

# The 99th TOKYO INTERNATIONAL Gift Show Spring 2025

TOKYO INTERNATIONAL Gift Show <sup>Spring 2025</sup>  
The 17th LIFE x DESIGN

The 37th  
GOURMET SHOW<sup>®</sup>  
Spring 2025

住まいと暮らしの新時代  
TOKYO International  
Gift Show

LIVING  
&  
DESIGN  
TOTAL INTERIOR  
2025



Business Guide-Sha., Inc. has announced that the 99th Tokyo International Gift Show Spring 2025 and its concurrent trade shows, the 17th LIFE x DESIGN, the 37th GOURMET SHOW Spring 2025, LIVING&DESIGN 2025 are going to be held from 12th (Wed). to 14th (Fri.) of February, 2025 at Tokyo International Exhibition Center (Tokyo Big Sight).

The previous Gift Show at September 2024 welcomed 221,478 visitors (5,721 from overseas), while the exhibition featured the presence of 2,823 companies (898 of them representing 16 different countries and regions) including seven international pavilions including China, Hawaii, Hong Kong, Indonesia, Korea, Philippines and Taiwan.

The upcoming Gift Show in next February will be taken place on the entire East Halls and South Halls, expecting more exhibitors to showcase own products and more visitors.

## DETAILS OF THE NEXT SHOWS

### Name

The 99th Tokyo International Gift Show Spring 2025

### Theme

A Gift of Love that Conveys the Heart Part II

### Concurrent Trade Shows

The 17th LIFE×DESIGN in Tokyo International Gift Show Spring 2025

LIVING & DESIGN 2025

The 37th Gourmet Show Spring 2025

### Organizer

Business Guide-Sha, Inc.

### Official Support & Cooperation (Scheduled):

ASEAN-JAPAN Centre / Economic & Commercial Office Embassy of the People's Republic of China / Embassy of the Socialist Republic of Vietnam / Embassy of the Federal Republic of Germany / Trade and Investment Section, Embassy of the Republic of the Philippines / Business France / AICEP Trade & Investment Agency / Office of Commercial Affairs Royal Thai Embassy / German Chamber of Commerce and Industry in Japan / Italian Chamber of Commerce in Japan / Manufactured Imports and Investment Promotion Organization (MIPRO) / Japan External Trade Organization (JETRO) / Japan Department Store Association / Japan Chain Stores Association / Japan Retailers Association / Central Federation of Commerce and Industry, Japan / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Japan Institute of Design Promotion (JDP) / Tokyo Convention & Visitors Bureau / Japan Direct Marketing Association (JADMA) / Japan Interior Industry Association / Character Brand Licensing Association (CBLA) / Japan Merchandising Rights Association (JAMRA) / The Association of Japanese Animations (AJA) / LICENSING INTERNATIONAL / Japan Specially Store Association / Nissenken Quality Evaluation Center / Japan Commercial Environmental Design Association / Japan Office Institutional Furniture Association / Japan Federation of Interior Planner's Association / Japan Interior Coordinator Association / Japan Candle Association / Japan Shopping Tourism Organization / LIVING TECH ASSOCIATION JAPAN / Nippon Flower Council / Tokyo Big Sight Inc. / Monthly Gift Premium

### With Cooperation of (Scheduled):

Japan Interior Designers' Association / Japan Jewelry Designers Association Inc. / Aroma Environment Association of Japan / Japan Package Design Association / Japan Graphic Design Association / Japan Industrial Design Association / Japan Sign Design Association / Japan Fashion Association / The Japan Design Space Association / Japan Extension Remodeling Conference Organization / The Textile Association of Japan / Renovation Council / Caring Design Association / Art Life Styling Association / Kususyu Craft Design Association

### Statistics (The 98th Tokyo International Gift Show Autumn 2024 and concurrent trade shows)

#### Total Number of Visitors

221,478 (Including 5,721 overseas visitors)

#### Total Number of Exhibitors

2,823 (Including 898 overseas companies from 16 countries and regions)

#### Total Number of Exhibitors by Country

Austria 1, China 614, Germany 1, Hong Kong 47, India 2, Indonesia 9, Italy 2, Korea 90, Lithuania 2, Philippines 20, Singapore 1, Taiwan 38, Thailand 13, Turkey 1, USA 53, Vietnam 4

## PICK-UP EXHIBITION CATEGORIES

The 99th TOKYO INTERNATIONAL

# Gift Show

Spring 2025

### BABY & KIDS FAIR

In addition to the latest stylish international and domestic baby apparel, the show will also feature a wide variety of silicone toys, baby tableware, custom-made picture books and wooden educational toys, paper and clothes. Moreover, digital content for children and an overseas toy inspection organization will make



### YOUNG FASHION & KIDS STUFF FAIR

This area gathers character goods and licensed products that are exciting and enjoyable for both children and adults. The related market made v-shaped recovery after the COVID-19 pandemic, and the scale of this area has also expanded significantly compared to the previous shows.



