

IFFT interiorlifestyle living

19 – 22 November 2008
East Hall 1-3, Tokyo Big Sight, Japan

Final Report

(1) Outline of the Fair

Title:	IFFT/interiorlifestyle living
Period:	19 Novemver, 10:00am – 6:00pm (Trade Day) 20 November, 10:00am – 6:00pm (Trade Day) 21 November, 10:00am – 6:00pm (Trade Day) 22 November, 10:00am – 5:00pm (Trade Day / Public Day)
Venue:	Tokyo International Exhibition Center (Tokyo Big Sight) East Hall 1·2·3
Exhibiting Space:	Exhibition Hall (gross): 25,690sqm [2007: 21,355sqm] Rent Space (net) : 9,873 m ² (1097 booths) - Exhibiting Space (net): 8,694 m ² (966 booths) - Special Presentations : 1,179 m ² (131 booths)
Organizer:	International Development Association of the Furniture Industry of Japan Mesago Messe Frankfurt Corporation
Admission:	JPY1,000 (Visitors without admission tickets nor advanced registration are charged)
Concurrent Fairs:	JAPANTEX2008 (West Hall) IPEC-2008 (West Hall) INTERIOR FESTIVAL 2008 (West Hall) TOKYO WOODWORKING MACHINERY WORLD FAIR2008 (East Hall 4)
Official Support:	Ministry of Economy, Trade and Industry (METI) Ministry of Foreign Affairs of Japan Forestry Agency Japan External Trade Organization (JETRO) Manufactured Imports And Investment Promotion Organization (MIPRO) Tokyo Big Sight Inc. ASEAN Promotion Centre on Trade, Investment and Tourism The Association for the Promotion of International Trade, Japan Japan General Merchandise Promotion Center The Japan Chamber of Commerce and Industry The Tokyo Chamber of Commerce and Industry Bed Manufacturers Association All Japan The Association for the Promotion of Traditional Craft Industries Federation of Japan Furniture Manufacturers Association Housing Industry Information Services Japan Chain Stores Association Japan Craft Design Association Japan Department Stores Association Japan Direct Marketing Association Japan Housewares Importers Association Japan Industry Union of Plastic Housewares Manufactures Japan Interior Designers' Association Japan Interior Industry Association Japan Jewellery Designers Association Japan Luminaries Association Japan Office and Institutional Furniture Association Japan Package Design Association Japan Pottery Manufacturers' Association of Japan The Federation of Japan Furniture Retailers' Associations The Federation of Japan Safe Furniture Cooperatives The Glass Manufacturers' Association of Japan The Japan Industrial Design Promotion Organization The Japan Smoking Articles Corporate Association The Japan Textile Importers Association The Textile Design Association of Japan Zenkoku Kagu Kumiai Rengokai Zenkoku Kagu Oroshi Kumiai Rengokai

GERMAN CHAMBER OF COMMERCE AND INDUSTRY IN JAPAN
TAIWAN TRADE CENTER (TAITRA)

Highlights:

heimtextil x lifestyle brands
heimtextil TRENDS 2009/2010 Preview
TREND CAFE

**Exhibition
Categories:**

■ Furniture

Living & Dining Furniture, Kitchen Furniture, Bedroom Furniture, Kids Furniture,
Outdoor Furniture, Office Furniture, Contract Furniture, Materials for Furniture and
Others

■ Kitchen and Bathroom Equipment

Wall Paper, Floor Covering, Kitchen System, Range Hood and Other Equipment,
Bath System, Bathroom Equipment and Others

■ Home Textile

Bed Linens, Sleep System, Table Linens, Kitchen Linens, Bathroom Textiles, Curtain,
Sun Blind System, Carpet, Rugs, Furniture Fabric/Leather and Others

■ Consumer Goods

<Tableware>

Glass, Crystal, Ceramics, Lacquer Ware, Cutlery, Metal Ware(Silver, Gold, Plated)
and Others

<Kitchenware>

Cutting Tools, Pans, Pots, Electric Appliance for Kitchen and Others

<Household Goods>

Plastic Products, Cleaning Tools and Utensils

<Gift Items>

Arts and Crafts, Fashion Jewellery, Watch, Clock, Seasonal Gift, Room Fragrance,
Candle, Stationary, Baby & Kids Item and Others

<Interior Products>

Domestic Lighting, Electric Appliance for Living Room, Art/Photo Frame, Mirror,
Interior Plants, Planters, Flower Pots, Gardening Article and Others

■ Design

Home Fashion Collection, Design Product, Products for Contract Business,
Product Design, Publisher, Governmental Agency, Association and Others

