

Press release

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## Interior Lifestyle Tokyo 2020 will no longer take place

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**With the coronavirus (COVID-19) pandemic continuing to effect Japan and the rest of the world, the public health outlook in the foreseeable future remains uncertain. In light of this situation, Messe Frankfurt Japan Ltd has made the difficult decision to cancel the upcoming 30<sup>th</sup> anniversary edition of Interior Lifestyle Tokyo, originally scheduled to take place from 3 – 5 June 2020 in the AOMI Exhibition Halls of Tokyo Big Sight.**

In addition to safety concerns, constantly changing government policies have created a high level uncertainty for businesses the world over. This lack of certainty has hampered the planning preparations for Interior Lifestyle Tokyo's local and international participants.

Effective until at least 6 May, Japanese Prime Minister Shinzo Abe has declared a state of emergency, empowering local governors to enforce stay at home measures, as well as school and other public facility closures<sup>1</sup>. But just as consequentially, should they remain imposed, global travel restrictions, including an extensive entry ban currently enforced by the Japanese government<sup>2</sup>, would make travel for many of Interior Lifestyle Tokyo's international exhibitors impossible. The previous edition of the fair welcomed 770 exhibitors from 26 countries and regions, and more than 21,000 visitors.

"Unfortunately the planning practicalities for Interior Lifestyle Tokyo's exhibitors and visitors have become increasingly untenable," said Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd. "The fair prides itself not only on the quality of its exhibits, but also its internationality. With pre-fair planning not only for local participants, but also our large contingent of international exhibitors thrown into question, we made the tough decision to cancel the upcoming 30<sup>th</sup> edition. Both from a safety and business standpoint, we believe this decision is in the best interests of the industry, and this view has been reflected in our consultations with the fair's stakeholder groups."

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<sup>1</sup> Abe declares state of emergency, NHK World Japan.

[https://www3.nhk.or.jp/nhkworld/en/news/20200407\\_39/](https://www3.nhk.or.jp/nhkworld/en/news/20200407_39/). Retrieved 7 April 2020

<sup>2</sup> Coronavirus (COVID-19) advisory information, Japan Travel.

<https://www.japan.travel/en/coronavirus/>. Retrieved 9 April 2020

To help provide business continuity, exhibitors already registered for Interior Lifestyle Tokyo 2020 will be given the option to carry forward their participation to IFFT/Interior Lifestyle Living 2020 – a sister fair dedicated to the future lifestyle market due to take place from 28 – 30 October 2020.

### **About Interior Lifestyle Tokyo and IFFT/Interior Lifestyle Living**

Interior Lifestyle Tokyo and its sister fair IFFT/Interior Lifestyle Living are held every June/July and October/November respectively at Tokyo Big Sight. Both shows are international trade fairs which propose lifestyle concepts for the Japanese market. The fairs are based on two of Messe Frankfurt's most prominent annual fairs in Germany, Ambiente and Heimtextil. The sister event IFFT/Interior Lifestyle Living will take place as planned from 28 – 30 October 2020 at Tokyo Big Sight, South Halls.

### **For the updated information on Interior Lifestyle Tokyo:**

<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/>

### **Information on Ambiente worldwide:**

<https://ambiente.messefrankfurt.com>

### **Information on all Messe Frankfurt Textile fairs worldwide:**

[www.texpertise-network.com](http://www.texpertise-network.com)

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2019