

POST-SHOW REPORT

The 72nd TOKYO INTERNATIONAL GIFT SHOW (TIGS)

Largest & Quality Gift International Trade Show in Japan Held
Over 4 Days, September 6-9, 2011
2,150 Exhibiting Companies and 192,802 Visitors

Tokyo International Gift Show (TIGS) is one of the premier and largest personal gift and decorative accessory international trade fairs in the world. The Gift Show, takes place across East Halls 1 ~ 6, West Halls 1~ 4 and Atrium of Tokyo Big Sight (Tokyo International Exhibition Center), providing a total display space of 86,410 sq. m. In this exhibition space, into which 6 Tokyo Dome arenas would fit more than 2,150(excluding 130 companies of Gourmet Dining Style Show). We had 301 companies from overseas from 22 countries and regions.

The gift show creates tomorrow's market

The Gift Show plays a strong role in helping to revive the sluggish and stagnate Japanese economy, due to the harmful rumor of the East Japan Great Earthquake, and the radioactivity. The gift show is held with the slogan of "Go Forward Nippon".

The Gift Show is second to none in Japan of course, but also compares with similar shows in the West, in terms of its splendor as a launch-pad for new products, its diversity and its richness. Exhibitors can attract almost all the buyers they want to come to the Show.

A business pick-up in the market surrounding the Gift Show is clearly forecast. We present outstanding goods, adding to ideas, and design the finishing touches of creativity and originality.

We offer a new meeting of different type of businesses that does not occur in a single industry exhibition. After the earthquake, we sincerely welcome everybody to our show to step forward for the revival of the Japanese economy with our exhibitors and visitors.

OPENING DECLARATION

I would like to welcome you to "The 72nd Tokyo International Gift Show Autumn 2011" and "The 10th Gourmet & Dining Style Show Autumn 2011".

Let me express my heartfelt appreciation to see so many of you braving the heat to attend these shows.

The 72nd Tokyo International Gift Show Autumn 2011 will be held over four days, from today until September 9, utilizing the entire 88,110m² here in Tokyo Big Sight. Our mantra is that now more than ever is the time to send a gift to bring us closer to those we love, and I call on you all at the Gift Show to show that through this expression of caring, we can pave the way for the revitalization of Japan's economy.

The Gift Show has a commendable reputation overseas as a highly esteemed, high quality trade fair where vast collections of the latest designs are on display. It is attended by 200,000 visitors not only from all corners of Japan but from all parts of the world.

Half a year has passed since the earthquake disaster, but Japan's economic recovery still has some way to go. However, it is precisely because of this timing that the Gift Show has an even greater role to play. The Gift Show serves as a "new arena for trade" through exchanges between Japan's prominent cultural stature and the cultures of various overseas regions. The Gift Show is a worthy trade fair that provides networking opportunities beyond the boundaries of one's own business category, which is something that cannot be achieved by a simple industry exhibition. I sincerely hope that we take this opportunity together, both exhibitors and visitors, to take the first step towards the revitalization and recovery of Japan's economy.

The number of exhibiting companies at the Autumn show is 2,150 gift-related companies, 301 companies from 22 countries and regions, and 130 gourmet-related companies. Despite the gloomy economic situation in recent years, a great many companies wished to exhibit here. I am proud to say that this stems from the fact that not only does Tokyo Gift Show bring together more new exhibitor products than any other exhibition but unlike many trade fairs, Tokyo Gift Show is widely recognized as a tried and trusted trade fair that always brings businesses a positive response. We are doing our utmost to ensure that we meet the expectations of all exhibitors and trade visitors, and we look forward to your continued support.

I would like to give a brief overview of the main attractions at this season's event.

