

# The 5th Fukuoka International **GIFT SHOW 2009**

## **POST-SHOW REPORT**



**Show Dates: 4th (Thurs.), 5th(Fri.), 6th (Sat.) June 2009**

**Show Venue: Marine Messe Fukuoka**

**BUSINESS GUIDE-SHA, INC.**

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# The 5th Fukuoka International Gift Show 2009

## Greetings from the organizer

It is our great pleasure to welcome all of you to the Fukuoka International Gift Show, Kyushu's largest trade fair dedicated to personal gifts and lifestyle accessories. This time, the curtain is up on the 5th Fukuoka International Gift Show 2009 here at Marine Messe Fukuoka and the Show takes place over three days from Thursday the 4th of June to Saturday the 6th of June.

On the theme "Achieving a Healthy and Ecological Lifestyle", the 5th Fukuoka Gift Show gathers under one roof a great variety of merchandise and product types to enhance the living ambience showcased by 148 domestic companies and the international participation of 23 countries and regions including ASEAN, Australia, Bulgaria, Cambodia, China, Colombia, Djibouti, Egypt, Hong Kong, India, Indonesia, Italy, Korea, Lithuania, Nepal, Philippines, Russia, Taiwan, Thailand, Uganda, U.K., U.S.A., and Viet Nam.

During the show, there are new events like "Sake, Shochu, Awamori, shuzen Festa". So do please enjoy yourselves the dishes that goes perfectly well with the liquors such as locally distilled Sake, Shochu and Awamori in the intervals of your business negotiation. Added to that, "Inner Beauty Corner" offers the products designed to help create "Beauty" and "Health" from inside body, so it is a must for women to see and experience.

Special thanks are due here to Fukuoka City, Fukuoka Chamber of Commerce and Industry, Fukuoka Trade Fair Support Association and all concerned that has extended its support and cooperation to the Show. On top of that, I enthusiastically wish all the exhibitors every success and the splendid achievements during the Show, despite the ongoing bleak economic outlook.

I hereby declare the 5th Fukuoka International Gift Show 2009 open.

Hisae Haga  
President  
Business Guide-Sha, Inc.

# Show Outline

- 1. Name** The 5th Fukuoka International Gift Show 2009
- 2. Objective** By activation of the Kyushu/Chugoku District of Honshu gift market as well as by providing a trade negotiation forum for small and medium-size enterprises and trade organizations straddling Asia and Fukuoka, to contribute to the internationalization of Kyushu area enterprise and the development of the regional economy.
- 3. Theme** “Achieving a Healthy and Ecological Lifestyle”
- 4. Organizer** Business Guide-Sha, Inc.
- 5. Special Support** Fukuoka City, Fukuoka Chamber of Commerce and Industry, Fukuoka Convention Center
- 6. Support (Scheduled)** Asean-Japan Centre, Consulate General of the Republic of Korea in Fukuoka, Consulate General of the People’s Republic of China in Fukuoka, Australian Consulate-General Fukuoka, American Consulate in Fukuoka, Korea Trade Center Fukuoka, Thai Trade Center Fukuoka, Taiwan Trade Center Fukuoka, Fukuoka Prefecture, Japan External Trade Organization (JETRO) Fukuoka, Manufactured Imports and Investment Promotion Organization(MIPRO), The Small & Medium Entrepreneurs’ Companionship Society of Fukuoka Prefecture, Fukuoka Smaller Enterprises Support Center, Fukuoka Foreign Trade Association, Fukuoka Convention & Visitors Bureau, Fukuoka International Association, Japan Chain Stores Association, Japan Department Stores Association, Monthly “Gift” magazine, Monthly “Personal Gift” magazine
- 7. Show Dates & Hours** 4<sup>th</sup> (Thurs.), 5<sup>th</sup> (Fri.), 6<sup>th</sup> (Sat.), June 2009 / 10am-5pm  
4<sup>th</sup> & 5<sup>th</sup> : Open to Trade Only / 6<sup>th</sup> : Open to Trade & Public
- 8. Show venue** Marine Messe Fukuoka (Exhibition-space: 9,100 square meters)
- 9. Goods-category targeted for Exhibit**  
Domestic and overseas personal gifts, Lifestyle sundries and Consumer-goods Asian / African / Central and South American / European and US import goods, Active design & high quality goods, Art, Fancy and hobby goods, Stationery, Smart fashion sundries, Costume jewelry, Accessories, Cosmetics, Beauty(beauty-parlor goods), Fragrant foods, Tableware, Cotton goods, Casual wear, Party and wrapping, Kitchenware & utensils, Cutlery and tools, Floor and bath items, Kids gifts, Character designs, Museum goods, Processed foods, Food gifts, Cakes and confectionery, Emergency rescue goods, Retail shop sales-support goods and retail management support-related goods, etc.
- 10. Exhibit Categories** A : Trend Zakka / B : Home Furnishings & Garden Style / C : Wellness & Beauty / D : Apparel Fashion Goods & Jewelry / E : Gourmet Gift / F : Retail Support & Business Matching / G : Gift From The World / H : Superlative Items Corner
- 11. Scale of the Show** Domestic Exhibitors 148, Overseas Exhibitors 64 (23 Countries and Regions : Asean, Australia,, Bulgaria, Cambodia, China, Colombia, Djibouti, Egypt, Hong Kong, India, Indonesia, Italy, Korea, Lithuania, Nepal, Philippines, Russia, Taiwan, Thailand, Uganda, U.K., U.S.A., Viet Nam)
- 12. Targeted Show-visitors** Buyers from domestic and overseas retail and wholesales businesses etc. related to the personal gift market(retail, wholesale, specialized shops, department stores, SC, CVS, GMS, leisure-related, drugstores, art galleries, import/export trading companies, mail-order sales, door-to-door sales, printing, local and national government agencies, hotels, wedding halls, food retail/wholesale/restaurant-related, press, publishing, etc.)
- 13. Number of Visitors** 30,000 trade buyers
- 14. Show Admission Charge** Free of charge (admission is by invitation). Admission is restricted to the retail and distributive trades