Target Visitors:

Specialty Retail Stores / Department Stores / Large Retail Stores / Mail Order Houses
Distributor, Trading House / Importer, Wholesalers / Design Studio /
Interior Coordinator, Decorator / Architect Office / Construction, House Builders /
Hotels and Restaurants / Press

(2) Exhibitor Statistics

Total of 367 exhibitors from 14 countries / regions

Domestics: 301 / Overseas: 66 (2007: 374 from 14 countries/regions)

Group participations: China / Norway / Taiwan

Exhibitors 14 countries / regions

	Country / Region	Number of Company
1	Japan	301
2	China	22
3	Denmark	1
4	Germany	1
5	Hong Kong	1
6	India	1
7	Malaysia	2
8	Norway	13
9	Singapore	1
10	South Korea	2
11	Switzerland	1
12	Taiwan	19
13	Turkey	1
14	U.K.	1
Total	14 countries & regions	367

(3) Visitor Statistics

Total : 26,912 from 34 countries / regions (2007: 22,772 from 45 countries / regions)

	Wed. 19 November Sunny	Thur. 20 November Sunny	Fri. 21 November Sunny	Sat. 22 November Sunny	Total	(2007)
Total	7,059	7,775	7,351	4,727	26,912	(22,772)

Business Category

	Total	%
Specialty Retail Store	4,980	18.5%
Department Store	536	2.0%
Large Scale Retail Outlet	186	0.7%
Mail Order House	600	2.2%
Distributor / Wholesaler	3,233	12.0%
Trading House / Importer	1,378	5.1%
Design Studio	2,025	7.5%
Interior Coordinator / Decorator	1,548	5.8%
Architect Office	918	3.4%
Construction / Housing Manufacturer	2,996	11.1%
Hotel	112	0.4%
Restaurant	86	0.3%
Manufacturer	4,156	15.5%
Governmental Agency / Association	420	1.6%
Student	469	1.7%
Press	322	1.3%
VIP*	59	0.2%
Others	2,888	10.7%
Total	26,912	100.0%

* VIP: Selected visitors such as top buyers, company presidents, foreign Ambassadors, etc.

By country / region

1	Australia	2
2	Austria	1
3	Belgium	1
4	Canada	3
5	China	179
6	Denmark	2
7	Egypt	1
8	Finland	3
9	France	1
10	Germany	14
11	Hong Kong	26
12	India	4
13	Indonesia	7
14	Ireland	4

15	Italy	14
16	Malaysia	14
17	Netherlands	1
18	New Zealand	1
19	Norway	1
20	Philippine	2
21	Poland	1
22	Romania	31
23	Singapore	8
24	South Korea	116
25	Spain	3
26	Sweden	1
27	Switzerland	3
28	Tahiti	2

29	Taiwan	74
30	Thailand	31
31	United Kingdom	2
32	United States	6
33	Vietnam	1
	N/A	50
34	Japan	26,302
	Overseas+ N/A	610
	Total	26,912

(4) Special Presentations

- heimtextil x lifestyle brands

The collaboration of the home textile editors and Japanese-renowned lifestyle brands creates new inspiring scenes.

< Brands for Exhibit >

CHRISTIAN FISCHBACHER×ROCKSTONE

CASAMANCE×NAZERO

DESIGNERS GUILD×SEMPRE

KINNASAND×TIME & STYLE

NEED'K×ESSENCE

NYA NORDISKA×WISE・WISE

- heimtextil TRENDS 2009/2010 Preview

"heimtextil TRENDS 2009/2010", where the textile trends for upcoming year are presented.

This year, you were invited to sneak-preview of the latest trends!

Special Thanks!



- SPECIAL THANKS!

Lounge Space



Exhibitor Searching



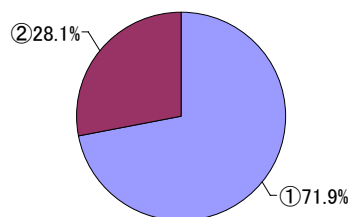
HACOO
wood products design

MUKU
PENDANT LIGHT

出展者アンケート結果 Exhibitor QUESTIONNAIRE

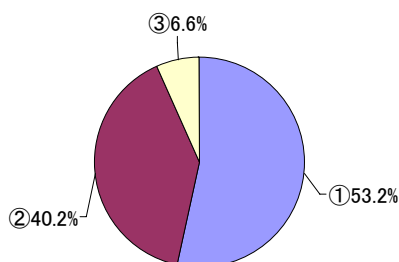
1) 出展への満足度 / The result of the fair.

