

LIFESTYLE EXPO TOKYO

2019 JANUARY

Dates : Jan. 30 [Wed] – Feb. 1 [Fri], 2019

Venue : Makuhari Messe, Japan Organised by : Reed Exhibitions Japan Ltd.

- POST SHOW REPORT -

LIFESTYLE EXPO TOKYO 2019 [January] attracted a record number of visitors!

LIFESTYLE EXPO TOKYO 2019 [January] was successfully held from Jan. 30 – Feb. 1, 2019 at Makuhari Messe, Japan. Known as Japan's leading "B-to-B" show for gifts, baby & kids' items, health & beauty products, tableware, kitchenware, fashion accessories and interior products, the show attracted 1,232* exhibitors from 33* countries and 58,602* professional visitors from worldwide. This was the January edition of a significantly larger gathering than its' first launch in January 2018.

LIFESTYLE EXPO TOKYO has firmly established itself as another key business venue in Japan, one of the world's leading lifestyle/gifts market.

(*including all concurrently held shows)



Outline of the show

LIFESTYLE EXPO TOKYO 2019 [January]

Consisting Shows:

- 2nd GIFTEX TOKYO 2019 [January]
- 2nd Baby & Kids Expo Tokyo [January]
- 2nd Fashion Goods & Accessories Expo Tokyo [January]
- 2nd Table & Kitchenware Expo Tokyo [January]
- 2nd INTERIOR TOKYO 2019 [January]
- 2nd Health & Beauty Goods Expo Tokyo [January]

Co-held Shows

- 7th COSME TOKYO 2019
- 9th COSME TECH 2019
- 2nd INNER BEAUTY TOKYO 2019
- 2nd MARKETING & SALES PROMOTION EXPO 2019 [January]



Key Figures

1,232
Exhibitors
from 33 countries

58,602
Visitors
from worldwide



Countries of Exhibitors

 Australia	 Brazil	 Bulgaria
 Canada	 China	 Denmark
 Egypt	 Finland	 France
 Georgia	 Germany	 Greece
 Hong Kong	 India	 Ireland
 Israel	 Italy	 Japan
 Korea	 Morocco	 New Zealand
 Poland	 Russia	 Singapore
 Switzerland	 Taiwan	 Thailand
 The Netherlands	 Tunisia	 Turkey
 UK	 USA	 Vietnam

2nd GIFTEX TOKYO 2019 [January]

A huge range of gifts and variety goods such as smart phone accessories, outdoor products, eco-friendly items, small lifestyle products, and Wa-zakka (Japanese-style gift items) gathered at the 2nd GIFTEX TOKYO 2019 [January]. Many Japanese buyers including department stores and retailers visited the show.

In addition, many manufactures visited the show to find the most suitable OEM/ODM partners. Shanghai Zebra Trade Co., Ltd. which is a plate manufacturer in China met big buyers such as Dentsu, Japan Post Holdings, Takashimaya and AEON at the venue, and exchanged business cards with over 600 visitors. More than 300,000 of their products were sold by the second day, and they met more than 10 Japanese distributors that wanted to partner with them. "The quantity of production increased from 20,000 to 90,000 after we exhibited last year. This year, we expect an even bigger increase." they said.



2nd Baby & Kids Expo 2019 [January]

Known as Japan's key trade show for baby and kids' items, the January version of Baby & Kids Expo Tokyo gathered a wide range of products such as baby and kids' apparel, toys, nursing items and maternity goods from around the world. The show attracted keen buyers looking for cute, colorful, safe, unique, and stylish baby and kids' products. Angel Dear, an American babywear and accessories brand met around 80 buyers and took direct orders from them on-site. The Japanese distributor of Angel Dear, Ms. Hiroko Hayakawa was very happy to have met so many buyers and suggests future exhibitors to book their booth spaces as early as possible to get their preferable location. "The flow of how visitors come into the booth is very important." she said.



2nd Fashion Goods & Accessories

Expo Tokyo 2019 [January]

This year's Fashion Goods & Accessories Expo Tokyo [January] covered a wide range of fashion-related products such as bags, shoes, accessories, etc. With big accessory corporations such as OSEWAYA, FLOWERING CO. LTD., GOLDY CO. LTD. exhibiting, many accessory companies exhibited to meet new buyers.

SITUS, a fashion goods brand exchanged over 200 business cards and had deep discussions with over 70 visitors in the first 2 days. Big buyers from department stores, mass retailers, selective shops from all over Japan came to meet them. "I am so happy to see so many buyers interested in our designs. I am sure that the recognition of our products increased greatly by exhibiting." said CEO and Chief Designer, Mr. Shun Ito.



