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## 1. Massive Success Blew Away the Anxiety of the Earthquake!

### ISOT Concluded with Great Satisfactions!



22nd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2011), 9th International Office Machines & Equipment Expo Tokyo (OFMEX 2011, 3rd PROMOTIONAL GOODS EXPO along with the GIFTEX World 2011 were held from July 6 [Wed] – 8 [Fri], 2011 at Tokyo Big Sight, Japan, organised by Reed Exhibitions Japan Ltd. (ISOT is specially sponsored by All Japan Stationery Association and OFMEX is specially sponsored by Nippon Office Machine Dealers Association). Even though Show Management received inquiries from industry professionals to worry about the show after “The 2011 off the Pacific coast of Tohoku Earthquake” occurred on March 11, 2011, the view of exhibition site immediately blew away such anxieties. Throughout the 3 days show, the show venue was filled with buyers who were avidly searching for the latest products. In addition, thorough and enthusiastic on-site business meetings were conducted at various booths. Mr. Yasu Murota, International Sales Manager of ISOT Show Management referred on the success of ISOT 2011. He noted ‘because Japan is an earthquake prone country, we have in the past experience and overcome great earthquakes including the Great Hanshin Earthquake in 1995. Japanese people know what to do to support reconstruction in the affected area. We have to keep going and shouldn’t stop moving forward. In addition, organising one trade show brings 4,000,000,000 – 8,000,000,000 JPY economic effect to the societies and country. It means we – as a trade show organiser, must organise the show as it was scheduled to circulate the business in Japan. Holding trade shows is the best support for our country to recover from the tragedy. We assume many industry professionals agreed on our thoughts. Therefore, ISOT 2011 could attract great number of visitors and exhibitors regardless of the time we have been currently facing.”

## 2. Strong and Pragmatic Support from Show Management!

### -Overseas Exhibitors' Seminar-

Prior to the exhibition, Show Management offered 'Overseas Exhibitors' Seminar' on July 5 [Tue]. Most overseas exhibitors attended, and Mr. Yasu Murota from Show Management gave a presentation on 'Tips to Maximise Your Business Result at the Show.' Even though this was the yet third attempt, the seminar has a high standing among overseas exhibitors. During the presentation, he explained what overseas exhibitors should do and why they need to do certain procedures in order to enter Japanese market smoothly by revealing differences in cultural backgrounds and business manners. The seminar definitely gave positive impact and new insights for overseas exhibitors. Most of exhibitors actually practiced what they learned throughout the seminar, and it definitely helped those exhibitors to boost their business.



## 3. Matching Party for Overseas Exhibitors and Japanese Importers/Buyers

### Opened Up Numbers of New Business!

'Matching Party for Overseas Exhibitors and Importers/Buyers' took place on July 6 [Wed] from 18:30 at Reception Hall, Conference Tower. The purpose of this party was to offer more beneficial business opportunities exclusively for overseas exhibitors by inviting only importers, distributors and buyers, who are in charge of overseas trade. 2011 was yet its 4th edition. However, many success stories were born through this party. This year, total of 408 exhibitors and visitors attended, and most exhibitors were ready with their products and/or catalogues. Also, Show Management staffs proactively helped their smooth communication by interpreting and/or connecting overseas exhibitors and importers/distributors/buyers. By mingling, exhibitors actively introduced their products, and tried to set appoints during the rest of 2 show days.



## 4. A Brilliant Opening with a Ribbon Cutting Ceremony

A lavish 'Opening Ribbon-Cutting Ceremony' was held in the morning of July 6 [Wed], 2011 in front of the show venue to announce the grand opening of the exhibition. This year, 52 dignitaries from organisers and special supporters as well as leaders from the global embassies



and national trade associations participated in the event. In addition, numbers of audience attended the ceremony, and stage was surrounded by full of excitement and expectation for the shows.

## **5. 224 Premium Buyers from Asian Nations were Invited and Engaged in Avid Purchasing!**

Show Management specially invited only executives of top retail stores from China, Hong Kong, Taiwan, and Korea. Show Management exclusively selected companies from ‘top of top’ retailers, which have more than hundreds of chain shops in their countries. Those buyers enthusiastically had on-site meetings and purchased stationery and other products throughout 3 days shows. Moreover, Show Management offered ‘Matching Service’.



