

Press

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IFFT / interiorlifestyle living
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IFFT / interiorlifestyle living: A primary trade fair for all interior products in Japan

The 2009 fair will be much more business oriented event than ever before

“IFFT/interiorlifestyle living” presents the latest trends and fashions in the interior and furniture sector with a focus on affluent and comfortable living environment. The next “IFFT/interiorlifestyle living” will take place 2 – 4 December, 2009, at Tokyo International Exhibition Centre, also known as Tokyo Big Sight. The deadline for registrations is the end of July 2009.

“IFFT/interiorlifestyle living” was first combined in 2008 by cooperation between the two organizers of trade fairs in the sector. The predecessor of the fair is the biggest furniture fair in Japan called “IFFT (International Furniture Fair Tokyo)”. By adding cutting-edge taste of the world-renowned design-oriented interior trade fair called “Interior Lifestyle”, the debut fair in 2008 gained the reputation as the trend-setting fair for high-end interior products.

The combination of two fairs led to successful results because the concepts met the latest market trends. The debut “IFFT/interiorlifestyle living” attracted 26,912 visitors, representing a 18%increase from the previous fair. The total of 367 exhibiting companies (301 domestic exhibitors, 66 overseas exhibitors) from 14 countries and regions delivered much wider ranges of products and design at the bigger exhibition space, up 20% from the fair 2007.

IFFT / interiorlifestyle living

“IFFT/interiorlifestyle living” attracts highly-motivated professionals who visit the fair for purpose of products purchasing products and trend information gathering. According to the Visitor Questionnaire of the fair 2008, 74% of the visitors made their way to the fair ground “to find new products/ contacts” and “to see latest trends”. Nearly 60% of all visitors were either decision-makers or influential people in product purchasing. Those business-minded visitors gave the fair 2008 high marks and 94% answered that they will definitely or probably visit the fair in 2009.

The visitors with a clear purpose to purchase products created active business at the fair. This was reflected in the result of the exhibitors’ survey. 98% of the exhibitors answered either “excellent” or “satisfied” for “the result of the fair” and around 90% of the exhibitors said either that they will definitely exhibit at the next “IFFT/interiorlifestyle living” or they are considering exhibiting at the next fair in 2009. Having serious visitors who are eager to find out about what is currently on offer in the home décor industry, “IFFT/interiorlifestyle living” offers its exhibitors an ideal business platform for creating new business opportunities for the next season.

“IFFT/interiorlifestyle living” is the only trade fair showcasing furniture and all kind of furnishing items in Japan. Products typically on show at this fair include furniture & interior products, home textiles, gardening products, outdoor products, table, kitchen & houseware products and gift items. Due to the reputation of the predecessor fair as the only one fair of furniture industry in Japan, the premier fair was chosen by a number of provincial furniture industry organizations from Japan and Overseas countries to promote their products. Interaction between different product industries and different regions created an active and friendly atmosphere at the fair.

For more information, visit: www.iff-InteriorLifestyleLiving.com or email at info@iff-InteriorLifestyleLiving.com

The opening of its sister fair “Interior Lifestyle” is just around the corner!

Japan’s top trade fair for the interior design sector, will take place from 3 – 5 June at Tokyo International Exhibition Centre (Tokyo Big Sight). Around 600 companies and 30,000 visitors are expected to take part in the show. Compared to fair in December whose main products on show are products in Living section, the fair in June focuses more on products in Dining section and Gift section. Operating two Interior Lifestyle fairs a year in Japan enables Mesago Messe Frankfurt to exercise more efficient promotion of the both fairs at the sector.

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4,137 Characters incl. spaces.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's largest trade fair organiser, with 423 million euros in sales and more than 1,400 employees worldwide. The Messe Frankfurt Group has a global network of 14 subsidiaries, five branch offices and 48 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2007, Messe Frankfurt organised a total of 113 trade fairs, of which 69 took place outside Germany. Messe Frankfurt's exhibition grounds, 578,000 square metres in size, are currently home to nine exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com