

THE 64th OSAKA INTERNATIONAL GIFT SHOW

POST-SHOW REPORT

SHOW OUTLINE

- [NAME]** The 64th Osaka International Gift Show 2022
- [DATES & TIMES]** September 15 (Thu.) – 16(Fri.), 2022 Sept. 15 : 10 am - 6 pm / Sept. 16 : 10 am – 5 pm
- [PLACE]** OMM (OSAKA MERCHANDISE MART)
- [ORGANIZER]** BUSINESS GUIDE-SHA, INC.
2-5-31-6F Kyutaro-machi, Chuo-ku, Osaka 541-0056 Japan
- [OFFICIAL SUPPORT]** ASEAN-JAPAN CENTRE / AICEP Trade & Investment Agency / German Chamber of Commerce and Industry in Japan / Hong Kong Trade Development Council, Osaka / KOTRA OSAKA / Taiwan Trade Center, Osaka / Thai Trade Center, Osaka / Japan Chain Stores Association / Japan Department Stores Association / Japan External Trade Organization (JETRO) / Japan Manufactured Imports Promotion Organization (MIPRO) / Japan Shopping Tourism Organization / Japan Interior Designer's Association / Japan Interior Industry Association / Japan Jewelry Designers Association / Osaka Wholesale Association of Kyuhoji-Town / Osaka Jewelry Industrial Arts Cooperative / "Gift Premium" monthly trade magazine
- [DIVISIONS]**
- | | |
|--|--------------------------------|
| A : Personal Accessories & Beauty Fair | ST : Sustainable Fair |
| B : Interior Zakka Fair | OS : Outdoor gear & Sauna Fair |
| C : Fancy & Hobby Fair | em : Kansai e-mon Fair |
| D : Gourmet & Memorial Gift Fair | ACS : ACTIVE CREATORS STORE |
| E : Premium & Incentive Fair | S : Zakka Kawaii Food Marché |
| G : Import Gift Fair | M : Gift Marché |
- [NUMBER OF EXHIBITORS]** 165 companies, 149 booths
[Overseas booths: Korea (14), Taiwan (1), Vietnam (2),]
- [TOTAL NUMBER OF VISITORS]** 14,466
(Counted number at Osaka Gift Show main entrance.)

PUBLIC RELATIONS

Show invitation tickets

100,000 invitation tickets were distributed and mailed to the visitors in the past shows and newly listed buyers such as wholesalers, retailers (department stores, lifestyle shops, local shops, etc.), specialty shops, trading companies, sales promotion-related companies, wedding halls, hotels, leisure facilities, developers, etc. They were also distributed to the exhibitors for sending them to their customers.

Exhibitor & Product Search Online "Gift Net"

The exhibitors' information with additional PR comments, photos (up to 10) or videos of their products are shown on our online search site "Gift Net".

** Registration is required to use "Gift Net".

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: 14,466 (Counted number at Osaka Gift Show main entrance.)

September 15 (Thu.), 2022 7,292

September 16 (Fri.), 2022 7,174

VISITOR BY SECTOR

Wholesale	23.10%	3,342	Housing, Building	2.32%	336
Retail	17.72%	2,564	Mail order	4.04%	585
Specialty shop	1.99%	288	Printing	2.18%	316
Department store	1.44%	208	Government/Public organization	2.15%	311
Volume sales store	0.41%	59	Hotel/Wedding	0.55%	80
Leisure/Amusement	0.81%	117	Retail(Food) / Restaurant	0.81%	118
Trade	5.30%	766	Wholesale(Food)	0.97%	139
SP/AD agent	3.62%	524	Press/Publisher	0.59%	85
Manufacture	19.63%	2,839	Merchandise design/Planning	2.85%	412
Manufacture (Food)	1.71%	247	Others	7.81%	1,130

VISITOR BY REGION

Hokkaido/Tohoku	0.52%	75
Kanto	2.85%	412
Hokuriku/Shinetsu	0.37%	54
Tokai	3.29%	476
Kinki	90.42%	13,080
Chugoku/Shikoku	1.86%	269
Kyushu/Okinawa	0.63%	91
Overseas	0.06%	9

REGION Ranking

1.	Osaka	65.6%	9,484
2.	Kyoto	11.6%	1,674
3.	Hyogo	9.1%	1,311
4.	Nara	2.5%	364
5.	Aichi	2.2%	321
6.	Tokyo	2.1%	310
7.	Shiga	1.1%	161
8.	Mie	0.6%	91
9.	Wakayama	0.6%	86
10.	Okayama/Hiroshima/Fukuoka	0.5%	70

CONTEST

New Product Contest (New product section, SP tools section)

◆ Judging Criteria

1. Outstanding design, production technology, and originality.
2. Function in terms of the end-purpose of the product or excellence in ideas.
3. High quality standards.
4. Sufficiency of thought given to safety aspects.

◆ Judges

The final judgment was made on the basis of the judgment criteria above, taking into account the results of a vote made by visiting buyers, recognized as sales professionals. People highly qualified and experienced in the field, prominent designers, influential retail buyers, were asked to judge.

Contest winners

Grand Prix

- Product Name ORANGE FACE Bonfire Stand
- Company Name MATSUSHITA WORKS CO., LTD.
- Retail Price JPY66,000
- On-Sale Date 2022/9/1



NEW PRODUCT PRIZE

Winner

- Product Name BAKECO
- Company Name KOHHAN-SHOJI CO., LTD.

- Retail Price JPY1,408
- On-Sale Date 2022/Spring



Runner-up

- Product Name IRON FLOWER VASE
- Company Name KYOWA IRONWORKS CO., LTD.

- Retail Price JPY29,000
- On-Sale Date 2022/12



SALES PROMOTION GOODS PRIZE

Winner

- Product Name MORINAGA SILK TOFU
- Company Name MORINAGA MILK CO., LTD.
- On-Sale Date Now on sale



Runner-up

- Product Name Pocket size LUCKY CHARM
- Company Name SAN-O FUKUFUKUTEI
- On-Sale Date 2022/4



SPECIAL PRIZE

- Product Name CARESTAR Paper D Stocker
- Company Name CARESTAR CO., LTD.
- Retail Price JPY2,970



- Product Name Bamboo Salt Face repair mask
- Company Name K-LAVA SALT (INSANGA)
- Retail Price JPY2,000



NEXT SHOW DATE in Kansai Area

KYOTO INTERNATIONAL GIFT SHOW

The 4th KYOTO INTERNATIONAL GIFT SHOW

- Date March 8-9, 2023 (2 days)
- Venue Miyako Messe

Also, we have "OPEN FACTORY DAY" on March 10.
Please enjoy the trade show and the factory of Kyoto!

OSAKA INTERNATIONAL GIFT SHOW

The 65th OSAKA INTERNATIONAL GIFT SHOW

- Date September 14-15, 2023 (2 days)
- Venue OMM 2F exhibition halls



***** For further information and contact *****

BUSINESS GUIDE-SHA, INC.

OSAKA OFFICE: 6F Honmachi-Terada Bldg., 2-5-31 Kyutaro-machi, Chuo-ku, OSAKA 541-0056 JAPAN
TEL: +81-(0)6-6258-0002 / FAX: +81-(0)6-6258-0004 / Attn: Suga Imai (Ms.)
E-mail: giftwest@businessguide-sha.co.jp