This was a service to connect premium buyers to Japanese exhibitors wish to start business with overseas retailers. Prior to the show, Show Management gathered information from both exhibitors and premium buyers who they would like to meet, and supported various procedures from making appointments to interpretation service. These premium buyers’ participation spiced up the shows, and many exhibitors are satisfied with new mass-volume orders received from those premium overseas buyers.

These are the comments Show Management received from Premium Buyers.

**We visit ISOT every year to purchase stationery. We visited two days in this year, and mainly checked Japanese design stationery since they’ve been very popular in our country. We utilized Matching Service, and purchased samples on site. We definitely would like to visit again in next year.**

*President, ANSHAN HANGARAM (Korea)*



**ISOT is the most important exhibition for us. We ordered new products and had meetings with Japanese manufacturers to make a contract as an agent in Taiwan.**

*Sales Manager, Formosa Light Technology Co., Ltd  
(Taiwan)*



**During ISOT 2011, we looked for new products and found 2 new companies. Now, we have purchase of JPY10,000,000 per month from those two companies.**

*Managing Director, LAM LEUK HONG LTD. (Hong Kong)*

## 6. Great Business Interational Opportunity for VIPs –VIP Reception Party-

Followed by the Opening Ribbon-Cutting Ceremony, 'VIP Reception Party' was held from 12:30. Approximately 600 industry executives from Japan and the industry worldwide attended this luxurious party to cap the first day of the show. Leading industry executives, such as CEOs, Chief Designers, Directors, as well as Press members established new contacts and strengthen the old ties through the party. During the party, Japan and Asia's executives



of top retail shops, who participated Opening Reception Party were introduced to praise their sincere support on ISOT. One of the executives, Mr. Wu Xiang Sheng the President of Hanma Office Products from China proposed a toast. Here's a partial quote from the speech.

"We could not decide until the last minute whether we should really visit ISOT or not because Japan has been facing after quakes and radiation problems. However, we thought that visiting ISOT and purchasing Japanese products would support Japan for the fast recovery. Moreover, the organiser of ISOT, Reed Exhibitions Japan Ltd. passionately and strongly convinced us to visit ISOT, and support and encourage Japanese stationery industry. Therefore, we decided to visit Japan.

Inside ISOT, there are numerous stationery and related products from all over the world. We have just purchased some at the venue, and are very satisfied. We hope our purchasing activities will support Japanese stationery industry to recover from the tragedy.

We sincerely hope Japanese stationery industry will recover from the incident as soon as possible, and also, we hope the continuous growth of ISOT."

## 7. Grand Prix Winners were Announced! 20th STATIONERY OF THE YEAR 2011

Grand Prix winners were announced during the award ceremony on July 6 [Wed], 2011 from 15:00. It was held at the Special Gallery inside the venue, and the floor was full of excitement when Grand Prix was announced. Also, the award winning products got exclusive attention from buyers and press members. A lot of TV crews visited ISOT 2011, and reported winning products of STATIONERY OF THE YEAR. Grand Prix winners and other winners are on the next page.





**<Grand Prix Winner>**

**Company Name:** KAMOI KAKOSHI CO., LTD.

**Product Name:** mt slim

"mt slim" is the masking tape with 6 mm width. It has 9 varieties of 3 solid colors packs and 2 tones packs. It is good to use for wrapping and collage.



**Company Name:** KITABOSHI PENCIL CO., LTD.

**Product Name:** OTONA NO ENPITSU (A Pencil for Adults)

Kita-Boshi Pencil presents OTONA-NO-ENPITSU for everyone who loves to use pencils. We recommend this product particularly for adults who have few opportunities to use pencils recently. This advanced product will remind you a pleasure of using pencils that we all might have experienced in our childhood!



**Company Name:** KURETAKE CO., LTD.

**Product Name:** ZIG Letter pen COCOIRO

The flexible semi-hard tip of COCOIRO helps create various styles of writing and widths depending on the pressure and speed of writing. You can create your own COCOIRO Letter Pen unique and individual to your style by choosing your own colourful body and refill.



