

# THE 67th OSAKA INTERNATIONAL GIFT SHOW

## POST-SHOW REPORT

### SHOW OUTLINE

<b>[NAME]</b>	The 67th Osaka International Gift Show 2025	
<b>[DATES &amp; TIMES]</b>	September 18 (Thu.) – 19 (Fri.), 2025 (18 <sup>th</sup> : 10 a.m. - 6 p.m. / 19 <sup>th</sup> : 10 a.m. – 5 p.m.)	
<b>[VENUE]</b>	OMM (Osaka Merchandise Mart) 2 <sup>nd</sup> Floor Exhibition Halls	
<b>[ORGANIZER]</b>	BUSINESS GUIDE-SHA, INC. 2-16-7F Hommachibashi, Chuo-ku, Osaka-Shi, Osaka 540-0029, Japan	
<b>[OFFICIAL SUPPORT]</b>	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	
<b>[DIVISIONS]</b>	A : Personal Accessories & Beauty Fair B : Interior Zakka Fair C : Fancy & Hobby Fair D : Gourmet & Memorial Gift Fair E : Premium & Incentive Fair G : Import Gift Fair	ST : Sustainable Fair OS : Outdoor gear & Sauna Fair em : Kansai e-mon Fair ACS : ACTIVE CREATORS STORE S : Zakka Kawaii Food Marché M : Gift Marché
<b>[NUMBER OF EXHIBITORS]</b>	127 companies, 135 booths [Overseas booths: Korea: 3, Thai: 2, China: 1, Taiwan: 1, Hong Kong: 2, Vietnam: 1]	
<b>[TOTAL NUMBER OF VISITORS]</b>	11,788 (Counted number at Osaka Gift Show main entrance)	

### PUBLIC RELATIONS

#### Show invitation tickets

80,000 invitation tickets and 30,000 leaflets 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), and videos of their products are shown on our online search site "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: 11,788** (Counted number at Osaka Gift Show main entrance.)

September 18 (Thu.), 2025	5,995
September 19 (Fri.), 2025	5,793

## VISITOR BY SECTOR

Wholesale	23.39%	2,757	Housing, Building	2.37%	280
Retail	18.40%	2,168	Mail order	4.71%	555
Specialty shop	4.84%	570	Printing	1.51%	178
Department store	1.96%	231	Government / Public organization	1.78%	210
Volume sales store	0.44%	52	Hotel/Wedding	0.71%	84
Leisure/Amusement	1.82%	215	Retail(Food)/Restaurant	2.03%	240
Trade	5.47%	645	Wholesale(Food)	0.89%	105
SP/AD agent	3.67%	433	Press/Publisher	0.36%	42
Manufacturer	14.00%	1,650	Merchandise design/Planning	3.64%	429
Manufacturer (Food)	0.71%	84	Others	7.30%	860

## VISITOR BY REGION

Hokkaido/Tohoku	0.34%	40
Kanto	1.30%	153
Hokuriku/Shinetsu	0.74%	87
Tokai	3.21%	379
Kinki	90.56%	10,675
Chugoku/Shikoku	1.87%	221
Kyushu/Okinawa	0.68%	80
Overseas	1.30%	153

<b>REGION Ranking</b>	<b>1.</b> Osaka	65.9%	7,772
	<b>2.</b> Kyoto	11.3%	1,329
	<b>3.</b> Hyogo	8.2%	970
	<b>4.</b> Shiga	2.3%	272
	<b>5.</b> Nara	1.9%	219
	<b>6.</b> Aichi	1.8%	206
	<b>7.</b> Tokyo	1.1%	126
	<b>8.</b> Wakayama	1.0%	113
	<b>9.</b> Mie	0.6%	73
	<b>10.</b> Hiroshima	0.6%	66

## 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 based on 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 Satonowa Shinshu 2<sup>nd</sup> Batch
- Company Name Otaki Satoyama Community Development Council
- Retail Price JPY2,000
- On-Sale Date September 3<sup>rd</sup>, 2025



**NEW PRODUCT PRIZE**

**Winner**

- Product Name LAQUN TOWN HIKER
- Company Name ONE TREE Co., Ltd.
- Retail Price JPY19,800
- On-Sale Date September 1<sup>st</sup>, 2025



**Runner-up**

- Product Name CITY BAG
- Company Name DuSoom\_Zero Percent [0%]
- Retail Price JPY10,000
- On-Sale Date September 17<sup>th</sup>, 2025



**SALES PROMOTION GOODS PRIZE**

**Winner**

- Product Name SECOND SPONGE
- Company Name Kinou Sozai Co., Ltd.
- Retail Price JPY350
- On-Sale Date October 2025



**Runner-up**

- Product Name QUICK PATCH
- Company Name ShiiShu / PROEMB
- Retail Price JPY880
- On-Sale Date September 1<sup>st</sup>, 2025



**SPECIAL PRIZE**

- Product Name HADA JOY SPF 50+ PA++++
- Company Name Cyberl Co., Ltd.
- Retail Price JPY1,800
- On-Sale Date April 23<sup>rd</sup>, 2025



**NEXT SHOW DATE in Western Japan**

KYOTO INTERNATIONAL GIFT SHOW

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

- Date March 11-12, 2026 (2 days)
- Venue Miyako Messe

Also, we have "OPEN FACTORY DAY" on March 13.

Please enjoy the trade show and factories of Kyoto!



FUKUOKA GIFT SHOW 2026

FUKUOKA PREMIUM INCENTIVE SHOW 2026

- Date June 11-12, 2026 (2 days)
- Venue Marine Messe Fukuoka Hall B

OSAKA INTERNATIONAL GIFT SHOW

The 68<sup>th</sup> OSAKA INTERNATIONAL GIFT SHOW

- Date September 17-18, 2026 (2 days)
- Venue OMM 2<sup>nd</sup> Floor Exhibition Halls



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

BUSINESS GUIDE-SHA, INC.

OSAKA OFFICE: 2-16-7F Hommachibashi, Chuo-ku, Osaka-Shi, Osaka 540-0029, Japan

TEL: +81-(0)6-6258-0002 / FAX: +81-(0)6-6258-0004 / Attn: Suga Imai (Ms.)

E-mail: giftwest@businessguide-sha.co.jp