

21st INTERNATIONAL OPTICAL FAIR TOKYO
IOFT2008

Dates: Oct. 1 (Wed) – 3 (Fri), 2008

Venue: Tokyo Big Sight, Japan

Organised by: Japan Medical-Optical Equipment Industrial Association

Fukui Optical Association

Reed Exhibitions Japan Ltd.

POST SHOW REPORT

Oct. 9, 2008

<For immediate release>



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Post Show Reports on 2008

A record-breaking 493 exhibitors (461 at IOFT 2007) from 22 countries/regions participated at IOFT 2008. From the opening of the Ribbon-Cut on the first day, show venue was filled with excitement and rigorous on-site businesses between the exhibitors and visitors. Almost all participants including exhibitors, visitors, and press members rated IOFT 2008 positive. Yoshiko Takahashi from Show Management says "I heard so many satisfied voices when walking around the venue. It is of course due to the quality and quantity of the exhibitors and buyers, but there is also one other factor. We are trying to make IOFT more stylish and in design for the coming years and this year was our first step. We changed the carpet, cooperated with design interior company, TIS TOU to make stylish lounge, even changed the music. People participating at IOFT yearly noticed these changes and heard many positive comments. We are still in the early stage of the change, but we will be making IOFT more high-quality optical fair than ever before, believing that it will link to the vitalization of the global optical industry."

This year, IOFT had 6 special categorized zones such as Eyewear Accessories (new), IT Solution (new), Luxury Collection, Fukui Zone, Shop Design and Boutique allowing visitors for easy and deep access to their aims. Exhibitor of newly launched Eyewear Accessories zone, NUTTY says, "Half of the exhibited products were sold and I was surprised by the huge responses from the visitors. There were more buyers looking for something other than frames this year. Eyewear Accessories Zone is a promising zone with high interests from the buyers."

15,811 key buyers encountered Japan's high technology/quality lenses and latest design eyewears. These visitors included chain stores, retailers, manufacturer, wholesalers, distributors, importers, exporters, overseas buyers as well as various other optical industry professionals. In addition, over 400 press members visited the show to make a report on IOFT. Not only from Japan, but also from Korea, Italy, France, Russia and others joined to report on an exciting venue. Managing Director Mr. Ehud Bibring from Art Optics (Israel) says "We were interviewed by many press during the fair and great numbers of visitors showed their interests on our products. We would like to keep studying to make the eyewear more suitable for Japan." Although the global economy is on crisis, Show Management is hoping to spice up the optical industry through cooperating with media more to expose eyewear at consumer level to raise the consumption in Japan.

Special Events

Opening Ribbon-Cutting Ceremony

A lavish Opening Ribbon-Cutting Ceremony was held on the morning of Oct. 1 (Wed) in front of the show venue to announce the grand opening of the show. This year, 11 dignitaries from the organisers, co-sponsors and



supporters, as well as leaders from the global embassies and national trade associations participated in the event. The complete list of the participating dignitaries is as follow.

Opening Ribbon-Cutting Ceremony Dignitaries

Japan Medical-Optical Equipment Industrial Association Chairman: Mr. Takashi Yokokura
Fukui Optical Association Chairman: Mr. Ichiro Kuroda
Reed Exhibitions Japan Ltd. President: Mr. Tadao Ishizumi
Japan Optical Wholesalers Association Chairman: Mr. Yoshitomi Umeda
Japan Association of Optical Stores Chairman: Mr. Terukazu Nishimura
All Japan Watch and Jewelry Dealers Association Chairman: Mr. Chikashi Kondo
The Royal Danish Embassy Minister-Counselor: Mr. Jesper Vibe-Hansen
Embassy of the Federal Republic of Germany First Secretary: Mr. Adrian Nitsche
Flanders Investment and Trade, Belgian Embassy Trade Commissioner: Mr. Georges Nagels
Italian Trade Commission Italian Trade Commissioner: Mr. Federico Balmas
Hong Kong Trade Development Council Director: Mr. Benjamin Yau

EYEWEAR OF THE YEAR (EOY) Awards 2009

EYEWEAR OF THE YEAR (EOY) Awards 2009 Grand Prix was announced during the presentation ceremony on Oct. 1. It was held at the EOY Special Stage inside the venue, and the floor was full of excitement when Grand Prix was announced. From 353 entries (265 entries for last year), 15 products, 3 products for each 5 categories, Men's, Ladies', Sunglasses & Sports Glasses, Luxury & High-classes and Functions & Technologies were selected. Award-winning products are as follow including Grand Prix.