## ◆Visitors by region

Region	Number of Visitors	(%)
Fukuoka	18,334	58.5
Kumamoto	1,875	6.0
Nagasaki	1,823	5.8
Saga	1,410	4.5
Oita	1,352	4.3
Kagoshima	1,158	3.7
Miyazaki	1,118	3.6
Okinawa	275	0.9
Kansai	1,072	3.4
Kanto	924	3.0
Others	1,668	5.3
Overseas	306	1.0
<b>TOTAL</b>	<b>31,315</b>	<b>100.0</b>

## ◆Total number of visitors

31,315

## ◆Visitors by date

June 4 (Thur.)	9,715
June 5 (Fri.)	9,109
June 6 (Sat.)	12,491

## ◆Visitors by sector

Type of Business	Number of Visitors	(%)
Specialty Shop	7,493	34.1
Department Store	289	1.3
Volume sales shop	367	1.7
Retail (total of specialty shop, department store, volume sales shop)	8,149	37.1
Wholesale	4,152	18.9
Manufacturer	2,054	9.4
Sales Promotion Agency / Corporate Sales	1,074	4.9
Importer / Exporter	934	4.3
Sales Promotion / Souvenir direct sales	633	2.9
Mail-order sales/Door-to-door sales	610	2.8
Food Service Industry	583	2.7
Food Retail	527	2.4
Premium user / Business Gift user	491	2.2
Merchandise design/planning	414	1.9
Hotel, Restaurant/Wedding Hall	406	1.8
Leisure Institution / Amusement Park / Museum	330	1.5
Esthetique Salon	233	1.1
Press/Publisher	161	0.7
Government/Public Organization	107	0.5
Other	1,088	5.0
Total Number of Buyers	21,946	100.0
Public People	9,369	
<b>Total</b>	<b>31,315</b>	