### ANIME / COMIC & CHARACTER LICENSE FAIR

Anime/Comic & Character License Fair offers you ideal environment to connect with buyers from retailers, wholesalers and so on. The fair is starting to be recognized as the place to display nation-wide known anime character. The governmental institution has exhibited. Up-and-coming creators will also be welcomed to exhibit. Recently there has been increasing number of OEM/ODM manufactures who is seeking new intellectual property in Japan



### STATIONERIES & PAPER GOODS FAIR, STYLISH STATIONERY FAIR

This area gathers amazing products from Japan and abroad, including Japanese stationeries and paper products that are recognized for their high quality around the world. A wide variety of items are lined up, from packaging and materials to carefully selected high-design stationeries. This product genre is indispens



**PICK-UP EXHIBITION CATEGORIES**

The 99th TOKYO INTERNATIONAL

**Gift Show**  
Spring 2025

**FASHION SELECT**

Well-designed products, sophisticated imported brands, high quality apparel and accessories made in Japan, etc.



**LOCAL FASHION BRAND from ALL OVER JAPAN**

Fashion items of "local brand" that stand out for their rich culture and excellent techniques of each region.



**DAILY NECESSITIES & SUNDRY GOODS FAIR**

Convenient goods and idea products that go one step beyond the necessities of life. This is an area where many daily-use items with fantastic added value such as functionality, entertainment, and design are gathered.



**BEAUTY & COSMETICS FAIR and HEALTH CARE FAIR**

A specialized area for beauty and wellness featuring cosmetics, beauty equipment, diet products, oral care products, health foods and beverages, hygiene and disinfection products, fitness



## PICK-UP EXHIBITION CATEGORIES

The 99th TOKYO INTERNATIONAL

# Gift Show

Spring 2025

### HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR

One of the largest areas for home furnishing products such as furniture, lighting, interior accessories, and interior decorations that offer a comfortable way of living in the living room and bedroom. This area has a very large number of companies and booths in the Gift Show.



### HIGH DESIGN KITCHEN & TABLEWARE FAIR

From high-design tableware, cutlery, tablecloths, cooking utensils to kitchen appliances, this area presents kitchen and dining scenes that bring people together to share a sense of comfort. With the growing popularity of self-catering, which is easy, time-saving, and economical, this is one of the fairs that attracts the attention of many buyers.



### FRAGRANCE FAIR

Fragrance products, which create a comfortable space for daily life, are gaining popularity as fashionable interior items. We offer a collection of fragrance products such as aroma, herb, incense, etc., and propose a wonderful lifestyle with fragrance.



### ETHICAL STYLE FAIR

In particular, we are going to enhance three concepts; Upcycle products, Edible insect products and Eco-friendly local products at this Gift Show. For example, accessories made from ocean plastic, snacks made from edible insect powders, and natural detergent made from naturally degradable ingredients will be exhibited. In addition, we will be featuring gift products made of local materials as well as the products conducted by the local governmental institutions.



PICK-UP EXHIBITION CATEGORIES

TOKYO INTERNATIONAL **Gift Show** Spring 2025  
 The **17th LIFE × DESIGN**



**Active Design & Craft Fair**

The #1 most popular area in LIFE×DESIGN. This area showcases beautifully designed products and crafts created with care. From avant-grade industrial design, craft design, designed goods, you can find very thought-out new and fresh products here!

**Sauna & Outdoor Goods Fair**

A recent trend in Japan has been, going to sauna for the health benefits and business community building. In the past few years, camping solo has become popular. Additionally, accommodations with glamping facilities are in demand and outdoor goods are selling well! Don't miss out on the latest trend and business opportunities! The sauna on the picture is a Canadian brand.

**Life Stylings**

In this fair, various high quality interior goods are gathered, such as organic towels, dishware, clothes, interior decorations, other products that help make users' living space more comfortable. This is a perfect area for any products that enhances the living space the user.

Developing new food markets with specialty food from the world

The 37th **GOURMET SHOW** Spring 2025

The 37th Gourmet Show Spring 2025 will be held with the theme of "Passing the Baton of Deliciousness and Thoughtfulness with the Passion of Producers", our goal is to contribute for the creation of food market where passions of producers are delivered to the consumers. We will be continuing the new areas introduced last show to showcase quality-oriented food products, however, Imported Food Fair will be renamed to "World Food Fair" to welcome more international products.

As special exhibiting areas, "CAFE & TEA Fair" will be held for the for time in addition to "PARTY FOOD Fair", and "FARMER'S PRIDE Fair".