**Company Name:** MARUYAMA FIBER INDUSTRY CO., LTD.

**Product Name:** fusuma cloth notebook

Now we are featuring New Japanese blank notebook with a Fusuma cloth cover that no one has ever seen before. With these special notebooks, you may possess your own one-of-a-kind book if you keep writing everyday.



**Company Name:** ZEBRA CO., LTD.

**Product Name:** arbez piirto Mechanical Pencil

arbez piirto is one of the most stylish writing instruments, which is designed by our international product team. It is based on comfort writing and sharp grips for finesse writing. Available for ballpoint pen, mechanical pencil and highlighters.



<Grand Prix Winner>

Company Name: KOKUYO S&T

Product Name: STAPLE-LESS STAPLER

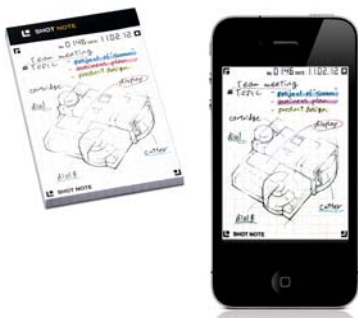
Harinacs is a Staple-free Stapler. Unlike standard staplers, it holds sheets of paper without using metal staples. It has three unique points, safety, efficiency and eco-friendliness. It has a window to view holding position.



Company Name: CARL MFG CO., LTD.

Product Name: Angel-5 Premium/Royal

"Long Life Product" means durable and never grow tired of - Carl's concept of ultimate "Eco-Friendly." That's why it is sparsely designed - strong body, meticulously selected colours/coating, blade crafted with Japanese precision.



Company Name: KING JIM CO., LTD.

Product Name: SHOT NOTE

Digitally store and organize handwritten notes easily. Just write a note and take a picture with your iPhone. 1. Write, draw, or sketch anything on the SHOT NOTE. 2. Shoot it with your iPhone. 3. Find and organize your notes easily. 4. Share your notes. -> Send via Email -> Upload it to Evernote



Company Name: OLFA CORP.

Product Name: TS-1

The TS-1 is a unique cutter which, incredible as it may seem, automatically cuts only the top sheet! The pressure that hangs to the blade is kept constant, without being influenced by users' power adjustment, by its built-in spring's work.



Company Name: NICHIBAN CO., LTD.

Product Name: Tape glue "Tenori"

Tape glue "Tenori" features:

- Easy to use
- Capable to apply from the point precisely you wish
- Easy to apply to the details and even to paper bumps
- Perfectly fit in your hand

## 8. Next Show Dates were Announced!

23rd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2012), 10th International Office Machines & Equipment Expo Tokyo (OFMEX 2012) and 4th PROMOTIONAL GOODS EXPO are held from July 4 [Wed] – 6 [Fri], 2012 at Tokyo Big Sight. Based upon the positive feedbacks from exhibitors, many of them already booked their spaces for 2012, and the spaces are already limited. Mark your calendar now and book your spaces to seek more possibilities to expand your business!!

### <Next Show Dates>

Dates: July 4 [Wed] – 6 [Fri], 2012

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

ISOT Special Sponsor: All Japan Stationery Association

OFMEX Special Sponsor: Nippon Office Machine Dealers Association

### <2012 Show Outline>

23rd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2012)

10th International Office Machines & Equipment Expo Tokyo (OFMEX 2012)

4th PROMOTIONAL GOODS EXPO

4th International Office Furniture Expo

GIFTEX World 2012

## 9. General Statistics of 2011

### ◆ No. of Visitors: 68,868\*

\* Figures Include:

22nd INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT2011)

10th International Office Machines & Equipment Expo Tokyo (OFMEX 2011)

3rd PROMOTIONAL GOODS EXPO

3rd International Office Furniture Expo

GIFTEX World 2012

### ◆ No. of Exhibitors: 627

### ◆ Participating Countries and Regions: 16

(Australia, China, France, Germany, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Singapore, Sweden, Taiwan, Thailand, U.S.A.)

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