- ① The "Lifestyle Presentation Zone" set up in East Hall 5 gathers together exhibitors showcasing new lifestyle products. As the core zone of the Gift Show, this zone is a progenitor of next-generation lifestyles.
- ② In East Hall 2 of the Gift Show, the "Handmade Hobby Making Zone" is where all manner of merchandise for those interested in handmade articles are brought together in the one place. This zone has a vast array of tools and kits for handmade hobbies and crafts such as stamps, decorative accessories and art.
- ③ One attention-grabbing exhibit that heralds a new direction for gifts is the "Peaceful Life Fair" (East Hall 6) that aims to harmonize people and the environment. Ecology and world peace greatly influence the consumer market, and the statement that a product makes is an important criterion when it comes to consumers purchasing the product. This zone showcases a full array of items related to environmental conservation and social contribution.
- ④ On First Floor of the West Hall, the "Beauty & Fashion" section showcases an extensive range of apparel, fashion goods, cosmetics and healthcare products, various idea goods, products popular with women such as jewelry and accessories, and products that are sure to arouse consumers' interest. Furthermore, the Autumn Show features a "Power Saving and Disaster Prevention Goods Display Corner: Keeping Safe by Being Prepared". At this corner you can find products aimed at preparing you for a range of phenomena. These include summer and winter goods devised to save electricity as popularized by the "Cool & Warm Biz" campaigns and for which demand has ballooned since the earthquake disaster, as well as disaster prevention goods that help to keep you safe in case of a disaster.
- ⑤ The 10th Gourmet & Dining Style Show Autumn 2011 will be held concurrently in East Hall 3. It showcases a great many high-quality food products that have been cultivated through "nature", an extremely important provider that gives us Japanese tradition and culture, history, customs, seasons, and foods in season. The exhibitions encompass not only ingredients but also tableware and modern lifestyle ideas that combine cuisine with serving dishes and utensils from various regions. The show thus highlights the possibilities of Japanese ingredients and new ways in which to use them. It puts the spotlight on international quality ingredients, mainly through its Rediscover Japan Corner (Central Federation of Societies of Commerce and Industry) and Japan National Alcoholic Beverages Corner (Meishu Center and Young Marketing Corporation).

In addition to the above, the Gift Show also features the following:

- For everyone's convenience, a free shuttle bus operates from Tokyo Station and a free shuttle bus runs between the East Exhibition Hall and the West Exhibition Hall.
- Social Evening Party is held to promote interaction between exhibitors, and between exhibitors and trade visitors.
- Business meetings with leading buyers are arranged to provide exhibitors with business opportunities.
- The Buyer's Guide Book has had a total makeover, and information can be provided to visitors using an electronic book that is distributed before the Gift Show starts.

We are actively engaged in striving to make the Gift Show a rewarding experience for both our exhibitors and trade visitors.

Drawing attention from all industries in Japan and even from overseas, Tokyo International Gift Show boasts a score of planned events and new exhibition genres for visitors.

We are enthused to make even more extensive efforts in our management of this trade fair so that all of you who have loved the Gift Show over the years and have achieved good results from exhibiting your products will go on to have even greater success in the future. We look forward to your continued support.

With that, I declare "The 72nd Tokyo International Gift Show Autumn 2011" and "The 10th Gourmet & Dining Style Show Autumn 2011" open.

September 6, 2011

Hisae Haga
President
Business Guide-Sha, Inc.

OPENING CEREMONY

*The 72nd Tokyo International Gift Show Autumn 2011 (TIGS)
The 10th Gourmet & Dining Style Show Autumn 2011 (GDS)
Joint Opening Ceremony*

Date & Time: 9:30 am – 10:00 am on September 6, 2011

Place: Entrance Hall in Tokyo Big Sight

Guest of Honor (Speaker)

Mr.Gota Otaka Director, Commerce and Information Policy Bureau, METI

Guest of Honor

Ms.Shigemi Furuta Director, Japan, Hong Kong Trade Development Council
Mr.Raymond Chen, Director, Taiwan Trade Center, Tokyo
Mr.Djatmiko Bris Witjaksono Trade Attache, Embassy of the Republic of Indonesia, Tokyo
Mr.Marcus Schürmann Deputy Executive Director, German Chamber of Commerce and Industry in Japan
Ms.Katrina C. Pineda Assistant Division Chief, Creative Industry, Center for International Trade Expositions and Missions (CITEM)
Mr.Tomiyasu Nakamura Director General, Trade Fair Department, Japan External Trade Organization (JETRO)
Mr.Tsutomu Higuchi President, Manufactured Imports and Investment Promotion Organization (MIPRO)
Mr.Makoto Shiota Executive Director, Organization for Small & Medium Enterprises and Regional Innovation, JAPAN
Mr.Yasumasa Ono Executive Director, Central Federation of Societies of Commerce and Industry
Mr.Takashi Asaka, President, Japan Industrial Designer's Association
Mr.Masanori Nishikawa Executive Director, Japan Craft Design Association
Mr.Masashi Uchibori President, Itochu Fashion System Co., Ltd.
Mr Kinnosuke Hayakawa President, Etoile Kaito & Co., Inc.

