



**Exhibiting
Information**

LIFESTYLE Week

Trade Fair for Gifts, Stationery, Homeware and Fashion

2022 September Show

3rd LIFESTYLE Week OSAKA

Dates: Sep. 28 (Wed) – 30 (Fri), 2022

Venue: INTEX Osaka, Japan

Web: www.lifestyle-expo-k.jp/en/

2023 April Show

6th LIFESTYLE Week TOKYO

Dates: Apr. 5 (Wed) – 7 (Fri), 2023

Venue: Tokyo Big Sight, Japan

Web: www.lifestyle-expo-spring.jp/en/

2023 July Show

18th LIFESTYLE Week TOKYO

Dates: Jul. 19 (Wed) – 21 (Fri), 2023

Venue: Tokyo Big Sight, Japan

Web: www.lifestyle-expo.jp/en/

Gateway to Japan and Asia-Pacific Market



**B-to-B
Trade
Show**



Huge Number of Quality Buyers with Purchasing Authority



Opening Ribbon-cutting Dignitaries of Previous Show

(in random order, titles omitted)

(The event didn't take place due to COVID-19 in 2020.)

Industry Organisations / Organiser

- ALL JAPAN STATIONERY ASSOCIATION
Chairman Eiichiro Suhara
<MITSUBISHI PENCIL CO., LTD., Representative
Director, Chairman and President>
Vice Chairman Shinichi Ishikawa
<ZEBRA CO., LTD., President>

- TOKYO STATIONER'S ASSOCIATION
Chairman Yujiro Uchida
<MARUSHO-SHOUTEN CO., LTD., President>
- TOKYO STATIONERY & PAPER PRODUCT
WHOLESALES COOPERATION
Chairman Motoshige Saitoh
<LIFE CO., LTD., President>

- ALL JAPAN STATIONERY RETAILERS ASSOCIATION
Chairman Shizuo Mori
<MORIICHI CO., LTD., Chairman>
- REED EXHIBITIONS JAPAN LTD.
President Tadao Ishizumi

Leading Japanese Retailers

- AEON RETAIL CO., LTD.
- ISETAN MITSUKOSHI LTD.
- HANKYU HANSHIN DEPARTMENT STORES, INC.
- THE LOFT CO., LTD.
- STYLINGLIFE HOLDINGS INC.,
PLAZASTYLE COMPANY

- DON QUIJOTE CO., LTD.
- KEIO ATMAN CO., LTD.
- TOKYU HANDS INC.
- PAL CO., LTD.
- HAPINS CO., LTD.
- S-S INC., SUNROOJU DIVISION

- BEAMS CO., LTD.
- Y-YACHT CO., LTD.
- ETOILE KAITO & CO., INC.
- MARIMO CRAFT CO., LTD.
- TSUTAYA CO., LTD.
- OKAMOTOYA CO., LTD.

- ASAHI SHOKAI K. K.
- ITO-YA LTD.
- MIYAGI CO., LTD.
- KINOKUNIYA COMPANY LTD.
- MIRAIYA SHOTEN CO., LTD.
- YURINDO CO., LTD.

Leading Overseas Retailers

- MoMA - THE MUSEUM OF MODERN ART
(USA)
- KYOBO HOTTRACKS CO., LTD. (KOREA)
- BOOKS LIBRO CO., LTD. (KOREA)
- 10x10 INC. (KOREA)

- DREAM OFFICE CO., LTD. (KOREA)
- SHANGHAI BAIXIN STATIONERY
CO., LTD. (CHINA)
- WEIHAI ORCHID CULTURE SUPPLIERS
CO., LTD. (CHINA)

- YUN NAN KUANGMING TRADING
CO., LTD. (CHINA)
- SHENZHEN COMIX GROUP CO., LTD.
(CHINA)

- TIEN CHIAO SHIH CO., LTD. (TAIWAN)
- THE ESLITE CORPORATION (TAIWAN)
- JING SHING FA CO., LTD. (TAIWAN)

What is **LIFESTYLE Week?**

**World's leading trade show for Gifts, Homeware and Lifestyle Products.
It is the best sourcing venue for Made-in-Japan & Worldwide Products
as well as finding new OEM/ODM partners.**



LIFESTYLE Week consists of 9 specialised shows

GIFTEX

Gifts & Interior Expo

Variety and unique gift items from all over the world are concentrated.



