

The 94th TOKYO INTERNATIONAL
Gift Show
Autumn 2022

TOKYO INTERNATIONAL **Gift Show** Autumn 2022
The 12th **LIFE × DESIGN**



[Date] 7th – 9th September, 2022

[Time] 10:00–18:00, 10:00–17:00 on the 9th

[Venue] Tokyo Big Sight

POST SHOW REPORT



Business Guide-sha, Inc.

<https://www.giftshow.co.jp/english/>

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Name	The 94th Tokyo International Gift Show Autumn 2022
Theme	Regain Japan's economy through Omni-channel
Concurrent trade show	Tokyo International Gift Show Autumn 2022 the 12th LIFE×DESIGN The 32nd Gourmet & Diningstyle Show Autumn 2022 LIVING & DESIGN 2022
Organizer	Business Guide-Sha, Inc.
Official Support and Cooperation	<p>Official Support by ASEAN-JAPAN Centre / Economic & Commercial Office Embassy of the People's Republic of China / Embassy of the Republic of Korea in Japan / Trade Section, Embassy of Finland / Ambassade de France au Japon / State of Hawaii, Department of Business Economic Development & Tourism / 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) / Character Brand Licensing Association (CBLA) / Japan Merchandising Rights Association (JAMRA) / The Association of Japanese Animations (AJA) / LICENSING INTERNATIONAL / Content Overseas Distribution Association (CODA) / 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 Industry Association / Japan Interior Coordinator Association / Japan Candle Association / Japan Shopping Tourism Organization / LIVING TECH ASSOCIATION JAPAN / Tokyo Big Sight Inc. / Monthly Gift Premium</p> <p>With cooperation of Japan Interior Architects / 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 / Japan Extension and Remodeling Conference Organization / The Textile Association of Japan / Renovation Council / Caring Design Association / BIO HOTELS JAPAN / Art Life Styling Association / Kyusyu Craft Design Association</p>
Statistic	<p>Total Number of visitors 192,334 (Including 51 overseas visitors)</p> <p>Total Number of exhibitors 1,988 (Including 305 overseas companies from 12 countries and regions)</p> <p>Total number of exhibitors by the country</p> <p> ■Australia...1 ■Austria...1 ■China...156 ■Germany...1 ■Hong Kong...8 ■Korea...58 ■Malaysia...1 ■Taiwan...14 ■Thailand...29 ■Turkey...1 ■USA...34 ■South Africa...1 </p>



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Total Number of Visitors

Dates: Sep. 7-9, 2022 (3 days from Wed. to Fri.)

Venue: Tokyo Big Sight (Tokyo International Exhibition Center) East Hall 1~6

Total number of visitors **192,334** [including 51 overseas visitors]

Total number of exhibiting companies **1,988**
 [305 overseas companies from 12 countries and regions]

Trade Show	Date	Sep.7 (Wed.)	Sep.8 (Thu.)	Sep.9 (Fri.)	TOTAL by each exhibition
		45,311 (33)	45,218 (6)	42,282 (12)	132,811 (51)
	Total No. of exhibiting companies: 1,078 (277 overseas from 10 countries and regions)				
		9,798	9,782	9,768	29,348
	Total No. of exhibiting companies: 402 (28 overseas from 5 countries)				
		1,638	1,798	1,756	5,192
	Total No. of exhibiting companies: 23				
		8,012	8,611	8,360	24,983
	Total No. of exhibiting companies: 180				
TOTAL by each day		64,759 (33)	65,409 (6)	62,166 (12)	192,334 (51)

Note : No. of overseas visitors are indicated in parentheses



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Summarize

The 94th Tokyo International Gift show Autumn 2022 was held from September 7th to 9th at Tokyo Big Sight. The total number of visitors was 192,334 and the total number of exhibitors was 1,988 (305 overseas companies from 12 countries and regions).

As the world started recovering from the global pandemic, Japanese government has recently lifted part of the travel restriction on overseas travelers. This year more than 300 overseas companies were able to exhibit at the Gift Show. The show was thriving as overseas companies were finally back in their pavilions at the show, such as from the State of Hawaii, Thailand, China, Korea, and Taiwan. Some of the exhibitors from the state of Hawaii and South Korea have conducted food tastings at their booths, which was very popular among visitors.

With overseas companies back in at the Gift Show, there was an increase in Japanese visitors as well. Compared to the previous show, there were more visitors from outside of Tokyo. Many visitors as well as exhibitors realized from coming to the show, that it was time to re-activate their business.



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Photo Gallery

Taiwan External Trade Association / Hong Kong Trade Development Council /
 United Nations Industrial Development Organization (UNIDO)

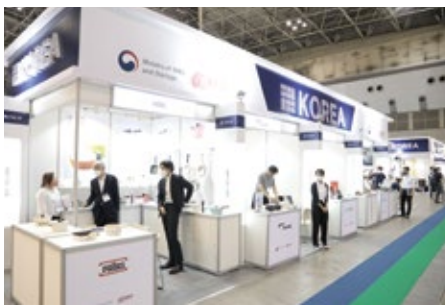


Hawaii

State of Hawaii, Department of Business, Economic Development and Tourism exhibited a variety of Hawaiian products with 34 individual local companies at their own pavillion in the Gift Show.

Korea

58 companies introduced their products at the Korean Pavillion in the Gift Show, which caught visitors' attention throughout the event.



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China

156 companies introduced their products at the Gift Show, conducting a business meeting at the booth or via online.



Thailand

29 individual companies showed a wide range of products such as Thai cartoon project, OTOP (One Tambon One Product), and Thailand's material solutions at their booths.



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Austria

United Nations Industrial Development Organization (UNIDO) showcased handmade products sewn by women in Iran at the booth. During the event, the ambassador of the embassy of Iran came to the Gift Show to visit UNIDO's booth.

