



The 29th
JAPANTEX2010
INTERIOR TREND SHOW

Final Report

Nippon Interior Fabrics Association

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<http://www.japantex.jp/english.html>

1. Outline

Title: The 29th JAPANTEX2010 - Interior Trend Show -
Theme: Good day, Good style
Dates: November 17(Wed) - November 19(Fri), 2010
Opening Hours: 10:00 -18:00(Closed at 17:00 on the last day)
Venue: TOKYO INTERNATIONAL EXHIBITION CENTER <TOKYO BIG SIGHT West Hall 1,2 (16,300m²)
Organizer: Nippon Interior Fabrics Association (Japan)
Guest Her Imperial Highness Princess Takamado
 Mr. Kaname Tajima
 (Vice Minister of the Ministry of Economy, Trade and Industry)
Support: Ministry of Economy, Trade and Industry (METI), Japan External Trade Organization(JETRO),
 The Association of the Promotion of International Trade, Japan,
 The economic and Commercial Counsellor's Office of the Peoples Republic of China, Embassy of India.
Admission Fee: JPY 1,000
In Conjunction with Interior Festival 2010 at West Exhibition Hall 2
 IPEC 2010 at West Exhibition Hall 2
 Japan Houseware Show 2010 at West Exhibition Hall 4
 32nd JAPAN HOME SHOW 2010 at East Exhibition Hall

2. Result of the Exhibition

Number of Exhibitors 159 companies/organizations
 Japanese exhibitors: 103
 Overseas exhibitors: 56 from 7 countries and regions
 [China (38), India (10), Taiwan (3), Iran (2), Korea (1), UK (1), Netherlands (1)]
Number of Booths 640 booths
Number of Visitors 17,837

	17-Nov-09	18-Nov-09	19-Nov-09	Total
1 Interior design office	606	706	726	2,038
2 Architecture design office	(794)	(1098)	(906)	(2798)
3 Construction company				
4 Housing maker	823	821	799	2,443
5 Developer, Real estate				
6 Equipment maker	(839)	(958)	(888)	(2685)
7 Interior specialty shop				
8 Interior finishing store	1,246	1,033	907	3,186
9 Wallpaper shop and Tatami shop				
10 Construction material shop				
11 Remodeler's shop	(1396)	(1214)	(1135)	(3745)
12 Department store				
13 General Merchandise/Mass Merchandise	377	311	312	1,000
14 Furniture shop				
15 Home fashion				
16 Lighting	(404)	(386)	(254)	(1044)
17 Affiliated maker	1,958	2,007	1,865	5,830
18 Affiliated trading house and Wholesaler	(2077)	(2132)	(2026)	(6235)
19 Government office and Associations	247	210	221	678
20 Press and Publishing-related	(277)	(299)	(311)	(887)
21 BuildingOwner	965	854	843	2,662
22 Consumer				
23 Student	(667)	(663)	(1049)	(2379)
Total	6,222 (6454)	5,942 (6750)	5,673 (6569)	17,837 (19773)

3. Successful Completion of JAPANTEX2010

JAPANTEX 2010, the 29th Interior Trend Show, was held successfully from November 17 (Wednesday) to 19 (Friday), 2010. Just as the previous year, JAPANTEX 2010 (organized by Nippon Interior Fabrics Association) was held in conjunction with Interior Festival 2010 (organized by Japan Interior Industry Association) and IPEC-2010 (organized by Japan Federation of Interior Planner's Association) in order to form Japan's largest comprehensive exhibition about interior design and decoration. Furthermore, the 32nd JAPAN HOME SHOW 2010 (organized by Japan Management Association) and Japan Houseware Show 2010 (organized by Japan Houseware Show Steering Committee) were also held at East Hall and West 3 Hall of the same venue respectively during the same period. In short, visitors were able to experience all major exhibitions closely connected with everyday life during this period. It is also notable that the organizers of the five exhibitions made necessary arrangements to enable mutual access between them.