ISOT

Int'l Stationery & Office Products Fair

Creative and functional stationery items offer new lifestyle for all users.



DESIGN TOKYO

Tokyo Design Products Fair

Collection of cutting-edge design products which generate trend.



Baby & Kids Expo

Gathers baby and kids products such as clothes, educative toys and nursing items under one roof.



Table & Kitchenware Expo

Covers all table and kitchenware from general use to professional use.



Fashion Goods & Accessories Expo

Fashionable items from classic to trend-leaders.



Health & Beauty Goods Expo

Approach one of the biggest beauty market in the world.



Good Foods Expo

Gathers food & beverage products for gifts such as confections, wine, dairy products and seasonings.



Sustainable Goods Expo

To grow sustainable business socially & economically.



LIFESTYLE Week

Trade Fair for Gifts, Stationery, Homeware and Fashion

Exhibit at All 3 Shows to Succeed in Japan & Asia !

3rd

LIFESTYLE Week **OSAKA** SEPTEMBER

Dates: September 28 (Wed) – 30 (Fri), 2022
Venue: INTEX Osaka, Japan

LIFESTYLE Week OSAKA [September] is

- The largest trade show for consumer products in Western Japan.
- Exhibitors can approach buyers whose business bases are in Western Japan.
- The first comprehensive exhibition of the second half of the Japanese fiscal year (April to March of the following year).



"Largest" in reference to the net exhibit space of trade shows with the same concept.

LIFESTYLE Week OSAKA [SEPTEMBER] Floor Plan (preliminary)



Exhibit at All 3 Shows to Succeed in Japan & Asia !

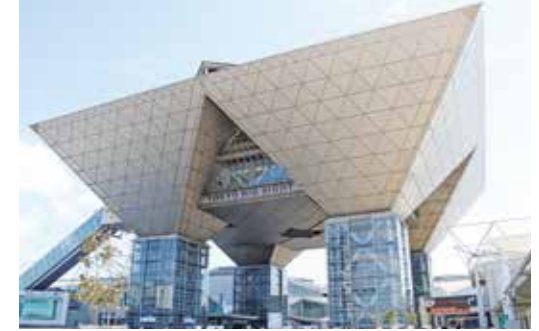
6th

LIFESTYLE Week TOKYO APRIL

Dates: April 5 (Wed) – 7 (Fri), 2023
Venue: Tokyo Big Sight, Japan

LIFESTYLE Week TOKYO [APRIL] is

- The best show to promote for the big demands of new year/year end.
- April is the timing to procure Autumn/Winter products.
- The show is held concurrently with the biggest Japanese exhibition specialised in Apparel & Novelty, which will make great synergy.



LIFESTYLE Week TOKYO [APRIL] Floor Plan (preliminary)



Exhibit at All 3 Shows to Succeed in Japan & Asia !

