

# The 7th **F**ukuoka **I**nternational **G**ift **S**how 2011

**FIGS**



## Post-Show Report



**D a t e:** June 2 (thu) - 4 (sat) , 2011

**Venue:** Marine Messe Fukuoka

### Next Show Date

#### **The 8th Fukuoka International Gift Show 2012 (FIGS)**

June 11th (Mon.)- 13th (Wed.), 2012  
at Marine Messe Fukuoka

### Concurrent Event

#### **The 1st Fukuoka International Beauty Show 2011 (FIBS)**

Kyushu's Largest Trade Fair for Health & Beauty industries in the region

### Organized by

#### **Business Guide-Sha, Inc. FIGS Executive Office**

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## ■ The 7th Fukuoka International Gift Show 2011 Opening Declaration

It is a great honor and pleasure to welcome you to the 7th Fukuoka International Gift Show 2011. Let me say a few words before declaring the Show open. As you are all aware, almost three months have been passed since the devastating Earthquake and Tsunami hit the Tohoku Region of northern Japan on March 11th.

We are sharing pain and sorrow with the people who were hit and suffered so hard. It is my hope that through the Gift Show, we can send the power to the region so that the people can make it through these difficult times.

At this Show, on the theme "Creativity and Discovery: Interchange with the New World", the Fukuoka International Gift Show hosts 152 domestic and 81 international companies coming from 23 countries and regions, surpassing the last show's overseas participation. These are Bulgaria, Canada, China, France, Germany, Ghana, Hong Kong, India, Indonesia, Iran, Israel, Italy, Korea, Lithuania, Nepal, Philippines, Poland, Taiwan, Thailand, Uganda, U.K., and U.S.A

The Show is divided into 7 highly specialized categories such as Trend Zakka, Home Furnishings & Garden Style, Wellness & Beauty, Apparel Fashion Goods & Jewelry, Sales Promotion Goods & Support, Gift From The World, Superlative Local Foods and Crafts Corner. Furthermore, the venue is filled with many events like "Specialty Festa and Superb Products, Kyushu LOHAS Festival, Yokamon Market (Fine Goods Market)". On top of that, in collaboration with Marine Messe Fukuoka as a co-organizer, Reconstruction Assistance Corner for the Great East Japan Earthquake unfolds at the Food Court located in the back of the venue.

Finally, taking this opportunity, I would like to extend my special thanks to Fukuoka City and all concerned that have given us their support as well as all the active exhibiting companies who have traveled great distance to be here. I also pray for the swift recovery of Tohoku Region from the disasters, the reconstruction Japan, and wish one and all every success and prosperity.

With this, I now declare the 7th Fukuoka International Gift Show 2011 open.

Hisae Haga  
President  
Business Guide-Sha, Inc.



## ■ Show Outline

**Name** The 7th Fukuoka International Gift Show 2011

**Objective** By activation of the Kyushu/Chugoku District of Honshu gift market as well as by providing a trade negotiation forum for small and medium-size enterprises and trade organizations straddling Asia and Fukuoka, to contribute to the internationalization of Kyushu area enterprise and the development of the regional economy.

**Theme** "Creativity and Discovery: Interchange with the New World"

**Organizer** Business Guide-Sha, Inc.

**Special Support** Fukuoka City, Fukuoka Chamber of Commerce and Industry, Fukuoka Convention Center

**Support** Asean-Japan Centre, Consulate General of the Republic of Korea in Fukuoka, Consulate General of the People's Republic of China in Fukuoka, Australian Consulate-General Fukuoka, Consulate General of the Socialist Republic of Vietnam in Fukuoka, American Consulate in Fukuoka, Korea Business Center Fukuoka, Thai Trade Center Fukuoka, Taiwan Trade Center Fukuoka, Indonesian Trade Promotion Center, Fukuoka Prefecture, Japan External Trade Organization (JETRO) Fukuoka, Manufactured Imports and Investment Promotion Organization (MIPRO), The Small & Medium Entrepreneurs' Companionship Society of Fukuoka Prefecture, Fukuoka Smaller Enterprises Support Center, Fukuoka Foreign Trade Association, Fukuoka Convention & Visitors Bureau, Fukuoka International Association, Japan Chain Stores Association, Japan Department Stores association, Kagoshima Agriculture & Food Finance Council, The Higo Bank, Ltd., The Nishi-Nippon City Bank, Ltd., Kyushu Railway Company, Monthly "Gift" magazine, Monthly "Personal Gift" magazine

