

Post-show Report

九州最大のパーソナルギフトと販促品の国際見本市

福岡ギフト・ショー[®] 2026

福岡プレミアム・インセンティブショー[®] 2026

FUKUOKA GIFT SHOW 2026 & FUKUOKA PREMIUM INCENTIVE SHOW 2026



DATE 2026 June 11 (Thu.), 12 (Fri.)

VENUE MARINE MESSE FUKUOKA

Next Show

The next Fukuoka Gift Show 2027 / Fukuoka Premium Incentive Show 2027 will be held on June 9 (Wed.) and 10 (Thu.)

Tokyo Office

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TEL: 03-3843-9901 FAX: 03-3847-9436

E-mail: fukuoka@giftshow.co.jp

Osaka Office

2-16-7F Hommachibashi Chuo-ku, Osaka, 540-0029

TEL : 06-6258-0002

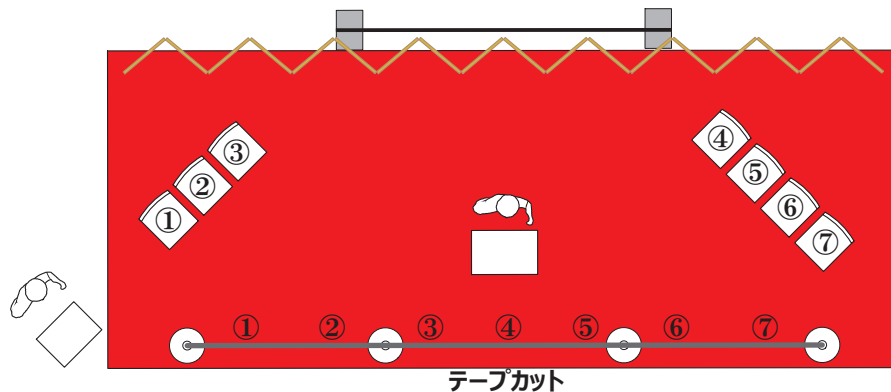
Name	Fukuoka Gift Show 2026 / Fukuoka Premium Incentive Show 2026
Purpose	To promote the gift and promotional products markets in Kyushu and the Chugoku region, while creating business opportunities between East Asia and Fukuoka, supporting the international growth of regional companies and economic development.
Organizer	Business Guide-Sha, Inc. FGS/FPI Office
Support	Fukuoka Prefecture / Fukuoka City / Fukuoka Chamber of Commerce and Industry / ACEAN-Japan Centre / Japan External Trade Organization (JETRO) Kyushu Okinawa Regional Head Office / Manufactured Imports and Investment Promotion Organization (MIPRO) / Japan Interior Industry Association / Japan Interior Architects, Designers' Association (JID) / Japan Jewellery Designers Association (JJDA) / Japan Shopping Tourism Organization (JSTO) / Japan Department Stores Association / Japan Chain Store Association / Japan Retailers Association / Japan Advertisers Association (JAA) / Japan Promotional Marketing Institute Inc. (JPM) / Monthly "Gift Premium" magazine
Date	June 11 (Thu.), 12 (Fri.), 2026 / 10 a.m. – 5 p.m.
Venue	Marine Messe Fukuoka B Hall (2-1 Okihama-machi, Hakata-ku, Fukuoka City, Fukuoka 812-0031, Japan)
Exhibiting Product	<p>●Fukuoka Gift Show 2026</p> <p>Personal gifts, living accessories, and consumer goods from Japan and overseas Interior, Stylish Accessories, Jewelry, Fashion Accessories, Cosmetics, Incense, Tableware, Fabrics, Apparel, Kitchenware, Fancy and Hobby, Stationery, Watch and Clock, Cutlery and Tools, Sports and Leisure Goods, Kids Gifts, Plants and Gardening Goods, Import Goods from Asia, and North/South America, Tourism and Local Specialty Products, Processed Foods, Candy and Snacks, Beverages, Alcoholic Beverages, Sales and Business Support Products, etc.</p>
Exhibiting Product	<p>●Fukuoka Premium Incentive Show 2026</p> <ul style="list-style-type: none"> - Promotional Campaign Prizes, Premiums, Corporate Promotional Items, Giveaways, Other Promotional Gifts - Incentive Products, Motivation Items, High-value Prizes - Corporate Gift Items, Corporate Event Merchandise - POP Materials, In-store Promotional Materials, Display Tools, Eye-catching Items - Event Tools, Direct Mail, Marketing-related Items, Promotional Planning, Sales Support Tools
展示 フェア・エリア	<p>●Fukuoka Gift Show 2026</p> <p>T Variety Zakka H Home Furnishing & Garden Style A Apparel Fashion Goods & Accessories</p> <p>G Gift from the World I Local Specialties Fair</p> <p>●Fukuoka Premium Incentive Show 2026</p> <p>SP SP Tool & Incentive SF Food & Beverage Product SS Sales Promotion Support SO Fandom Merch</p>
Exhibitors	115
Visitors	9,815
Concurrent Events	<ul style="list-style-type: none"> ● Opening Ceremony (June 11 (Thu.) at Marine Messe Fukuoka B Hall, entrance lobby) ● Seminars (inside the venue during the show) ● Fukuoka Gift Contest / Fukuoka SP Tool Contest (inside the venue during the show) ● Visitor Survey (next to cotnests during the show) ● Contest Winners Announcement & Award Ceremony (June 12 (Fri.) at Seminar Area)