18th

LIFESTYLE Week TOKYO

TOKYO
JULY

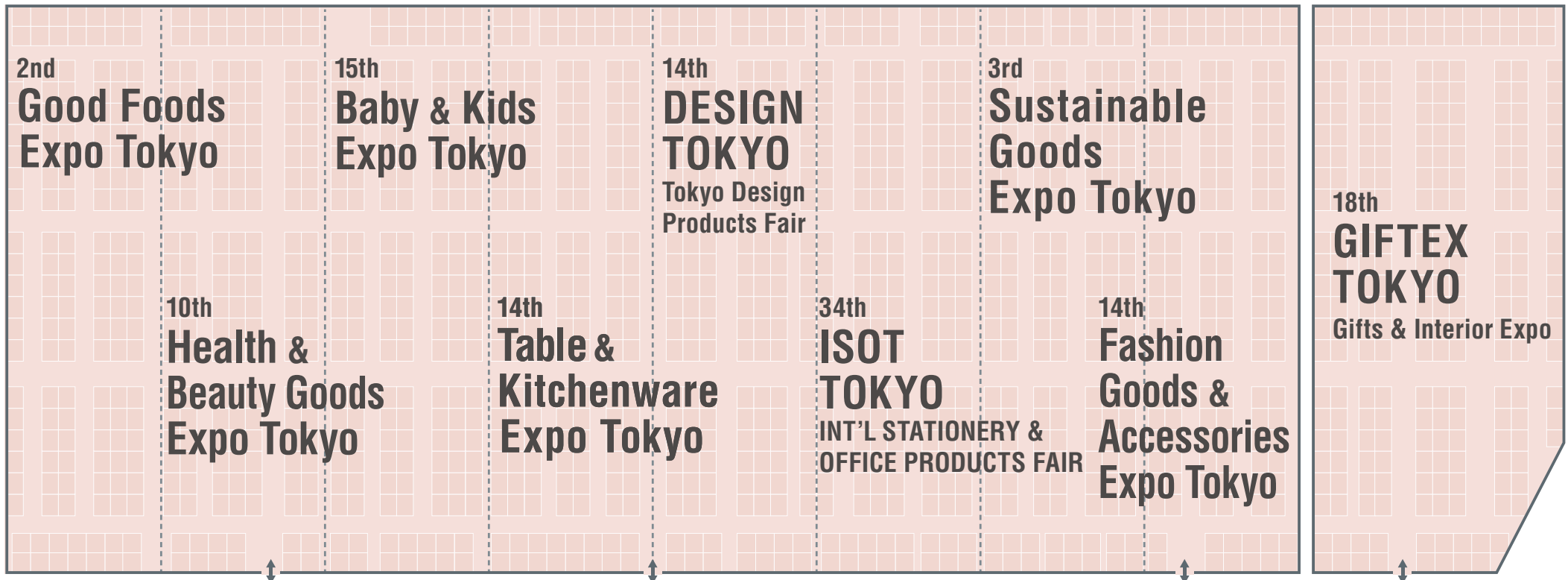
Dates: July 19 (Wed) – 21 (Fri), 2023
Venue: Tokyo Big Sight, Japan

LIFESTYLE Week TOKYO is

- The best timing for promoting products for the next spring and summer.
- The show with "DESIGN TOKYO" which is the special exhibition for high design products.
"Stationery of the Year", well-known annual award for new-launched stationery, also takes place in the venue.



LIFESTYLE Week TOKYO [JULY] Floor Plan (preliminary)



The Best Platform to Expand Sales Channels

1 Covers All Markets in Japan!

Osaka Region* *Covering Osaka, Kyoto, Kobe, Nara, etc.

- As one of largest economic cities of Japan, Osaka region plays the major role in the economy of Western Japan.
- A large number of retailers and lifestyle-related companies' HQs are located in Osaka region.
[Hankyu Hanshin, Takashimaya, Daiwa House, Panasonic, Kirindo, KOHNAN SHOJI, LIFE Corp., PAL GROUP, Senshukai, etc.]
- World Expo 2025 will be held in Osaka; an influx of people and an increase of demands for consumer goods are expected.

Tokyo

- With numerous global companies and importers located in Tokyo area, it provides great opportunities for international companies to start business in Japan.
- World's trends gather in Tokyo – it is a perfect place to sell and promote your products.
- A large amount of capital has been invested in this area based on the growing demand and the influx of people. This will have a positive influence on the Japanese market.

2 Very International Show

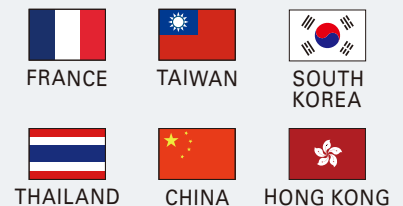
The international exhibitors from more than 40* countries/regions have ever exhibited in LIFESTYLE Week.

The number of international exhibitors has been increasing and LIFESTYLE Week is becoming more diversified year by year. The next edition is expected to be further international.