Distinguished Exhibitor (Speaker)

Mr.Tadashi Shigenaga President, Tree of Life Co., Ltd.

Distinguished Exhibitor

Mr.Keiichi Sasaki President, Global Product Planning Co., Ltd.
Mr.Takagi Ryoza President, Kodomo No Kao Co., Ltd.
Mr.Asao Sakamoto President, Sakamoto Urushi Manufacturing Co., Ltd.
Mr.Eitaro Asakura President, Shinzi Katoh Design/Edogawa Bussan Co., Ltd.
Mr.Keita Satoh President & CEO, T-ARTS Company, Ltd.
Mr.Takayuki Matsutani President, Tezuka Productions Co., Ltd.
Mr.Masayoshi Konaka President, Nippon Kodo Co.,Ltd.
Mr.Takashi Komatsu President, Ladonna Co., Ltd.

72nd TIGS & 10th GDS Opening Declaration by the Organizer

Ms.Hisae Haga President, Business Guide-Sha, Inc.
Mr.Nobuyuki Haga Senior Managing Director, Business Guide-Sha, Inc.

Ribbon Cutting Ceremony

All the attending guests, distinguished exhibitors, and the organizer participate in the ribbon cutting ceremony to celebrate the opening of the 72nd TIGS & 10th GDS.

N.B. No special order observed in the above list of the guests and distinguished exhibitors.

THEME

The Challenge of New Evolutions – Resurgence of Japan’s Trump-card

The high yen and deflation are providing the Japanese economy with new opportunities to evolve. In Asia, including Japan itself, and in friendly newly emergent national economies, there are effects of creation of markets with expanding domestic demand and reduction of raw material and manufacturing costs.

With domestic manufacturing in Japan centering on development of high quality, high aesthetic values, high technology and ecology, economical, value-added, “customer consent” merchandise is the rule. And Asia’s OEM manufacturing, using Japanese design and technology and added value, and exporting Japan’s gift culture as “Japan Brand”, is steadily making inroads into a rich market. This may be taken as proving that, though the activity of Japanese companies inside and outside Japan, the vigor of Japan’s economy and market is certainly not weakening.

The theme of the 72nd Tokyo International Gift Show Autumn 2011 is the challenge of this new kind of evolution – “Resurgence of Japan’s trump-card.”

SHOW OUTLINE

NAME: The 72nd Tokyo International Gift Show, Autumn 2011

DATES: Sep. 6(Tue.) – Sep.9 (Fri.), 2011

TIMES: Sep. 6-8 10:00-18:00 Sep. 9 10:00-16:00

PLACE: Tokyo Big Sight (All East Halls, All West Halls, and Atrium)

OFFICIAL SUPPORT BY:

American Embassy, Commercial Section / Australian Embassy / Austrian Embassy, Commercial Section / British Embassy, Trade & Investment Department / Canadian Embassy / Embassy of the People’s Republic of China / Danish Embassy / Embassy of the Federal Republic of Germany / French Embassy, Economic Department-UBIFRANCE / Italian Embassy, Commercial Office / Embassy of the Kingdom of the Netherlands / Spanish Embassy, Economic and Commercial Office / AICEP Global Portugal Business Development Agency / German Chamber of Commerce and Industry / Japan External Trade Organization (JETRO) / JAPAN Industrial Design Promotion Organization / Manufactured Imports and Investment Promotion Organization (MIPRO) / Central Federation of Societies of Commerce and Industry / The Japan Chamber of Commerce and Industry / Japan Chain Stores Association / Japan Department Store Association /Tokyo Big Sight Inc. / The Tokyo Chamber of Commerce and Industry / Monthly Magazines “GIFT” / Monthly Magazines“PERSONAL GIFT”

