

interiorlifestyle

TOKYO

2010年6月2日(水) - 4日(金)
東京ビッグサイト 西ホール

終了報告書

メサゴ・メッセフランクフルト(株)
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(1) Outline of the Fair

- Title:** **Interior Lifestyle Tokyo**
20th Ambiente Japan – International Trade Fair for Consumer Goods
10th Heimtextil Japan – International Trade Fair for Home Textiles
12th Home Design Japan- International Trade Fair for Interior Designs
- Period:** 2 June, 10:00am – 6:00pm
3 June, 10:00am – 6:00pm
4 June, 10:00am – 5:00pm
- Venue:** Tokyo International Exhibition Center (Tokyo Big Sight)
West Hall 1·2·3·4, Atrium
3-11-1 Ariake, Koto-ku, Tokyo, Japan
- Organizer:** Mesago Messe Frankfurt Corporation
- Official Support:** Ministry of Economy, Trade and Industry
Japan External Trade Organization (JETRO)
Manufactured Imports and Investment Promotion Organization (MIPRO)
Japan Chain Stores Association
Japan Craft Design Association
Japan Department Stores Association
Japan Direct Marketing Association
Japan General Merchandise Promotion Center
Japan Houseware & Interior Association
Japan Industrial Design Promotion Organization
Japan Industry Union of Plastic Houseware Manufacturers
Japan Interior Designers' Association
Japan Interior Industry Association
Japan Jewellery Designers Association
Japan Luminaires Association
Japan Package Design Association
Japan Pottery Manufacturers' Federation
Nippon Interior Fabrics Association
The Association for the Promotion of Traditional Craft Industries
The Glass Manufacturers' Association of Japan
The Japan Smoking Articles Corporate Association
The Japan Textiles Importers Association
The Textile Design Association of Japan
- aicep Portugal Global Business Development Agency
ASEAN-JAPAN CENTRE
British Embassy, Trade & Investment Dept.
Embassy of Finland
Embassy of France, Mission Economique Ubifrance
Embassy of Sweden, Commercial Office
Embassy of the Federal Republic of Germany Tokyo
Embassy of the Republic of Lithuania
Hong Kong Trade Development Council
Italian Trade Commission
Office of Commercial Affairs, Royal Thai Embassy
TAIWAN TRADE CENTER (TAITRA)
The German Chamber of Commerce and Industry in Japan
Turkish Embassy, Commercial Section
- Admission:** ¥2,000 (Visitors without admission tickets nor advanced registration are charged)

Highlights: giving style
Style Japan
COOL
talents
Trend Cafe
interiorlifestyle awards

Zones: Nordic Lifestyle
INDUSTRIAL
EuroStyle
WA+
Baby & Kids
Textile Inspiration

(2) Exhibiting Space

Exhibition Hall (gross): 31,280sqm
Exhibiting Space (net): 10,456sqm [2009: 10,717sqm]
- Rent space net: 9,733sqm [2009:10,127sqm]
- Special Presentations: 723sqm* [2009: 590sqm]
* the pearl club lounge (VIP Lounge), Trend Cafe, giving style lounge

(3) Exhibitor Statistics

Total of 619 exhibitors from 30 countries / regions — Domestic: 447 / Overseas: 172
(2009: 630 from 30 countries/regions— Domestic: 438 / Overseas: 192)

Group participations:
ASEAN / Finland / France / Germany / Italy / Malaysia / Philippines / Portugal / U.K

	Country / Region	number of exhibitors		Country / Region	number of exhibitors
1	Austria	3	16	Monaco	1
2	Brunei	3	17	Myanmar	3
3	Cambodia	3	18	Philippines	9
4	China	3	19	Portugal	10
5	Finland	6	20	Singapore	3
6	France	20	21	South Korea	1
7	Germany	28	22	Sweden	1
8	Hong Kong	6	23	Switzerland	2
9	India	2	24	Taiwan	5
10	Indonesia	3	25	Thailand	4
11	Israel	1	26	Turkey	1
12	Italy	30	27	U.K	9
13	Laos	3	28	U.S.A	4
14	Lithuania	1	29	Vietnam	3
15	Malaysia	4	30	Japan	447
		Total			619
				Japan	447
				Overseas	172

