The 89th TOKYO INTERNATIONAL Gift Show
Spring 2020

POST SHOW REPORT

Concurrent Show

TOKYO INTERNATIONAL Gift Show Spring 2020
The 7th LIFE×DESIGN

The 27th GOURMET & DININGSTYLE SHOW Spring 2020

Contact
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Website: https://www.giftshow.co.jp/english/tigs
OUTLINE

NAME The 89th Tokyo International Gift show 2020 Spring

THEME You Feel Comfy Lifestyle

DATES February 5 (Wed.) – February 7 (Fri.), 2020

HOURS 10 am - 6 pm [5 pm on February 7]

VENUE All of the Exhibition Halls in TOKYO BIG SIGHT : 73,520 sq. meters
[West Hall 1-4, Atrium, South Hall 1-4 and Aomi Hall A]

ORGANIZER Business Guide-Sha, Inc.

OFFICIAL SUPPORT BY

WITH COOPERATION OF

PARTICIPATIONS 3,100 companies: Domestic 2,752 / Overseas 348 (19 countries and regions)
(The above figures include the concurrent shows*)
China (249), Finland (1), France (1), Hong Kong (24), India (1), Indonesia (1), Italy (3), Korea (21), Lithuania (2), Malaysia (2), Nepal (1), Peru (1), Singapore (1), Taiwan (22), Thailand (13), U.S.A. (5)

ADMISSION Free of charge (Admission is by invitation but restricted to the distributive trades).

*Concurrent Show
Tokyo International Gift Show 2019 Autumn The 6th LIFE X DESIGN
The 26th Gourmet & Diningstyle Show 2019 Spring
### POST SHOW REPORT

#### OVERVIEW

**Total Figure**

- **270,062 visitors** including 3,382 overseas visitors
- **3,100 exhibitors** including 348 overseas exhibitors

#### Breakdown

<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Feb. 3 (Wed.)</th>
<th>Feb. 4 (Thu.)</th>
<th>Feb. 5 (Fri.)</th>
<th>TOTAL by Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trade Show</strong></td>
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<tr>
<td>The 89th TOKYO International Gift Show Spring 2020 (TIGS)</td>
<td></td>
<td>70,146 (1,365)</td>
<td>64,332 (1,050)</td>
<td>47,106 (441)</td>
<td>181,584 (2,856)</td>
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<td>(331 overseas from 13 countries and regions)</td>
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<tr>
<td>TOKYO International Gift Show Spring 2020 The 7th LIFE×DESIGN (TIGS LIFE×DESIGN)</td>
<td></td>
<td>23,848 (209)</td>
<td>21,087 (220)</td>
<td>16,148 (88)</td>
<td>61,083 (517)</td>
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<td>(17 overseas from 8 countries and regions)</td>
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<tr>
<td>The 27th Gourmet &amp; DiningStyle Show Spring 2020 (GDS)</td>
<td></td>
<td>8,632 (3)</td>
<td>9,270 (6)</td>
<td>9,493 (0)</td>
<td>27,395 (9)</td>
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<td></td>
<td>(306 overseas from 2 countries and regions)</td>
</tr>
<tr>
<td>TOTAL per day</td>
<td></td>
<td>102,626 (1,577)</td>
<td>94,689 (1,276)</td>
<td>72,747 (529)</td>
<td>270,062 (3,382)</td>
</tr>
</tbody>
</table>

Note: Figures in the parenthesis indicate the number of the overseas visitors.
OVERSEAS EXHIBITOR

348 companies from 16 countries & regions and 190 overseas brands are brought together at Tokyo Gift Show!

- **Overseas brands**
  - China (249), Finland (1), France (1), India (1), Indonesia (1), Italy (3), Korea (21), Lithuania (2), Malaysia (2), Nepal (1), Peru (1), Singapore (1), Thailand (13), U.S.A. (5), Hong Kong (24), Taiwan (22),

- **Overseas Companies**
  - Australia(3), Austria(1), Belgium(1), Brazil(1), Canada(4), Cambodia(1), China(22), Czech(3), Denmark(3), Finland(3), France(19), Germany(15), Greece(1), Hungary(1), India(2), Ireland(1), Israel(5), Italy(18), Korea(9), Madagascar(1), Morocco(1), Myanmar(2), New Zealand(2), Netherlands(1), Norway(1), Philippines(1), Poland(2), Portugal(2), Russia(1), Spain(2), Switzerland(3), Thailand(1), UK(21), U.S.A.(35) ,Taiwan(1)
SURVEY (VISITOR)

BUSINESS TYPE

- Retail: 32.97%
- Wholesale: 26.12%
- Manufacturer: 17.43%
- Importer/Exporter: 10.16%
- SP Agency: 3.40%
- Hotel/Ryokan/Wedding Hall: 2.14%
- Product Design/Planning: 2.90%
- Restaurant Industry: 1.13%
- Leisure Facility/Amusement Park/Zoo: 0.92%
- Others: 2.62%

PURPOSE OF VISIT

- Source New Suppliers: 48.38%
- Market Research for Sourcing: 24.96%
- Invited by Existing Suppliers to place orders: 23.14%
- Other Research Development: 2.90%
- Unmarked: 0.63%

RESPONSIBLE IN MAKING DECISION

- Absolutely responsible: 33.33%
- Resposible to some extent: 30.86%
- Not responsible but very influential: 19.60%
- Not responsible but slightly influential: 9.80%
- Neither responsible nor influential: 5.40%
- Unmarked: 1.01%