List of Countries/Regions International Exhibitors have come from ever* (in alphabetical order)

- | | | | | |
|-------------|---------------|---------------|-------------|---------------|
| ■ Australia | ■ Austria | ■ Bangladesh | ■ Belarus | ■ China |
| ■ Denmark | ■ France | ■ Germany | ■ Hong Kong | ■ India |
| ■ Indonesia | ■ Ireland | ■ Israel | ■ Italy | ■ Japan |
| ■ Malaysia | ■ Netherlands | ■ New Zealand | ■ Slovenia | ■ South Korea |
| ■ Spain | ■ Sweden | ■ Switzerland | ■ Taiwan | ■ Thailand |
| ■ Tunisia | ■ Turkey | ■ UK | ■ USA | ■ Vietnam |

National/Regional Pavilions

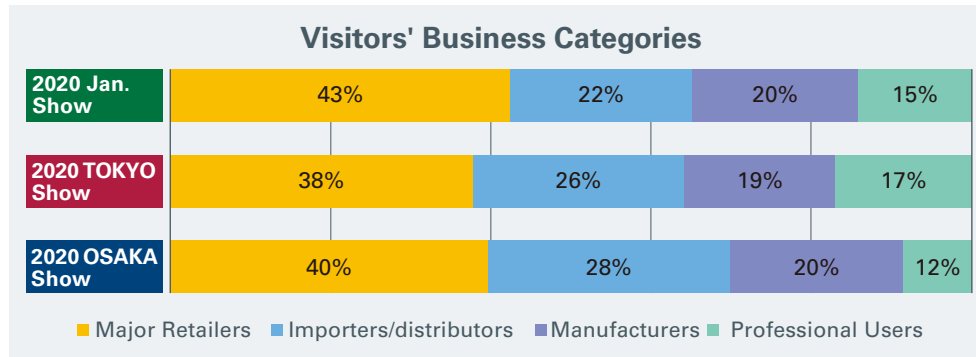


*including concurrent shows

The Best Platform to Expand Sales Channels

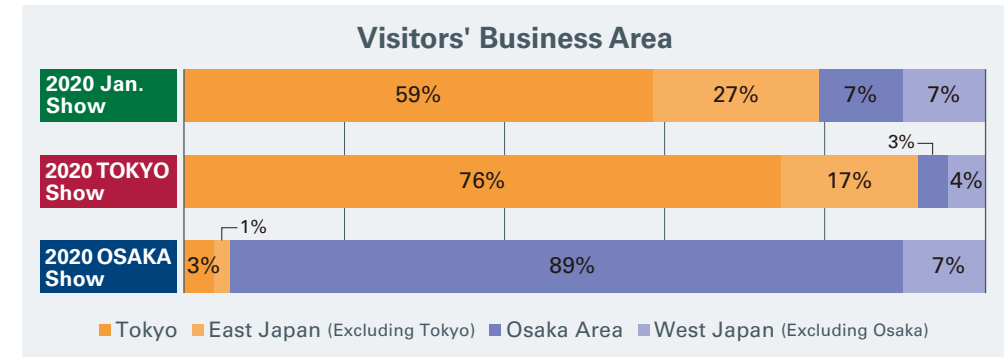
3 Attracts a Variety of Visitors from All Over Japan

Majority of visitors are decision makers with purchasing authority and influencers of purchasing rights.



The table shows more than 80% of visitors are buyers from retailers, importers, distributors and professional users*.

(*The owners of hotels, restaurants, beauty salons and etc.)



The data above show the clear tendency that TOKYO Show & OSAKA Show attract local buyers. You can cover two major markets in Japan by exhibiting in both shows.

Source: Visitors' registrations

◆ Exhibitor's & Visitor's Comments from the Previous Shows (excerpts)

[Exhibitor's Comments]

TRAVEL MALL (Switzerland)

This was our first time to participate in the show and we had more than 100 visitors coming to our booth. They were looking for serious business which is fantastic. We already signed for a bigger booth for next year.

LOVINFLAME (Taiwan)

We've had major retailers and top designers reaching out to us. I think the show has excellent branding and it is a great way to kick off business into Japan. Show Management was very supportive from the beginning.

[Visitor's Comments]

MoMA -THE MUSEUM OF MODERN ART NEW YORK (USA)

You see so much person to person, business to business happening between retailers and manufacturers. You can feel the energy in the air that there is a lot happening at the show.

KINOKUNIYA COMPANY (Japan)

The purpose of visiting the show was to source stationery and gift products that we can place at our bookstores. The show gives us a great opportunity to meet many potential business partners all in the same venue.

Extensive Services Maximise Your Results

1 One-to-One Matching Support with Importers (2023 TOKYO [July] only)

Show Management invites key importers/distributors from Japan and arranges meetings with exhibitors. 554 meetings were arranged by Show Management in the 2019 June show.