Opening Ceremony

Opening ceremony was held at the entrance lobby of Marine Messe Fukuoka B Hall at 9:40 a.m., on day 1, June 11th.

“Fukuoka Gift Show 2026 / Fukuoka Premium Incentive Show 2026”

- **Date:** June 11 (Thu.) at 9:40 a.m. to 10:00 a.m. (Day1)
 - **Venue:** Entrance Lobby of Marine Messe Fukuoka B Hall
 - **Guest of Honor:**
 - Yukimitsu Isekawa
Chief Executive, Economy Tourism & Culture Bureau, Fukuoka City Government
 - Takashi, Michioka
Senior Executive Director, Fukuoka Prefecture Societies of Commerce and Industry
 - Chiaki Kawakami
Senior Executive Director, Japan Advertisers Association
 - Daisuke Tanaka
Director-General, Industrial & International Trade Promotion Department,
Fukuoka Chamber of Commerce and Industry
 - Yoshitaka Koyanagi
Secretary General, Fukuoka Convention & Visitors Bureau
 - Masanobu Ishibashi
Chairman, Fukuoka Convention Center
1. Welcome Address by Distinguished Guest
Yukimitsu Isekawa, Chief Executive, Economy Tourism & Culture Bureau,
Fukuoka City Government
 2. Opening Declaration by the Organizer
Nobuyuki Haga, President, Business Guide-Sha, Inc.



	Organization / Company Name	Title	Guest
①	Business Guide-Sha, Inc.	President	Nobuyuki Haga
②	Fukuoka Convention & Visitors Bureau	Secretary General	Yoshitaka Koyanagi
③	Japan Advertisers Association	Senior Executive Director	Chiaki Kawakami
④	Economy Tourism & Culture Bureau, Fukuoka City Government	Chief Executive	Yukimitsu Isekawa
⑤	Fukuoka Prefecture Societies of Commerce and Industry	Senior Executive Director	Takashi Michioka
⑥	Industrial & International Trade Promotion Department	Director-General	Daisuke Tanaka
⑦	Fukuoka Convention Center	Chairman	Masanobu Ishibashi



Events & Special Programs

We created a venue not only for exhibitors to have efficient negotiations and promote their products but also to attract visitors by having special programs.

Seminars



At the on-site seminar venue, renowned speakers from the gift and sales promotion industries delivered four insightful presentations, attracting a large number of visitors.