- O2 CAPSULE  
 ALION PTY LTD  
 AMERICAN EXPRESS  
 INTERNATIONAL, INC.  
 APPLIED  
 ARIMURAYA CO., LTD.  
 BABA-R INC.  
 Beads Collection  
 Beniotome Shuzo Co., Ltd.  
 BENISHI CO., LTD.  
 BEST AMENITY CO., LTD.  
 BESTEVER JAPAN Co., Ltd.  
 BFC corporation  
 BROTHER INDUSTRIES, LTD.  
 CASE CORPORATION  
 CJP Graphics Inc.  
 COMPASS CO., LTD.  
 CREIS Co., Ltd.  
 CROSSFOR CO., LTD.  
 C-WELL CO., LTD.  
 DAIKI  
 e-CORE CORPORATION  
 Emerald Blue  
 Emuzubi Co., Ltd.  
 Entry Japan K.K.  
 FM techno corp.  
 Frontier Works Inc  
 Fukuoka YOKAMON Ichiba  
 FUKUTOKUCHO SHURUI  
 FUKUTRADE CO.  
 Gensai co., ltd.  
 GODO SHUSEI  
 GOSHU YAKUJIN CO., LTD.  
 GRAND SCREEN PRINTING CO., LTD.  
 HARAGUCHI SHUZO  
 HASEGAWA CO., LTD.  
 HEALTH INNER BY KENSEN  
 Helms CO., LTD.  
 HIMEIZUMI SHUZOU  
 HK CO., LTD.  
 HOMBO SHUZO CO., LTD.  
 Hyakka Saen  
 HYBRID HANBAI CO., LTD.  
 Imoyacyoubei  
 IMPRESSTRY  
 INOKUCHI SHOKUJIN  
 INOUE CO., LTD.  
 iriechaen  
 ITOHAN CO., LTD.  
 izumiya  
 JACE CO., LTD.  
 Japan Bikuto Life Co., LTD  
 Japan Chinese tea Popularize  
 Association  
 JBS Inc.  
 K-TANAKA TRADING CO., LTD.  
 KAGURASHUZO CO., LTD.  
 KAMEYA-DO CO., LTD.  
 Kamoi Kakoshi Co., Ltd.  
 KAWAGUCHI PROMOTING ASSOCIATION  
 OF INDUSTRIAL PRODUCTS  
 KODOMO NO KAO CO., LTD.  
 Kojikashuzo Co., Ltd.  
 KOTODO TAKAHASHI CO., LTD.  
 Koubou Nora  
 KOUYA  
 KYOUYA  
 KYUSHU HACHINOKO HONPO  
 LAI IN STONE CO., LTD.  
 LEAVES CO., LTD.  
 LIMITED COMPANY HANJO-KOBO  
 LIVE ENTERPRISE CO., LTD.  
 MARUTATSU CO., LTD  
 MARUZEN CO., LTD.  
 Masunari Woven Label co., ltd.  
 Mind Fitness Co., Ltd.  
 MOMIKI KOGYO  
 MORITA SHOUJI CO., LTD.  
 M's DS INC.  
 mu - mu  
 MUNEMASA SYUZOU KABUSHIKIGAISYA  
 NAMEE NO CHIKARA  
 NATEC INCORPORATED  
 N-Enterprise Corp  
 NICHIEI BUSINESS MACHINE CO.,  
 LTD.  
 NIIDA BUSSAN CO., LTD.  
 NIRVANA STONE  
 NISHIKAWA CO., LTD.  
 NISHINIHON OROSHI CENTER  
 NITTOH SANGYO CO., LTD  
 NONAKA EMBROIDERY MACHINE SALES  
 CO., LTD.  
 NTT DOCOMO  
 OFFICE SANSARA Co., Ltd.  
 OKAYAMA-NISHI SHOKOKAI  
 OUTLET HIROBA TOSUKEN  
 PAMC, LTD.  
 PIOTEC CO., LTD.  
 PLATA INC.  
 RAGHAV GEMS  
 Renaissance Project CO.,  
 LTD.  
 Rhea dor  
 RHSJ ENTERPRISES CO., LTD.  
 Ruhe  
 S.P. International CO.  
 S-F-C CO., LTD  
 sakiyama shuzo  
 SAN-O CO., LTD.  
 SANNOH CO., LTD.  
 Satsuma Shuzou  
 Satsumamuso Co., Ltd.  
 SEIKO TOUKI  
 SEIWA TRADING CO., LTD.  
 SHIKOKU DAIKO CO., LTD.  
 TOPLAN DIV.  
 SHIMADA SYOUJI Co., Ltd.  
 SHIN NIPPON CALENDAR CO.,  
 LTD.  
 SPICE CO., LTD.  
 SUN FLAME CO., LTD.  
 Taiho shokai  
 TAKAHATA INTERNATIONAL CO.,  
 LTD.  
 TAKAKOH BUSSAN CO., LTD.  
 TAKARA SHUZO CO., LTD.  
 TANEGASHIMA SHUZOU CO., LTD  
 TENMA SHOJI  
 TOGU  
 TOHACHIYA  
 TOMATO LAND CO., LTD.  
 TRUST CO., LTD.  
 TSURUTA SOUBI  
 UENO TRADING CO., LTD.  
 UNKAISYUZOU CO., LTD.  
 WAKAMATSU SYUZO  
 WAKAYAMA CO., LTD.  
 WARP TAIYO CO., LTD.  
 worth-while.com  
 Yamaguchi Co., Ltd.  
 Yamato CO., LTD.  
 YOSHIKAWA-CHEMICAL CO.,  
 LTD.  
 YUMEZAIKU CO., LTD.

