

INFORMATION ON TSUBAME-SANJO TRADE SHOW 2018



October 3rd -4th, 2018

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, 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 3 (Wed.) – 4 (Thu.), 2018, 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

[Sponsors] Ministry of Economy, Trade and Industry, Niigata Prefecture, JETRO, Japan Metal Flatware Industry Association, JAPAN METAL HOUSEWARE INDUSTRY ASSOCIATION, Tsubame Distribution Cooperative Association, Sanjo Industrial Cooperative, Sanjo Hardware Wholesalers Cooperative Association, financial institutions in Tsubame City and Sanjo City, etc.

PRODUCT CATEGORIES



WHY YOU WANT 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.
6. Buyers can observe factories of coffee goods, the highlight of this year’s trade show.

COFFEE PRODUCTS BUYER SPECIAL MENU

The followings are the optional menus for the buyers looking for coffee goods:

(1) Display of coffee goods produced in Tsubame-Sanjo

A special booth will be set up as part of the trade show.

(2) Visits to the factories and companies producing coffee goods

Visits to the companies producing coffee goods to observe the production process and showrooms.

<Details of the visit (provisional)>

October 3, 11:00- Gyokusendo

October 4, 13:30- Coffee goods manufacturers

Other

EXAMPLE OF COFFEE GOODS




ABOUT TSUBAME-SANJO



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

Population : 179,808
(as of Dec, 2017)

Area: 542.93km²
(approximately 90% of the 23 Tokyo wards)

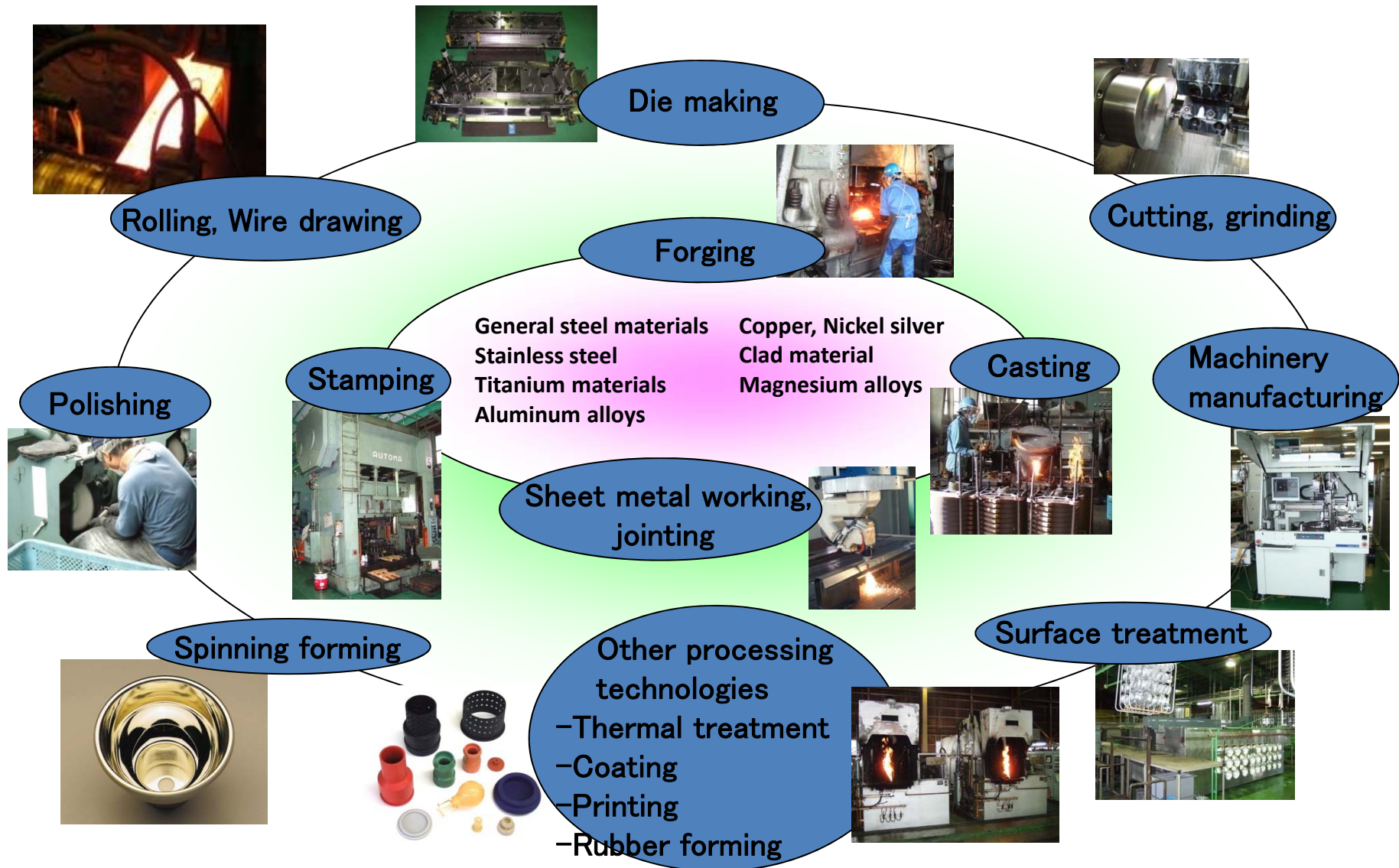
Tokyo⇒⇒Tsubame-Sanjo (2h)
By Shinkansen (bullet train)



Tsubamesanjo Regional Industries Promotion Center, Tsubamesanjo Brand Development Office

<http://www.tsubamesanjo-trade.com/>

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 4th -7th 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 fifth anniversary of this event.

Number of participating factories: over 100

Visitors: over 53,000

<http://kouba-fes.jp/>

<https://vimeo.com/113373441>



工場の祭典
Factory Festival

Tsubame-Sanjo Factory Festival



THE WORLD'S FAMOUS COMPANIES IN TSUBAMESANJO

Gyokusendo

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

Tsuiki Douki
–Hammered Copper



AOYOSHI

<http://www.aoyoshi.co.jp/en/>

Kitchen Tools



SUWADA Blacksmith Works

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

Nail Clippers



Marunao

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

Handmade wooden chopsticks,
cups



【 自然 】 -nature



自然

<nature>

WE CAN MAKE A RESERVATION FOR YOU!

Yahiko Onsen Minoya (Yahiko)

<http://www.minoya.net/language/english/>

Hotel Minoya is located in the center of the hot spring district in front of Yahiko Shrine, the grandest in Niigata Prefecture. Yahiko Hot Spring is one of the surprisingly few gensen-kenagashi (water flowing continuously from the source) hot spring areas in Niigata Prefecture.



Tsubamesanjo Washington Hotel

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



SCHEDULE

Date	Time	Itinerary
Oct 2 (Tue)		Arrival at Tsubame-Sanjo
Oct 3 (Wed)	10:00	Trade Show Opening Ceremony
	11:00-12:00	Visit companies
	12:00-	Lunch
	14:00-15:30	Coffee Workshop
	15:30-17:00	Visit Trade Show
Oct 4 (Thu)	17:00-	Reception
	10:00-11:30	Visit Trade Show
	12:00-13:00	Lunch
	13:30-	Visit companies
Oct 5 (Fri)	16:00-	OR Visit Tsubame-Sanjo Factory Festival
		Leave Tsubame-Sanjo *Tsubame-Sanjo Factory Festival (open till Sunday, 7th)