WITH COOPERATION OF:

Japan Interior Designers’ Association / Japan Interior Industry Association / Japan Jewellery Designers Association Inc. / Japan Horticultural Society / Aroma Environment Association of Japan / Japan Craft Design Association / Japan Fashion Association / Japan package Design Association / Japan Display Design Association /Japan Extension and Remodeling Industry Association / Japan Graphic Designers Association Inc. / Japan Industrial Designer’s Association / Japan Sign Design Association / The Textile Design Association of Japan

TOTAL NO. OF EXHIBITORS:

2,150 exhibiting companies include 301 overseas exhibitors from 22 countries & regions
(Excluding 130 Gourmet Dining Style Show’s exhibitors)

Represented the following 25 countries and regions:

Australia:	1	Indonesia:	14	Netherlands:	1
Austria:	2	Iran:	1	Philippines:	9
China:	110	Italy:	3	Sweden:	1
France:	1	Korea:	76	Taiwan:	31
Germany:	5	Lithuania:	2	Thailand:	1
Ghana:	1	Monaco:	1	U.S.A.:	13
Hong Kong:	19	Nepal:	3	Vietnam	4
India:	3				

VISITORS ANTICIPATED: 200,000 (2010 Autumn : total 194,868)

VISITORS

Total number of visitors : 192,802(2,859 overseas buyers included)

Visitor by date:

Sep.6(Tue.)	46,755(1,125)
Sep.7(Wed.)	52,538(759)
Sep.8(Thu.)	54,466(645)
Sep.9(Fri.)	39,043(330)

Visitor by Sector:

Wholesale	18.517%	35,701
Specialty Shop	6.996%	13,489
Department Store	1.381%	2,663
Volume Sales Store	2.043%	3,939
Mail Order/Internet Shopping Site	5.214%	10,052
Other Retail Business	24.046%	46,361
Trade	6.788%	13,087
Manufacture	11.452%	22,080
SP Agent	8.590%	16,562
Merchandise Design/Planning	6.212%	11,977
Leisure Facility / Amusement Park	1.186%	2,286
Beauty/Hair Salon	0.117%	225
Hotel, Inn, Wedding/Ceremony Hall, Others	0.745%	1,437
Food Service Industry (Restaurant, Café)	0.291%	561
Government/Public Organization	0.543%	1,046
Press/Publisher	1.167%	2,250
Others	4.713%	9,086

Visitors by Region

Hokkaido	1.04%	2,006
Tohoku	1.28%	2,471
Hokuriku/Shin-Etsu	3.44%	6,640
North Kanto	9.24%	17,814
South Kanto	14.29%	27,544
Tokyo	49.91%	96,236
Chubu/Tokai (Nagoya, Shizuoka area)	7.02%	13,536
Kansai (Osaka, Kyoto, Kobe area)	7.45%	14,369
Chugoku	1.51%	2,903
Shikoku	0.99%	1,916
Kyuishu/Okinawa	2.34%	4,508
Overseas	1.48%	2,859

INTERNATIONAL GROUP EXHIBITORS

International group exhibitors participated in Import Gift fair in the East Hall 3 from China, Hong Kong, Korea, and Taiwan. In Resort Living area, we had two group exhibitors from Indonesia and Philippines. In this East Hall 3 & 6, we brought together a vast variety of gift genres, from upmarket to downmarket from Asian products now hot sellers through to traditional crafts reflecting old traditions.

Those group pavilions were organized by HONG KONG TRADE DEVELOPMENT COUNCIL, INDONESIAN EMBASSY, KOREA INTERNATIONAL TRADE ASSOCIATION DAEGU & GYEONGBUK BRANCH / CHUNGBUK BRANCH, WENBI INTERNATIONAL CORP.(TAIWAN TRADE PAGES CORP.), TAIWAN EXTERNAL TRADE DEVELOPMENT

EXHIBITION FAIR

In order to make it easier for buyers (visitors) to find the type of products and the exhibitors, the Gift Show is divided into different product categories as below: (E for East Halls / W for West Halls)