- ◆ ASEAN CENTRE  
ASEAN-JAPAN CENTRE  
PEACE HANDICRAFTS  
BEAD-A-HOLIC,INC
- ◆ AUSTRALIA  
AUSTRALIAN CONSULATE GENERAL FUKUOKA
- ◆ B L G A R I A  
HULGARSKA ROSA KARLVO
- ◆ C H I N A  
China National Center of Quality Supervision and Inspection of Tea  
CHONGQING YINXIANG CO., LTD.  
LEMEIDU (BEIJING) HEADGEAR PACKAGE CO., LTD.  
PIEARTH  
SEA WAVE LIMITED
- ◆ C O L O M B I A  
SEVEN 7 GEMS LTDA, C.I.
- ◆ D J I B O U T I  
SOCIETE D'EXPLOITATION DU LAC
- ◆ E G Y P T  
EGYPTIAN COMPANY
- ◆ H O N G K O N G  
HONG KONG TRADE DEVELOPMENT COUNCIL  
WATCHME INTERNATIONAL LTD
- ◆ I N D I A  
AISHWARYA INTERNATIONAL  
HK EXPORTS CORPORATION  
MORNING STAR  
RAMA SAMA CO.  
SHREE JEE EXPORTS  
SHREE LAXMI IMPEX  
SHUN TRADING
- ◆ I N D O N E S I A  
INDONESIAN TRADE PROMOTION CENTER  
DEER FASHION  
HANNA COLLECTION  
HARVEST CO.,LTD  
OZZY BATIK  
SUMBA ART
- ◆ I T A L Y  
DPS-PROMATIC
- ◆ K O R E A  
BESTEVER CO.,LTD.  
BUSAN ECONOMIC PROMOTION AGENCY  
DONGMIN-METAL CO.,LTD.
- ECOWORLD  
GREEN LIFE  
I-MASTI Co., Ltd.  
JXYLO  
MYUNG SHIN MEDICAL CO., LTD.  
OK-YOUNG  
TEOJEON  
TWENTYONE ENGINEERING
- ◆ L I T H U A N I A  
AMBER BY TORVELA  
AMBER SVAJA
- ◆ N E P A L  
THE SHANGRILA TRADE CONCERN  
UNIQUE THANKA PRODUCTION CENTRE
- ◆ T A I W A N  
DR.WARM TECHNOLOGY CO.,LTD.  
VITALITY TECHNOLOGY CORPORATION  
WENBI INTERNATIONAL CORP.
- ◆ R U S S I A  
RICCIONI LLC
- ◆ T H A I L A N D  
CHELSEA ETHIC ASIA CO., LTD.  
COTTON·NARM CO., LTD.  
MURAKAMI CORPORATION CO., LTD.  
NAO ORIENTAL  
NATURAL ORGANIC STAGE  
SIAM GEMS TECH  
SILVER BELL
- ◆ U G A N D A  
ZIGOTI COFFEE WORKS LTD.
- ◆ U . K .  
JEREMY ANTIQUES  
RHSJ ENTERPRISES CO., LTD.  
ROY KIRKHAM & CO.,LIMITED
- ◆ U . S . A .  
AMERICAN CONSULATE IN FUKUOKA  
INTERNATIONAL BRIDAL SELECTION CO.,LTD  
JIMBO COMPANY  
M'sDS INCORPORATED
- ◆ V I E T N A M  
CONSULATE GENERAL OF THE SOCIALIST REPUBLIC OF  
VIETNAM IN FUKUOKA