(4) Visitor Statistics

Total : 25,821 from 31 countries / regions (2009:26,310 from 32 countries / regions)

	Wed. 2 June	Thur. 3 June	Fri. 4 June	Total	(2009)
Japan	8,555	8,793	8,031	25,379	25,978
Overseas	190	124	128	442	332
Total	8,745	8,917	8,159	25,821	26,310

By Business Category

	Total	%
Specialty Retail Store	6,384	24.7%
Department Store	1,078	4.2%
Large Scale Retail Outlet	167	0.6%
Mail Order House	905	3.5%
Distributor / Wholesaler	3,752	14.5%
Trading House / Importer	1,252	4.8%
Design Studio	1,920	7.4%
Interior Coordinator / Decorator	786	3.0%
Architect Office	462	1.8%
Construction / Housing Manufacturer	1,006	3.9%
Hotel	112	0.4%
Restaurant	147	0.6%
Manufacturer	3,298	12.8%
Governmental Agency / Association	421	1.6%
Student	800	3.1%
Others	2,980	11.5%
Press	290	1.1%
N/A	61	0.2%
Total	25,821	100.0%

* Numbers have been rounded off to the first decimal place.

By country / region

1	Australia	5
2	Austria	1
3	Canada	4
4	China	54
5	Denmark	2
6	Finland	2
7	France	5
8	Germany	9
9	Hong Kong	29
10	India	3
11	Indonesia	2
12	Iran	6
13	Israel	3
14	Italy	6
15	Lithuania	2
16	Malaysia	3
17	Mexico	5
18	Philippines	6
19	Portugal	1
20	Russia	17
21	Singapore	5
22	South Korea	133
23	Sweden	6
24	Switzerland	7
25	Taiwan	61
26	Thailand	8
27	Turkey	4
28	U.K.	6
29	U.S.A	23
30	Vietnam	2
	N/A	22
31	Japan	25,379
	Overseas(+N/A)	442
Total		25,821

(5) Special Presentations

■ giving style (Atrium)

To mark the 20th anniversary, Interior Lifestyle Tokyo was pleased to announce a special new concept of "giving style". This area highlighted unparalleled gift ideas and showed a selection of gift articles.

34 exhibitors

100% Inc. / 2FIG INTERNATIONAL INC. / antina gift studio / BABBI / Candle Living / C-Brain LTD. / COSMETICS MAKANAI / Designphil Inc. / Floyd / Freddy the Frog Co., Ltd. / GLOBAL PRODUCT PLANNING CO., LTD. / I.P.S. Ltd. / IDEA INTERNATIONAL CO., LTD. / JAPAN ARTICLES TRADING / Kameyama Co.,Ltd. / KIMURA GLASS CO. / Ko Design Concept / LEATHER DEVELOPMENT CO.,LTD / LECIEL JAPAN CO.,LTD / magstyle inc. / MARUWAKA-YA / Mi Cafeto Corp. / Miyama Planning Co.,LTD / nara helt naturligt / nicolai bergmann YK / Number 62 / Picnic Inc / REALFLEET CO., LTD / SamRise CO.,LTD. / SEEBERGER & Co Inc. / SEMPRE DESIGN CO., LTD. / Suikosha Corp. / UEDA INDUSTRIAL CO., LTD. - cuiorA / Villeroy & Boch Tableware Japan K.K.

giving style Special Presentation Stage

The special presentation stages by famous designers and shops gave inspirations and ideas of gift collections and shop displays.