RESULTS

- Budget in average: JPY5, 175,200
- Found the products (11 to 10) to order: 9.31%
- Found the Products Interesting but not order: 15.56%
- Found the products (up to 10) to order: 40.32%
- Not Yet Found the Products Interesting: 31.11%

UNMARKED: 3.70%

TOP 5 IMPRESSIVE FAIRS (Multiple Choice Allowed) (No. of Respondents)

- Daily Necessities & Sundry Goods: 850
- Home Furnishings & Decorative Goods: 714
- Young Fashion & Kids Stuff Fair: 211
- Fashion Accessory & Leather Goods Fair: 192
- The 7th LIFE X DESIGN (Aomi Hall A): 175
OVERSEAS VISITOR

Breakdown by Area

<table>
<thead>
<tr>
<th>Region</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>806</td>
</tr>
<tr>
<td>China</td>
<td>614</td>
</tr>
<tr>
<td>Taiwan</td>
<td>614</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>519</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>331</td>
</tr>
<tr>
<td>North America</td>
<td>207</td>
</tr>
<tr>
<td>Europe</td>
<td>165</td>
</tr>
<tr>
<td>Others</td>
<td>126</td>
</tr>
</tbody>
</table>

3,373 overseas visitors from 33 countries and regions!

NOTE: Total number of TIGS and LIFE×DESIGN

SPONSORSHIP PROGRAM

TIGS Office invited 17 companies from 11 countries and regions during the show in order to provide effective business meetings and assist Japanese exhibitors who are active to expand their business in overseas market.

Australia(2), China(4), France (1), Italy(1), Singapore (1), Thailand(2), UK (2), Vietnam (1), Hong Kong (2), Taiwan(1)

Purchase Budget

- Up to JPY1,000,000: 14%
- Over JPY300,000 to JPY500,000: 25%
- Up to JPY300,000: 57%

Results (multiple choice)

A total of 20 buyers either placed on site or will place orders after the Show. (No. of Meetings Concluded vs. Exhibitors: 180 meetings / 76 exhibitors)

- Placed Orders: 3
- Place order after the show: 7
- TBD: 2

Buyer’s Comments

Satisfied with more exhibitors who offered the ambience I really like and engaged in dealing with the overseas buyer in English than ever before. Specifically, I was enthused by one exhibiting company who were kind enough to get the sample ready on the second day, although I asked for it on the opening day. (Owner, lifestyle shops in UK)

I visited the exhibitors whose brands have already advanced into the European market and found the extensive range of the products displayed much more than I saw it in Europe, and the package more attractive as well. I was also taken aback to realize that the brands, having already been converged on abroad, are still evolving further by changing the ways of their marketing. (Owner of Select Shops in France)
**FAIR**

### MY FAVORITE GOODS VILLAGE

- Young Fashion & Kids Stuff Fair
- Baby & Kids Fair
- Anime, Comic & Character License Fair
- ARTIST VISION
- Stationery & Paper Goods Fair
- STYLISH Stationery Fair
- Handmade Hobby Making Fair

### CHARACTER / LICENSE / ENTERTAINMENT

- Men’s Loyalty Goods Fair
- IT Related & Entertainment Goods Fair
- Retail Support Fair
- Life with Pets
- Sports & Leisure Goods Fair
- Christmas & Bridal/Anniversary Gift Fair

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**HOME FASHION GOODS VILLAGE**

- Home Furnishings & Decorative Goods Fair
- Kitchen & Table Coordination Fair
- Ethical Style Fair
- Botanical Lifestyle Fair

- Fragrance Fair
- Floral Accessories & Gardening Goods Fair
- IoT Home Products Fair
POST SHOW REPORT

**LIFE × DESIGN**
- Active Design & Craft Fair
- Active Creators
- Traditional & Modern Japanese Brand Fair
- Art Gallery Fair
- LIFE×DESIGN MUSEUM
- Glamping

**STYLISH VILLAGE FOR LADIES**

**BEAUTY & HEALTH VILLAGE**

**DAILY NECESSITIES & SUNDRY GOODS VILLAGE**
- Personal Accessories & Leather Goods Fair
- Fashion Accessory Fair
- Apparel Fashion Fair
- FASHION SELECT
- FASHION×FOOD
- SPORTS IN LIFE
- manicolle tokyo
- Gemstone & Fine Jewelry Fair
- Beauty & Cosmetics Fair
- Healthcare Fair
- Premium Beauty Health Fair
- Daily Necessities & Sundry Goods Fair
- Souvenir Gift of Japan Fair

**GLOBAL**
- Import Gift Fair

Business Guide-Sha, Inc.
**Prep Up For The Show!**

International Gift Show in 2020-2021

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Dates</th>
<th>Venue</th>
</tr>
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<tbody>
<tr>
<td>2020</td>
<td>FUKUOKA</td>
<td>June 4-6 (3 days)</td>
<td>Marine Messe Fukuoka</td>
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<td></td>
<td>OSAKA</td>
<td>September 17-18 (2 days)</td>
<td>Osaka Merchandise Mart</td>
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<td></td>
<td>TOKYO</td>
<td>October 7-9 (3 days)</td>
<td>Tokyo Big Sight</td>
</tr>
<tr>
<td>2021</td>
<td>TOKYO</td>
<td>February 3-5 (3 days)</td>
<td>Tokyo Big Sight</td>
</tr>
<tr>
<td></td>
<td>KYOTO</td>
<td>March 10-11 (2 days)</td>
<td>Miyako Messe</td>
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</tbody>
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Note: The above show dates are subject to change

Visit website for the latest information:
https://www.giftshow.co.jp/english/index.htm