As the organizer of JAPANTEX 2010, we focused on planning and presenting highly beneficial programs for both exhibitors and visitors. The main highlight of the show was a variety of seminars. In order to cater to as many visitor needs as possible, we gave 40 seminars under various themes. Special presentations at the atrium were intended to help exhibitors promote their products and services outside their booths. Fully aware of the harsh economic environment, we made our utmost efforts to improve the quality of this important international exhibition as a truly inspiring and beneficial opportunity for all participants.

The following chapter is a final report on JAPANTEX 2010. We believe that it sums up the results of the exhibition that can serve as a future beacon for us.

4. Report on JAPANTEX 2010

1. HOTPOINT, a Collaborative Presentation at the Atrium Under the Theme "An Invitation to a Virtual Space of Reality and Fantasy"

Visitors to JAPANTEX 2010 were welcomed at the atrium by this imaginative presentation designed and directed by Mr. Nobutaka Kotake, a world-renowned stage set designer, featuring an innovative combination of live action and computer graphics. Visitors were excited to be able to experience a virtual space through video monitors.



2. JAPANTEX 2010 Interior Seminars: 40 Seminars with a Variety of Topics Given During the 3-day Exhibition Period

[1] 5 seminars with high-profile topics about interior design/decoration given at the atrium

Other than the talk programs presented at the atrium, 24 seminars were given under the following four themes for target audience in special seminar rooms.



[2] 10 seminars under the theme "Door to Information on Interior Design/Decoration", seminars for deepening and broadening knowledge about interior design/decoration

[3] 4 workshops to learn various useful tips for making everyday life more colorful and enjoyable

[4] 6 *Shokuiku* seminars intended to offer knowledge of and techniques for home furnishing and decoration

* *Shokuiku* is a coined term for "decoration education" in Japanese.

[5] 4 business-oriented seminars for the operators, managers and sales staff of interior furnishing/decorating firms



3. The 7th Interior Design Competition 2010 Screening and Presentation



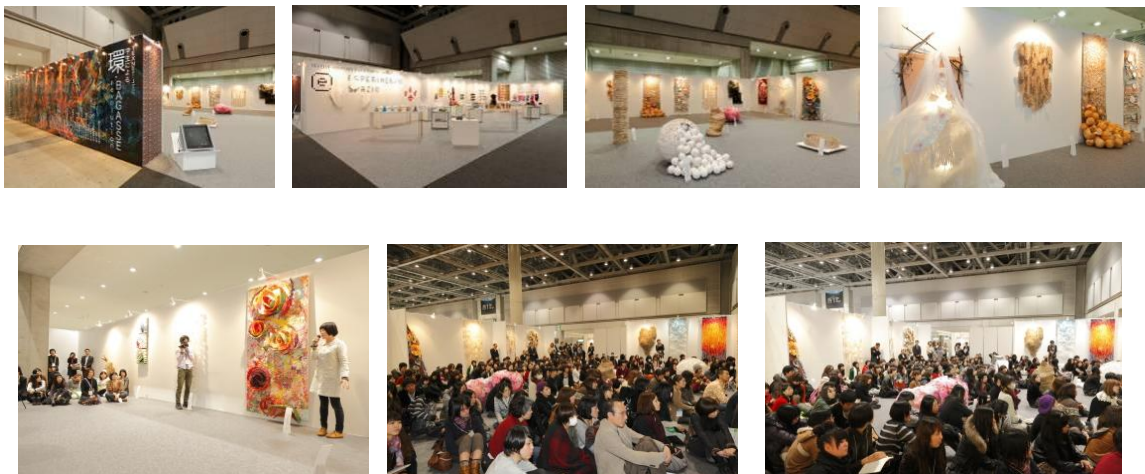
4. "Presentations by Exhibitors" section designed to help exhibitors to promote their products and services



5. Creators' Town under the theme "Kan / Bagasse / Revolution 2010"

* *Kan* here means environment and recycling in Japanese.

* *Bagasse* is a form of biomass derived from sugar cane.



6. Window Treatment Industry Promotion Project (WTP)



7. Special Exhibition by Textile Design Association of Japan



Overseas Exhibitors



Japanese Exhibitors