Guest stylists	
All About Style Store	Mr. Katsuya Kubokawa / Mr. Nobumichi Tomohira
Bob Foundation	Bob Foundation
Dan Project	Mr. Dan Namura
ELLE DECO	Ms. Yuki Nakabayashi
La Maison d'Epice	Mr. Kohei Takata
Time & Style	Mr. Ryutaro Yoshida
Toshiyuki Kita	Mr. Toshiyuki Kita

■ Tokyo Lifestyle Photo – Living with Photography - (West Hall 1)

Interior shops and galleries collaborated and presented the idea of "living with photography." This event was also held at in various shops in Tokyo.

■ 150th Anniversary of Portugal - Japan Relationship (West Hall 1)

This year is the 150th anniversary of diplomatic relationships between Portugal and Japan. 10 Portuguese companies joined Interior Lifestyle Tokyo and introduced their sophisticated products.

■ Talents (West Hall 4)

"Talents" is the business platform to discover highly promising young designers.

DESIGNSTUDIO megane	Japan
HUS D CRAFT	Japan
LaLa Lab.	Japan
MicroWorks	Japan
minna	Japan
LA FONT DU CIEL - LUMINAIRES	France
SOPHIE DALLA ROSA	France
STADLER	France
Lacquer Workshop	Taiwan

■ Trend Cafe

Trend Cafe was held inside Style Japan area. (West Hall 3)

Special Thanks!

Trend Cafe was supported by:



■ Welcome Reception

Welcome Reception was held on 2 June at Trend Cafe. (West 3 Hall)

Portuguese wine was provided by "Associacao Selectiva Moda" to celebrate the 150th anniversary of Portugal-Japan relationship.

Special Thanks!



■ Interior Lifestyle Awards

These awards aimed to praise good design products or presentations at the fair.
Each judge, appointed by the organizer, set the criteria based on her/his knowledge or concept, and selected the most suited exhibits.

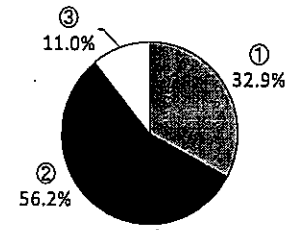
Award & Presenter	Winner
JID Design Award: Mr. Toshiyuki Kita President Japan Interior Designers' Association	nara helt naturligt
JDCA Design Management Award: Mr. Shinichi Yamamura Director Japan Design Consultants Association	THE SANJO CHAMBER OF COMMERCE AND INDUSTRY
NIKKEI DESIGN Award: Mr. Kazuya Shimokawa Editor in Chief NIKKEI DESIGN	Furukawashiko Corporation
ELLE DECO Award: Ms. Ryuko Kida Editor in Chief ELLE DECO	UEDA INDUSTRIAL CO., LTD. / cuiorA
All About Style Store Award: Ms. Shuko Yaginuma MD Manager, MD Group, Shopping Dept. All About, Inc.	HOSHO CO.,LTD.
Interior Lifestyle Young Designer Award: Mr. Kouhei Takata Director of Interior Lifestyle	DESIGNSTUDIO megane

出展者アンケート結果 Exhibitor QUESTIONNAIRE

1) 出展への満足度

Are you satisfied with the result of the fair?

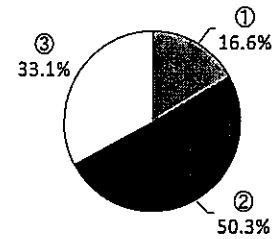
- ① 満足 / Yes, satisfied
- ② ほぼ満足 / Nearly satisfied
- ③ 期待以下 / Not satisfactory



2) 来場者数について

How was the quantity of the visitors?

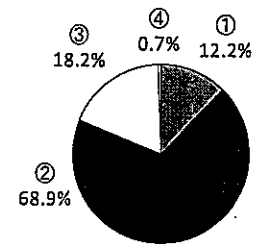
- ① 期待以上 / Higher than expected
- ② 期待通り / As expected
- ③ 期待以下 / Too few



3) 来場者の質について

How was the quality of the visitors?

