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World Lighting Fair, Yokohama

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The Lighting Technology Group (LTG), recently established as the umbrella organization for Robe's Japanese distributor Media Face and sister companies Egghouse, Intermedia and M-tech Style, used the show as a start up event and to familiarize the public with the new company structure. The power of the new group of companies was demonstrated by a massive 140 square metre booth – a space increase of 50% over the last exhibition!

Robe's XT and AT products lines were fully displayed on the show floor. ColorSpot 1200s in the rig made a great impact, flooding the booth with colour, and projecting logos and gobos onto the surrounding walls of the hall. The fixtures were supplied by the rental and production company M-Tech Style.

The booth was looked after by up to 20 employees every day, thanks to the organization of Media Face's president Yukio Aida: *"We allow most people in the company to be here at least for a day via a crew rotation scheme"* he explains. *"We've collected over 3,000 business cards, so are very pleased with the show's initial results, Chairman Masaharu Sakamoto adds," We'll certainly be busy with follow up work for the next few weeks, and this really justifies the effort and expense".*

Robe's International Sales Manager Harry von den Stemmen supported Media Face for the entire show. He comments that he thinks LTG has done an excellent job at increasing the Robe presence in the Japanese market and was pleasantly surprised at the buoyant visitor numbers, most of which seem to have spent time on Robe's busy booth. *"It was good for Robe to be represented at Lighting Fair"* says von den Stemmen, *"it proved an ideal opportunity for us to set future goals and strategies, as well as to develop the relationship between Robe and Media Face".*

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