2nd Table & Kitchenware Expo Tokyo 2019 [January]

The show gathered various types of tableware and kitchenware products from all over the world. To expand business in Japan and Asia-Pacific, many international exhibitors were seen having deep business negotiations at the booths.

TGI Technology Pte. Ltd., a manufacturer in Singapore that makes unique speakers had business meetings with over 60 visitors including buyers from Japan, Australia and the US. "We have participated in shows like Maison & Objet and Ambiente. In terms of customer flow, LIFESTYLE EXPO has more visitors who actually come to source for good products. This is a very good fair for us." said Director Mr. Darren Low.



2nd INTERIOR TOKYO 2019 [January]

Exhibits from INTERIOR TOKYO 2019 [January] includes home accents, lightings, beddings, rugs & fabrics, indoor plants, room fragrance, furniture and many more. Visitors showed great interest to unique interior products gathered from various parts of the world.

Sonnenglas Japan Ltd., a light manufacturer had meetings with 250 - 300 visitors, and received direct orders from them on-site. Their initial purpose of exhibiting was to meet business partners from variety gift stores and flower shops, but they were also able to have successful business meetings with import/export companies and manufactures willing to collaborate with them. "We are excited to exhibit in the 2019 June edition" said CEO Ms. Asami Kawamoto.



2nd Health & Beauty Goods Expo Tokyo 2019 [January]

Health & Beauty Goods Expo Tokyo gathered unique items such as tools for facials, massages, hair care, fragrances, etc. Many visitors were seen trying and enjoying the products. There is a huge trend for not only women but also men, and buyers were serious to know more about the beauty tools and how to use them.

BIO EPOCH LTD., a manufacture of unique tooth brushes had meetings with over 100 visitors. Last year, they were able to sell over 2,000 tooth brushes during the show. This year, they assume a sales of over JPY 800,000 – 1,000,000 more than they did the previous year. "We were able to meet visitors from various industries everyday. We did not expect to meet buyers from department stores and hardware stores, so we are very happy.", said Director of Planning and Development, Mr. Kazuhiko Murata.



Synergy Effect from Concurrent Shows

One of the unique aspects of LIFESTYLE EXPO TOKYO is that it is co-held with Japan's largest cosmetics trade show COSME TOKYO 2019, COSME TECH 2019 and INNER BEAUTY TOKYO 2019, as well as MARKETING & SALES PROMOTION EXPO 2019 [January].

Visitors were seen going back in forth between each halls creating a synergy effect of purchasing from different industries. It can easily be said that both exhibitors and visitors were able to meet a wide range of industry leaders throughout the show.

Expectations for the next editions

The next shows; LIFESTYLE EXPO TOKYO 2019 [June], LIFESTYLE EXPO TOKYO 2020 [January] are expected to scale up and become even more international.

In the 2020 January edition, IFEX 2020 – 16th INT'L FLOWERS & PLANTS EXPO TOKYO will be newly joining the LIFESTYLE EXPO family. Visitors from the flower/garden shop industries will visit the show, making an even larger synergy effect.

Most of the exhibit spaces of the next editions were booked by the end of the show by satisfied exhibitors who aim to reserve a larger space and also by many new-comers who see the potential in exhibiting.

If you are interested in expanding your business in Japan/Asia-Pacific, now is the time to book your preferable booth locations before it is all sold out!

Check out the details of the next shows

LIFESTYLE EXPO TOKYO (Former: GIFTEX TOKYO) 2019 JUNE

Dates: June 26 [Wed] – 28 [Fri], 2019
Venue: Tokyo Big Sight, Japan

- 14th GIFTEX TOKYO 2019 [June]
- 11th Baby & Kids Expo Tokyo [June]
- 10th Fashion Goods & Accessories Expo Tokyo [June]
- 10th Table & Kitchenware Expo Tokyo [June]
- 3rd INTERIOR TOKYO 2019 [June]
- 6th Health & Beauty Goods Expo Tokyo [June]
- 10th DESIGN TOKYO 2019

LIFESTYLE EXPO TOKYO (Former: GIFTEX TOKYO) 2020 JANUARY

Dates: Jan. 20 [Mon] – 22 [Wed], 2020
Venue: Makuhari Messe, Japan

- 3rd GIFTEX TOKYO 2019 [January]
- 3rd Baby & Kids Expo Tokyo [January]
- 3rd Fashion Goods & Accessories Expo Tokyo [January]
- 3rd Table & Kitchenware Expo Tokyo [January]
- 3rd INTERIOR TOKYO 2019 [January]
- 3rd Health & Beauty Goods Expo Tokyo [January]
- IFEX 2020 - 16th INT'L FLOWERS & PLANTS EXPO TOKYO

Media Partners

With great support from international media partners, LIFESTYLE EXPO TOKYO is becoming well-known all over the world.



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