

INFORMATION OF TSUBAMESANJO TRADE SHOW 2019



October 2nd-3rd , 2019

ABOUT TSUBAME-SANJO TRADE SHOW

[Objective]

Tsubamesanjo has about 1,000 wholesalers including material wholesalers. Its shipments total approximately 412 billion yen. There are about 300,000 kinds of products in its domestic and overseas distribution channels in stock to ship at any time, including cooking utensils for business use, gifts, sharp cutting tools, craftsman tools, and products for mass retailers. In addition, many companies with the largest market shares in their fields are located in Tsubamesanjo. These companies will gather to exhibit popular products and items collected not only from Tsubamesanjo, but also from around the world, with the aim of developing new products, improving existing products, and finding new markets. At present, more than 100 companies from Tsubamesanjo are expected to participate in the exhibition.

[Activities] The exhibition and business meetings with companies from TsubameSanjo for buyers in Japan and overseas

[Date and time] October 2 (Wed.) – 3 (Thu.), 2019, 10:00 a.m. – 5:00 p.m. (4:00 p.m. on the 2nd day)

[Venue] Multipurpose Hall on the first floor of Messepia, TSUBAMESANJO Regional Industries Promotion Center

ABOUT TSUBAME-SANJO TRADE SHOW

[Exhibitors] Wholesalers in TsubameSanjo and manufacturers who have their own product brands (100 companies are expected)

[Exhibition categories] Sundries, kitchen utensils for business use, gardening tools, sharp cutting tools, craftsman tools, care products, etc.

[Targets] Buyers in Japan and overseas (including department stores, specialty stores, mass retailers, mail order companies, trading companies, etc.)

[Organizer] Tsubame - Sanjo Trade Show Executive Committee
(Sanjo Chamber of Commerce and Industry, Tsubame Chamber of Commerce and Industry)

[Co-organizers] Sanjo City, Tsubame City,
TSUBAMESANJO Regional Industries Promotion Center

[Tsubamesanjo Trade Show 2018 After movie]

Interview by Executive Committee Chairperson Takao Tano

<https://www.youtube.com/watch?v=XBYrWQVhjLw>

SPECIAL MENU FOR KITCHEN KNIVES BUYER

The followings are the optional menus for the buyers looking for Kitchen knife products:

(1) Display of Kitchen knives produced in Tsubame - Sanjo
A special booth will be set up as part of the trade show.

(2) Examples of Kitchen knife products



PRODUCT CATEGORIES



- ①Industrial Kitchenware ②Cutleries & hand tools ③Household goods
④Gifts ⑤Gardening tools

WHY YOU NEED TO VISIT TSUBAME-SANJO

1. Tsubame-Sanjo boasts a high concentration of metal products manufacturers in Japan, with a number of wholesalers shipping their products to their customers all around the world. The wholesalers have tens of thousands of products in stock both made in and outside Japan and ship different products at the same time.
2. In Tsubame-Sanjo you can find a number of high-quality, well-designed products that won awards at design competitions held in Japan or abroad, such as the iF Design Award and the Red Dot Design Award. There are reasonably priced mass-produced items sold at 100 yen shops as well.
3. In this show buyers can make one-stop purchase of a variety of metal products including Western-style tableware, houseware, gifts, sundries and hand tools.
4. On the sidelines of this show, an event entitled “Tsubame-Sanjo Factory Festival” that won the Red Dot Design Award will take place on the same schedule. Visitors can observe up close the production sites where they are usually not allowed to enter and showrooms of the products made in Tsubame-Sanjo area.
5. In Tsubame-Sanjo, you can also find a concentration of enterprises featuring high skills in the manufacturing of plastic goods, wooden products and household appliances. Capitalizing on the strengths of this area, specifically an overwhelming concentration of manufacturers and their metal processing technologies (cutting, casting, sheet metal working, surface treatment, heat treatment, coating, stamping, polishing and others), it is easy to develop new products in Tsubame-Sanjo.