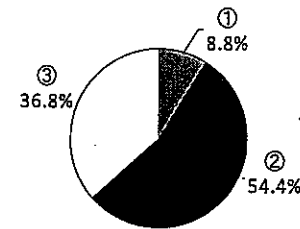
- ① 非常に良い / Excellent
- ② 良い / Good
- ③ 普通 / Satisfactory
- ④ 良くない / Poor



4) 受注獲得に対する満足度

Level of satisfaction regarding obtaining orders

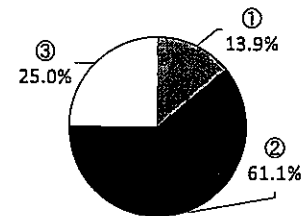
- ① 期待以上 / Higher than expected
- ② 期待通り / As expected
- ③ 期待以下 / Less than expected



5) 新規販路開拓に対する満足度

Level of satisfaction regarding finding new distributors

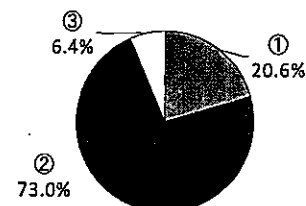
- ① 期待以上 / Higher than expected
- ② 期待通り / As expected
- ③ 期待以下 / Less than expected



6) 新製品発表に対する満足度

Level of satisfaction regarding introducing new products

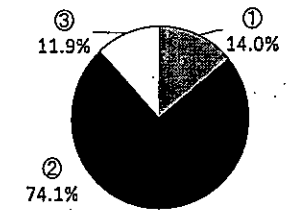
- ① 期待以上 / Higher than expected
- ② 期待通り / As expected
- ③ 期待以下 / Less than expected



7) 新商品のマーケティングに対する満足度

Level of satisfaction regarding product marketing

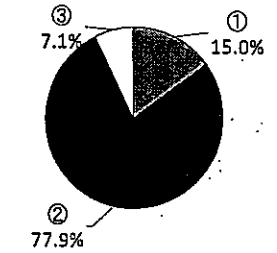
- ① 期待以上 / Higher than expected
- ② 期待通り / As expected
- ③ 期待以下 / Less than expected



8) 既存顧客との関係強化に対する満足度

Level of satisfaction regarding business with existing customers

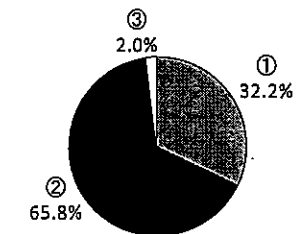
- ① 期待以上 / Higher than expected
- ② 期待通り / As expected
- ③ 期待以下 / Less than expected



9) 次回の出展について

Do you intend to participate in Interior Lifestyle Tokyo 2011?

- ① 出展する / Yes
- ② 検討中 / Have not decided yet
- ③ 出展しない / No



※2010年6月18日受領分までの出展者アンケートデータを反映。Data as of 18 June 2010

Exhibitors' views

Ambientec Corp. Mr. Yoshinori Kuno

We have exhibited at the sister fair, IFFT/Interior Lifestyle Living in 2009, and have decided to join Interior Lifestyle Tokyo 2010 to showcase the products we strengthened. We exhibited to promote our solar-powered charger for cell phones, especially to the people who understand the sophisticated design and we got excellent responses. I would definitely like to exhibit at this fair next year, with more product lines.

ASEAN-JAPAN CENTRE Ms. Michiko Kamioka

Interior Lifestyle Tokyo has been such a great opportunity for the exhibitors from the ASEAN countries. Many of the exhibitors are scheduled to have business talks and have realized that they get better business chances the more they put effort. They are determined to come back next year.

nara helt naturligt Mr. Yasuhiro Sasaki

The international aspect of the exhibition and the visitors, who understand quality items, are the reasons why we decided to exhibit. Our body care products that are ECOCERT certified received brilliant responses among Japanese high-end buyers. We'd like to come back next year.