- ① 期待以上または期待通り / Higher than expected or As expected
- ② 期待以下 / Not Satisfactory



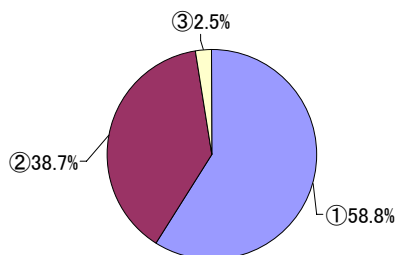
2) 来場者数について / How was the quantity of the visitors?

- ① 期待以上または期待通り / Higher than expected or Expectations met
- ② 期待以下 / Few
- ③ 少ない / Too few



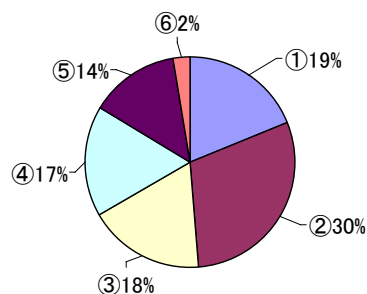
3) 来場者の質について / How was the quality of the visitors?

- ① 非常によいまたは良い / Excellent or Good
- ② 普通 / Satisfactory
- ③ 良くない / Poor



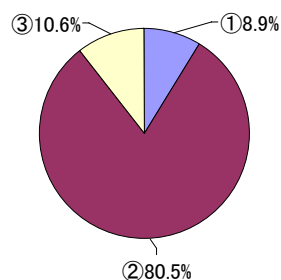
4) 出展の目的 / The purpose of participation in the fair.

- ① 受注獲得 / To obtain orders
- ② 販路の開拓 / To look for new sales partners
- ③ 新製品発表 / To introduce new products
- ④ 新商品のマーケティング / To check reaction on new product
- ⑤ 既存顧客との関係強化 / Business with existing customers
- ⑥ その他 / Others



5) 次回の出展について / Do you intend to participate in IFFT/interiorlifestyle living 2009?

- ① 出展する / Yes
- ② 検討中 / Not decided Yet
- ③ 出展しない / No



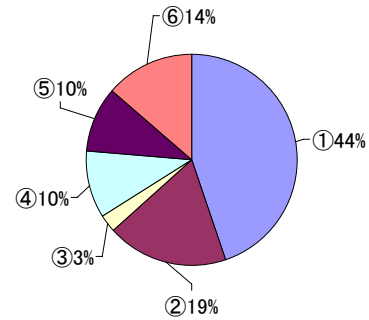
※2008年12月15日受領分までの「出展者アンケート」データをもとに集計しています。

*As of December 15th, 2008

来場者アンケート VISITOR QUESTIONNAIRE

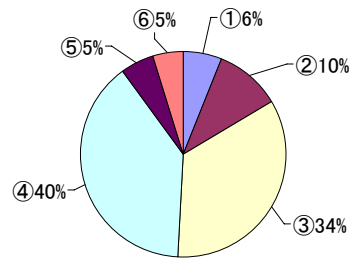
1) IFFT/インテリア ライフスタイル リビングを知ったきっかけは?
/ How did you become aware of IFFT/interiorlifestyle living?

- ① 出展者からの DM Invited by Exhibitors
- ② 主催者からの DM Invited by Organizer
- ③ 新聞/雑誌/広告 Newspaper, Magazine, Ads
- ④ インターネット Internet
- ⑤ 人から聞いて Heard from others
- ⑥ その他 Others



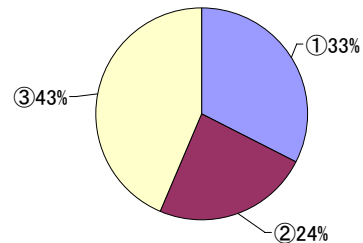
2) 来場の目的は何ですか。
/ What is the reason for visiting?

- ① 発注のため To place orders
- ② 買付け準備 To prepare orders
- ③ 新商品、新コンタクトの発掘 To find new products/contacts.
- ④ 市場動向、トレンドの把握 To see latest trend
- ⑤ 既存取引先との関係強化 To strengthening relationship with current customers
- ⑥ その他 Others



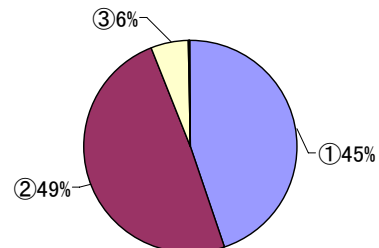
3) 商品買い付け決定権をお持ちですか。
/ Are you in the position of decision making for purchase in your company?