ABOUT TSUBAME-SANJO

JETRO

Tsubame - Sanjo in Niigata is known as “Craftmanship town”, leading metal work region in Japan

Population: 177,136 (As of Apr, 2019)

**Area: 542.93 Km
(Approximately 90% of the 23 Tokyo wards)**

【Reference】

Tsubame-Sanjo tourism movie

<http://tabi.tsjiba.or.jp/soundscapes/>

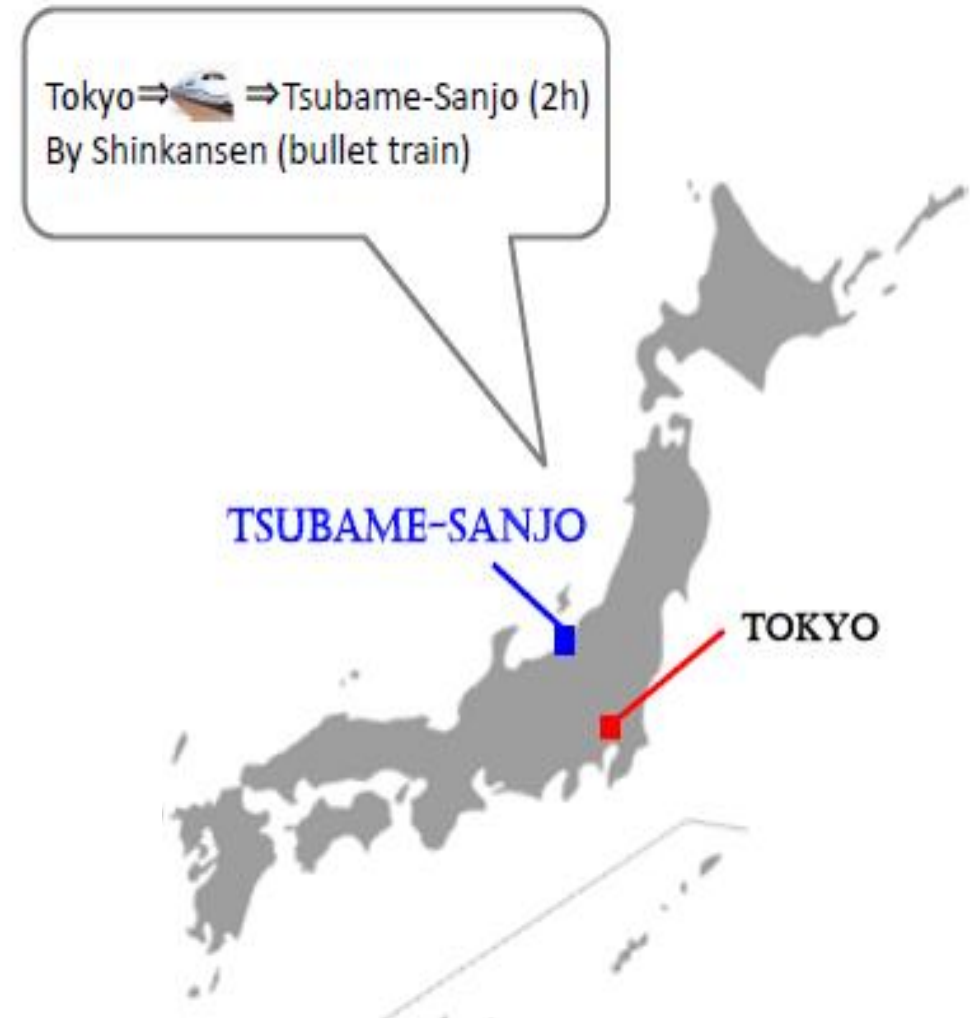
Tsubame city PR movie “we can make anything!”

https://www.youtube.com/watch?v=Bohg_5mElwY

Tsubame city PR movie

“Do you know about TSUBAME products? ”