## A Trade Show for Total Interior Design About "LIVING&DESIGN"

住まいと暮らしの新時代  
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For 13 years since 2009, this trade show for total interior design was held in Osaka. Furniture, interior goods, housing equipment, bathroom/plumbing, and building material manufactures from all over Japan, and starting from Italy to overseas, interior related manufactures have exhibited.

Since September, 2022, "LIVING&DESIGN" is held concurrently with "Tokyo International Gift Show", bringing in not only interior design specialist buyers, but buyers from various industries. For the next 2025 Spring show in February, we plan to carry on the well-loved special seminars by renowned designers, architects, etc., in order to continue to attract and increase the number of designers, Japanese shop buyers and importers visits. We hope to continuously contribute to the Japanese market, the product distribution, and the overall production of the living and lifestyle related renovation for housing contract, hotel, and so on.



## LIVING&DESIGN Producer, Toshiyuki Kita



Toshiyuki Kita

Began designing in Japan and Milano from 1969. Since then, Kita has designed many best-seller products from European and Japanese manufacturers world-wide. Many of his works are selected for permanent collections in world famous museums such as The Museum of Modern Art in New York (MOMA), Centre Georges Pompidou (Paris), etc. He is also very active in revitalizing and promoting local Japanese traditional crafts and industries as well. He is the Director of the international trade fair for home and lifestyle renovation "LIVING & DESIGN" and proponent of Japanese lifestyle renovation, the "RENOVETTA" project. Professor at The Osaka University of Arts.

In 2015, his invitational exhibition "Il Lusso Della Natura" was held at Chiesa San Domenico Church in ALBA. Multi-international awards includes the 1990 "Delta de Oro (Gold Prize)" Award of Spain and the prize "carrier internazionale of Compasso d'Oro" of Italy in 2011. In 2016, he served as The International Jury of Compasso d'Oro, Italy. He was bestowed with the honorary title of "Commendatore" by the Italian republic, in 2017. Received an "Intellectual Property Achievement Awards" from Japan Patent Office (JPO) in 2018.

His recent publications include "Power of Design", "Local Industry + Design", "Venture for Design", and many more.

# List of Exhibiting Area



## GLOBAL

Area CODE	Exhibition Area	Product
GH	GLOBAL HANDMADE FAIR	Handmade goods that expresses different cultures
N	IMPORT GIFT FAIR	Imported goods



## LIFE×DESIGN(Concurrent Trade Show) ※Applicable for raw space Plan

AD	ACTIVE DESIGN & CRAFT FAIR	Avant-garde industrial design, Craft design, Designed goods (exhibition via examination system)
AG	ART GALLERY FAIR	Evokes emotion and enriching art works
DD	ACTIVE CREATORS	Talented creators and designers
DIY	DIY BASE TOKYO	Products suited for DIY (variety of goods・tools・parts etc.), DIY suited service, Workshop proposal etc.
GL	GLAMPING & OUTDOOR	Glamorous outdoor living proposal
GLS	SAUNA & SPA	Sauna & Spa related proposal of equipment・goods・pop-up etc.
LS	LIFE STYLINGS	Highly designed interior goods that enhances variety of lifestyle scenery
MN	FACTORY NOW!!	Iron, Copper・Carpenter・Shaving・Welding・Press・Printing etc., Factories' technical abilities and, a "factory"specialized area to promote, factory produced products and brands
NB	JAPANESE BRAND FAIR	Traditional technique and culture of craftsman, Modernly arranged masterpiece
NW	OVERSEAS MARKET DEVELOPMENT FAIR	Product・service that is able to be exported abroad
RF	RENOVATION FURNITURE FAIR	New proposal for furniture, aimed at the renovation market. Furniture that mirrors Japan's proud craftsmanship
RZ	RENOVATION ZONE	Designing living space from living style. New project, backing up the living industry, an idea zone for creating comfortable living space
SO	SOZAI	Expanding the possibilities of the materials, linking businesses to the materials itself
SS	START SCANDINAVIA	To tell the very essence of North Europe (Iceland, Estonia, Sweden, Denmark, Norway, Finland, Latvia, Lithuania), their culture and way of thinking through things and action.