**Show Dates & Hours** 2nd (Thurs.), 3rd (Fri.), 4th (Sat.), June 2011 / 10am-5pm  
4th & 5th : Open to Trade Only / 6th : Open to Trade & Public

**Show venue** Marine Messe Fukuoka (Exhibition-space: 9,100 square meters)

**Exhibit Categories** Domestic and overseas personal gifts, Lifestyle sundries and Consumer-goods Asian / African Central and South American / European and US import goods, Active design & high quality goods, Art, Fancy and hobby goods, Stationery, Smart fashion sundries, Costume jewelry, Accessories, Cosmetics, Beauty (beauty-parlor goods), Fragrant foods, Tableware, Cotton goods, Casual wear, Party and wrapping, Kitchenware & utensils, Cutlery and tools, Floor and bath items, Kids gifts, Character designs, Museum goods, Processed foods, Food gifts, Cakes and confectionery, Emergency rescue goods, Retail shop sales-support goods and retail management support-related goods, etc.

**Show Dates & Hours** Trend Zakka, Home Furnishings & Garden Style, Wellness & Beauty, Apparel Fashion Goods & Jewelry, Gourmet Gift, Retail Support & Business Matching, Gift From The World, Superlative Items Corner

**Scale of the Show** 152 domestic and 81 international companies (23 countries and regions: Bulgaria, Canada, China, France, Germany, Ghana, Hong Kong, India, Indonesia, Iran, Israel, Italy, Korea, Lithuania, Nepal, Philippines, Poland, Taiwan, Thailand, Uganda, U.K., and U.S.A.)

**Targeted Show-visitors** Buyers from domestic and overseas retail and wholesales businesses etc. related to the personal gift market (retail, wholesale, specialized shops, department stores, SC, CVS, GMS, leisure-related, drugstores, art galleries, import/export trading companies, mail-order sales, door-to-door sales, printing, local and national government agencies, hotels, wedding halls, food retail/wholesale/restaurant-related, press, publishing, etc.)

**Number of Visitors** 30,000 trade buyers

### Special Plan & Concurrent Event

- ◆ Opening Ceremony
- ◆ Kyushu LOHAS Festival 2011
- ◆ Kagoshima-Kumamoto-Fukuoka Specialty Festa for Food and Superb Products
- ◆ Yokamon Market
- ◆ 9-mode+
- ◆ Specialist Seminar
- ◆ New Product Contest
- ◆ Questionnaire Corner for Visitors
- ◆ Announcement of Contest Winners & Evening Party
- ◆ Reconstruction Support Corner for the Great East Japan Earthquake

## ■ The 7th Fukuoka International Gift Show 2011 OPENING CEREMONY

### Guest of Honor(Speaker)

The City of Fukuoka	Director, Economic Promotion Bureau	MR.JUNICHIRO NAKASHIMA
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### Guest of Honor(Ribbon Cutting Ceremony)

Embassy of The Republic of Indonesia, Tokyo	Deputy Chief of Mission	MR.ARD HERMAWAN
Consulate General of the Socialist Republic of Vietnam in Fukuoka	Consul-General	MR.VU HUY MUNG
American Consulate in Fukuoka	Principal Officer and Consul	MR.JASON R.CUBAS
Consulate General of the People's Republic of China in Fukuoka	Consul	MR.YANG TIE LIN
Korea Business Center Fukuoka	Director General	MR. MIN-HWAN KIM
Taiwan Trade Center,Fukuoka	Director	MR.MIKE LIN
Thai Trade Center, Fukuoka	Deputy Director	MRS.PRAPA VIJAYKADGA
Kyushu Bureau of Economy,Trade and Industry	Director-General International Affairs Department	MR.SUMIYA KISANUKI
The Small & Medium Entrepreneurs'Companionship Society of Fukuoka Prefecture	President	MR.TÖRU TAURA
Fukuoka Small and Medium Enterprise Support Center	President	MR.IKUO TAKAKI
Fukuoka Foreign Trade Association	Deputy Chairman	MR.TOSHIYUKI KAKUGAWA
Fukuoka Chamber of Commerce and Industry	Manager	MR.MICHISHIGE MIYAZAKI
Kagoshima Agriculture & Food Finance Association	Secretary-General	MR.HIROYUKI MATSUNAGA
The Nishi-Nippon City Bank, Ltd.	Corporate Officer	MR.YASUHARU SOEJIMA
Higo Bank, Ltd.	Business Intelligence Division Assistant General Manager	MR.HIDEAKI FUJIMOTO
Fukuoka Convention & Visitors Bureau	Executive Director	MR.FUMIO MAENO
Fukuoka Convention Center	Chairman of the Board	MR.HIROMICHI SUYAMA
Fukuoka Trade Fair Support Association	Chairman	MR.OSAMU TAKASHIMA