<https://www.youtube.com/watch?v=YjAksGzIEfA>



【Accommodation】

We can make a reservation for you

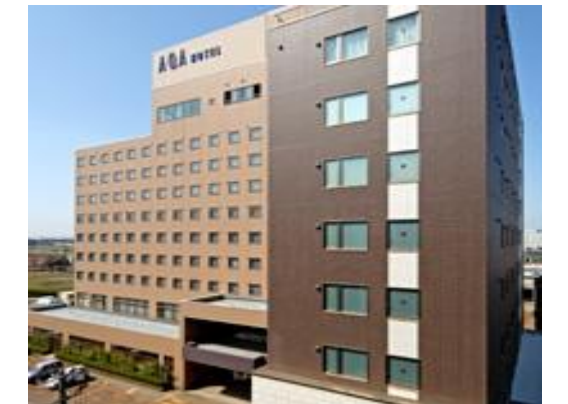
Tsubamesanjo Washington Hotel

<https://tsubame-sanjo.washington-hotels.jp/>



AQUA Hotel Tsubamesanjo

<http://aqa-hotel.co.jp/>

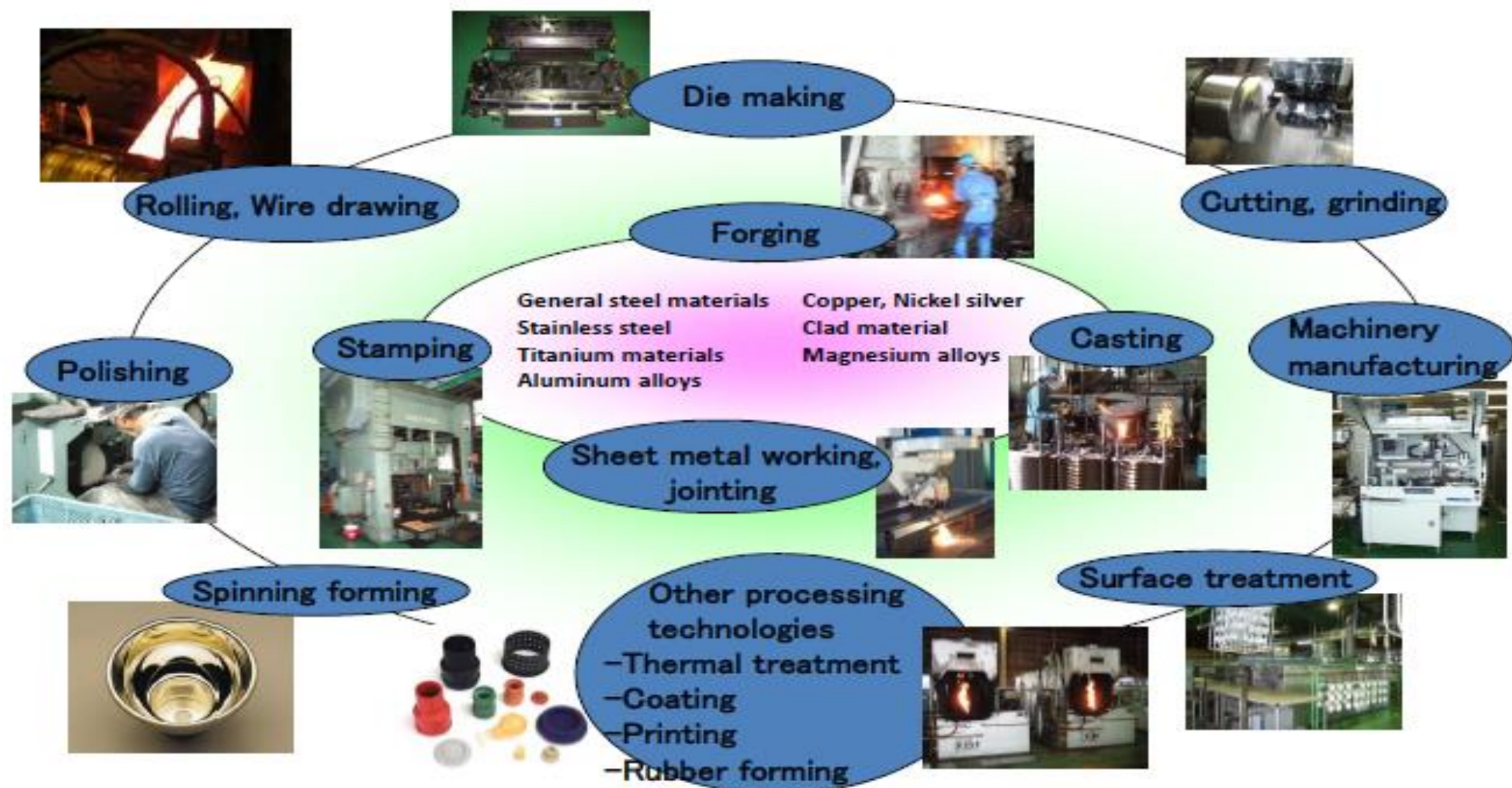


Hotel Route INN Tsubamesanjo

https://www.route-inn.co.jp/hotel_list/nigata/index_hotel_id_501/



TSUBAME-SANJO PROCESSING TECHNOLOGIES



ABOUT TSUBAMESANJO PRODUCTS

B to C

Mainly end products



B to B

Mainly intermediate goods (parts)



In addition to end product manufacturers, there are many other companies with various manufacturing technologies in Tsubame-Sanjo, including the makers of auto parts, construction hardware, and parts of machine tools, polishing equipment and rice planters.

ABOUT TSUBAMESANJO



The number of companies in Tsubame-Sanjo engaging in the manufacturing of metal products stands at 568 out of 1,265.

The third-largest concentration of metal products manufacturing companies in Japan.

【About TSUBAME City】

A cluster of metal processing industry engaging in Western-style metal tableware making, metal houseware making, stamping, machine processing (dies, cutting, grinding), precision sheet metal working, welding, surface treatment and coating

【About SANJO city】

Kitchen cutleries, cutleries, hand tools applying the forging technology of cutleries, measuring tools, wooden products, outdoor products, air conditioning equipment, industrial machinery and others. You can also find a concentration of companies featuring various metal processing technologies for making forged parts for automobiles and agricultural machinery, stamping, and dies