OXO International Inc. Ms. Aya Takata

In celebrating our company's 20th anniversary, we decided to exhibit and promote our kitchen products. Our first exhibition went really well which made us think we would like to come back again.

PROMOS Special Agency of the Milan Chamber of Commerce Ms. Samantha Rampini

The fair has a reputation for the range of visitors, who mostly come for business, which enables smooth business talks. A lot of us are trying to figure out how we're going to deal with all the business cards we received.

Troika K.K. Mr. Kaoru Yoshida

We have realized that the quality of the visitors range has been kept for many years and this fact makes Interior Lifestyle Tokyo different from other exhibitions.

UEDA INDUSTRIAL CO., LTD. / cuiorA Mr. Masaharu Ueda

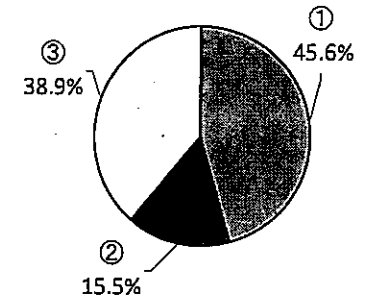
We have exhibited at 'Ambiente' (the world's largest international exhibition for consumer's goods held in Frankfurt, Germany.), but this was our first time exhibiting in Japan. The feedback on our paper products was great and we received many inquiries.

来場者アンケート VISITOR QUESTIONNAIRE

1) インテリア ライフスタイルへのご来場は何回目ですか。

Is this the first time to visit this fair?

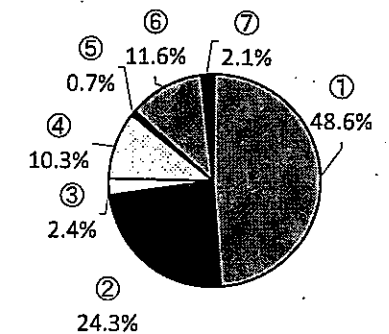
- ① 1回目 / Yes, 1st time
- ② 2回目 / 2nd time
- ③ 3回目以上 / 3rd time or more



2) 本年のインテリア ライフスタイル開催をどのようにお知りになりましたか。

How did you get to know Interior Lifestyle Tokyo 2010?

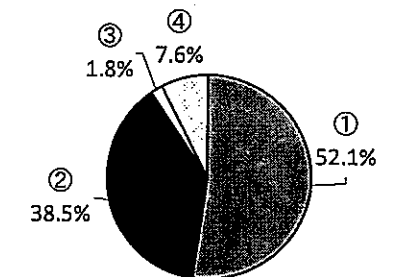
- ① 出展者からのDM / Invited by Exhibitors
- ② 主催者からのDM / Invited by Organizer or Messe Frankfurt office
- ③ 新聞/雑誌/広告 / Newspaper/Magazine/Advertising
- ④ インターネット / Internet
- ⑤ ポスター / Poster
- ⑥ 人から聞いて / Heard from others
- ⑦ その他 / Others



3) 来場の目的は何ですか。

What is the reason for visiting?

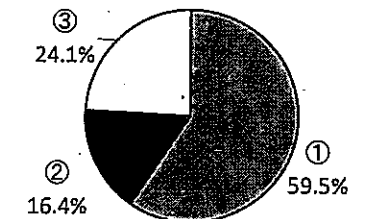
- ① 製品の購入・発注・およびそのための情報収集 / Purchasing products or collecting information for purchasing
- ② 市場・業界の動向調査 / Market survey
- ③ 特別企画への来場 / Participation in the special exhibit
- ④ その他 / Others



4) 商品買い付け決定権をお持ちですか。

Are you in the position of decision making for purchase in your company?