2 Variety of Promotion to Attract Visitors to Your Booth

Listing in the International Products Sourcing Guidebook **FREE**

A special guidebook featuring only international exhibitors will be issued and distributed to 10,000* major Japanese importers and buyers prior to the show. (2023 TOKYO [June] only) *expected



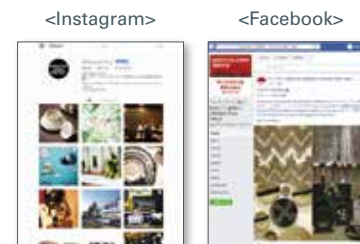
E-mails Featuring International Exhibitors/Products **FREE**

E-mail promotion is conducted to over 360,000* Japanese buyers and importers. *expected



Promotion Opportunity via Official Instagram and Facebook **FREE**

Show Management will select exhibiting products and post pictures on our official SNS during the show period. Through our SNS activities, exhibitors/products will be promoted widely!



Media Exposure **FREE**

Show Management invites press personnel to visit the show and encourages them to cover various exhibits in mass media.

TV Programs and Media List of the Previous Shows

- **TV Program** TBSTV, FujiTV, TV Asahi, TV Tokyo, NHK ...etc.
- **Magazine** BRUTUS, Mono-Magazine, FQ Japan, WWD JAPAN ...etc.
- **Newspapers** NIKKEI, Mainichi, Asahi, Yomiuri, Sankei ...etc.
- **WEB** Yahoo! News, Livedoor News, Biglobe News ...etc.



* These services might not be carried out depending on the situation.

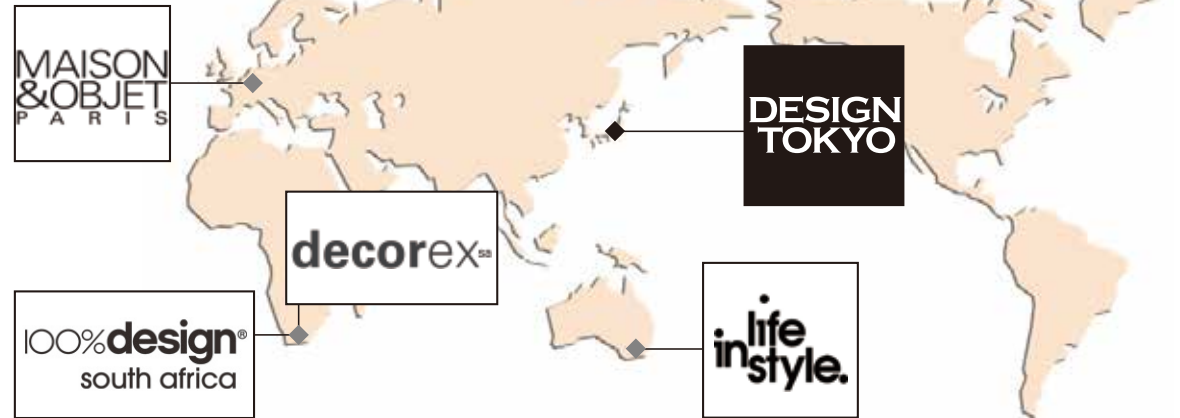
Trade Shows Organised by RX

RX, the world's leading event organiser, holds over 500* events a year in more than 30* countries, attracting over 7 million* participants.

The map indicate some Lifestyle and Design shows organised by RX:

*expected / before COVID-19

MAISON&OBJET PARIS organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France.



LIFESTYLE Week is organised by RX Japan Ltd. , (Formerly Reed Exhibitions Japan Ltd.) the group of worldwide trade show orgnaiser.

Exhibitors

Manufacturers dealing in the following products:

- Gifts
 - Outdoor Goods
 - Interior Products, Furniture
 - Stationery
 - Baby Items
 - Maternity Goods
 - Flower, Plants
 - Food & Beverage Gifts
 - Smartphone Goods
 - Fashion & Accessories
 - Beauty Goods/Appliance
 - Body-care Products
 - Florist Items
- etc.

Business Meetings

- Find local agents/distributors in Japan
 - Conduct business discussions with a great variety of buyers
 - Carry out market research in Japan
 - Promote your products through press activities
- etc.