DOCORE Fukuoka

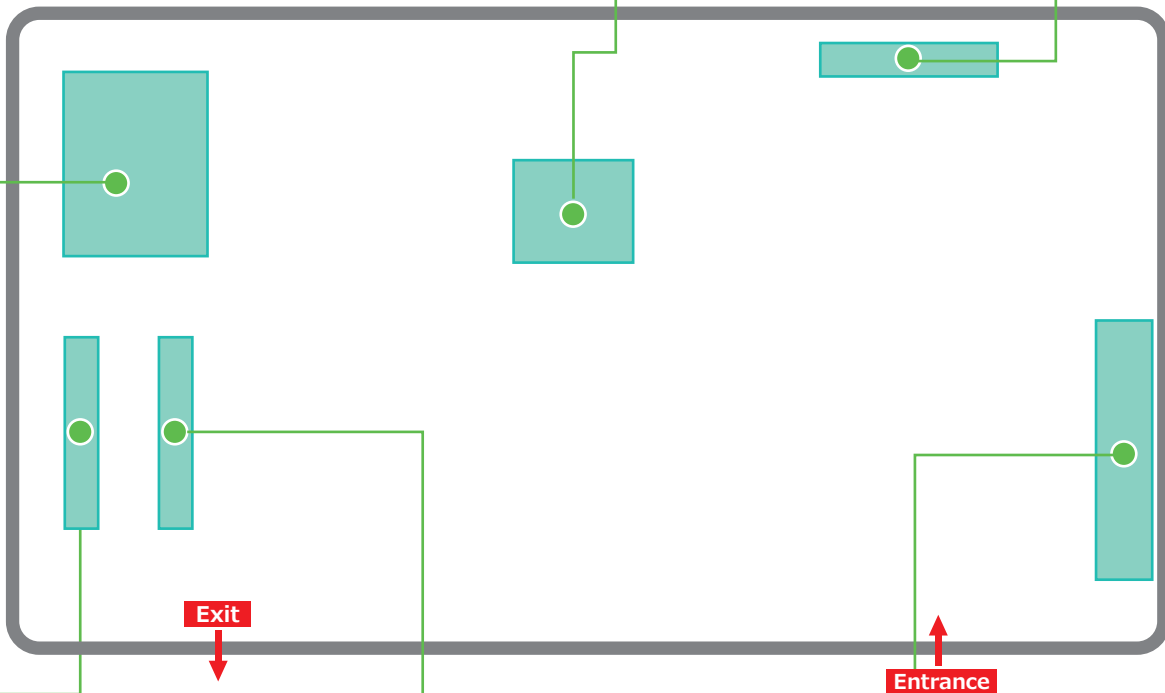


DOCORE, an antenna shop operated by the Fukuoka Prefecture Societies of Commerce and Industry, showcases a wide range of local specialties, including beloved regional products and newly developed items. Ten companies participated in this edition, drawing significant interest from visitors.

Fukuoka Design Award



Award-winning companies from the "Fukuoka Design Award" exhibited their products and services at the show. The award highlights outstanding products and services created by SMEs across Japan, recognizing originality, market potential, and excellence in design while supporting business growth through design-driven innovation and market expansion.

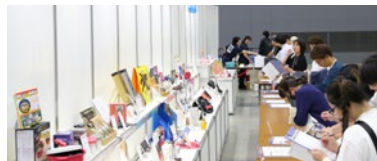


JAA Advertising Award Winners Exhibition



The "63rd JAA Advertising Awards: Consumer-Selected Advertising Competition Exhibition" is a globally unique comprehensive advertising award. Submitted works from advertisers, media companies, advertising agencies, and production companies are judged directly by consumers based on their real-life experiences, making it one of the most distinctive advertising awards in the world.

Contests



The Fukuoka Gift Contest and Fukuoka SP Tool Contest featured entries submitted by exhibiting companies. A total of 58 products were entered this year, and many visitors participated in the voting. A judging session was held on Day 2, and the award-winning products were selected. (For details, please refer to pages 5 and 6.)

Food Trucks



Food trucks serving a selection of meals, beverages, and sweets were available at the venue, providing convenient dining options for lunch and refreshments. Many exhibitors and visitors took advantage of the service during breaks between negotiations.

