

Press release
For immediate release
July 27, 2016

ISOT 2016

27th INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO

Dates: July 6-8, 2016 Venue: Tokyo Big Sight Organised by: Reed Exhibitions Japan Ltd.
Special sponsor: All Japan Stationery Association

ISOT 2016 has concluded with huge success!



Overview

“ISOT 2016 (27th INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO)” has successfully concluded at Tokyo Big Sight held from July 6 [Wed] – 8 [Fri], 2016 organised by Reed Exhibitions Japan Ltd. and specially sponsored by All Japan Stationery Association, along with Japan’s leading trade show for all kinds of gift items “GIFTEX 2016”.

Overall the show has attracted 1,622 exhibitors from 30 countries/regions and 56,907 visitors. ISOT 2016 was filled with active on-site business talks and happy comments from exhibitors/visitors were heard everywhere.

Due to the increase of European exhibitors on top of Asian exhibitors, ISOT 2016 has become more international and welcomed visitors not only from Japan and Asia-Pacific but also from around the world. The show ground was evidently more crowded and vibrant as the platform for manufacturers/wholesalers to seek new business and network with importers/mass-retailers.

Highlights

◆ Opening Ribbon-cutting Ceremony

With magnificent sound of brass band fanfare, an opening ribbon-cutting ceremony took place on the 1st day morning. 45 of market leaders from whole world (SEKAIDO CO., LTD., YURINDO CO., LTD., DON QUIJOTE CO., LTD. and MoMA - THE MUSEUM OF MODERN ART, NEW YORK etc.) joined as ribbon-cutting dignitaries to express their support towards the show and further development of the industry. Many of the dignitaries took part in the show themselves to seek the latest and cutting-edge products and have business discussion with show participants.

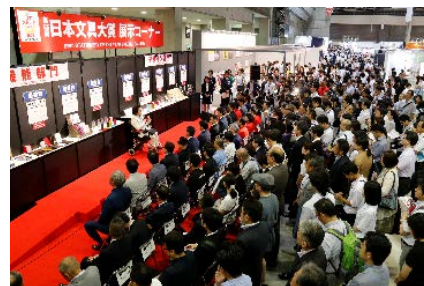


◆ STATIONERY OF THE YEAR 2016

Japan is creating new trends of stationery and sending out to all over the world. Therefore “STATIONERY OF THE YEAR” is now known for the best place to catch the latest trends in stationery industry. This award and the winning products have been featured in various media and getting more attention. The award ceremony took place on July 6 [Wed] afternoon, and its Grand-Prix winners were finally announced.

The Grand-Prix products were chosen by Japan’s leading product designers and industrial magazine editors. From Function Category, Grand-Prix was given to a personal organiser called knoxbrain LUFT (DESIGNPHIL) for its light body and soft leather that opens and flattens in 180 degree. Decorated Japanese manuscript paper (ATABOU CO., LTD.) also got the highest prize from Design Category that is a simple ordinary manuscript paper but in 5 colours with high quality paper that’s also used as a wrapping paper.

See the details of Award-Winning Products >> <http://www.isot.jp/en/Award/Winning-Products-ISOT/>



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◆ Special Seminar for Overseas Exhibitors

No More Cultural and Language Boundaries! Prior to the exhibition, Show Management held “Overseas Exhibitors’ Seminar” on July 5 (Tue). Show Management gave a presentation on “Tips to Maximise Your Business Result during the Show.” This seminar has been held to encourage overseas exhibitors to take appropriate steps for possible difficulties they might face when entering Japanese market. By explaining “Do-s” and “Don’t-s” during exhibition by revealing cultural differences especially in business manners, the seminar gave practical tips to maximise business result during the show. Moreover, all procedures are focused on what they can do in the last minute. A short example scene was also performed by Show Management which made it easier to take actions for exhibitors. The seminar room was packed with approx. 120 enthusiastic participants and they have learned on the following days. Many of them gave satisfactory feedbacks to Show Management that the seminar was very practical and helpful.



◆ Overseas Products Sourcing Guidebook

Show Management prepared a special guidebook which highlighted overseas exhibitors with company information, product features/photos and contact information. Prior to the show, the guidebook was distributed to over 10,000 major Japanese importers and buyers who were interested in sourcing products from overseas. From seeing visitors with the guidebook seeking their bookmarked products, the guidebook made the entire industry notice the presence of overseas exhibitors, attracting more visitors to their booth as well as enhancing appointments with buyers at the show.



Moreover, Show Management located “International Product Information Counter” to help visitors looking for international exhibitors’ products. Show Management also offered interpreter service at the counter which helped Japanese visitors having business talks.

See the Overseas Products Sourcing Guidebook >> http://www.giftex.jp/doc/world_guide2016/



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Mark Your Calendar for the Next Show!

ISOT 2017 is held from July 5 [Wed] – 7 [Fri], 2017 at Tokyo Big Sight. Based upon the positive feedbacks from exhibitors, the majority of existing exhibitors have already booked their booth spaces during the show period and new applications were also made by new faces.

As a new concurrent show of ISOT, Interior Products Expo Tokyo will be launched inside GIFTEX 2017 and making the whole exhibition a comprehensive lifestyle show.

For those who are interested in exhibiting at ISOT 2017, immediate booth reservation is highly encouraged to secure the limited exhibit space in time since the entire ISOT 2017 is expected to be sold out at an early stage. Special discount price is only given to the applications made by September 30. If you are interested in exhibiting, please contact Show Management now. >> <http://www.isot.jp/en/ex/>

28th INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2017)

Dates: July 5 [Wed] – 7 [Fri], 2017

Time: 10:00 – 18:00 (10:00 – 17:00 on July 7)

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

Special sponsor: All Japan Stationery Association

Concurrent show:

GIFTEX 2017 <http://www.giftex.jp/en/>

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Information Sources

ISOT Official Show Website >> <http://www.isot.jp/en/>

Visitor Count >> <http://www.isot.jp/en/doc/TAC/>

Floor Plan >> <http://www.isot.jp/en/doc/floormap/>

List of Exhibitors >> <http://www.isot.jp/en/exhibitor/>

Online Show Directory >> <http://www.isot.jp/en/eguide/>

Overseas Products Sourcing Guidebook >> http://www.giftex.jp/doc/world_guide2016/

Award-Winning Products of STATIONERY OF THE YEAR >> <http://www.isot.jp/en/Award/Winning-Products-ISOT/>

Contacts:

To Exhibit >> <http://www.isot.jp/en/ex/>

To visit >> <http://www.isot.jp/en/inv/>

Press/media partnership inquiries >> <http://www.isot.jp/en/shuzai/>

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