- ① 決定権を持っている Yes, decisively
- ② 決定に影響力を持っている Yes, partly
- ③ 決定権を持っていない No



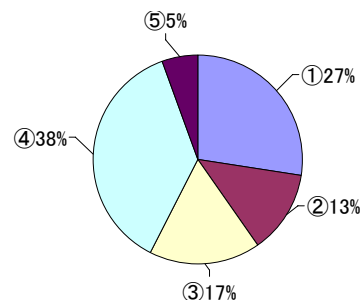
4) 次回も来場を予定されていますか。
/ How likely do you intend to visit the next IFFT/interior lifestyle living 2009?

- ① 来場する Definitely Yes.
- ② たぶん来場する Likely
- ③ たぶん来場しない Unlikely



5) 関心のある商材は何ですか。*
/ Which product are you interested in? *

- ① 家具類 / Furniture
- ② インテリア部材類 / Kitchen & Bathroom Equipment
- ③ テキスタイル類 / Textile
- ④ 消費財 / Consumer Goods
 - テーブルウェア / Tableware
 - キッチン用品類 / Kitchenware
 - 生活用品類 / Household Goods
 - ギフトアイテム類 / Gift Items
 - インテリア類 / Interior Products
- ⑤ デザインプロダクト類 / Design Products



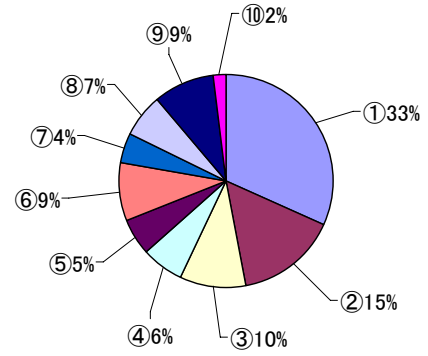
* 5)の内訳は次頁 Breakdown of 5) is shown on the following page.

< 詳細/Breakdown >

⑤-1

家具類 / Furniture

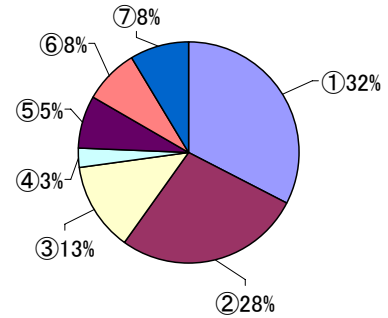
- ① リビング用 / Living & Dining Furniture
- ② キッチン用 / Kitchen Furniture
- ③ ベッドルーム用 / Bedroom Furniture
- ④ キッズ用 / KIDS Furniture
- ⑤ アウトドア用 / Outdoor Furniture
- ⑥ オフィス用 / Office Furniture
- ⑦ コントラクト用 / Contract Furniture
- ⑧ その他家具 / Other Furniture
- ⑨ 家具用素材 / Materials for Furniture
- ⑩ 加工用機材 / Machines for Furniture Made



⑤-2

インテリア部材 / Kitchen & Bathroom Equipment

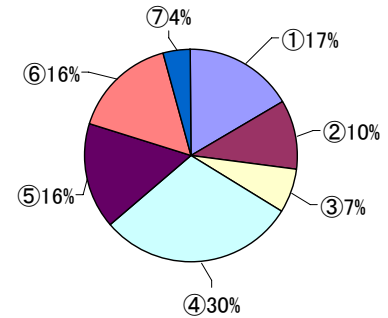
- ① 壁紙 / Wall Paper
- ② 床材 / Floor Covering
- ③ システムキッチン / Kitchen System
- ④ レンジシステム関連部材 / Range Hood
- ⑤ システムバス / Bath System
- ⑥ トイレ関連商材 / Bathroom Equipment
- ⑦ その他部材 / Other Equipment



⑤-3

テキスタイル / Home Textile

- ① ベッドリネン、寝具 / Bed Linen, Sleep System
- ② テーブル・キッチンリネン / Table Linen, Kitchen Linen
- ③ バス用テキスタイル、タオル類 / Bathroom Textile
- ④ カーテン / Curtain
- ⑤ ブラインド / Sun Blind
- ⑥ カーペット、フロアラグ / Carpet, Rugs
- ⑦ 家具用生地、家具用レザー / Furniture Fabric/Leather