At the 4th Fukuoka International Gift Show 2008, the following contests and events were held to our exhibitors and visitors

■ New product Contest

The New product Contest targeted merchandise which had come onto the market during the previous 6 months. 43 items of merchandise were entered and visiting buyers - whom we have to regard as also sales professionals - voted according to their likes. On the basis of the voting results, a final examination was made by the judges below and prize-winning entries were decided.

**Judge**

Mr. Katsuyuki Hino, Tenjin Loft  
 Mr. Nobukuni Ogata, Incube Nishitetsu  
 Hisae Haga, Business Guide-Sha, Inc.

■ Prize-winners Announcement and Awards ceremony

The announcement of winners and awards ceremony for each contest took place at the Evening Party on the show's 2nd day, the 5th of June (Fri.) (See below for contest results.)

■ Evening Party

A buffet-style Evening Party was held from 6:15p.m. on the show's 2nd day, the 5th of June (Fri.), in the "Sea-view Mall" on Marine Messe Fukuoka's 2nd floor.  
 With 250 guests from home and overseas attending, the event went off with a bang as a facility for visitor and exhibitor exchange.

■ Special Display Corner for Contest Winners

A special set-up corner showing various products which won the Grand Prix or Winners in 4 contests such as the New Product Contest, Imported Product Popularity Contest etc. held at the previous Tokyo International Gift Show and the Osaka International Gift Show was provided next to the New Product Contest spot.



◆ New Product Contest

WINNER

Product Name: "Flex Wing"  
 ● Exhibiting Company Name: M's DS Inc.  
 ● Suggested Retail Price: JPY1,575(22), JPY2,625(32)  
 ● Product Characteristics: It is a safe and solid glider enjoyable as playing catch. Types of 20 meters flight and 30 meters flight are available.

Runner-up

Product Name: "Bisonte 2 way Shoulder Bag"  
 ● Exhibiting Company Name: Leaves Co., Ltd.  
 ● Suggested Retail Price: JPY18,900  
 ● Product Characteristics: It is a 2 way shoulder bag with a hand grip. It was made with high quality domestic leather.

◆ New Product Contest (Foods)

WINNER

Product Name: "Mango Raw Caramel"  
 ● Exhibiting Company Name: Aliment Milk  
 ● Suggested Retail Price: JPY840  
 ● Product Characteristics: It is a popular raw caramel made with mango & milk from Miyazaki pref. Mango's flavor will spread over your mouth.

Runner-up

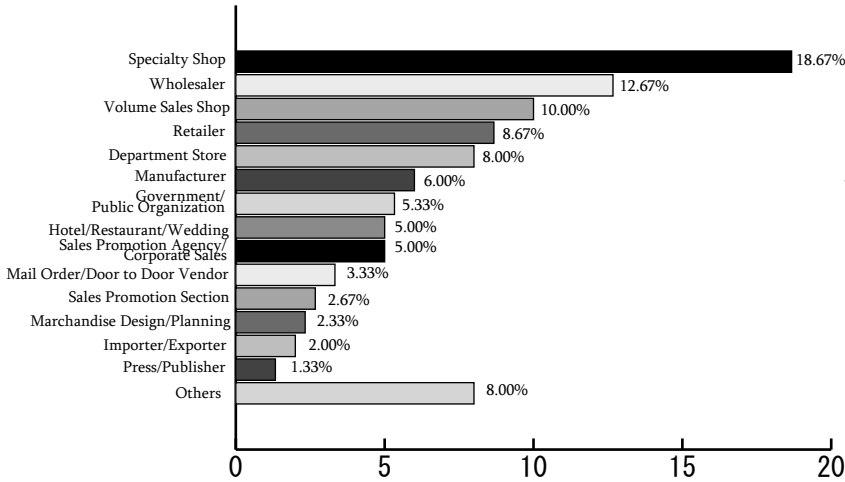
Product Name: "Hakata's Mentaï Seasoned Seaweed 4 packs"  
 ● Exhibiting Company Name: Inokuchi Shokuhin  
 ● Suggested Retail Price: JPY500  
 ● Product Characteristics: It is a high quality seaweed from Ariake Sea dusted with Hakata's popular "mentaiko". It's gentle, rich and pungent taste.