### Opening Declaration by the Organizer of FIGS

Business Guide-Sha,Inc	President	Ms.HISAE HAGA
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### Ribbon Cutting Ceremony

(No Special Order Observed)

## ■ Visitors

### Visitor by Region

Region	No of Vistors	Share (%)
Fukuoka	19,559	66.2
Kumamoto	1,920	6.5
Nagasaki	1,595	5.4
Kagoshima	1,005	3.4
Oita	945	3.2
Saga	857	2.9
Miyazaki	739	2.5
Okinawa	148	0.5
Yamaguchi	827	2.8
Kansai	798	2.7
Chugoku (except Yamaguchi)	561	1.9
Kanto (including Tokyo)	236	0.8
Shikoku Area	207	0.7
Others (Chubu・Tohoku・Hokkaido)	59	0.2
Overseas	89	0.3
<b>Total</b>	<b>29,545</b>	<b>100.0</b>

### — Total Number of Visitors —

**29,545**

### Visitor by Date

June 2 (Thur.)

**9,381**

June 3 (Fri.)

**8,086**

June 4 (Sat.)

**12,078**

### Visitor by Sector

Sector	No. of Visitors	%	
Retail	7,918	37.3	
Break-down	Specialty Shop	7,473	35.2
	Volume Seller (VS)	234	1.1
	Department Store (DS)	212	1.0
	Wholesale	4,373	20.6
Manufacturer	1,380	6.5	
Direct sales of SP/Souvnir	679	3.2	
Mail Order sales/Door-to-door Vendor	616	2.9	
Product Development/Design	594	2.8	
Importer/Exporter	573	2.7	
SP Agency/Out-of-store sales in DS & VS	531	2.5	
Esthetic/Beauty Salon	467	2.2	
Food Retail	425	2.0	
Food Service Industry(restaurant,tavern,etc)	403	1.9	
Leisure Facility/Amusement Park	382	1.8	
Wedding Hall/Bridal Produce/Funeral Parlor	361	1.7	
Construction Firms (architect office,contractor)	318	1.5	
Food Wholesale	297	1.4	
Government/Public Office	191	0.9	
Food Manufacturer	149	0.7	
Press/Publisher	106	0.5	
Premium User/Business Gift User	21	0.1	
Other	1,444	6.8	
<b>Total Number of Visitors</b>	<b>21,229</b>	<b>100.0</b>	
<b>Number of the General Public</b>	<b>8,316</b>		
<b>Grand Total</b>	<b>29,545</b>		



← Opened to the public only on June 4 (Sat.)




## ■ New Product Contest Results

At the Fukuoka Gift Show, "New Product Contest", where lots of newly launched products with innovative creativity are contestants, has become the event that is drawing attention from the industry. There were more than 300 entries for the contest at this Show. The entries were divided into two categories, food and non-food divisions. Using the results of vote made by visiting buyers, a panel of judges made a final judgement and the following companies won the awards.



- Vote/Judges**
- ① Vote by Visitors ——— June 2 (Thu.)- June 4 (Sat):10:00 am - 5 pm
  - ② Judges's Meeting ——— June 3 (Fri.), 2011 at 1:30 pm - 3:00 pm
  - ③ Judges ——— Mr. Nobukuni Ogata, Director, INCUBE Nishitetsu CO.,Ltd.  
Mr. Shouichi Yamamoto, Hakata Store Manager, Tokyu Hands Inc.  
Ms. Yoshiko Namba, Director, The Loft Co., Ltd. Tenjin-Loft  
Ms.Hisae Haga, President, Business Guide-Sha, Inc.

