

LIFESTYLE Week TOKYO OSAKA

TOKYO: Sep. 2 – 4, 2020 @Tokyo Big Sight, Japan

OSAKA: Sep. 9 – 11, 2020 @INTEX Osaka, Japan

PRE-SHOW REPORT

World's Leading "B-to-B" Trade Fair for Lifestyle Products

Following the Japanese announcement of lifting of the state of emergency on May 26, which officially allows trade shows to be held onwards from August, Show Management, Reed Exhibitions Japan Ltd., is pleased to announce that **the shows will be held both in Tokyo and Osaka in September** (Tokyo: Sep. 2-4, Osaka: Sep. 9-11).

Newly launching show, **1st LIFESTYLE Week [OSAKA]** has already attracted many attention from buyers from western Japan. Both exhibitors and visitors are eager to make new business for post COVID-19, and we believe that these shows will play an important role to boost their business chances for the coming year.

Pre-Registration is now open for a FREE Visitor Ticket. (5,000 JPY without a ticket)

TOKYO >> https://www.lifestyle-expo.jp/inv_en/

OSAKA >> https://www.lifestyle-expo-k.jp/inv_en/



8 Specialised Shows of [TOKYO] Show

15th **GIFTEX TOKYO**

Variety-Gifts Expo

DESIGN TOKYO 2020

11TH TOKYO DESIGN PRODUCTS FAIR

11th **Table & Kitchenware Expo Tokyo**

7th **Health & Beauty Goods Expo Tokyo**

31st **ISOT TOKYO**

INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR

12th **Baby & Kids Expo Tokyo**

4th **Interior & Home Decor Expo Tokyo**

11th **Fashion Goods & Accessories Expo Tokyo**

High Quality, High Design "Made-in-Japan" Products

Japan is known for its high quality, high design products. The wide range of "Made-in-Japan" products will most definitely be the center of attention amongst both Japanese and international buyers.

Traditional Japanese goods such as handmade potteries, cutlery and crafts, as well as Japan's eco-friendly/sustainable items will be showcased. Every year, buyers from all over the world gather in search of new and unique products that are not available in their home countries. With more and more Japanese exhibitors expanding their business overseas, the show is their best chance to meet new international business partners.



Trend Setting Events at [TOKYO] Show

29th STATIONERY OF THE YEAR Award 2020

This award will be given to 10 products of this year's best stationery for categories; functionality/design. The award will be held inside 31st ISOT [TOKYO], and the grand prix winners will be announced on the first day of the show.



6th DESIGN TOKYO PRODUCTS AWARD 2020

This award is given to the most “marketable” design products. 5 products including the grand prix will be chosen from the Screening Committee. The award will be held inside 11th DESIGN TOKYO, and also to be announced on the first day of the show.



NEW! “New Normal” Lifestyle Goods Fair

With the recent pandemic of COVID-19, safety measures to prevent infection have been the hot topic for everyone. It is needless to say that there is a high demand on disinfection products, stress relieving products, remote work goods, etc. With this, Show Management have launched “New Normal” Lifestyle Goods Fair inside **15th GIFTEX [TOKYO]** & **1st GIFTEX [OSAKA]**. Don't miss the new and creative products that exhibitors have come up with for your “new normal”.

Exhibits

- ◆ Remote Work ... Computer/Smartphone Products, Stationery, Earphones, Fans, etc.
- ◆ Disinfection ... High-functional Masks, Non-contact Goods, Hand Sanitizers, etc.
- ◆ Stay Home ... Hobby & Crafts, Study Goods, Convenient Kitchen Goods, Toys, etc.
- ◆ Stress Relief ... Aroma/Sleeping Goods, Relaxing Goods, Indoor Plants, etc.
- ◆ Fitness ... Stretching Goods, Indoor Exercising Goods, Supplements, etc.



Concurrent Show of [TOKYO] Show

12th Japan Marketing Week [Tokyo] is Japan's leading trade fair for marketing & sales promotion products and solutions, consisting of 6 specialised shows.