Runner-up

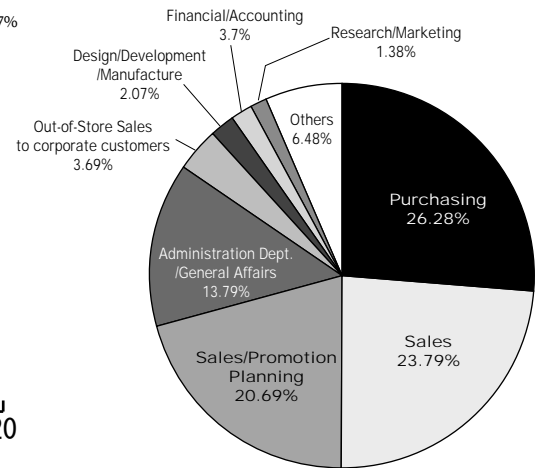
Product Name: "Red Sweet Potato & Plum Liquor"  
 ● Exhibiting Company Name: Nizato Shuzo  
 ● Suggested Retail Price: JPY1,000  
 ● Product Characteristics: It's good for health as it contains polyphenol. Enjoy the natural color, taste and flavor of Awamori plum liquor and red sweet potato.

Date : June 4(Thurs.) ~ 6(Sat.), 2008 ※During the Fukuoka Gift Show  
 Place : Show Venue (Marine Messe Fukuoka) at the New Product Contest  
 Respondents : 3,684

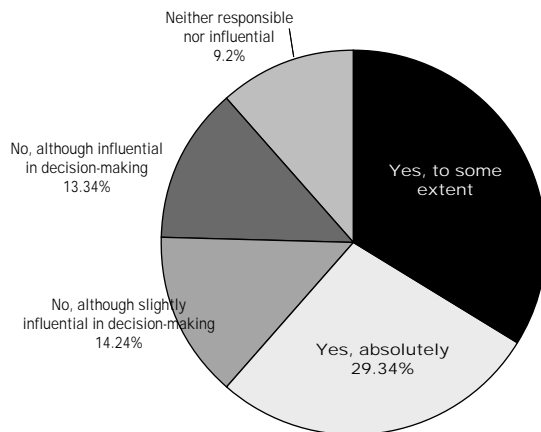
## ◆Your Business Type ?



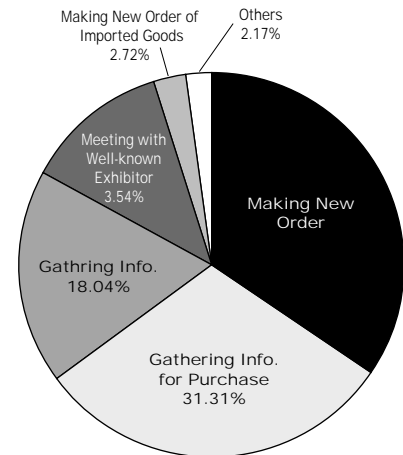
## ◆Job in your company



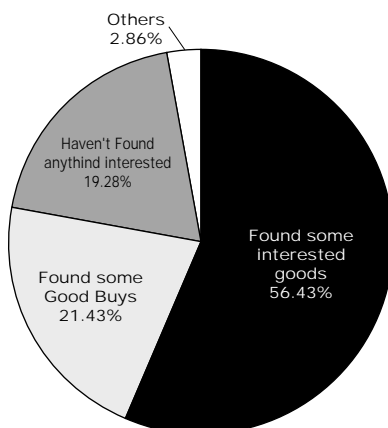
## ◆Are you responsible in making decisions to purchase inventory?