EVENTS  
TODAY International  
Gift Show



## LIVING & DESIGN

LD	LIVING & DESIGN	International trade show for total coordinated interior
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## HOME FASHION GOODS VILLAGE

E	HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR	Home furnishing, Furniture, Lighting equipment, Interior accessories, Interior decoration
EF	FABRIC DECORATION FAIR	Fabric products for bed linen, Curtain, Carpet, High quality towel etc.
EK	HIGH DESIGN KITCHEN & TABLEWARE FAIR	Highly designed goods that enhances the kitchen and dining scene
G	FLORAL ACCESSORIES & GARDENING GOODS FAIR	Indoor gardening, Flower arrangement, Houseplant, Vase, Exterior, Dry flowers
H	FRAGRANCE FAIR	Aroma, Fragrance, Incense, Potpourri, Herbs
W	ETHICAL STYLE FAIR	Manufacturer and environmentally friendly eco, Organic, Sustainable products





## MY FAVORITE GOODS VILLAGE



## CHARACTER / LICENSE / ENTERTAINMENT

A	YOUNG FASHION & KIDS STUFF FAIR	Character goods, Toys, Fancy goods, Variety goods, etc.
A1	BABY & KIDS FAIR	Baby · Kids related products
B	STATIONERY & PAPER GOODS FAIR	Writing Implement, Paper stationary, Wrapping, Stamp, Card, Other stationary · Paper products
BS	STYLISH STATIONERY FAIR	High-quality, Warmth, Thought out stationary, General goods, Designed stationary
GA	ART & GRAPHIC, DESIGN FAIR	Advertisement · Marketing · Production request · Design/Project for merchandise and/or character
HM	HANDMADE HOBBY MAKING FAIR	Handicraft, Art supplies & stationary, Art & Craft, Scrapbooking & Stamp, Beads & Decoration, etc.
M	SPORTS & LEISURE GOODS FAIR	Outdoor supplies, Leisure · Travel supplies, Playground supplies like kick boards
P	ANIME/COMIC & CHARACTER LICENSE FAIR	Recruiting Licensee, Special Event suggestion, Sales floors suggestion ,etc.
Q	LIFE WITH PETS ~people and pets lifestyle for a shared living~	Pet related products, Goods · Merchandise with animal motifs
T	DIGITAL GADGETS & DEVICE FAIR	Electronics/Digital related goods like PC, Smartphones, Mobile tablet, etc.
U	RETAIL SUPPORT FAIR	Retailers, Distribution related attraction of consumers · Operation assistance
Y	CHRISTMAS & BRIDAL/ANNIVERSARY GIFT FAIR	Christmas, Wedding, Festival · Halloween, etc., Products related to variety of holidays



## STYLISH VILLAGE FOR LADIES



## DAILY NECESSITIES & SUNDRY GOODS VILLAGE



## BEAUTY & HEALTH VILLAGE

F	BEAUTY & COSMETICS FAIR	Beauty goods, Body & Healthcare products
HC	HEALTHCARE FAIR	Healthcare products, Wellness, Elderly lifecare, Nursing, Supplement (heart & body health supporting goods)
I	DAILY NECESSITIES & SUNDRY GOODS FAIR	Idea · function products, Environmentally friendly products, Bath · Toiletry goods, Home appliances, Tableware, kitchen goods, Products for the elderly, Elderly care items, Emergency supplies, Other household items
IS	SOUVENIR GIFT OF JAPAN FAIR	Souvenir products and local gems
J	PERSONAL ACCESSORIES & LEATHER GOODS FAIR	Bags, Shoes, Leather accessories, Hats, Scarves, Umbrellas, etc., Fashion accessory products
JB	LOCAL FASHION BRAND from ALL OVER JAPAN	Fabric, Leather, Man-made fiber, etc., Items using materials that carry the 'Made in Japan' brand
FS	FASHION SELECT	High quality fashion goods for department stores · select shops
K	APPAREL FASHION FAIR	Focused on casual clothing, ladies, mens, inner wear, ethnic style, apparel & general goods, Japanese materials like indigo dyeing and old cloth etc., used apparel & general goods, import apparel
LA	FASHION ACCESSORY FAIR	Accessory, Watch, Sunglasses, Glasses, etc., Fashionable and lightly wearable accessories
LO	GEMSTONE & FINE JEWELRY FAIR	Semi-precious stone · Gemstone · Metallic Mineral · Fossil, Diamond, Pearl, Color stone, etc., used high quality jewelry and materials · related products
MC	manicolle tokyo	Fashion goods by designers & creators
SL	SPORTS IN LIFE	Young casual, Sport related apparel, General goods



## GOURMET SHOW

GS-A1 · A2	LOCAL FOOD FAIR	Japanese sophisticated regional products such as agricultural and livestock products, beverages, and desserts that are grown in the land of Japan
GS-B1 · B2	STYLISH FOOD FAIR	Stylish products adding color to consumer's lifestyle. Focusing not only on the quality of the products, but also on their design and packaging
GS-C1 · C2	WELLNESS FOOD FAIR	Food products that are gentle and helpful to the body and mind to support healthy lifestyles
GS-D1 · D2	WORLD FOOD FAIR	Authentic food products from all over the world responding to the needs of Japanese consumers who lead global lifestyles
GS-E1 · E2	SOLUTION FAIR	Innovative services, items, and systems to enrich the food market by making the dining experience more comfortable and pleasant