

Japan Garden Show 2007 Office
<http://www.japangardenshow.com>

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Birth of a new gardening life business show
JAPAN GARDEN SHOW
2007

From "Japan Gardening Fair" to "Japan Garden Show"

Finary to Tokyo Big Sight

■ October 3(Wednesday) - 4(Thursday), 2007 ■ Tokyo Big Sight West 4 Hall
Organized by Non Profit Organization - Group of Garden Advocates / Messe Links Co.,Ltd.

Introduction



Non profit Organization
Group of Garden Avocates
Chairman
Junichi Kozuka

The 11th "Japan Gardening Fair" will be renewed as "Japan Garden Show" (a business show according to business organizations).

The "Group of Garden Avocates" business organization will listen to the opinions of business leaders in various fields and be carried out as follows:

In response to the demand for a no-frills trade-show from each company making presentations, an environment in which in-depth negotiations can be made with buyers and offers lined up will be set up. It will be held at the same time as the "Japan Houseware Tradeshow", a home-use sales exhibition which attracts over 20,000 potential customers.

Furthermore, the location will be Tokyo Big Sight which will increase access and the show will take place over 2 days. Business organizations will have free organization which will streamline and decrease costs.

Since it is a business show it will not be advertised in the general press. "Group of Garden Avocates", which aims to be a cross-business sector meeting to 'create demand for real stuff' will hold in depth negotiations with related organizations in 2007, strengthen cooperation links and hopes to participate in the development of the industry.

Holding the Show



Japan Garden Show 2007
Chairman,
Executive Committee
Yoji Ohta

The Japan Gardening Fair, which has run for 10 years, has taken its first step forward with its renewed title "Japan Garden Show". This gives us the chance to re-evaluate the various plants, gardening, exteriors, design, layout, production and distribution with the keywords "easy to collect" in mind.

A large number of businesses are involved in releasing information regarding the new products and ideas for this show. This is increasingly becoming seen as an "Exhibition of new product information". We hope that everyone participates in the business negotiations area.

Of course the exhibition's characteristics, mini-booths and the so called 'Only One', unique goods, free choice of ideas, students "Small-Garden Contest" and last years standing presentation seminars will take place.

Once again we aim to receive lots of positive feedback such as "I'm glad I took part", "I'm glad I came".

Birth of a new gardening life business show

JAPAN GARDEN SHOW 2007

Tokyo Big Sight West 4 Hall October 3(Wed)-4(Thu), 2007

Organized by Non Profit Organization – Group of Garden Advocates / Messe Links Co., Ltd.
Held in Conjunction with “Japan Houseware Tradeshow 2007”

Supported by Ministry of the Environment / British Embassy Tokyo, Commercial Dep. / Netherlands Embassy Tokyo, Agricultural Dep. / Jetro / Japan Federation of landscape constructors / The Japan Home Garden Association / Japan Nurserymen’s Association / Japan Flower Growers Association

Cooperation by E&G Academy / indoor green style / NHK Publishing / Engei Guide / Kankyo Ryokuka Shinbun / Monthly Exterior Works / Monthly Green Joho / Monthly Demand Creatio / Monthly Sekizai / Monthly House Ware / Monthly Personal Gift / Monthly Home Improvement / Weekly Exterior / Seikatsu-sangyo-shinbun / Diamond Home Center / DOPA! / the TOGYO JIHO / Japan Horticulture Quotient Association / Nippon Seed News Paper / Nihon Sekizai Kogyo Shinbun / The Japan Agricultural News / Nihon Hamonokougu Shinbun / Nohkoh and Engei / Kaki Engei Shinbun / Hanazensen / BISES / Flower shop / Florists / Home Living / My Garden / Ringyo Shinbun

Exhibition Categories

Plants	Pot plans, Garden tree, Flower etc.
Seeds	Seeds etc.
Soil, Fertilizer, Chemicals	Soil, Culture soil, Fertilizer, Refined soil, Various chemicals etc.
Pots, Plaster	Pottery, Plant pots, Plaster, Hanging baskets etc.
Gardening Materials	Metal goods for gardens, Nets, Supports, Multi-anchors, Sheets, Watering instruments, Lawn mowers, Illuminations, Signs etc.
Greenery Materials	Grass, Artificial grass, Garden mats, Protection etc.
Exterior	Gates, Fences, Awning, Garden furniture, Wrought iron, Nameplates, Decks etc.
Pets & Gaden Goods	Ground-cover plants, Grass, Herbs, Fertilizer, chemicals, Wooden decks, Conservatories, Sun-rooms, Showers, Sprinklers, Materials for dog runs, etc.
Information & Services	Frowers/Gardens/Exterior related documentation, Magazines, Services etc.

Prospective Visitors

Retailers	Flower shops, Interior shops, Pet shops, Gardening stores, Various goods stores, Homecenter, Supermarkets, Exterior shops, Magazine stands etc.
Distribution & Marketing	Gardening and landscape exporter/importers, etc.
Producer	Producers, Agricultural cooperatives, Flower gardening unions, etc.
Design & Construction	Garden centers, Flower designers, Design offices, Landscape gardeners, builders etc.
Local Organizations	Government agencies, Administrative organizations, Public facilities, Botanical gardens, etc.
Various categories of buyers	Export/Import businessers, Businesspeople, Mass retailers, Retail outlets
Media & School related	Publishers, Reporters, Universities, Colleges, Specialist agencies

From “Japan Gardening Fair” to “Japan Garden Show”

Location has moved to Tokyo Big Sight !

From this year the location has changed from Yokohama to Tokyo Big Sight. Improved access should result in an increase of attendess.

Held in Conjunction with “Japan Houseware Tradeshow 2007”

The effect of combining household goods with garden materials allows a chance for new channels to be explored.

Price cut of exhibition Fee !

Booth Fee use have reduced from ¥309,750 to ¥250,000 (including tax).
Small Costs = Big results!

Specialized Tradeshow !

The show has changed to a two-day event and is now a tradeshow, allowing both presentations and direct business transactions.

Seminars and Garden Contests !

The seminars and the “Small Garden Contest” are going to take place again this year.

JAPAN GARDEN SHOW

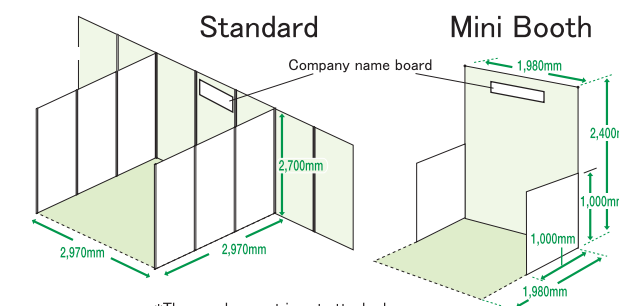
SPACE

Booth Fee

Standard	1-3 booth(s)	250,000 yen
	4 and more	230,000 yen
Mini Booth	Up to 1 booth	85,000 yen
*Including tax		

Booth Size

Standard	W3.0m × D3.0m × H2.7m
Mini Booth	W2.0m × D2.0m × H2.4m



TIE UP

Offering Lifestyle and Life Scenes
Japan’s largest domestic goods trade fair.



October 3(wed)-4(thu), 2007
Tokyo Big Sight West 3 Hall

Organized by :
Japan Industry Union of Plastic Housewares Manufactures

Due to developments in the expanding market, the “National Plastic Household Goods Fair” which has run for 30 years will be renewed in 2006.

The aim is to have a new trade show which takes in-consideration consumer lifestyle and the re-moves the barrier of raw materials.