Seminars

S-1 June 11 (Thu.) 11:00-12:00

Free

Hakata Daimaru's "Kyushu Exploration Team": Creating New Value through Co-creation and Collaboration

Speaker **Megumi Uesugi**
Staff Member, Kyushu Exploration Team, Sales Division,
Hakata Daimaru Co., Ltd.

Hakata Daimaru's "Kyushu Exploration Team" collaborates with producers and local governments across Kyushu to promote regional products, expand market opportunities, and preserve local culture. This session will explore how a local department store can create new value together with its community, highlighting the principles of coexistence and co-creation through practical case studies.



S-2 June 11 (Thu.) 14:30-15:00

Free

"63rd JAA Advertising Awards: Consumer-Selected Advertising Competition Exhibition" Panel Discussion

Speaker - Yudai Yamaguchi, Planning & Marketing, General Incorporated Association Machizukuri Saito
- Osamu Itose, Deputy General Manager, Fukuoka Branch, Theme Business Produce Department, Business Produce Unit, YOMIKO ADVERTISING INC.
- Shohei Oya, Head of the 2nd Communication Design Room / Creative Director Communication Design Center, Market Design Unit, YOMIKO ADVERTISING INC.
- Sei Kamiyama, Communication Director, 2nd Communication Design Room Communication Design Center, Market Design Unit, YOMIKO ADVERTISING INC.

A panel discussion will be held for the first time on the "JAA Advertising Awards: Consumer-Selected Advertising Competition," which has been organized since 1961 as a unique competition judged by consumers themselves. This special session offers a valuable opportunity to hear behind-the-scenes stories about the award-winning works that resonated with consumers. We invite you to join us.



S-3 June 11 (Thu.) 15:30-17:00

Free

Expanding Japanese Manufacturing Globally Through Hong Kong: Key Insights from Recent Trends and Success Stories

Speaker - Chika Masuda, Marketing Assistant, Osaka Office, HKTDC
- Naoyuki Miyamoto, President & Representative Director, Bonsai Brain Co., Ltd.

Hong Kong remains a key gateway for Japanese brands seeking global growth. As interest in Japanese craftsmanship, design, and lifestyle products continues to rise, opportunities are expanding across industries. Join us to hear firsthand experiences and successful case studies from a specialist who has led Japanese manufacturing promotion projects in Hong Kong.



S-4 June 12 (Fri.) 11:00-12:00

Free

Good Design is Good Business. ~Fukuoka Design Award~

Fukuoka Design Award seeks products that are not only beautiful or cool, but also their functionality, tradition, coexisting with the locals, and make new business chance. FDA recognizes products that effectively combine these strengths through exceptional design and supports their market development. In this session, we will introduce the FDA and other initiatives designed to help SMEs take on new challenges and expand their business opportunities.



Fukuoka Gift Contest / Fukuoka SP Tool Contest

These contests were held inside the venue. Exhibitors' top recommended products were showcased, which received significant attention from industry professionals.

Entered products were showcased at the Contest Corner, voted by the visitors, and the winners were carefully determined by judges.

Vote and Judge

① Vote by visitors: June 11 (Thu.) – 12 (Fri.), 10:00 a.m. – 5:00 p.m.

② Judge session: June 12 (Fri.) 11:00 a.m. – 12:00 p.m.

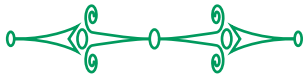
③ Judges:

– Junko Akinaga, Store director of Tenjin store, INCUBE Nishitetsu Co., Ltd.

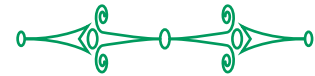
– Eiichi Kakuda, Kyushu Exploration Team, Sales division, Hakata Daimaru Co., Ltd.

– Kosuke Tateishi, Integrated Growth Planning, DENTSU KYUSHU INC.

– Nobuyuki Haga, President and CEO, Business Guide-Sha, Inc.



Fukuoka Gift Contest



Grand Prize

Product Name

The DROP/01 MIKAN 50%

Suggested Retail Price: 1,080 yen

Exhibitor: KUROKI Co., Ltd.