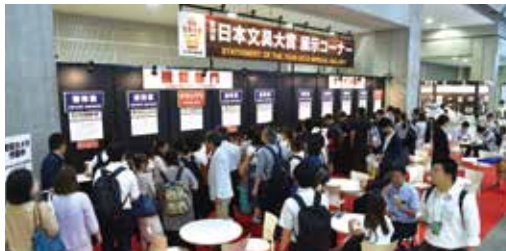
Visitors

- Importers, Distributors
 - Mass Retailers
 - Gift Shops
 - Stationery Stores
 - DIY Stores
 - Hotels, Restaurants
 - Catalogue Retailers
 - Wholesalers
 - Lifestyle Shops
 - Department Stores
 - Interior Shops
 - Online Shops
- etc.

ISOT INT'L STATIONERY & OFFICE PRODUCTS FAIR (2023 TOKYO [July] only)

Attracting Attention from the Industry - Stationery of the Year

The Screening Committee selects 5 products for Design and Function categories. Award-Winners and Grand-Prix will be announced at the ceremony on the first day of the show, covered widely by press/media.



Promote Your Exhibits via Blog, SNS and Mass Media !

We collaborate with the ISOT Stationery Influencers Committee and famous bloggers with a huge number of followers. They will select and promote exhibits to the Japanese market through their website and SNS. Moreover, major TV programs and media visit ISOT to cover the event; there is high possibility that your products will be exposed widely to the public.



MEZAMASHI TV - Fuji TV



ASACHAN! - TBSTV

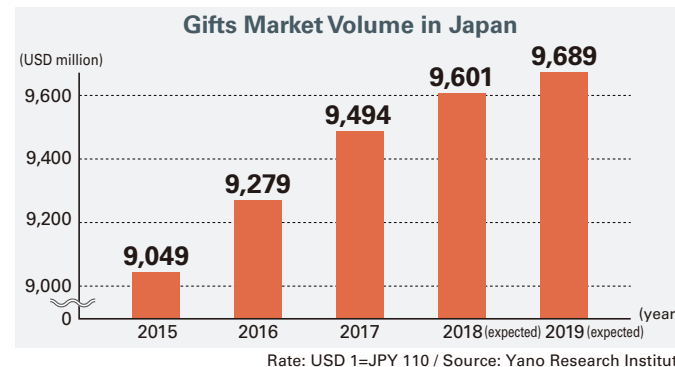


DIME (Shogakukan)

GIFTEX Gifts & Interior Expo

Best Gateway to Attractive Japanese Market

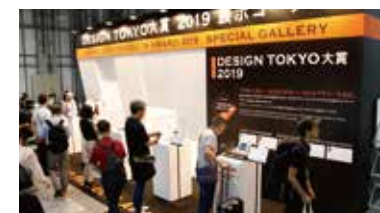
- A variety of gift products are gathered at the exhibition venue from all over the world to conduct business in Japan and Asia.
- There are specific product categories at Gifts & Interior Expo, such as Outdoor goods, Home appliances, Christmas goods, Smartphone goods, etc.



DESIGN TOKYO Tokyo Design Products Fair (2023 TOKYO [July] only)

Gathers Selected Design Products from All Over the World!

- A huge number of international buyers visit the show to discover high design and functional products.
- DESIGN TOKYO PRODUCTS AWARD is given to the most “marketable design” products. The Award raises great attention from the industry, attracting not only buyers but also major magazines.



Screening Committee *Honorifics omitted, not in alphabetical order



Paul Galloway

Collection Specialist
Architecture & Design
MoMA - The Museum of Modern Art



Kazuo Kawasaki

Ph.D., Design Director /
Professor Emeritus,
Osaka University and Nagoya City
University



Ryuko Kida

ELLE DECOR Brand Director
Hearst Fujingaho Co., Ltd.



