

34th INTERNATIONAL OPTICAL FAIR TOKYO *IOFT* 2021

34th INTERNATIONAL OPTICAL FAIR TOKYO Ended as a Great Success.

Press Release (December 6, 2021) Tokyo, Japan - RX Japan and Fukui Optical Association held the 34th edition of Asia's leading optical fair - [INTERNATIONAL OPTICAL FAIR TOKYO \(IOFT\)](#) at [Tokyo Big Sight](#), in Japan from October 18-20, 2021.



It is understood from the picture above that the IOFT 2021 was enthusiastically received national business-focused visitors during a period of 3 days of the exhibition. Also, overall, 189 exhibitors showcased their products across the exhibition hall. While many trade shows were postponed or canceled under the circumstance, IOFT is considered to be a significant contribution to the business of the optical industry.

Major brands and manufacturers both Japan and international exhibited such as **SUNREEVE, YABUSHITA, UCHIDAYA, TOPCON, CARL ZEISS, TOKAI OPTICAL, NIDEK, NAGOYA SPECTACLE, EIGHT OPTIC**...etc.

Firms from Fukui, the largest eyewear production region of Japan, were also participating to showcase their proud made-in-Japan frames such as: **EYETEC, SANKO KOGAKU, TANIGUCHI OPTICAL, HUG OZAWA, HAMAMOTO TECHNICAL, BOSTON CLUB**...etc.

One of the causes that led IOFT 2021 to remarkable success is a number of international designers exhibited via their subsidiaries or distributors in Japan while they themselves were unable to attend due to the travel restriction. This includes **THEO (Belgium), IC! BERLIN (Germany), VAVA (Portugal), J.F.REY (France), LAFONT (France), FLEYE (Denmark), FALVIN (Denmark), RIGARDS (USA), FACE A FACE (France), PRODESIGN DENMARK (Denmark), TRACTION (France), HENAU (Belgium), IZIPIZI (France), MOKKI (Norway), TONYSAME (Japan/HongKong)**...etc.



Great energy was flowing throughout the show and IOFT yet again served as the quality venue for all buyers to source the latest eyewear and products for the coming season. Show management received very positive feedbacks from the exhibitors as below:

- Contrary to our concern of Covid-19 effects, we have received considerable orders from visiting buyers.
- We are pleased to have the opportunity to introduce new products and really glad IOFT was held as scheduled.
- We could discuss business online in addition to face-to-face meetings at the exhibition, resulted in the orders equivalent to or more than the last year.

Exhibition under COVID-19

IOFT 2021 was held taking safety measures following the guidelines of the government, municipalities and the exhibition industry association.

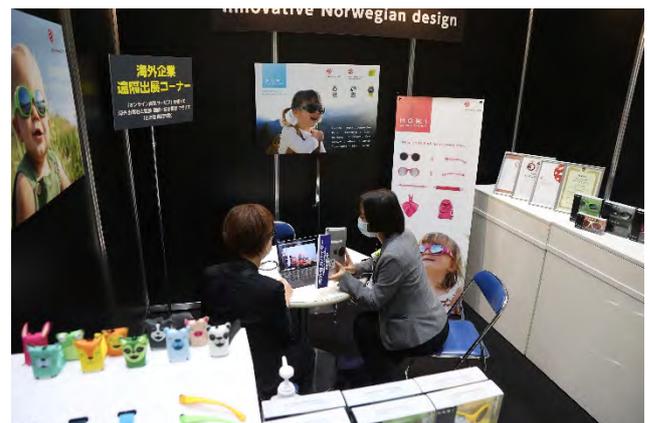
- Use of personal protection equipment including face shields and masks, thermal screening for staff / exhibitors / visitors, and reduced seating for seminars to ensure social distancing.
- Exhibitors also employed measures to preserve physical distancing by barriers and decreased densities.





Exhibiting Remotely from Overseas

For those who cannot physically come to IOFT due to travel restriction, IOFT Show Management provided "Remote Exhibiting Plan". This plan enables overseas exhibitors to exhibit remotely from their home. They will have a physical booth at IOFT venue, and interpreter will attend at their booth with PC which is connected to online video call system. Around 20 company took this plan and had a deep business discussion with buyers.



Business Matching for International Buyers

IOFT created a new business matching system to help international buyers unable to visit the show physically. IOFT staff guided buyers to the booths via mobile devices, and helped their remote meetings at the IOFT venue. The staff took 85 buyers to the booths of IOFT exhibitors and created 571 business meetings for three days.



Business boosting events for professionals and consumers

During the show, several events were held to boost business for the exhibitors and to raise the presence of eyewear towards the consumers.

■ Opening Ceremony



The show kicked off with an opening ceremony. A total of 29 leaders from major retailers, wholesalers, association members and buyers of the industry joined from all over the country to show their support. List of the participants can be viewed online at: https://www.ioft.jp/doc_ribbon_cutting_en/

■ 25th Japan Eyewear Award (JEA) 2022

To set the trends for the coming season, the eyewear design award **25th Japan Eyewear Award (JEA) 2022** was held and the winners and Grand-Prix winners of 5 different categories were awarded.

We received the variety of entries polished in all aspects including functionality and design. We also welcomed a new committee member and went through strict screening process. The award receiving world-wide attention, all judges affirmed to spare no effort to screen and support, for development and prosperity of eyewear design.

For details of the winner frames: https://www.ioft.jp/doc_jeawinners_en/

■ Seminars



Various seminars were also held in parallel to the exhibition sharing the trends and tips to succeed in the business such as EC, SDGs, branding, and lens technology etc.

The Next IOFT 2022 will take place on October 18-20, 2022

This year's show was a reflection of how we are coping with the new normal required under the difficult condition and uplifting atmosphere of the Japanese eyewear market. Following on from this year's success, optical industry recognized once again the value of direct communication at the physical exhibition, and learned that it is possible to hold such events with appropriate precaution measures. There is also a feeling of momentum in the industry to participate next IOFT. The overall scale is certainly expanded to accommodate the increasing interests from both national and international manufacturers.

You can find stylish, practical, and unique items from all over the world. Visit IOFT to purchase the latest products, find new business partners, and experience this remarkable eyewear exhibition!

The Next IOFT 2022 will take place on October 18-20, 2022 at Tokyo Big Sight, Japan.

For further information contact Show Management or keep your eyes on our show website <https://www.ioft.jp/en/> and social media platforms.

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