

## Outline of Online Business Matching in Collaboration with Reed Exhibitions Japan

LIFE STYLE Week [TOKYO, January]  
January 27 (Wed) -29 (Fri), 2021

### Objective:

For three days from January 27 to 29, 2021, the Japan External Trade Organization (JETRO) will hold online business matching meetings for exhibitors and overseas buyers at "LIFE STYLE Week Tokyo" organized by Reed Exhibitions Japan, Ltd. at Makuhari Messe, Japan.

LIFE STYLE Week Tokyo is Japan's leading trade fair for Gifts, Stationery, Homeware and Fashion. With 7 consisting shows, the show is known as one of the "must-attend-shows" that gathers the latest lifestyle products from Japan and around the world. If you are interested in taking part in these individual online meetings, we highly encourage you to take advantage of this opportunity.

### 1) Outline:

Title	LIFE STYLE Week [TOKYO, January]
Date	January 27 (Wed) – 29 (Fri), 2021
Venue	Makuhari Messe, Japan
Organizer	Reed Exhibitions Japan Ltd.
Online exhibition	This exhibition is comprised of GIFTEX TOKYO (Variety-Gifts Expo), Baby & Kids Expo Tokyo, Fashion Goods & Accessories Expo Tokyo, Health & Beauty Goods Expo Tokyo, Table & Kitchenware Expo Tokyo, Interior & Home Décor Expo Tokyo, and ISOT TOKYO (International Stationery & Office Products Fair). Results of the previous year: 17,675 visitors and 344 exhibitors from 16 countries/regions.
Online business matching meetings	The online business matching meetings will be held between exhibitors and overseas buyers recommended by JETRO. Staff members from Reed Exhibitions and JETRO, carrying tablets connected online with overseas buyers, will individually visit exhibitor booths and arrange meetings. Interpreters will be also arranged by JETRO.
URL	<a href="https://www.lifestyle-expo-spring.jp/en-gb.html">https://www.lifestyle-expo-spring.jp/en-gb.html</a>

## 2) Procedures:

- We request buyers to please read the exhibition outline provided by JETRO beforehand, and if interested in individual business talks, to fill out the attached form and send it to the nearest JETRO office.
- Once JETRO has received your application, it will share with Reed Exhibitions information such as preferable dates and times and companies and fields in which you are interested. Reed Exhibitions will then contact exhibitors and arrange individual online meetings.
- Two hours will be available for meetings for each buyer, and within that timeframe, around three to four meetings will be arranged beforehand on a priority basis. In addition, we will arrange walk-in visits to the booths of exhibiting companies and other activities in support of meetings within the designated time.
- An online system originally developed by Reed Exhibitions will be used for this event. For this reason, please read the terms and conditions before participating. Furthermore, we also request your cooperation in conducting a connection test for the system beforehand.
- This event will be jointly held by Reed Exhibitions and JETRO. In line with this, your information will be shared with Reed Exhibitions as well as exhibitors in order to make appointments with exhibitors. JETRO has concluded a non-disclosure agreement with Reed Exhibitions which stipulates that the buyer information shared between JETRO and Reed Exhibitions will not be used outside of this event.
- As the time until the start of the event is limited, applications will be accepted on a first-come-first-served basis and closed as soon as capacity is reached. We strongly encourage buyers who are interested in this project to apply as soon as possible.

## 3) For further information:

Please contact your nearest JETRO office.