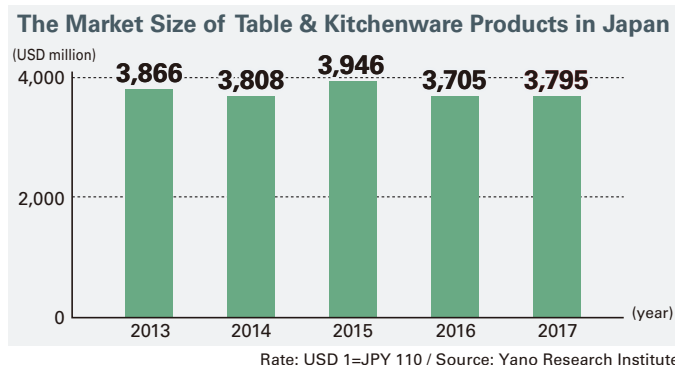
Hideshi Hamaguchi

monogoto
Business Designer

Table & Kitchenware Expo

Japan's Leading B-to-B Trade Show!

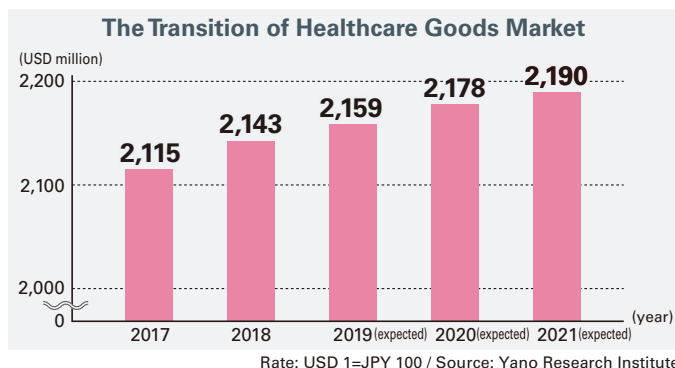
- Table & Kitchenware Expo is the biggest “B-to-B” exhibition specialised in this industry in Japan.
- Key persons from hotels and restaurants visit the show for sourcing professional cooking utensils, decorating items, etc.
- The Japanese market is very stable. Many buyers are looking for fashionable, functional and high design tableware and kitchenware from all over the world.



Health & Beauty Goods Expo

The Best Platform to Expand Your Business

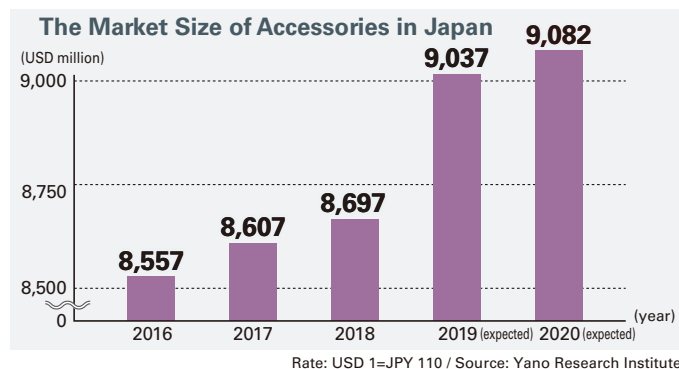
- Japan has one of the highest health & beauty consumption in the world (around USD 1,400 per family) in 2018. Especially the growth of the market for beauty tools (beauty appliances and make-up tools) contributes to this number.
- The demand for this industry, especially for healthcare products is increasing because the government puts emphasis on the citizens' healthcare in their policy.



Fashion Goods & Accessories Expo

Gathers a Huge Variety of Fashion Goods & Accessories

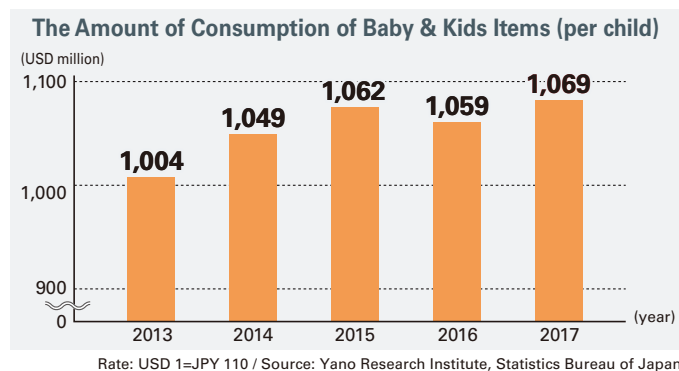
- In Japan, fashion goods and accessories are sold not only at apparel shops and department stores, but also at variety shops and lifestyle shops. The show will help you to meet all the buyers at once.
- Many brand holders conduct OEM/ODM production outside of Japan. International exhibitors who have OEM production services have big opportunities to meet them and conduct new business.



