

30th
Anniversary

ISOT 2019

30th INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO

Dates : June 26 [Wed] – 28 [Fri], 2019

Venue : Tokyo Big Sight, Japan Organised by : Reed Exhibitions Japan Ltd.

- POST SHOW REPORT -

ISOT 2019 Concluded With Success Yet Again!

ISOT 2019 – 30th INT'L STATIONERY & OFFICE PRODUCTS FAIR TOKYO was successfully held from June 26 – 28, 2019 at Tokyo Big Sight, Japan. Known as Japan's largest "B-to-B" trade show for stationery and office products, the show attracted **1,345* exhibitors** from **25* countries** and **49,048* visitors** from all over Japan and other countries. ISOT 2019 has firmly proved itself yet again as another key business venue in Japan and as one of the world's leading stationery market. (*including all concurrently held shows)



■ ISOT 2019 Exhibition Outline

Exhibition Title	ISOT 2019 – 30 th INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO
Dates	June 26 [Wed] – 28 [Fri] , 2019
Venue	Tokyo Big Sight, Japan
Organiser	Reed Exhibitions Japan Ltd.
Co-held Shows	14 th LIFESTYLE EXPO TOKYO 2019 [June] - GIFTEX TOKYO 2019 [June] - 14th Variety-Gifts Expo - 11th Baby & Kids Expo Tokyo [June] - 10th Fashion Goods & Accessories Expo Tokyo [June] - 10th Table & Kitchenware Expo Tokyo [June] - DESIGN TOKYO 2019 - 10th TOKYO DESIGN PRODUCTS FAIR - 6th Health & Beauty Goods Expo Tokyo [June] - INTERIOR TOKYO 2019 [June] – 3rd Interior Products & Furniture Expo Tokyo

■ Key Figures

1,345

Exhibitors

from 25 countries



49,048

Visitors

from worldwide



■ Exhibiting Countries

Exhibitors from 25* countries were showcased at ISOT 2019.

They attracted visitors from all over the world. The next edition is expected to be more and more international.
 (*including all concurrently held shows)

Countries



Australia



Bangladesh



Belarus



Belgium



China



Denmark



Finland



France



Germany



Hong Kong



India



Italy



Japan



Korea



Malaysia



Pakistan



Slovenia



Spain



Switzerland



Taiwan



Thailand



The Netherlands



The Philippines



USA



Vietnam

■ *The Opening Ceremony with 40 Industry Leaders*

An Opening Ceremony was held to celebrate the grand opening of ISOT 2019 and co-held LIFESTYLE EXPO TOKYO 2019 [June]. 40 industry leaders joined the event as ribbon-cutting dignitaries to express their support towards the show.

Dignitaries include; ISETAN MITSUKOSHI, MOMA - THE MUSEUM OF MODERN ART NEW YORK, AEON RETAIL, YURINDO COMPANY, DON QUIJOTE, TOKYU HANDS, THE LOFT, KINOKUNIYA COMPANY, SHANGHAI BAIXIN STATIONERY, TIEN CHIAO SHIH, Y-YACHT, TSUTAYA, ITO-YA, etc.



■ *ISOT 30th Anniversary & VIP Reception Party*

713 VIPs from major stationery retailers, manufacturers and exhibitors attended and socialized actively at the party. Many attendees were seen exchanging business cards and talking excitedly about the future of the industry.



■ Exhibitor's Comments

HEART STATIONERY (China)

This is our 14th time exhibiting at ISOT. We still do business with the Japanese stationery importer that we met at the show in 2005. 14 years ago, we had no business opportunities in Japan. Now, 70% of our business is to the Japanese market! We are so happy with the result of the show.



