

# The 6th KYOTO INTERNATIONAL GIFT SHOW

POST-SHOW REPORT

## SHOW OUTLINE

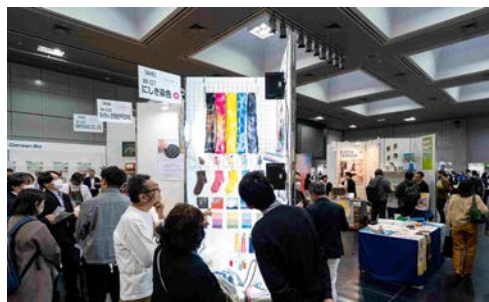
[NAME]	The 6 <sup>th</sup> Kyoto International Gift Show 2025
[DATES & TIMES]	March 12 <sup>th</sup> (Wed.) – 13 <sup>th</sup> (Thu.), 2024 (March 12 <sup>th</sup> : 10 a.m. - 6 p.m. / March 13 <sup>th</sup> : 10 a.m. – 5 p.m.)
[PLACE]	MIYAKO MESSE 3 <sup>rd</sup> floor and 1 <sup>st</sup> floor 9-1, Okazaki Seishojicho, Sakyo-ku Kyoto-shi, Kyoto, 606-8343, Japan
[ORGANIZER]	BUSINESS GUIDE-SHA, INC. 2-16-7F Honmachibashi Chuo-ku, Osaka 540-0029 Japan
[OFFICIAL SUPPORT]	Kyoto Prefecture／Kyoto City／Kyoto Chamber of Commerce and Industry／Kyoto Wisdom Industry Creation Center／Kyoto City Tourism Association／Kyoto Convention & Visitors Bureau／Kyoto Museum of Crafts and Design／Kyoto Industrial Support Organization 21／Kyoto Municipal Institute of Industrial technology and Culture／Japan External Trade Organization (JETRO) KYOTO／ASEAN-JAPAN CENTRE／AICEP Trade & Investment Agency／German Chamber of Commerce and Industry in Japan／Hong Kong Trade Development Council, Osaka／KOTRA OSAKA／Royal Thai Consulate General, Osaka, Commercial Affairs／Taiwan Trade Center, Osaka／Japan Chain Stores Association／Japan Department Stores Association／Japan Manufactured Imports Promotion Organization (MIPRO)／Japan Shopping Tourism Association／Japan Interior Designer's Association／Japan Interior Industry Association／Japan Jewelry Designers Association／"Gift Premium" monthly trade magazine
[DIVISIONS]	<p>衣 / FASHION Fashion and beauty-related items such as fashion accessories, bags, shoes, stoles, clothes, and accessories.</p> <p>食 / FOOD Food and kitchenware including groceries, beverages, confectionery, local specialties, vegetables, healthy food, supplements, and cooking equipment.</p> <p>住 / LIVING Home décor, furniture, arts, potteries, garden décor, camping gear, flower &amp; green, stationery, educational toys, pet supplies, etc.</p> <p>法 / CORPORATE GIFTS Store fixtures and services for corporate, including OEM &amp; ODM products, personalized gifts, SP &amp; novelty goods, shop decoration items, printing services, and CRM system</p>
[NUMBER OF EXHIBITORS]	280 companies, 292 booths [Overseas: 8 companies]
[TOTAL NUMBER OF VISITORS]	14,986 (Counted number at main entrance)

## Gift Show was held in Kyoto for the 6th time! Establish a platform leading to next business

Organized by Business Guide-Sha, Inc., Kyoto International Gift Show took place for the first time in 1919 at Miyako Messe in Kyoto. We are glad to announce that we had the 6th Gift Show in Kyoto on March 12-13<sup>th</sup>, 2025.

The 2-day show exhibited traditional yet modern gifts including fashion, interiors, design products, sales promotion tools, etc. In addition, we had the Open Factory Day on March 14<sup>th</sup> which participated exhibitors opened their factories to the public.

Kyoto was the former imperial capital of Japan over a thousand years and is renowned for their monozukuri, which literally means "making things," developed through the long history.



## VISITOR

A large number of visitors such as retail shops, wholesalers, trading companies, SP agents, manufacturers, hotels, restaurants, etc. and those who are specialized in gift items came to find something new.

**Total number of visitors: 14,986** (Counted number at Gift Show main entrance)

March 12 (Wed.), 2025	7,245
March 13 (Thu.), 2025	7,741

## VISITOR BY SECTOR

Wholesale	22.8%	3,410	Printing Industry	1.9%	297
Retail	19.4%	2,909	Government/Public organization	3.8%	572
Specialty shop	4.2%	602	Hotel/Wedding	1.3%	188
Department store	1.6%	245	Food Retail	0.8%	123
Volume sales store	0.1%	12	Food Wholesale	0.6%	88
Leisure/Amusement	1.9%	293	Food Manufacturer	0.7%	99
Museum/Zoo/Botanical garden	0.3%	47	Food Service Industry	0.3%	46
SP/AD agent	2.4%	363	Restaurant	0.5%	70
Manufacture	16.5%	2,469	Press/Publisher	0.6%	88
Trade	3.0%	454	Design/Planning	3.6%	537
Housing, Building	2.5%	382	Others	8.3%	1,243
Mail order	2.9%	449			

## VISITOR BY REGION

Hokkaido/Tohoku	0.20%	30
Kanto	3.74%	560
Hokuriku/Shinetsu	1.13%	169
Tokai	7.13%	1069
Kinki	84.69%	12,691
Chugoku/Shikoku	1.98%	297
Kyushu/Okinawa	0.71%	107
Overseas	0.42%	63

## REGION Ranking

1.	Kyoto	44.1%	6,609
2.	Osaka	29.2%	4,383
3.	Hyogo	6.0%	905
4.	Aichi	3.7%	549
5.	Tokyo	2.8%	420
6.	Shiga	2.7%	409
7.	Nara	1.8%	274
8.	Gifu	1.7%	251
9.	Mie	1.0%	146
10.	Shizuoka	0.8%	123

## SPECIAL EVENT

### **Kyoto Limited Special Project “Wazahaku”**

Featuring “Material & Technique” and “Craftsman & Creator”: essentials you can't miss in Kyoto. This project aims to be a platform to develop new business rather than just exhibiting materials and craftsmanship at a booth.



### **OPEN FACTORY DAY**

Great experience to learn how products are made and interact with craftsman! 18 exhibitors at Kyoto International Gift Show opened their factory, studio, showroom, etc. to the visitors on March 14<sup>th</sup>, the day after Kyoto International Gift Show.



## NEXT SHOW DATE

### **OSAKA**

The 67<sup>th</sup> OSAKA INTERNATIONAL GIFT SHOW

■Date September 18-19, 2025 (2 days)

■Venue OMM 2<sup>nd</sup> floor Exhibition Halls



### **KYOTO**

The 7<sup>th</sup> KYOTO INTERNATIONAL GIFT SHOW

■Date March 11-12, 2026 (2 days)

■Venue Miyako Messe



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