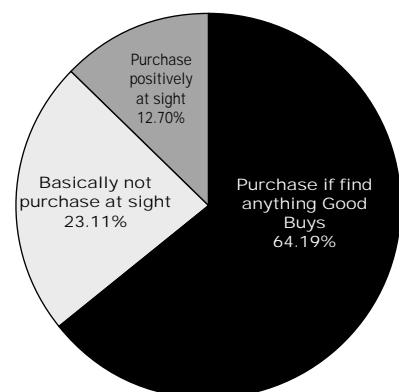
## ◆Purpose of visit



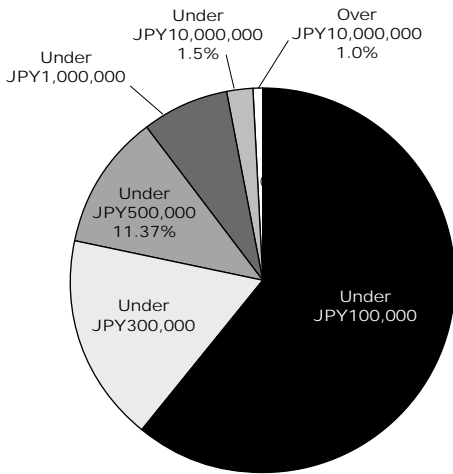
## ◆How did you feel about Overseas Booths?