### Contest Winners

#### New Product Contest

	<p><b>Winner</b></p> <p>Product Name : <b>Ken-min Cookiecutter (Nationwide-shaped set)</b>            Company Name : Akebono Industry Co., Ltd. SRP : JPY 3,000</p> <p><b>【Features】</b> Enjoy making cookies by producing the shapes of each prefecture in Japan! Hand-made sweets children and adults can cook " Ganbarou Japan (Let's hang in there together, Japan)! "</p>
	<p><b>Runner-up</b></p> <p>Product Name : <b>Chopsticks DE Blocks, Kids and adults are enthused</b>            Company Name : OUBAITOURI SRP: JPY 2,800</p> <p><b>【Features】</b> Makes four different facial patterns! You can turn them over to find identical faces like CONCENTRATION, through which you can compete with others on how fast you can encase the pairs.</p>
	<p><b>Judges' Special Award</b></p> <p>Product Name : <b>Sheepskin-made Bag</b>            Company Name : Deer Fashion SRP : JPY 28,000</p> <p><b>【Features】</b> Light and skin-friendly hand-made bag, made of the original sheepskin</p>

#### New Product Contest (Food/Beverage Div.)

	<p><b>Winner</b></p> <p>Product Name : <b>Salad Dressings Made of Japanese Yam</b>            Company Name : Yasai Okoku, Inc. SRP : ¥JPY 3,100</p> <p><b>【Features】</b> Japan's first salad dressings made of Japanese yam, seasoned with Oyama's plum and Okinawa's brown sugar-soy sauce.</p>
	<p><b>Runner-up</b></p> <p>Product Name : <b>Salad Dressing, made of milk produced by Jersey cows bred at Oguni in Aso (Kumamoto Pref.)</b>            Company Name : Yamauchi Honten Co., Ltd. SRP : JPY 880</p> <p><b>【Features】</b> Using the milk produced at Oguni in Aso, which has the distinctive richness and sweetness.</p>

SRP: Suggest Retail Price

## ■ Event & Special Project

The following events and special projects was held to enhance effective business negotiation and presentation of products during the Show period.



### New product Contest & Evening Party

Evening Party, which was held on the evening of June 3 (Fri.) at Ocena Mall located at the 2nd floor of Marine Messe Fukuoka, attracted 250 people from home and abroad. At the party, prize-winning products in each contest was announced and the prize-giving ceremony was held, making it a chance to widen the attendees' business networking.



### Reconstruction Assistance Corner for the Great East Japan Earthquake

Aiming at support for the stricken areas, Reconstruction Assistance Corner for the Great East Japan Earthquake was taken place. Companies from Fukushima Prefecture participated and made presentation to plug the produces. At this Corner, a message board on which visitors could post their messages, was placed to encourage the people in the areas. Furthermore, a popular ramen restaurant "Ufushin" also took the booth from Sendai City, Miyagi Prefecture.



### Concurrent Event : Kyushu LOHAS Festival 2011

Kyushu LOHAS Festival which gained popularity at the last 6th FIGS was held at this show. Companies who undertook the local food movement with the theme on "LOHAS" showcased a wide range of products such as natural products, organic items, healthy food, etc. in different fields.

*Special Cooperation : Kyushu LOHAS Club*



### Special Project : Special Festa for Food and Superb Product in Kagoshima, Kumamoto, and Fukuoka

Following the opening of the entire Kyushu Shinkansen on March, 2011, special project zone where food and superb products from the regions along the railway line (Kagoshima, Kumamoto, and Fukuoka Pref.) was held under auspices of financial institutions in each pref. Many visitors came to the zone, sampling food and liquor.

*Support : Kagoshima Agriculture & Food Finance Council, Higo Bank, Nishi-Nippon Bank*



### Special Project : Yokamon Market

The companies who are registered in Yokamon (fine goods) Market, an online shopping Website operated by Fukuoka Pref. With theme on "delicious", "Superlative", and "Lucky Find", they exhibited a wide range of the new and novelty products related to food, clothing and living. shelter.

*Support by Fukuoka Smaller Enterprises Support Center*



### Special Project : 9→mode+

A number of wealth of the works of art produced by designers and craftsmen was showcased. Accessory, apparel, and ornament that pulsate with creator's sensitivity caught visitors' eyes.