- A Young Fashion & Kids' Goods Fair**
(toys, fancy goods, kids' fashion items)
- A1 Baby & Kids Corner**
(babies & children's items, educational toys)
- AC ANICOMI Fair (New!)**
(animation, comics, costume-play goods)
- AV ARTIST VISION**
(Illustration & Graphic designer's presentation)
- B Stationery & Paper Goods Fair**
(writing goods, packaging, greeting cards)
- BS Stylish Stationery Corner**
(fine stationery, lifestyle goods)
- C Handmade Fair**
(handmade merchandise)
- DA Active Design Corner** (high end design)
- DC Craft Design Corner** (hand-made masterwork)
- DD Active Creators** (Creator's presentation corner)
- E Home Furnishings & Decorative Fair**
(interior furniture, home decor)
- ES Lifestyle Presentation Zone**
(creation of lifestyle scene)
- EF Fabric Decoration Corner**
(interior fabric, bed linen)
- EK Kitchen & Table Coordination Corner**
(kitchen & tableware, linen)
- EL Living Fashion Corner**
(homewear)
- F Beauty & Cosmetics Fair**
(beauty care items)
- G Floral Accessories & Gardening Goods Fair**
(flowers/green exterior/interior items)
- H Fragrance Fair**
(incences, aroma goods)
- HC Healthcare Zone---W2**
(healthcare items)
- HM Hand-making Hobby Zone---E2**
- IS Souvenir Gift of Japan Fair---W1**
(local industry products)
- J Personal Accessories & Leather Goods Fair---W1**
(handbags, belts, gloves, socks, hats, scarves)
- K Apparel Fashion Fair---W1**(clothes)
KE Ethnic Style Apparel Zone---W1
KZ Modern Japanese Apparel Zone---W1
- LA Fashion Accessories Zone---W2**
(necklaces, rings, bracelets, earrings)
- LJ Fine Jewellery Zone---W2** (genuine jewelries)
- LM Mineral & Gemstone Zone---W2**
(semi/precious stones, pearls)
- M Sports & Leisure Goods Corner---E1**
(outdoor / sporting goods)
- MA Men's Loyalty Goods Fair---E1**
(men's accessories, clothes, hobby)
- N Import Gift Fair---E6**
(Products from North America / Europe / Oceania)
- NA American zakka---E6**
(American brands/ character items)
- NE Euro Collection---E6** (European brands)
- NR Resort Living---E6** (resort style goods)
- O Import Gift Fair---E3**
(Products from Asia /Africa/ Latin America)
- P Character License Fair---E2**
(licensed, original character goods)
- R Museum Goods Corner---E4** (art goods)
- SL Sports in Life---Atrium** (sporting/casual items, bicycles)
- T IT Related & Entertainment Goods Corner---E2**
(PC accessories, iphone/mobile phone goods)
- U Retail Support Corner---E2**
(signage, displays, shop fittings, information systems)
- W Peaceful Life Fair---E6**
(Eco/donation/fair trade goods)
- Y Christmas & Bridal / Anniversary Gift Fair---E1**
- Z Modern Japanese Style Fair---E4**
(Japan Brand / Japan tasted merchandise)

HIGHLIGHT & EVENT

CONTESTS

At the Tokyo International Gift Show, we hold the following contests & events for exhibiting companies.

- ① **New Products Contest: E1**
The new products are not to have been on sale for more than 6 months
- ② **Popular Import goods Contest: E6**
Product imported from overseas or overseas designer brand
- ③ **Best Booth Contest:** an award for well designed, view of cost-effective and artistic display. All exhibitors at TIGS Autumn 2011 are eligible of receiving the award. **Selected on the basis of cost - effective and artistic display**

Announcement of each contest winners (see the last page for Winners information)

At the Gift Show Commemoration "SOCIAL EVENING PARTY" (Reception Hall at Conference Tower 1F)

On Sep. 8(Thur.) from 18:30, more than 700 guests attend the Social Evening, with its Reception Party. The Social Evening is highly rated as a social event by Japanese guests, of course, but also by people from overseas. The Social Evening also held the announcement of prizewinners in each of the Contests.

