

The 5th KYOTO INTERNATIONAL GIFT SHOW

POST-SHOW REPORT

SHOW OUTLINE

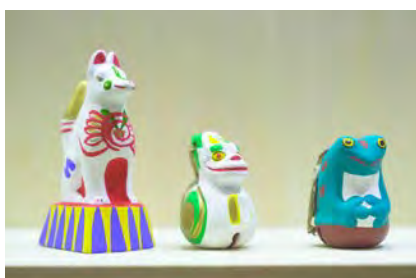
[NAME]	The 5th Kyoto International Gift Show 2024
[DATES & TIMES]	March 6 th (Wed.) – 7 th (Thu.), 2024 (March 6 th : 10 a.m. - 6 p.m. / March 7 th : 10 a.m. – 5 p.m.)
[PLACE]	MIYAKO MESSE 3F and 1F 9-1, Okazaki Seishojicho, Sakyo-ku Kyoto-shi, Kyoto, 606-8343, Japan
[ORGANIZER]	BUSINESS GUIDE-SHA, INC. 2-5-31-6F Kyutaro-machi, Chuo-ku, Osaka 541-0056 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 grocery, 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 & green, stationery, educational toys, pet supplies etc.</p> <p>法 / CORPORATE GIFTS Store fixtures and services for corporate, including OEM & ODM products, personalized gifts, SP & novelty goods, shop decoration items, printing services, and CRM system</p>
[NUMBER OF EXHIBITORS]	314 companies, 320 booths [Overseas: 2 companies, 2 booths]
[TOTAL NUMBER OF VISITORS]	16,290 (74 buyers from overseas) (Counted number at main entrance)

Gift Show was held in Kyoto for the 5th 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 2019 at Miyako Messe in Kyoto. We are glad to announce that we had the 5th Gift Show in Kyoto on March 6-7th, 2024.

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 8th 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: 16,290 (Counted number at Gift Show main entrance)

March 6 (Wed.), 2024	8,141
March 7 (Thu.), 2024	8,149

VISITOR BY SECTOR

Wholesale	23.5%	3,825	Printing Industry	1.7%	273
Retail	21.5%	3,496	Government/Public organization	3.5%	563
Specialty shop	3.3%	534	Hotel/Wedding	0.8%	123
Department store	2.1%	343	Food Retail	0.4%	64
Volume sales store	0.2%	35	Food Wholesale	0.7%	116
Leisure/Amusement	2.1%	348	Food Manufacture	0.6%	105
Museum/Zoo/Botanical garden	0.2%	29	Food Service Industry	0.2%	35
SP/AD agent	1.9%	309	Restaurant	0.6%	93
Manufacture	13.1%	2,143	Press/Publisher	0.2%	35
Trade	3.0%	493	Design/Planning	3.3%	534
Housing, Building	2.8%	457	Others	10.9%	1,791
Mail order	3.4%	546			

VISITOR BY REGION

Hokkaido/Tohoku	0.32%	52
Kanto	3.85%	627
Hokuriku/Shinetsu	1.29%	210
Tokai	5.96%	971
Kinki	85.52%	13,931
Chugoku/Shikoku	1.61%	262
Kyushu/Okinawa	1.00%	163
Overseas	0.45%	74

REGION Ranking

1.	Kyoto	41.8%	6,817
2.	Osaka	32.4%	5,274
3.	Hyogo	6.0%	984
4.	Aichi	3.1%	512
5.	Tokyo	2.9%	471
6.	Shiga	2.5%	413
7.	Nara	1.7%	274
8.	Gifu	1.3%	215
9.	Wakayama	1.0%	169
10.	Mie	1.0%	157

SPECIAL EVENT

Kyoto Limited Edition 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! 20 exhibitors among Kyoto International Gift Show opened their factory, studio, showroom, etc. to the visitors on March 8th, the day after Kyoto International Gift Show.



NEXT SHOW DATE

OSAKA

The 66th OSAKA INTERNATIONAL GIFT SHOW

- Date September 12-13, 2024 (2 days)
- Venue OMM 2F exhibition halls



KYOTO

The 6th KYOTO INTERNATIONAL GIFT SHOW

- Date March 12-13, 2025 (2 days)
- Venue Miyako Messe



******* For further information, contact *******
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