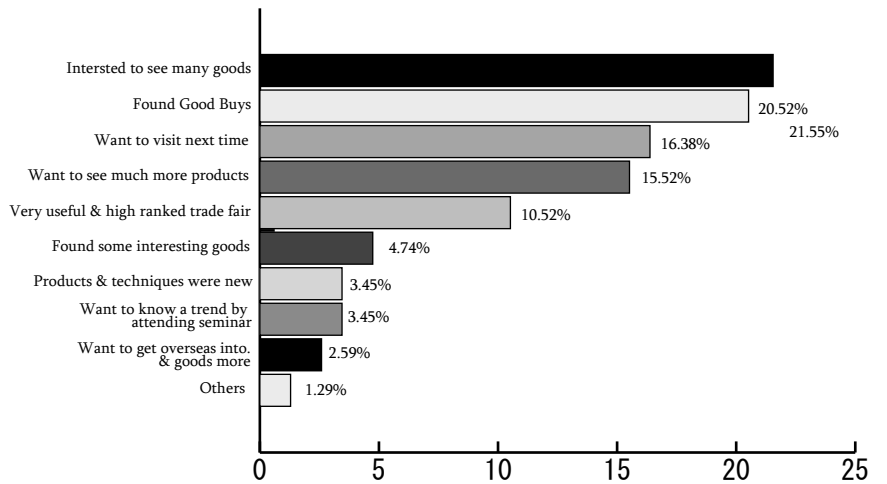
## ◆About purchasing at sight



◆ **Budget of purchase**



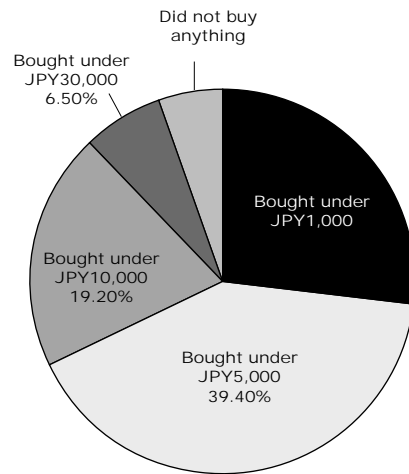
◆ **Impression about the show**



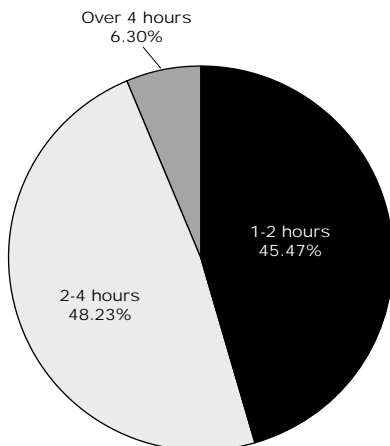
◆ **About Fukuoka Gift Show**



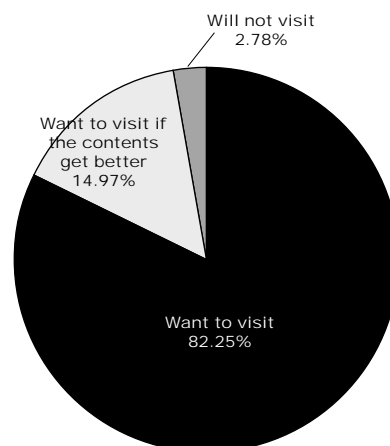
◆ **About spot sale**



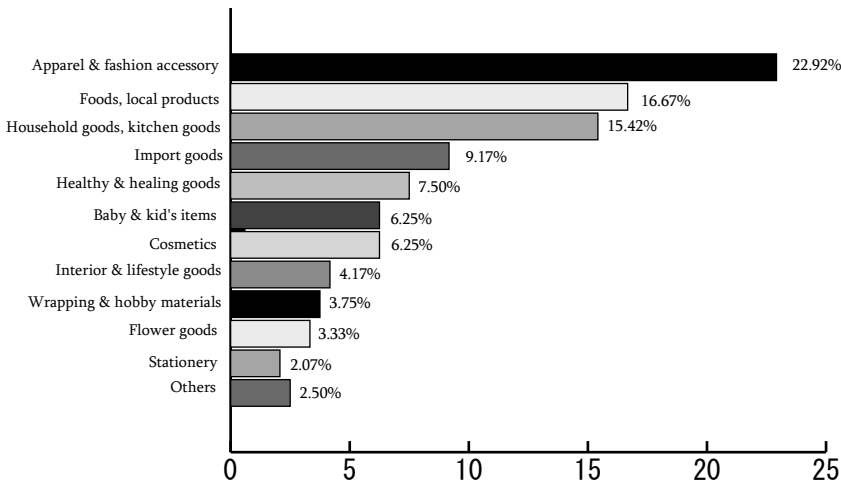
◆ **How long have you staying at FIGS?**



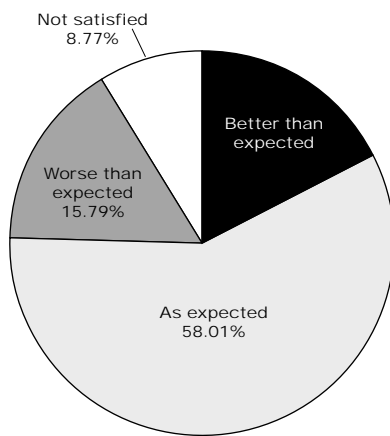
◆ **About Public day**



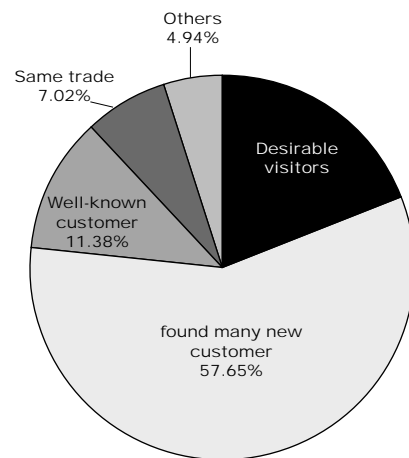
◆What kind of goods do you want to buy?



◆About the result of exhibiting



◆About visitors



◆Exhibitor's Voice

- Product PR for public people were succeeded.
- The last day grew livelier with public people.
- It was a good product PR to be on TV.
- It was difficult to show prices at the same time for buyers and public people.
- How about separate exhibitors selling on the spot from not selling.
- If there is a kind of matching booth of manufacturer with exhibitor, it's nice.
- Visitor's response were better than last year.
- It was a good experience to talk with end-users for market reserch.
- By selling our products on the last day, we could collect a part of booth fee.
- It was not need to enclose alcoholic zone. Need more effort to be more open.
- It was good to meet well-known customer of Kyushu area.
- It's better to separate day for buyer's (2days) from public day (1day).