If you are also looking to find ways to promote your products, take a 3 minute walk from the halls of LIFESTYLE Week [TOKYO] and check Japan Marketing Week.

Held inside **Japan Marketing Week** 2020 Tokyo

12th **PROMOTIONAL GOODS EXPO** **Tokyo**

5th **ADVERTISING SUPPORT EXPO** **Tokyo**

8th **SIGNAGE & DISPLAY EXPO** **Tokyo**

3rd **DIGITAL PROMOTION EXPO** **Tokyo**

7th **SALES SUPPORT EXPO** **Tokyo**

2nd **STORE OPERATION SOLUTIONS EXPO** **Tokyo**

Visit [OSAKA] Show the Following Week

LIFESTYLE Week will launch a new edition in Osaka; western Japan's largest economical market. Here, you can meet exhibitors and source products that you cannot find in Tokyo. Why not visit Osaka the following week to make the most of your business trip to Japan?

Find out more >> <https://www.lifestyle-expo-k.jp/en-gb.html>

5 Specialised Shows of [OSAKA] Show

1st **GIFTEX** **OSAKA**
Variety-Gifts Expo

1st **ISOT** **OSAKA**
INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR

1st **Interior & Home Decor**
Expo **Osaka**

1st **Health & Beauty Goods**
Expo **Osaka**

1st **Fashion Goods & Accessories Expo** **Osaka**

Concurrent Shows of [OSAKA] Show

1st LIFESTYLE Week [OSAKA] is concurrently held with **1st Japan Marketing Week [Osaka]** and **1st COSME Week [OSAKA]**.

COSME Week [OSAKA] is the new September edition of COSME Week [TOKYO]; Japan's largest cosmetics show. With the synergy effect of exhibitors and visitors from various industries, the Osaka show is expected to have the most successful launch.

1st Japan Marketing Week Osaka

Consists of 6 specialised shows

COSME Week OSAKA

Consists of 2 specialised shows

■ Save the Dates and Come Visit the Show

To visit, please pre-register for a FREE Visitor Ticket for each show from the options below. It will cost 5,000 JPY on-site to enter the show without a ticket.

TOKYO

- **VIP** >> https://www.lifestyle-expo.jp/vip_en/
(For those whose job title is "manager" or above)
- **General** >> https://www.lifestyle-expo.jp/inv_en/
- **Group** >> <https://www.lifestyle-expo.jp/en-gb/visit/group.html>
(For a group of 5 or more)
- **Press Registration** >> https://www.lifestyle-expo.jp/press_f_en/
(Same registration form for both shows)

You can enter all concurrently held shows with one ticket.

OSAKA

- **General** >> https://www.lifestyle-expo-k.jp/inv_en/
- **Group** >> <https://www.lifestyle-expo-k.jp/en-gb/visit/group.html>
(For a group of 5 or more)

You can enter all concurrently held shows with one ticket.

■ *Thorough Measures against COVID-19*

◆ All Participants to Wear Mask	◆ Hand Sanitizer at All Entrances
◆ Temperature Measurement	◆ Good Indoor Ventilation
◆ Doctors/Nurses On-site	◆ Seat Distancing at Seminars

For more details >> https://www.lifestyle-expo.jp/doc_statement_en/

■ *Interested in Exhibiting?*

Show Management can assist you with cost, booth locations, visitor's list, etc.

- Exhibiting Info Request >> https://www.lifestyle-expo.jp/ex_en/
- Brochure Download >> https://www.lifestyle-expo.jp/BRC_dl/

■ *Contacts*

LIFESTYLE Week Show Management

Reed Exhibitions Japan Ltd.

18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan

TEL: +81-3-3349-8505

E-mail: visitor-eng.lifestyle@reedexpo.co.jp

TOKYO Web: <https://www.lifestyle-expo.jp/en-gb.html>

OSAKA Web: <https://www.lifestyle-expo-k.jp/en-gb.html>