## ■ Visitor Survey (Buyers)

The following figures are compiled as a result of the survey by questionnaire conducted during the Show

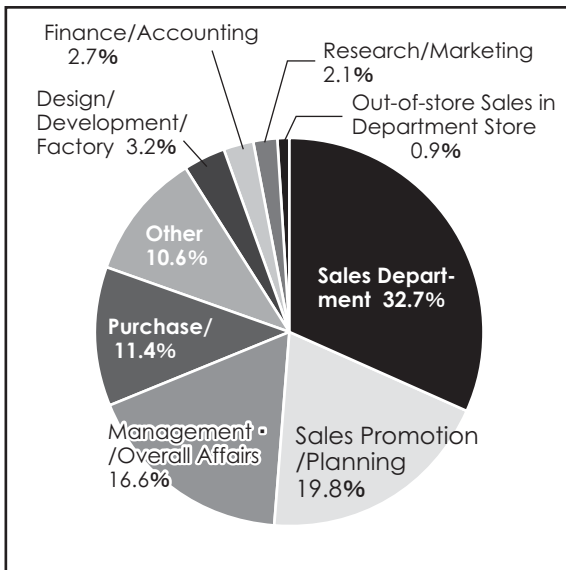
### Method of Questionnaire

Date & Hours ————— June 2 (Thu.) - 4 (Sat.), 2011/ 10 am - 5 pm

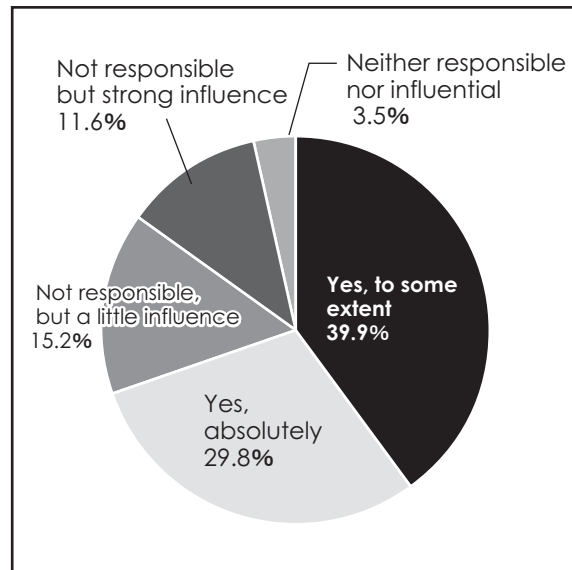
Place ————— New Product Contest place inside the venue of Fukuoka Gift Show, Marine Messe Fukuoka

No. of respondents ——— 3,268

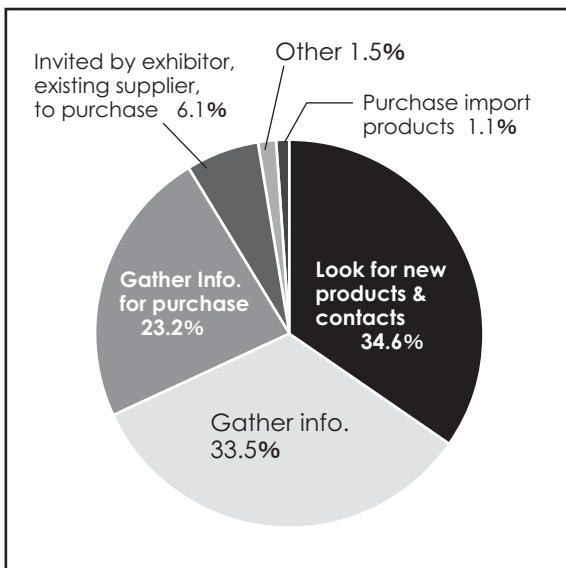
### Q1 Your Business Activities ?



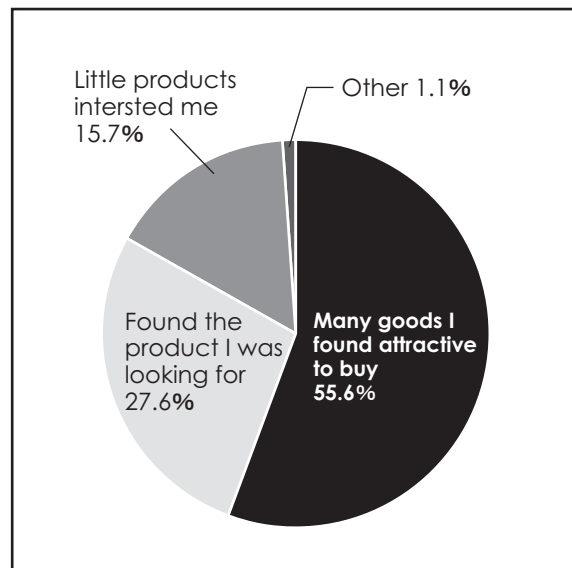
### Q2 Are You Responsible in Purchasing Inventory?