Niigata Prefecture's Market Share in Japan

	Domestic ranking	Market share	Shipment Value
Metal western-style tableware	1	97.2%	¥6,373,000,000
Knives	2	29.7%	¥4,793,000,000
Hand tools	2	22.9%	¥14,544,000,000
Scissors	3	19.4%	¥1,984,000,000

【 匠 】 -takumi



Open factories



EVENT HELD AT SAME TIME WITH THE TRADE SHOW

Tsubame-Sanjo Factory Festival October 3rd -6th (4 days)



“Tsubame-Sanjo Factory Festival” is an event in which famous factories in Tsubame-Sanjo area open their factories to the public to provide visitors with Hands-on experience of manufacturing at factories.

Craftsmen open their doors, which are closed at normal times, and wait for the Visitors to enjoy. All are welcome, including those who want to see inside the Factory, who are interested in manufacturing, who want to talk to the craftsmen, And who want to be craftsmen. This year marks the 7th anniversary of this event.

Number of participating factories: 109 factories (2018)

Visitors: 53,345 (2018)

(HP) <http://kouba-fes.jp/>

(Movie) <https://vimeo.com/113373441>

Tsubame-Sanjo Factory Festival



THE WORLD'S FAMOUS COMPANIES IN TSUBAMESANJO

Gyokusendo

<http://www.gyokusendo.com/en/>

Tsuiki Douki

–Hammered Copper



SUWADA Blacksmith Works

<http://www.suwada.co.jp/>

Nail Clippers



Marunao

<http://www.marunao.com/index.html>

Handmade wooden chopsticks,
Wooden Cups



TOJIRO Co.,Ltd

<https://www.tojiro-japan.com>

Kitchen Knives



And more...