EYEWEAR OF THE YEAR (EOY) 2009 Award-winning Products

■ Men's Eyewear Category



**WOOD OPTIC DIFFUSION
S.A.**
GOLD&WOOD / I08.53



RODENSTOCK JAPAN K.K.
PORSCHE DESIGN / Reading Tool
P8802



**WASHIN OPTICAL CO.,
LTD.**
BLEND MATERIAL / BM-008

■Ladies' Eyewear Category



IC!BERLIN BRILLEN GMBH
ic! berlin / vendredi



GLASS FACTORY CO., LTD.
Glass Factory / Glass Factory
GF2237 C5



NICO-DESIGN
VANNI / STRATOS-V1798

■Sunglasses & Sports Glasses Category



IC!BERLIN BRILLEN GMBH
ic! berlin / mikame 5



UCHIDAYA CO., LTD.
X-ide / LURE



GLASSICK CO., LTD.
natty eight / noc:013

■Luxury & High-classes Category



IC!BERLIN BRILLEN GMBH
ic! berlin / robert 6 / onono



L.A.EYEWORKS LLC
l.a.Eyeworks / Bangalore



HORN-I GMBH
Horn-i / Paris

■Functions & Technologies Category



UMEDA INC.
formMax / FMF8004



STRADA DEL SOLE GMBH
STRADA DEL SOLE / 015



DESIGN JAPAN
memarkus-t clip-on / me clip-on
Mod023 Bronze

* For more information on EOY and the Award-winning product, visit >>> <http://www.ioft.jp/english/eoy>

21st JAPAN BEST DRESSED EYES Awards

The 21st Japan Best Dressed Eyes Awards is held annually since the very first IOFT. It took place with wide media coverage and fanfare on the first day of IOFT 2008. This award is presented to the year's most famous wearers of eyewears and sunglasses. Yearly, both trade and general media provide major coverage of the Awards Ceremony, helping to strengthen the public appeal of the optical industry, as well as promoting greater eyewear consumption in Japan. This year too, 6 celebrities received this highly coveted award, and following is the complete list of the award winners.



21st Japan Best Dressed Eyes Award Winners

Political Field

Mr. Yoshimi Watanabe
(Member House of Representatives)



Sports Field

Ms. Miwa Asao
(A Professional Beach Volleyball Player)



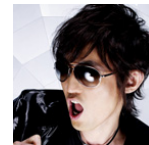
Economic Field

Mr. Fujio Cho
(Chairman, Toyota Motor Corporation)



Sunglasses Field

Mr. Shikao Suga
(Musician)



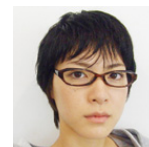
Cultural Field

Mr. Taichi Sakaiya
(Author)



Special Prize

Ms. Juri Ueno
(Actress)



IOFT VIP Reception Party

Approximately 700 industry executives from Japan and the industry worldwide attended this luxurious party to cap the first day of the show. Leading optical industry executives, such as presidents, CEOs, Chief Designers, Directors, as well as the Press members established new contacts and strengthen the old ties through the party.



Exhibitors Comments

"I am grateful to win the award of EYEWEAR OF THE YEAR Awards 2009. Also, the support of IOFT Show Management is fabulous. As buffalo horn is in vogue, and we use horn for our frames, I believe we can do great businesses here. We would like to exhibit next year for bigger booth."

- Mr. Peter Ozim, Owner, HORN-I GMBH (Germany)

"Reed does a very professional job as organisers and I have no complains and of course, we are satisfied with IOFT 2008. We were able to meet new customers as well as our current customers. We also had press coverage from 2 medium during the show, one is MODE OPTIQUE which was a magazine and another is a TV station. I would definitely recommend IOFT to my colleague in the industry for its event reputation, good industry participation, a wide range of products are exhibited, good networking opportunities and cost effectiveness. We will come back next year!"

