japan & Asia!

## What is TOOL JAPAN?

TOOL JAPAN (International Hardware & Tools Fair) is a brand new International trade fair focusing on all kinds of hardware & tools for landscaping, agriculture and carpenter's use. Wholesalers, professional users and retailers will visit the fair to source. This is going to be a must attend event for those who are interested in the Japanese and Asian markets. Exhibit at TOOL JAPAN to expand your business in Japan and Asia!



### Exhibit Profile

- Power tools & accessories for landscaping, agriculture and carpenter's use
  - Impact Driver, Impact Wrench, Blower, Brushcutters, Lawnmowers, Tipped Saws, Sanders, Electric Saws, etc.
- Hand tools for landscaping, agriculture and carpenter's use
  - Clippers, Hedge Cutters, Saws, Spades, Choppers, Sickles, Hooks, Stabbers, Hammers, etc.
- Equipment for landscaping, agriculture and carpenter's work
  - Abrasive Instruments, Gloves, Boots, Helmets, Tool Boxes, etc.

### Visitor Profile

Importers, Wholesalers, Home Centres, DIY Shops, Hardware Shops, Work Shops, Growers, Agricultural Cooperatives, Builders, Landscapers, etc.

## Concurrently held with:



In 2009, these shows attracted 31,928 trade visitors such as home centres, landscapers, builders, growers and importers. These buyers will visit TOOL JAPAN as well and boost your business.



### Exhibitors' Comments (Excerpt)

#### ► 100,000 clippers sold

We come every year as this is the ideal venue to meet important Japanese customers. This year's GARDEX was also a great success. We have already received orders of 100,000 clippers and the sales amount reaches USD 400,000!

Chung Cheng Scissors (Taiwan)  
Clippers

#### ► 12 new solid leads during the fair!

We had USD 5,500 on-site sales and the final outcome will be USD 100,000 in the end. We had 61 business discussions during the show, out of which 12 are the new solid leads.

Kaneko Sogyo (Japan)  
Pruners

\*Exhibitors of GARDEX 2009

## At TOOL JAPAN, you can...

### 1 Conduct face-to-face sales with Japanese importers/retailers

TOOL JAPAN is the only trade fair focusing on tools and attracts many buyers who are actively seeking new products to meet their consumer demands. It is not just importers or wholesalers but also mass retailers such as home centres that make direct purchases from overseas companies. TOOL JAPAN provides you with the best opportunities to meet these eager buyers.



### 2 Find your agents/distributors in Japan

The key to the success in the Japanese market is definitely to find good agents/distributors who will distribute your products to all over Japan. TOOL JAPAN will offer a great opportunity to meet and negotiate with those importers.



### 3 Make OEM agreements with Japanese companies

Many Japanese manufacturers and even mass retailers will visit TOOL JAPAN to find new business partners to produce their original products. You can also take OEM orders at TOOL JAPAN.



### 4 Carry out market research of Japan and Asia

At TOOL JAPAN, you can receive response from wholesalers and professional users about your products and you can see which one of your products suits better than others in the Japanese and Asian markets. Alongside with having business with the buyers, conduct market research to have more chances to enter into the markets.



# Extensive Support Services will Maximise Your Results!

FREE

## Contact List of Japanese Companies

Before the fair, exhibitors receive a comprehensive list of Japanese companies that includes the contact details of importers, wholesalers and retailers. This is compiled after detailed research by Show Management and only available for exhibitors. Use it to make key appointments with quality buyers throughout Japan.



[Image]

FREE

## Publicity Service

To maximise media coverage, Show Management prepares media releases that include your company and product information. This information will be sent directly to major Japanese and international press. Simply send Show Management the details you want to promote and free publicity is yours.



[Previous Sample]

FREE

## Complimentary Show Invitations

Invite prospective customers to TOOL JAPAN by sending out invitation tickets to as many customers as you wish. Japanese/ English versions are available.



[Image]

FREE

## VIP Registration Services

You can invite top executives to TOOL JAPAN as your VIP guests and they will enjoy privileges such as express entry, use of the VIP lounge and attendance at the VIP Reception Party.



[Image]

FREE

## e-Guidebook Service

Show Management will place your exhibits information with photo images on our official website. This online service helps publicise your products to potential buyers throughout the world!



[Previous Sample]

## Hotel Discounts and Interpreting/Translating Services

Exhibitors are given great discounts on a variety of hotels in Tokyo, starting at approx. USD 55.

Show Management also helps to arrange translating and interpreting services for your business needs, starting at approx. USD 45 for translating/page, and interpreting at approx. USD 240/day.

USD 1=JPY 92 (As of Oct. 1, 2009)



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