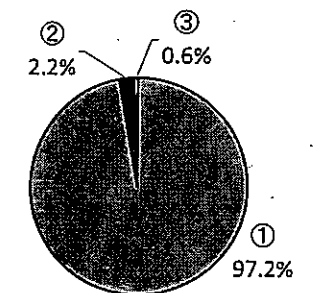
- ① 決定権/一部決定権を持っている / Have full or partial authority to purchase
- ② 決定に影響を持っている / Have influence in purchasing
- ③ 決定権を持っていない / No authority to purchase



5) 次回もインテリア ライフスタイルにご来場いただけますか?

How likely do you intend to visit the next Interior Lifestyle Tokyo 2011?

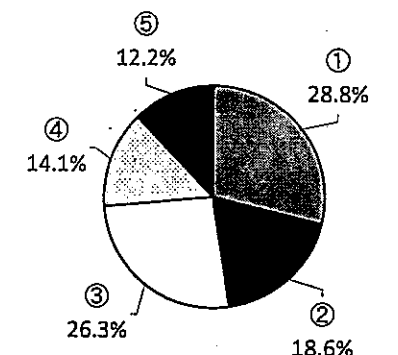
- ① 来場する/来場を予定している / Yes or likely
- ② 多分来場しない / Unlikely
- ③ 出展に興味がある / Would like to be an exhibitor



6) 今回のご来場でお探しの製品/興味のある製品をお答えください。

Which of the following categories are you interested in?

- ① テーブルウェア、キッチンツール / Tableware & Household goods
- ② ギフトアイテム / Gift Items
- ③ 家具、インテリアアクセサリ / Furniture & Interior decorations
- ④ ホームテキスタイル / Home Textiles
- ⑤ コントラクト、部材 / Contract Business/Materials

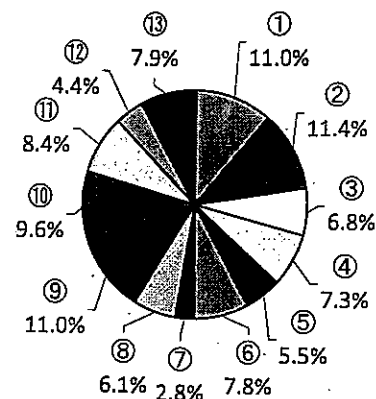


<詳細/Breakdown>

6)-1 テーブルウェア、キッチンツール

Tableware & Household goods

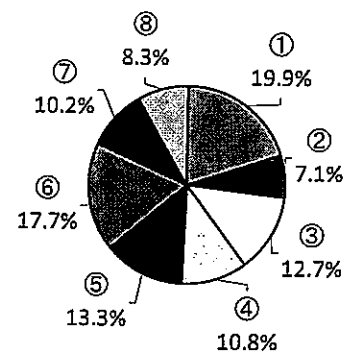
- ① クリスタル・ガラス製品 / Glass, crystal
- ② 陶磁器 / Ceramics, porcelain
- ③ 漆器 / Wood products, lacquer ware
- ④ カトラリー / Cutlery
- ⑤ 金属製品、金・銀製品 / Metal ware (gold, silver, plated)
- ⑥ その他テーブルウェア / Other tableware products
- ⑦ 刃物類 / Cutting tools
- ⑧ 鍋・ポット類 / Pans, pots
- ⑨ キッチン家電製品 / Electric appliances for kitchen
- ⑩ その他キッチン小物 / Other kitchen tools
- ⑪ プラスティック製品 / Plastic products
- ⑫ 清掃用品 / Cleaning tools and utensils
- ⑬ その他家庭日用品 / Household articles and tools