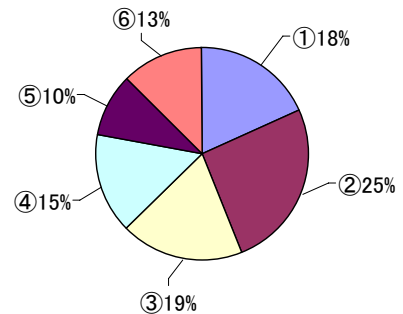


⑤-4

消費財 / Consumer Goods

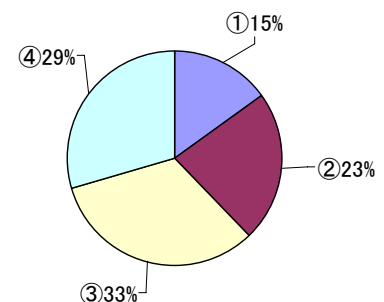
<テーブルウェア/ Tableware>

- ① クリスタル・ガラス製品 / Glass, Crystal
- ② 陶磁器 / Ceramics
- ③ 漆器 / Lacquer Ware
- ④ カトラリー / Cutlery
- ⑤ 金属製品、金・銀 / Metal Ware(Silver, Gold, Plated)
- ⑥ その他テーブルウェア / Other Tableware



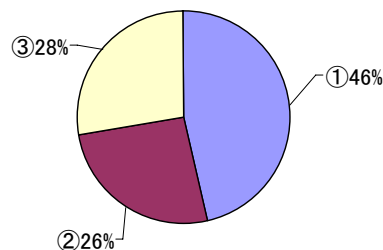
<キッチン用品類/ Kitchenware>

- ① 刃物類 / Cutting Tools
- ② 鍋、ポット類 / Pans, Pots
- ③ キッチン用家電製品 / Electric Appliance for Kitchen
- ④ その他キッチン小物 / Other Kitchen Tools



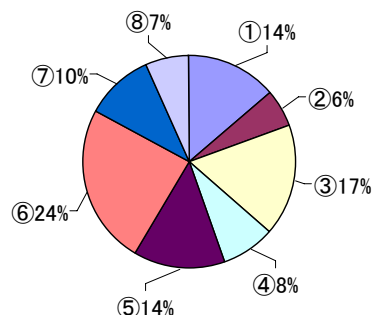
<生活用品類/ Household Goods>

- ① プラスチック製品 / Plastic Products
- ② 清掃用品 / Cleaning Tool and Utensils
- ③ その他家庭日用品 / Household Articles and Tools



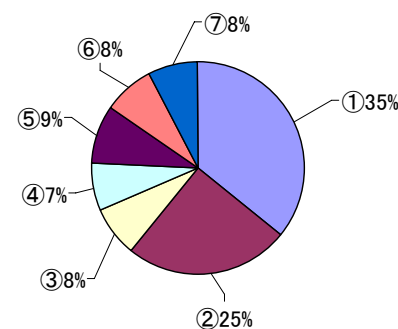
<ギフトアイテム類/ Gift Items>

- 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、アロマオイル、お香、フレグランス類 / Room Fragrance, Candles
- ⑥ ステーションナリー / 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



<インテリア類/ Interior Products>

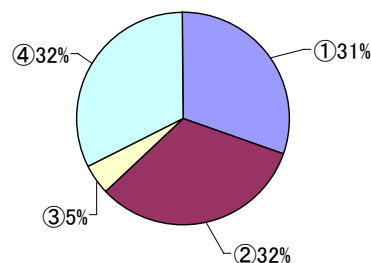
- ① 照明 / Domestic Lighting
- ② インテリア家電 / Electric Appliance for Living Room
- ③ アートフレーム、フォトフレーム、鏡 / Art, Photo Frame, Mirror
- ④ その他インテリアアクセサリ / Other Interior Accessories
- ⑤ インテリアグリーン / Interior Plants
- ⑥ 花器、プランター / Planters, Flower Pot
- ⑦ ガーデニング用品 / Gardening Article



⑤-5

デザイン / Design

- ① オリジナルブランド、ハウスブランド / Home Fashion Collection
- ② デザインプロダクト / Design Product
- ③ コントラクト業務 / Planning, Design, Coordination and Manufacturing Services for Contractor Project
- ④ プロダクトデザイン / Product Design



interiorlifestyle

—Trade Fair for NEW LIFESTYLE and DESIGN—

**Wed. 3 – Fri. 5
June 2009**

**Tokyo Big Sight
West Hall 1-4**

<Now Open for Application!>

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

IFFT/interiorlifestyle living

—New Premier Trade Fair for All Interior Products in Autumn —

**Wed. 2 – Fri. 4
December 2009**

**Tokyo Big Sight
East Hall 1-3**

contact: info@iff-interiorlifestyleliving.com
www.iff-interiorlifestyleliving.com

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