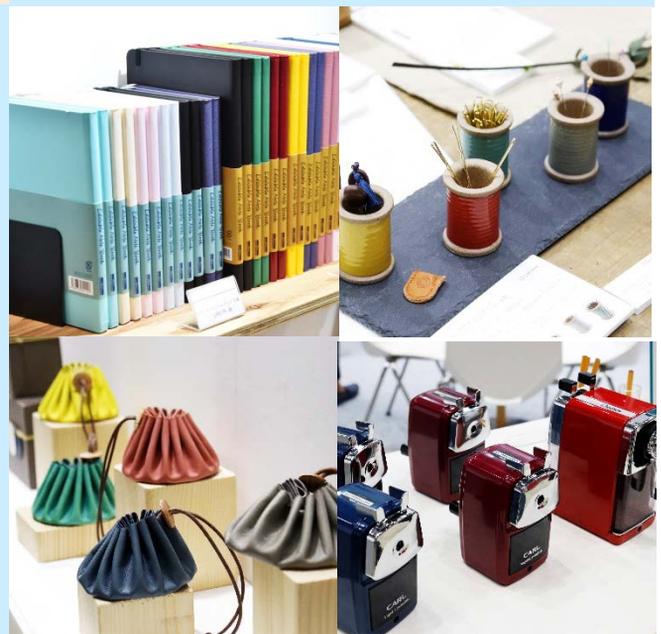
MAGEVER (Japan)

This was our first time to participate in the show and we are so happy with the result. We made contracts with 5 vendors and were able to meet so many potential business partners. We already booked our booth for next year. This time, the booth will be twice the size.



SUGAI WORLD (Japan)

We have exhibited in ISOT continuously for 5 years now. We had many orders for our newly launched products and we cannot keep up with our manufacturing! With the help of ISOT's PR influencers, there was so much exposure to the media. We were surprised to see so many overseas visitors as well.



■ Visitor's Comments

MOMA - THE MUSEUM OF MODERN ART NEW YORK (USA)

You see so much person to person, business to business happening between retailers and manufacturers. You can feel the energy in the air that there is a lot happening at the show. Every year I come, the momentum of the show is greater and it's fascinating to see the show growing.

KINOKUNIYA COMPANY (Japan)

The purpose of visiting the show was to source stationery and gift products that we can place at our bookstores. I was able to have business meetings with many international stationery and gift manufacturers. The show gives great opportunity to meet many potential business partners in the same venue.

■ 28th STATIONERY OF THE YEAR AWARD

The STATIONERY OF THE YEAR AWARD is the industry's most valuable award which is given to selected stationery products. Award-winning products are chosen by the screening committee.

The Award raises great attention from the industry, attracting not only buyers but also the media such as major magazines, TV shows, newspapers, etc.

The Grand Prix for 2 categories (functionality & design) was announced on the first day of the show.

FUNCTIONALITY



PROCYON PLATINUM-PEN CO., LTD.

Newly developed pentagonal large nib made of stainless steel offers a smooth writing touch with an excellent resiliency and flexibility.



NAME LAND i-ma KL-SP10 CASIO COMPUTER CO., LTD.

A label printer that can be used anywhere with a smartphone. With the specialised app, you can easily create labels by entering texts and unique designs.



MAG SAND MAGEVER CO., LTD.

The industry's first silicon magnet hook that can be used on glass panels. It can be used as a hook after clamping on glass, plastic, wood and others.



AQUA DROPs DOCUMENT FILE A-5056 LIHIT LAB., INC.

A document holder that you can easily file any kind of document just by putting them in between the plastic films.



Quick Open Memo Patto DESIGNPHIL INC.

This newly developed ring memo enables you to access the most recent page easily. Because its left side is glued like a paper pad, you can leaf through the pages you have already used, while opening a new page instantly.

DESIGN



Design Category
GRAND PRIX
28th
**STATIONERY
OF THE YEAR
2019**
ISOT

Personal Organizer MARK'S INC.

This refilling type schedule book is convenient, light and easy to carry. Anyone can easily create their own original design.



GLOSS STICK MARKER KAMIO JAPAN INC.

A colorful film type sticky note in stylish lip gloss case. You can take it out from pen cases or pouches to use it.



SOSHI WASHI NOTEBOOK DAIGO CORP.

A user-friendly notebook with the collaboration of Japanese traditional paper "WASHI" and a special binding technology.



Flower Pencil HANA TRINUS, Inc.

Eco-friendly color pencils made of recycled paper with traditional shape and colors of Japanese flowers. When sharpened, the scrap blooms into a form of a flower.



Kuramae Concrete Pen PG Design Inc.

Made with concrete and comes with dice shaped holder. With the appropriate thickness, it is durable and easy to write. The unique touch of the concrete will get you hooked.