Baby & Kids Expo

Japan's Largest* "B-to-B" Exhibition for Baby & Kids Items

- Even with the decreasing number of births, the Japanese market is very stable. Trends such as "6 Pockets", "Safety", "Functional" and "Online Shopping (changes in business route)" are the key to success.
- The market of baby items (nursing products, educative toys, clothes, etc.) is huge - more than USD 1,000 million.

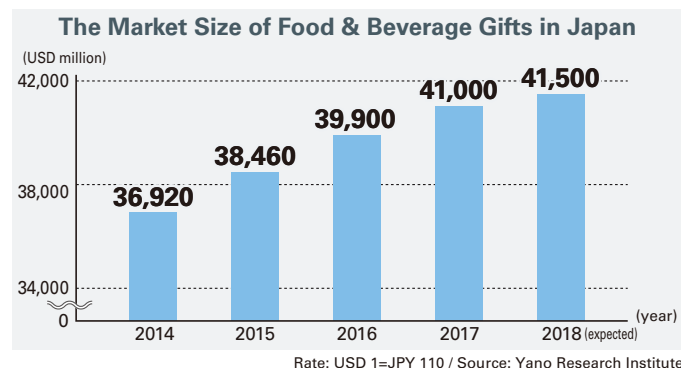


*"largest" in reference to the exhibitor number of trade shows with the same concept.

Good Foods Expo

Expand Your Business in the Attractive Market !

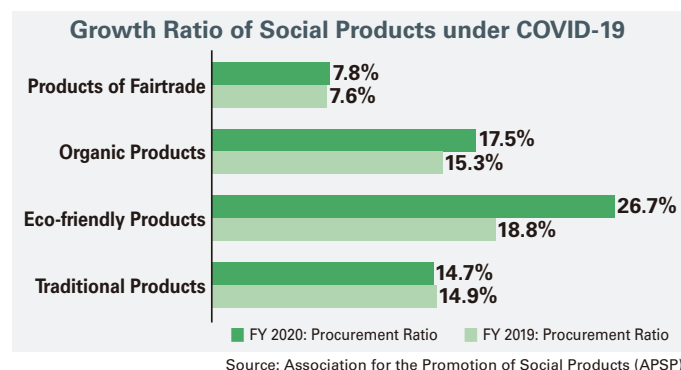
- The market size of food & beverage gifts is massive in Japan (around USD 40,000 million/year) and growing year by year. Foods & beverages are often the first choice of gifts for friends, families and themselves.
- Food & beverage products, especially for gifts, are sold not only in special stores but also in lifestyle stores and department stores. You can expect to meet your potential customers because of the synergy effect of LIFESTYLE Week.



Sustainable Goods Expo

We launched a new trendy exhibition "Sustainable Goods Expo" in LIFESTYLE Week.

- "Sustainable" consumption is expanding to all over the consuming products industry.
- Many major Japanese retailers noticed the trend and set "Sustainable" segment in their stores.
- The market of "Sustainable" will be the attractive, the volume will be USD 12 trillion per year which will be equivalent of 10% of worldwide GDP.
(Source: Business & Sustainable Development Commission (BSDC))



Show Schedule for the Next 2 Years

Held 3 Times a Year in Japan!

	April Show	July Show	September Show
2022	Tokyo Concluded <small>April 5 (Wed) – 7 (Fri) Tokyo Big Sight</small>	Tokyo Concluded <small>July 5 (Wed) – 7 (Fri) Tokyo Big Sight</small>	Osaka September 28 (Wed) – 30 (Fri) INTEX Osaka
2023	Tokyo April 5 (Wed) – 7 (Fri) Tokyo Big Sight	Tokyo July 19 (Wed) – 21 (Fri) Tokyo Big Sight	Osaka September 27 (Wed) – 29 (Fri) INTEX Osaka

(expected)



Join us at **LIFESTYLE Week**
your BEST gateway to the Japanese & Asian market !

Contact

Organiser: RX Japan Ltd. Formerly Reed Exhibitions Japan Ltd.
LIFESTYLE Week Show Management

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(Apr.): www.lifestyle-expo-spring.jp/en/
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