【Product Features】

Sweet and mild dressing made with Yamakawa Orange from Fukuoka.

Runner-up Prize

Product Name

Self-assembly Rail Bookend

Suggested Retail Price: 20,000 yen

Exhibitor: Kyushu Tetsudo Kikiseizo Co., Ltd.



【Product Features】

A unique rail bookend made from iron by a railway switch manufacturer.

Runner-up Prize

Product Name

Yoakejaya's Golden Grilled Eel

Suggested Retail Price: 7,980 yen

Exhibitor: Yamahira Co., Ltd.



【Product Features】

A shelf-stable eel product featuring the traditional Japanese kabayaki flavor. Retort pouch processing allows for extended storage without refrigeration.

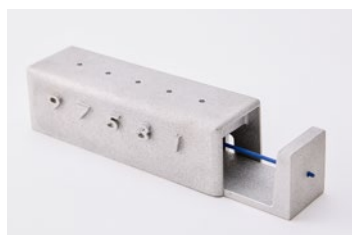
Judge's Special Award

Product Name

Incense Holder (with package)

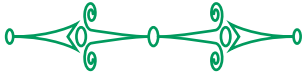
Suggested Retail Price: 19,600 yen

Exhibitor: Muratakigata Co., Ltd.



【Product Features】

An aluminum cast incense holder that lets you enjoy incense through both scent and the graceful movement of smoke.



Fukuoka SP Tool Contest



Grand Prize

Product Name

Wooden File

Suggested Retail Price: 750 yen

Exhibitor: TRY-WOOD .INC



【Product Features】

A file case made from locally sourced Japanese cedar, allowing you to enjoy the natural aroma of wood.

Runner-up Prize

Product Name

Japanese Cypress Rice Paddle

Suggested Retail Price: 440 yen

Exhibitor: Yamako Co., Ltd.



【Product Features】

Made in Japan.

Custom name engraving available (burned-in or laser engraving).

Runner-up Prize

Product Name

Pita Clean "Fluffy"

Suggested Retail Price: To be decided

Exhibitor: Rakupuri Co., Ltd.



【Product Features】

3D cute screen cleaner.

Judge's Special Award

Product Name

Double Arc Lighter

Suggested Retail Price: 2,500 yen

Exhibitor: Nikko International Co., Ltd.



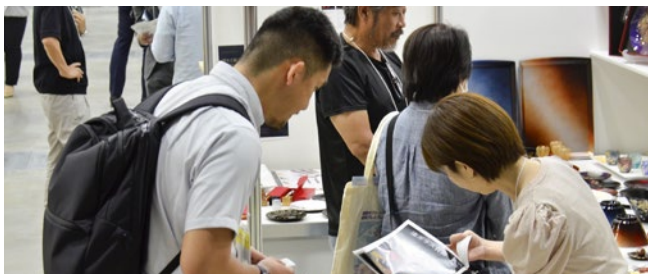
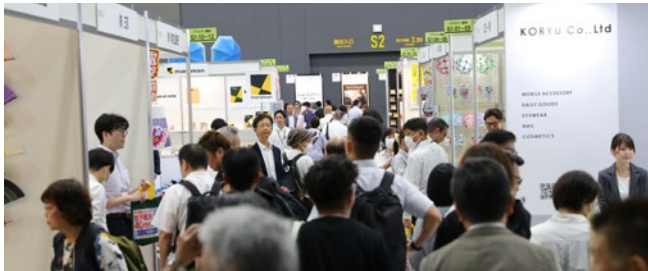
【Product Features】

Wind-resistant and ideal for outdoor use.

USB rechargeable with flameless ignition.