■ Synergy Effect from Concurrent Shows

One of the unique aspects of ISOT 2019 is that it is co-held with LIFESTYLE EXPO TOKYO 2019 [June], world's leading trade show for lifestyle products, homeware and gifts. The "DESIGN TOKYO PRODUCTS AWARD 2019" which was held inside LIFESTYLE EXPO TOKYO 2019 [June] was a strong attraction as both exhibitors and visitors were excited to see which products won the Grand Prix.

Visitors were seen going back and forth between halls creating a synergy effect of purchasing from different industries. It can easily be said that both exhibitors and visitors were able to meet a wide range of industry leaders throughout the show.



■ Expectations for Future Editions

The show is evolving! In 2020, ISOT and co-held shows of LIFESTYLE EXPO TOKYO will be held under the name **LIFESTYLE Week** and will be held **3 times a year**. In September 2020, the show will be held in Osaka for the first time, gathering more exhibitors from western Japan.

Most of the exhibiting spaces for the next editions were booked by the end of the show by satisfied exhibitors who aim to reserve a larger space. There were many new-comers who saw the potential in exhibiting as well. If you are interested in expanding your business in Japan/Asia-Pacific, now is the time to book your preferable booth locations before it is all sold out!



ISOT TOKYO JANUARY

1st INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR

Held inside **LIFESTYLE Week**

Dates: January 20 [Mon] – 22 [Wed], 2020

Venue: Makuhari Messe, Japan

ISOT TOKYO [January] – 1st INT'L STATIONERY & OFFICE PRODUCTS FAIR
3rd Variety-Gifts Expo Tokyo [January]
3rd Baby & Kids Expo Tokyo [January]
3rd Fashion Goods & Accessories Expo Tokyo [January]
3rd Table & Kitchenware Expo Tokyo [January]
3rd Health & Beauty Goods Expo Tokyo [January]
3rd Interior Products & Furniture Expo Tokyo [January]
NEW! IFEX TOKYO [January] – 16th INT'L FLOWERS & PLANTS EXPO

ISOT TOKYO JULY

Held inside **LIFESTYLE Week**

31st **INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR**

Dates: July 8 [Wed] – 10 [Fri], 2020

Venue: Tokyo Big Sight, Japan

ISOT TOKYO [July] – 31st INT'L STATIONERY & OFFICE PRODUCTS FAIR
15th Variety-Gifts Expo Tokyo [July]
12th Baby & Kids Expo Tokyo [July]
11th Fashion Goods & Accessories Expo Tokyo [July]
11th Table & Kitchenware Expo Tokyo [July]
DESIGN TOKYO 2020 – 11th TOKYO DESIGN PRODUCTS FAIR
7th Health & Beauty Goods Expo Tokyo [July]
4th Interior Products & Furniture Expo Tokyo [July]

ISOT OSAKA SEPTEMBER

Held inside **LIFESTYLE Week**

1st **INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR**

Dates: September 9 [Wed] – 11 [Fri], 2020

Venue: INTEX Osaka

ISOT OSAKA [September] – 1st INT'L STATIONERY & OFFICE PRODUCTS FAIR
1st Variety-Gifts Expo Osaka [September]
1st Baby & Kids Expo Osaka [September]
1st Fashion Goods & Accessories Expo Osaka [September]
1st Table & Kitchenware Expo Osaka [September]
1st Health & Beauty Goods Expo Osaka [September]
1st Interior Products & Furniture Expo Osaka [September]
IFEX OSAKA [September] – 1st INT'L FLOWERS & PLANTS EXPO

Media Partners

With great support from international media partners, ISOT is becoming well-known all over the world.



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■ **Contacts**

ISOT Show Management (Held Inside LIFESTYLE Week), Reed Exhibitions Japan Ltd.

>> **For Exhibiting**

Attn: Eiichi Hasegawa (Mr.), Chisato Miyawaki (Ms.), Jun Qu (Mr.), Ilyong Choi (Mr.)
mailto: isot-eng@reedexpo.co.jp

>> **For Visiting**

Attn: Chisato Kamiya (Ms.), Mai Otake (Ms.), Young Eun Lee (Ms.)
mailto: visitor-eng.isot@reedexpo.co.jp

>> **For Press Inquiries**

Attn: Fuka Ishimaru (Ms.), Young Eun Lee (Ms.)
mailto: lifestyle-pr-eng@reedexpo.co.jp