- Mr. Kurt Vanoosterweyck, Japan Office Representative, THEO Co., Ltd. (Belgium)

General Statistics

Exhibitors

Number of Exhibitors

493 (International: 178, Domestic: 315) >>> last year: 461

Participating Countries/Regions

22 countries/regions

Australia, Austria, Belgium, China, Denmark, France, Germany, Greece, Hong Kong, Israel, Italy, Japan, Korea, Kuwait, Luxembourg, Netherlands, Spain, Switzerland, Taiwan, Thailand, United Kingdom, and USA.

Visitors

Number of Visitors

15,811 trade visitors >>> (15,717 visitors in 2007)

<Summary of Visitor Count>

	3-Day Total
① On-site Registrants	10,524
② VIP Registrants	4,088
③ Seminar Attendees/Speakers	703
④ Members of the Press	425
⑤ Special Guests	71
Total Trade Attendees	<u>15,811</u>

* Complete details of the visitor figures can also be obtained from >>> http://www.ioft.jp/english/visitor_count2008.pdf

Principles of Perspective

1. We consider that announcing an accurate number of visitors is an obligation to exhibitors.
2. We consider that overstating the number is a fraud act, and also a false advertisement.
3. Shortly after the exhibition, we will announce the total number of visitors in writing with clear notification based on our "Visitors Counting System".

Principles of Visitor Counting System

1. Only those who visited the exhibition and completed registration on-site are counted.
2. All registrations are counted only once, no matter how many repeat days/times a visitor attends the exhibition.
3. We consider that the way above is the most rigorous and accurate numeration. Counting the visitors at the entrance every time leads to overstated figures, and Reed Exhibitions Japan Ltd. will not adopt that sort of numeration.

Visitor Figures

- ① **On-Site Registrants**
 - All registrations are counted only once per visit, no matter how many repeat days the visitors attend the show.
 - Visitors are counted for only one show – visitors already registered for one of the concurrent shows will not be counted when visiting others.
- ② **VIP Registrants**
 - VIP badge holders who did not go through registration are omitted from the count. Also, registrations are counted only once per visit, no matter how many repeat days a visitor attends the show.
- ③ **Seminar Attendees and Speakers**
 - The actual number of attendees and speakers at the seminar are included in the count.
- ④ **Members of the Press**
 - Members of the press who went through registration at the Press Room are included only once in the count.
- ⑤ **Special Guests**
 - Government related visitors, members of the Technical Conference Advisory Committee are counted.

Next Show Dates Announced

Applicants Rushing in for 2009 Exhibition Spaces

Concluding in a great success, anticipation for next year's show is already building like never before for IOFT 2009. Most of the exhibitors have signed up to participate again next year during the show period, as well as numbers of new companies. As a result, exhibit space for next IOFT

2009 is extremely limited and it is likely to be sold out in a short moment. Show Management recommends to any company interested in exhibiting next year, contact them as soon as possible to secure the space. Also, Show Management has announced the moving of the dates for IOFT 2009 (Oct. 27–29 (Tue-Thur), 2009) due to the great numbers of requests gathered from the visitors and exhibitors as most of the optical retailers are closed on Tuesday. IOFT Show Director, Kenji Okabe says “By changing the date, we are expecting more buyers to visit IOFT from throughout Japan as well as from around the world than ever. For overseas buyers, since there will be no over wrapping with other international optical fair, it will be a great opportunity for them to seek and experience new frames and technologies of Japan and the world. We are looking forward to seeing everyone next year at IOFT 2009!” IOFT 2009 is must visit event, so mark your calendar now to save your dates.

Upcoming Show **Dates Moving!!

IOFT 2009

22nd International Optical Fair Tokyo

Dates: Oct. 27 (Tue) – 29 (Thur), 2009

Venue: Tokyo Big Sight, Japan



For more information, please contact:

IOFT 2009 Show Management

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