

Quick Facts:

Dates:
October 27-29, 2009

Location:
Tokyo Big Sight, Japan

Website:
www.ioft.jp/english/

2008 Stats:
Exhibitors: 493

Visitors: 15, 811
Official Visitor Count

2008 Post Show Report

2008 Exhibitor List

Exhibitor Profile & Floor Plan

For more information
about exhibiting
opportunities contact:

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Now is the time to make the most of every single sales opportunity.

The **International Optical Fair Tokyo** (IOFT) offers the most effective entry to the Asia's largest optical market – Japan.

The increasing trend for fashion eyewear in Japan has boosted eyewear consumption. With many Japanese owning more than two pairs of eyeglasses per person, imports of unique foreign eyewear are on the rise.

These factors indicate that Japan is a market of enormous opportunity that can not be missed. **IOFT can help your business gain it's share in the market.**

Why is now the right time to expand?

- ~ Any new market takes time to develop, by investing now you will gain the competitive advantage in the Asian market place.
- ~ The Japanese market boasts new opportunities - take a look at the facts:
 - Gross sales by retailers = 590 Billion YEN (approx: \$5.9 Billion US)
 - Import value = 160 Billion YEN (approx; \$1.6 Billion US)
 - Import quantity = 1.7 Billion units
(Total number includes: frames, lenses, ready made eyewear, sunglasses, contact lenses & hearing aids)
- ~ Japanese consumers are the most fashion-conscious in the world, turning their eyes toward exceptional, innovative foreign designer frames and sunglasses more than ever before.

What can we do to help you?

- ~ We provide **Pre-Show Marketing Support** free of charge to help you gain visibility in the market prior to the show
- ~ We provide **turn-key booth options** as a cost effective solution for exhibiting internationally.
- ~ We provide local support throughout the exhibiting experience to help prepare you for your trip and overcome cultural barriers.