Pictures



Total Visitors **9,815**

Regional Breakdown

Region	Visitors	Share (%)
Fukuoka	6,841	69.7
Kumamoto	697	7.1
Saga	383	3.9
Nagasaki	294	3.0
Oita	226	2.3
Kagoshima	147	1.5
Miyazaki	137	1.4
Okinawa	49	0.5
Total of Kyushu & Okinawa	8,774	89.4
Kinki Region	275	2.8
Kanto Region	236	2.4
Chugoku Region	158	1.6
Yamaguchi Prefecture	147	1.5
Other Region	49	0.5
Shikoku Region	20	0.2
Overseas	156	1.6
Total	9,815	100.0

Business Type

Business Type	Visitors	Share (%)
Retailer	2,228	22.7
Wholesaler	1,796	18.3
Advertisement	1,129	11.5
Corporate User / Advertiser	1,178	12.0
Manufacturer	903	9.2
Mail order / Door-todoor Sales	314	3.2
SP Agency	187	1.9
D2C Sales (Promotional)	226	2.3
Import-export Trading Company	118	1.2
Business Gift User	196	2.0
Government / Public Organization	227	2.3
Retailer (Food)	108	1.1
Leisure Facility	216	2.2
Hotel	147	1.5
Manufacturer (Food)	98	1.0
Restaurant / Food Service	119	1.2
Press / Publication	30	0.3
Drugstore	29	0.3
Housing / Developer	48	0.5
Wedding / Funeral Hall	9	0.1
Wholesaler (Food)	19	0.2
Travel Agency	20	0.2
Trading Company (Food)	9	0.1
Other	461	4.7
Total	9,815	100.0

Visitor Data

June 11 **4,939**

June 12 **4,876**

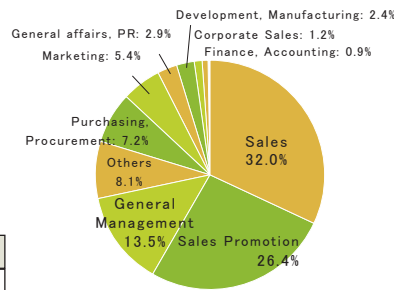


Visitor Survey Result

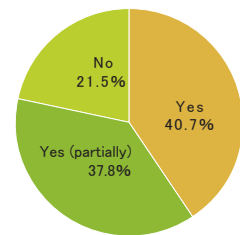
Here is the result of the survey we did at the venue.

Survey for Industry Professionals Date: June 11 (Thu.) and 12 (Fri.), 2026
Venue: Contest Corner

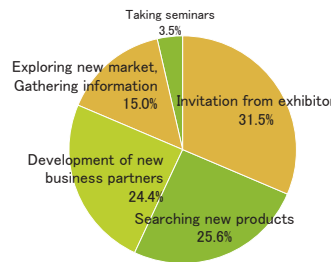
Q1 What's your department?



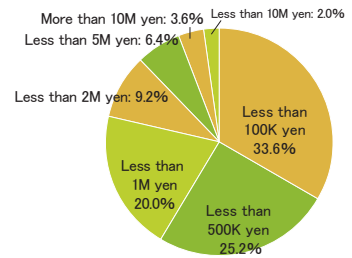
Q2 Do you have the right to make purchase decisions?



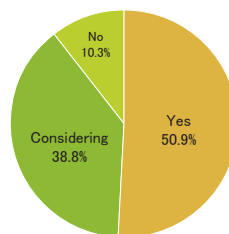
Q3 What's the main purpose of your visit?



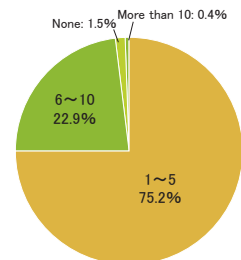
Q4 What's your budget at this show?



Q5 Were there any exhibitors you are interested in doing business with?



Q6 How many business meetings had the potential to lead to future business opportunities?



