

Presse Press

October 2007

Press release

Interior Lifestyle

Tokyo International Exhibition Centre (Tokyo Big Sight)

11 - 13 June 2008

Contact

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Interior Lifestyle, Japan – a great place to gain a foothold in the Japanese market of interior products, home textiles and interior design

The new, improved Interior Lifestyle website is online!

The next Interior Lifestyle will take place from 11 – 13 June, 2008, at Tokyo International Exhibition Centre, also known as Tokyo Big Sight. Drawing upon the success of the Messe Frankfurt world-renowned Heimtextil and Ambiente brands, Interior Lifestyle brings a combined fair concept to the Japanese market, the fair has become the paramount destination for those involved in the home décor industry and has established an exclusive opportunity for serious buyers and sellers of a wide spectrum “modern living” products.

The previous Interior Lifestyle in 2007 again managed to set two new records at once: 26,332 visitors came to the Tokyo Big Sight over three days to discover the latest trends in the home décor industry – more than ever before in the history of Interior Lifestyle. So it comes as no surprise, that the number of exhibitors also set a new record: 600 from 36 countries and regions. The exhibitors were very satisfied with the lively and productive atmosphere, not to mention the high professionalism of the visitors. Next year's show is expected to be even more successful. Many of the current exhibitors have already indicated their intention to participate in the 2008 event.

Some of the main products typically presented at this fair include table, kitchen & houseware products (glassware, ceramics, cutlery, kitchen tools and machines, household articles and tools), gift

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items (arts and crafts, florist requisites, room fragrance, candles, stationary and paper goods), interior products (furniture, lightings, interior planets), home textiles (table and kitchen linens, bathroom textiles, sleep systems, furnishing fabrics) and design & style (home fashion collection, design products, products for contract business and product design).

The high degree of internationality that can be found at Interior Lifestyle speaks for itself: nearly 40% of the exhibitors come from outside Japan. The fair is well-known among the Japanese buyers as a place to look for high-quality designer products from around the world. Thus, Japanese buyers visiting the fair are well-reputed for their great buying motivation for these products as well as for new, unreleased products in Japan.

Mr. Ozan Ozansoy, a representative of the Turkish exhibitor Hamam, remarked on the buyers he met at the fair, "We decided to exhibit at the fair as to show a wider range of products to the Japanese people. As they love high-quality designer products, we received a positive response from them. We had many visitors from department stores and trading houses, and all were very eager to do business with us. It was a pleasure meeting them."

The improved official website for Interior Lifestyle (www.interior-lifestyle.com) has been just launched. The website has been enhanced to display more columns and information, and it offers updated security and a exhibitor search engine with improved user access.

For more information, visit: www.interior-lifestyle.com or email info@interior-lifestyle.com

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General Information

Dates	11 (Wed) - 13 June (Fri), 2008
Opening Hours	10:00 - 18:00 (16:30 on the last day)
Venue / City	Tokyo Big Sight (Tokyo International Exhibition Center), Tokyo
Hall(s)	West 1, 2, 3, 4 Hall (31,280sqm)
Results of the 2007 Fair	600 exhibitors (Japan: 363 / Overseas: 237) 26,332 visitors (Japan: 25,546 Overseas: 786)

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Messe Frankfurt textile trade fairs around the world:

Group of Heimtextil

- Heimtextil India (10 – 13 October 2007), Mumbai, India
- Heimtextil (9 – 12 January 2008), Frankfurt am Main, Germany
- Interior Lifestyle / Heimtextil Japan (11 – 13 June 2008), Tokyo, Japan
- Intertextile Shanghai Home (26 – 29 August 2008), Shanghai, China
- Heimtextil Russia (09. - 12. September 2008), Moscow, Russia

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