6)-2 ギフトアイテム

Gift Items

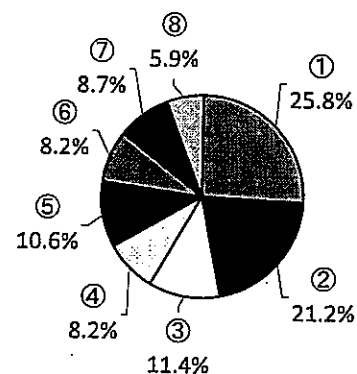
- ① アート・クラフト工芸品 / Arts and crafts
- ② ファッションジュエリー / Fashion jewelry
- ③ 時計 / Watch, clock
- ④ シーズンギフト / Seasonal gifts
- ⑤ キャンドル、アロマ、フレグランス / Room fragrance, candles
- ⑥ ステーショナリ / Stationery
- ⑦ ベビー&キッズ関連グッズ / Baby & Kids items
- ⑧ その他ギフトアイテム / Other gift items



6)-3 家具、インテリアアクセサリ

Furniture & Interior decorations

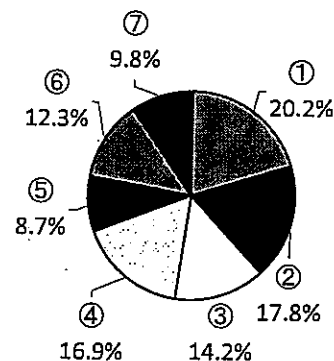
- ① 家具 / Furniture
- ② 照明 / Lighting
- ③ インテリア家電 (AV, TV など) / Electric appliances for living room
- ④ アートフレーム、フォトフレーム、鏡 / Art/Photo frame, mirror
- ⑤ その他インテリアアクセサリ / Other interior accessories
- ⑥ インテリアグリーン / Interior plants
- ⑦ 花器、プランター / Planter, flower pot
- ⑧ ガーデニング用品 / Gardening articles



6)-4 ホームテキスタイル

Home Textiles

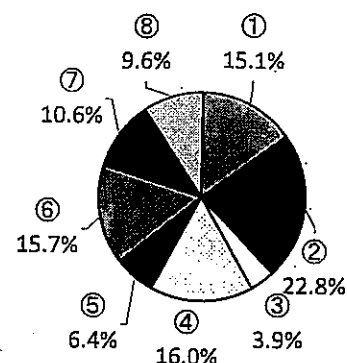
- ① ベッドリネン・寝具 / Bed linen, mattresses
- ② テーブルリネン、キッチンリネン / Linen for kitchen and dining room
- ③ バス用テキスタイル、タオル類 / Bath linen, towel
- ④ カーテン / Curtain, furnishing fabrics
- ⑤ ブラインド / Sun protection system
- ⑥ カーペット、フロアラグ / Carpet
- ⑦ 家具用生地、家具用レザー / Upholstery fabric, leather



6)-5 コントラクト、部材

Contract Business/Materials

- ① オリジナルブランド、ハウスブランド / Original brands, house brands
- ② デザインプロダクト / Design products (focused on design)
- ③ コントラクト業務 / Contract business
- ④ プロダクトデザイン / Product design (design consulting)
- ⑤ 水周り部材 (バスタブ、水洗金具) / Bathroom accessory
- ⑥ 壁紙 / Wall paper, wall covering
- ⑦ 床材 / Floor covering
- ⑧ その他インテリア部材 / Other materials for house renovation/construction



Fair Information

IFFT interiorlifestyle living

24 – 26 November 2010
Tokyo Big Sight, East Hall 2-3

New Concurrent Fair

Cafe & Bar Style

Backed by the market needs, the very first trade fair focused on the booming cafe & bar business, Cafe & Bar Style, will be held in concurrence with IFFT/Interior Lifestyle Living. By showcasing a whole spectrum of new products and items including food & beverage, coffee machines, kitchen instruments and interior items needed for establishment and management of the cafe & bar business, the fair offers an attractive platform to conduct business, exchange ideas and gather information about the latest trends of the industry.

Contact: info@iffit-interiorlifestyleliving.com
www.iffit-interiorlifestyleliving.com

interiorlifestyle TOKYO

1 – 3 June 2011
Tokyo Big Sight, West Hall 1-4

Contact: info@interior-lifestyle.com
www.interior-lifestyle.com