### Q3 Purpose of Your Visit ?

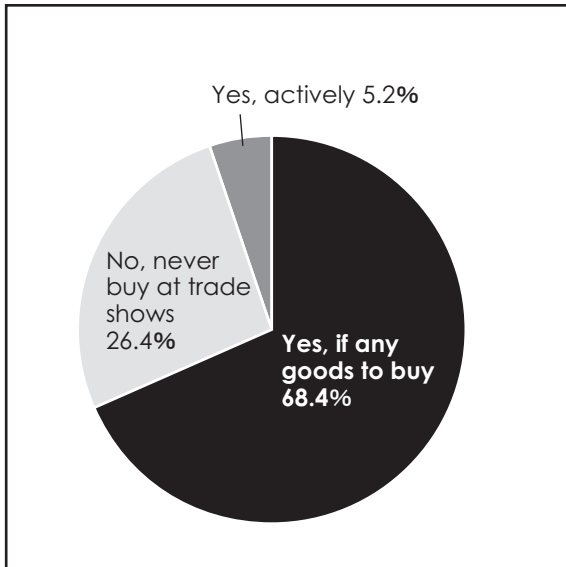


### Q4 Your impression on "Gift From The World"

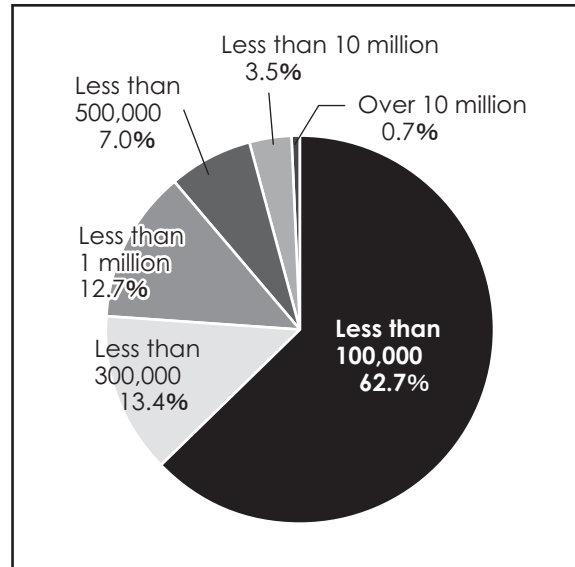


■ Questionnaire Survey (Buyers)

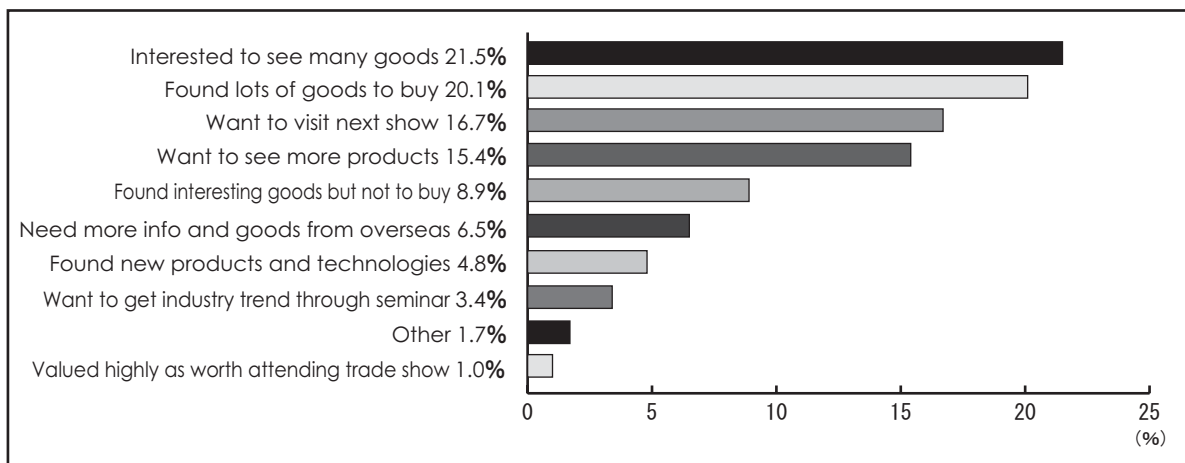
Q5 Do you purchase at trade show?