Highlight & New Fair

Arranged Business Meeting "HOT TABLE" (Organizer's Office at East Hall 1)

Arranged business matching meetings between exhibitors and major buyers in Japan are held during the show. To date, 897 business meetings have been held over the four times this event has taken place. The 72nd TIGS, 22 buying companies will participate in this event, and will aim to infuse the market with vigor, aiming at reviving the Japanese economy. This is provided as an opportunity to facilitate business meetings, and for the exchange of information between the gift show exhibition company, and the buyer.

Attend Buyers are: Actus Co., Ltd. / Beams / Belluna Co., Ltd. / Bijutsu Shuppan Holdings Co., Ltd. / BRIDAL IN PROJECT Co.,Ltd. / Cement Produce Design Co., Ltd. / CJ PRIMESHOPPING INC. / Daimaru Matsuzakaya Department Stores Co., Ltd. / Dinos Inc. / Don Quijote Group Co., Ltd. / Etoile Kaito & Co., Ltd. / JTB Trading Corporation / JR East Retail Net Co.,Ltd. / Method / PARCO Co., Ltd./ Sogo & Seibu Co., Ltd. / Start Today Co., Ltd. / StylingLife Holdings Inc.(Plaza Style co.) / Urban Reserch / Yuzawaya Co., Ltd. / World co. Also another meeting with Ito Yokado co.,Ltd. / Seven Net Shopping Co., Ltd. At Organizer's Office at East Hall 6 and will conduct. Their business information session at the meeting room 610 at Conference Tower 6F

New!

Anicomi Fair (animation x comics x costume play x character goods) in East Hall 2

72nd Gift show saw the lift-off of a new fair, targeting the fantasy worlds of [anime](#), [manga](#)(comic books), [maids](#), [idols](#), and [games](#), known as [Akihabara](#) culture and cuteness pop cultures, that were the centre of attention now, and is expected to expand exponentially in the future. With merchandise related to anime, comics, and the characters springing from them, becoming not only for children, but a shared consumption good for parents and grandparents too, this was an indispensable genre in product development and merchandising.

Modern Japanese Style Fair (East Hall 4)

Under the concept of Modern Japanese Style, this corner presents high quality products using traditional techniques, or materials from all over Japan. This time organization for Small & Medium Enterprises and Regional Innovation, JAPAN takes part in this Fair to support SMEs' engagement in expanding overseas sales channels. You will find 'Genuine Japan' in this fair.

Lifestyle Presentation Zone / Showcase of "Lifestyle with Pets (East Hall 5)

In the Lifestyle Presentation Zone, under the concept of Quality Lifestyle, total coordination of lifestyle will be presented. The Zone will be developed by brand image or living space, not by products categories. The total image of lifestyle selected for the zone will be by a panel of external judges, with both the Gift show and exhibitors aspiring to a luxurious zone with a higher image.

"Lifestyle with Pets" is an exhibition that will be newly launched at this Fair. Displaying with interior, pet toys and animal designed

merchandises, this showcase is coordinated by a specialist in the pet industry. Buyers here, are not only owners of pet shops, but also that of Pet cafes, do-it-yourself stores, home centers, and pet hotels etc. If you are pet lover, don't miss it!

Import Gift Fair / Euro Collection / American Zakka / Resort Living (East Hall 6)

East Hall 6 is widely recognized as a location bringing together a vast collection of western brands and western style merchandise. The Gift Show always introduces world-class Western brands which have not been introduced to the Japanese market before. This time, in this area, we introduce first time joining brand, H&H from England, French Limoges, Kitsch Kitchen from Holland, Spanish Rolsar Magisso from Finland, LaMarelle from France, Honey Cat Cosmetic & Zodiac from NY and many more. In the Resort Living area, group exhibitors organized by the Indonesian Embassy & ITPC (Indonesian Trade Promotion Center) and CITEM (Center for International Trade Expositions and Missions) from the Philippines, displays sophisticated resort style goods.

+(plus) fashion (West Atrium)

Designer and creator's fashion **+(plus)** designer, creator from Manicolle Tokyo
Sports and casual fashion **+(plus)** sports, casual and Sports in Life

We presents "+ (plus) Sports, Casual". The consumer who skillfully incorporates sports apparel and sundries in their own fashion and lifestyle, achieving one integrated style, and on the other hand the consumer who melds casual apparel and sundries into their sports-scene. With the novelty of the recent sports boom as a plus, we deliver sporty fashion and lifestyle from here.

