

Press release

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IFFT/Interior Lifestyle Living 2020 deferred to 2021

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IFFT2020_2e

Due to the severe economic impact caused by the COVID-19 pandemic, and travel restrictions effecting Japan and the rest of the world, Messe Frankfurt Japan Ltd has made the difficult decision to cancel the upcoming edition of IFFT/Interior Lifestyle Living. Originally scheduled to take place from 28 – 30 October 2020, the fair will now defer to autumn 2021.

IFFT/Interior Lifestyle has received considerable support from local companies and associations over the last few months with exhibitors eager to reconnect and share their latest lifestyle productions and designs with the industry. However, despite plans to implement wide ranging safety precautions, a recent increase of COVID-19 infections in Tokyo has meant that Messe Frankfurt Japan Ltd is unable to eliminate the risk posed towards attendees.

In addition to safety concerns, travel restrictions which came into force earlier this year remain in place, with no indication that they will be lifted in time for IFFT/Interior Lifestyle Living this October. This has severely impeded travel for the fair's international participants.

Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd explained: "As a responsible trade fair organiser, we aim to provide an effective business platform to serve exhibitors and visitors. As their safety is our top priority, we are now directing our energy towards supporting industry recovery at the right moment – with our two consumer goods fairs for the Japanese market in 2021: Interior Lifestyle Tokyo in late May and IFFT/Interior Lifestyle Living in autumn."

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 focusing on 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 previous edition of IFFT/Interior Lifestyle Living welcomed 352 exhibitors from 14 countries and regions and more than 16,000 visitors. For more information, please visit www.ifft-interiorlifestyleliving.com

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Information on Interior Lifestyle Tokyo:

www.interiorlifestyle-tokyo.jp.messefrankfurt.com/

Information on Ambiente worldwide:

www.ambiente.messefrankfurt.com

Information on Messe Frankfurt Textile fairs worldwide:

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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 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