Exhibitors

Fukuoka Gift Show

AAB JAPAN CO., LTD.
 AMUSE Co., Ltd.
 Aurora Co., Ltd.
 CUONG THINH IMPORT-EXPORT CO.,LTD.
 DAIWA chemical industry Co., Ltd.
 DOCORE FUKUOKA Societies of Commerce Shop
 azim Co., Ltd.
 KIYOTOKU Co., Ltd.
 KUROKI Co., Ltd.
 Morrow coffee
 Shoeidohisangyou Ltd.
 Shinsei Co., Ltd. Hakata Coffee Workshop
 SoiL Ltd.
 Yamahira Co., Ltd.
 YATOMIFARM
 yokarou Ltd.
 DREAMBEER
 EARTH PIECE FROM HASAMI
 FUKUDA TOUKITEN Co., Ltd.
 HAIDA INTERNATIONAL CO., LTD.
 HAIMEN CO., LTD.
 HAKATADOLL
 Hybrid Hanbai Co., Ltd.
 INOUE KINKO GROUP HOLDINGS CO., LTD.
 Ishibashi Ironworks Co., Ltd.
 Ishikawa Special Express Binding Co.
 JIMOS Co., Ltd.
 JUNOSEN CO., LTD.
 KIMURA CO., LTD.
 KOBATAYA
 KORYU CO., LTD.
 KYUSHU TETSUDO KIKISEIZO CO., LTD.
 KYOTO KARASUMA ROKUHICHIDO
 LAQUN hands-free shoes
 MASAKIYA CONFECTIONERY CO., LTD.
 Merci Co., Ltd.
 MIMATSU CRAFT
 MODANIS
 Moss Moon Studio
 Munakata City Society of Commerce and Industry
 Munakata Kirakumiko
 Nekomachi Stories by 716

SP Plan Co., Ltd.
 shidashi fukada
 Traditional Textile Goods & Souvenirs
 Murata Pattern Works Co., Ltd.
 nagomi
 Niceland
 Nurikoubou-Fujii
 ORIASHI CHABUDAI
 Osaka Shoes Maker Union
 Andex Shoes Product
 CRESCENT CO., LTD.
 KAMUSA CO., LTD.
 MBM SUGIMOTO SEIKA CO., LTD.
 MODENA
 SHAN SHOES CO., LTD.
 Sankai Mairyudo Wasendo
 SANKOSEN
 Sansho Co., Ltd.
 SANWA CO., LTD.
 SANYODO CO., LTD.
 SEISHIN TOUGEI
 Tokyokikakuhanbai Co., Ltd.
 Uokyu Seinikusohonten
 WATANABE ALLOY FOUNDRY Co., Ltd.
 YAMAKOH CO., LTD. 【YOUBI】
 Yamato Co., Ltd.
 YELLOW Co., Ltd.
 YOSHIKATSU CO., LTD.

Fukuoka Premium Incentive Show

ACT MARKETING CO., LTD.
 ASAKURA-SENPU CO., LTD.
 BROTHER SALES, LTD
 CHOYABUSSAN CO., LTD.
 DAIDO SHIKO CO., LTD.
 Feamaw Enterprise Co.,Ltd.
 FUKUOKA TAIYOKOGEI CO., LTD.
 gekkoushu
 GLORY INTERNATIONAL CO., LTD.

Hagihara Industries Inc.
 iwamaen
 K.K.AOYAMA&CO
 Korea TMT
 LIXIN Co., Ltd.
 LOMAN Co., Ltd.
 Map Design GALLERY+ /ZENRIN
 MARUTATSU
 Mirai Kou Ken Co., Ltd.
 MONO FACTORY CO., LTD.
 MORINAGA MILK INDUSTRY CLINICO CO., LTD.
 NAKASHOSHIKO TRY-WOOD.INC
 NIIDA BUSSAN CO., LTD.
 NIKKO INTERNATIONAL CO., LTD.
 <Paper plate, Paper cup> SANWA SHIKO Co., Ltd.
 PREMIUM WATER
 Rakupuri Inc.
 RAINBOW OFFICE SUPPORT CO., LTD.
 SAKURA COLOR PRODUCTS CORPORATION
 SHIGEMITSU SHOJI CO., LTD.
 TAKENO&CO., LTD.
 TATSUMI ELECTRONICS CO., LTD.
 TOYO corporation
 TRY-WOOD.INC
 VIP GLOBAL CO., LTD.
 WOODPEPE
 WORLD EAGLE
 xTool
 YAMANO KUJIRA-SHA, LTD.
 Yanai Shiko Co., Ltd.