Showcase of Power-saving and disaster prevention goods "Providing safe living" (West Hall 1)

After the Great East Japan Earthquake, attention and demand for these goods are increasing. We present the disaster prevention measures goods & the power-saving measures goods "Cool & Warm Biz" with theme of 'Provisions' for emergencies" and propose a safer living in this showcase.

PUBLIC RELATIONS

Visual Information

During the Show, visitor-oriented messages and guidance were delivered with precision to visitors inside Big Sight via CATV(Galleria, Atrium, West Halls 3,4), LED displays in the East Halls.

Show Invitation Tickets

As well as printing 1,600,000 show invitation tickets and sending them with the cooperation of Show exhibitor companies to their business clients, an additional 1,100,000 invitations were sent by the Gift Show Office to domestic and overseas wholesalers, retailers (including department stores, bulk outlets, Home [DIY etc.]Centers), specialist shops, trading companies, sales promotion companies, large-scale users, wedding-halls, hotels, leisure facilities and so on which are involved in the gift market.

All Gift Show Exhibitor Search Engine

Intended for use of the 180,000 buyers registered for Gift Show E-mail. The objective was more fun and easier business-to-business searches of exhibitors and expanded business chances for both buyers and exhibitors. Exhibiting company's information with additional PR comment within (300 words and up to 10 pictures of their merchandise with their comments (within 100 words) were available on the site free of charge.

As to pay site, exhibiting company's ad with pictures was entered on the Top Page and clicking the links took you to web site on each company. Also, each company would be renewed their comment by themselves 24 hours. Ranking was opened on the search engine site.

Inquiries to Tokyo International Gift Show *Business Guide-Sha, Inc.*

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<http://www.giftshow.co.jp> / E-mail: d-haga@giftshow.co.jp

CONTEST WINNERS

Grandprix				
T-ARTS Company, Ltd. (E2234-37, 2260-63)	UTAMIN	Utamin! a truly wonderful musical toy performs without contact. This lovely and amazing musical figure is a "must see" for everybody. (Based on the Theremin electronic musical instrument.	¥3,990	
New Products Contest				
Winner	METALOY COMPANY LIMITED (W3009-10)	"VIPER" 0.5ℓ Anti-bottle	Viper pouch from the U.S. is a hip and handy carrier for water bottles and canteens.	¥1,260
Runner-up	RANGS JAPAN INC. (E1226-27, 1266-67)	RANGS AIR SWIMMER	Air Swimmer freely swims in the air, its realistic fish swimming motion will make you feel like you're in the sea.	¥4,935
Runner-up	ccilu Japan Co., Ltd. (W AT04)	CCILU-am	Ccilu cell shoes ("maybe - Cimtex shoes") for relaxed feeling made from new light weight original material to give true walking pleasure.	¥4,000
Special Prize	CLAY CO., LTD. (E4150-55)	RAINPOP (Hello Kitty Ver.)	Umbrella cap accessory to personalize and prevent the handle sliding and falling, with nonskid gripping properties.	¥525
Most Popular Import Products Contest				
Winner	Rocio Japan (E6006)	ROCIO COCO WOODEN CLASSIC BAG	ROCIOs Wooden hand bag from Britain is handmade art designed introduced to the world by Kate Winsor.	¥115,500
Runner-up	SPEC COMPUTER CO., LTD. (E2339-40)	GAME CONTROLLER FOR SMART PHONE	Game controller set for smart phones. Just set it on your smart phone and make you more fun when you play games.	
Best Booth Contest				
Winner	LADONNA CO., LTD.	E4320-26, 4351-57	White undertones with arches fill the booth giving a European city atmosphere to emphasize the products.	
Runner-up	NACELLE CO., LTD.	E6224-25, 6246-47	Clean, bright and contemporary urban lifestyle apartment displays modern design furniture.	
Special Prize	Center for International Trade Expositions and Missions (CITEM)	E6073-80, 6105-12	Traditional with modern style makeover handmade artistic products displayed as pinnacles from the Philippines.	