Q6 Your Budget in JPY ?



Q7 Your Comment on the 7th FIGS 2011



## ■ Visitor Survey (General Public)

The following data was compiled as a result of the questionnaire survey carried out during the Show period.

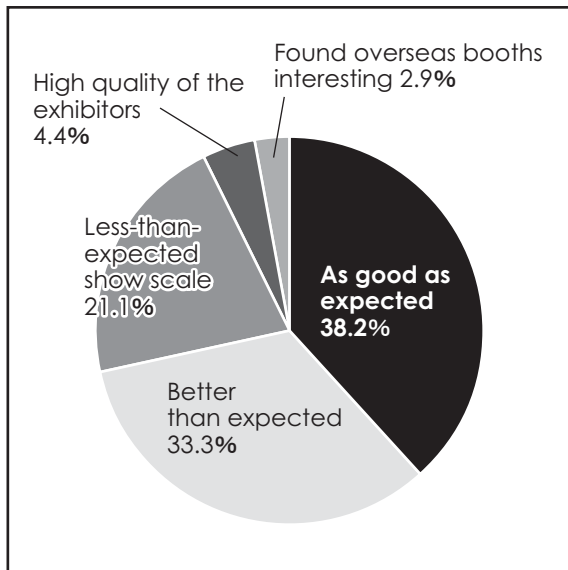
### Questionnaire method

Date & Hours ————— June 4 (Sat.), 2011/ 10 am - 5 pm

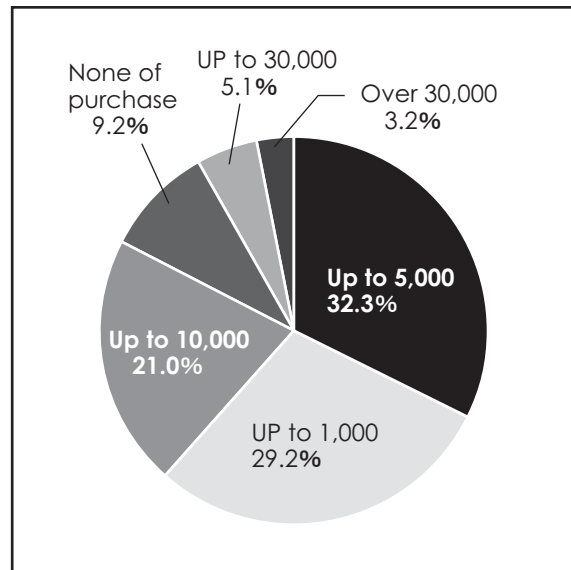
Place ————— New Product Contest place inside the venue of Fukuoka Gift Show, Marine Messe Fukuoka

No. of respondents ——— 2,116

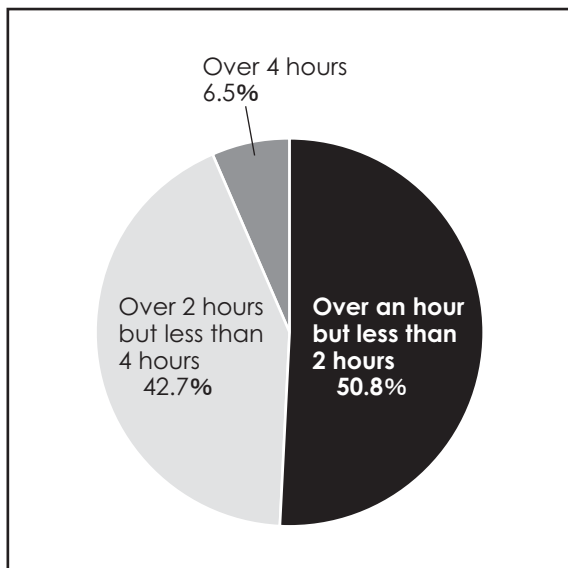
### Q1 Impression on the overall FIGS



### Q2 Amount of Purchase (in JPY)



### Q3 Length of Stay



### Q4 Exhibits

