



:HOME & LIVING

JETRO
Niigata



~Date~
2024

Thursday, September 26th
Friday, September 27th


Tsubame-Sanjo Trade Show 2024

Invitation to Niigata, Japan
Business Matching Program

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◆ ABOUT TSUBAMESANJO



Tokyo ⇒  ⇒ TsubameSanjo (2h)
By Shinkansen (bullet train)



Tsubame-Sanjo, Niigata Prefecture is famous as a "**Manufacturing Town**" and "**Blacksmith**" centering on metal processing, one of Japan's leading industries. Population: approx. 170,000 (as of 2024) Area: 542.93 km²

◆ ABOUT TSUBAME-SANJO TRADE SHOW

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【What is Tsubame-Sanjo Trade Show?】

Tsubame-Sanjo, consisting of the cities of Tsubame and Sanjo in Niigata Prefecture, is one of the oldest production centers in Japan that has been alive with metal-processing for over 400 years, and is a behind-the-scenes supporter of global manufacturing. In this show, we will be selling spoons, forks, and kitchen knives, which boast the top share of the domestic market, as well as Outdoor and household kitchen utensils, DIY tools, beauty and beauty mirrors, gardening tools, and more. The show will feature new products that have yet to be introduced to the market.

【Organizer】 Tsubame-Sanjo Trade Show Executive Committee

【Content】 Exhibition of over 80 companies at Tsubame-Sanjo and business matching

【Date】 26th(Thu), 27th(Fri) September, 2024

【Venue】 TSUBAME SANJO Regional Industry Promotion Center
Messepia 1F, Multipurpose Main Hall

【Exhibitors】 Wholesalers and top-quality manufacturers

【2023 Participated Buyers】 England, Sweden, U.S.A., Vietnam, China

【U R L】 <https://www.ts-trade-show.jp/>
(English website coming soon)

【Promotion Website】 <https://www.jetro.go.jp/en/discoveryniigata/>

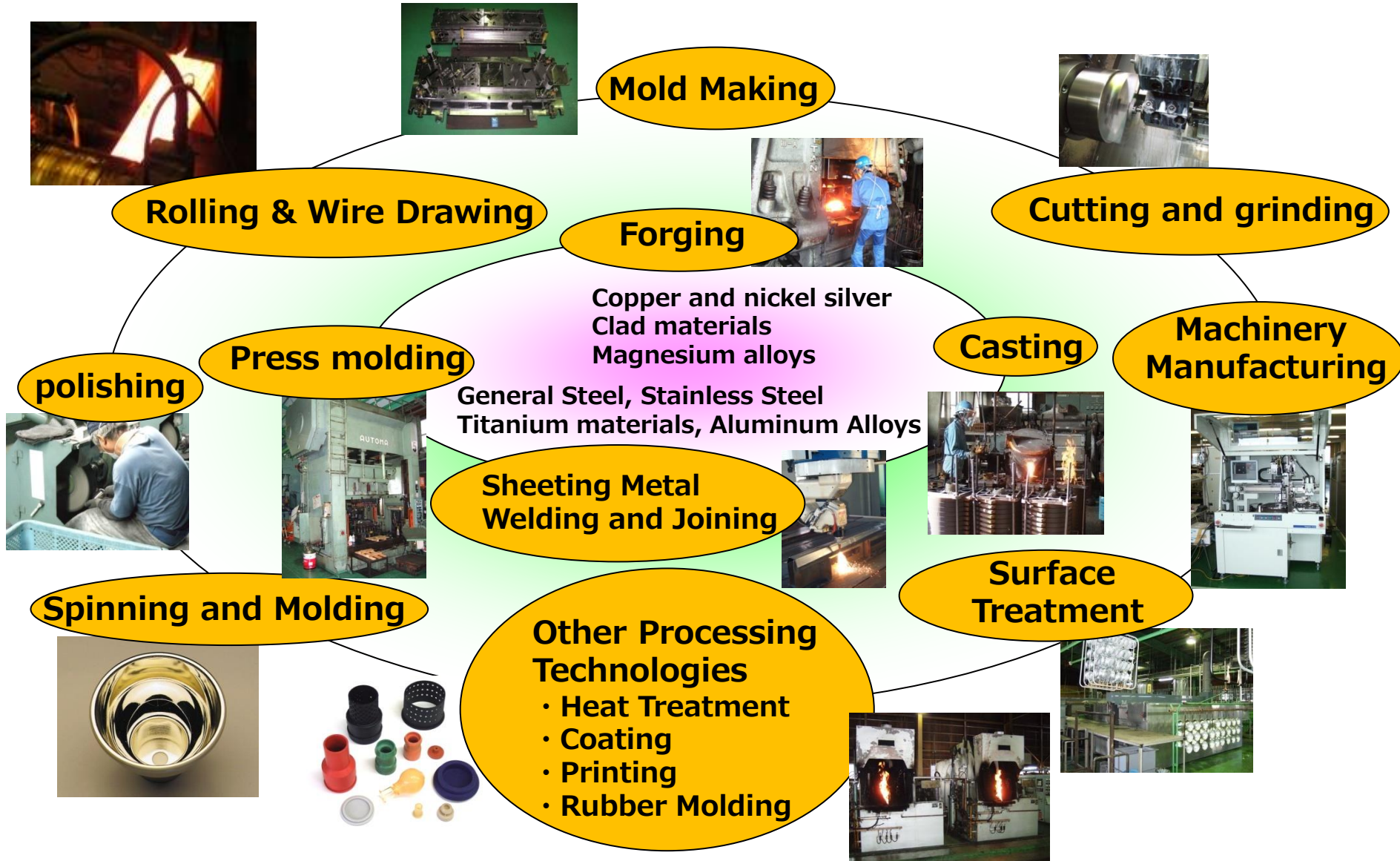
◆ WHY YOU VISIT TSUBAME-SANJO

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1. Tsubame-Sanjo has one of the largest concentrations of metal products in Japan as well as Sakai or Seki, and there are many wholesale companies that house these products around the world (tens of thousands of products are in stock, and products can be shipped together throughout Japan and around the world).
2. Tsubame-Sanjo has many products that have won design competitions (both domestic and international), such as the "iF DESIGN AWARD" and "red dot design award. While many of the products are of high quality and excellent design, there are also products from 100yen stores, etc.
3. A wide range of metal products such as tableware, houseware products, gifts, household goods, and tools can be procured all at once at this exhibition.
4. Visitors can tour manufacturing sites and showrooms for products from the Tsubame-Sanjo area, including factories that are not normally open to the public.
5. In Tsubame-Sanjo, there is a concentration of companies with technologies not only in metal products, but also in plastic products, wood products, and home appliances. Furthermore, the strength of the concentration of metal product processing technologies (cutting, casting, sheet metal, surface treatment, heat treatment, coating, press molding, polishing, etc.) makes it easy to develop products that meet overseas needs within the production area.
6. The region is also home to a concentration of outdoor companies, which have been gaining popularity in recent years.



◆ PROCESSING TECHNOLOGY



◆ PROGRAM DETAILS

1. Target buyers:

- 4 buyers who are importers, wholesalers, retailers, restaurants, etc. from each country who are interested in handling daily necessities (kitchenware, tableware, houseware, etc.), outdoor and camping goods, tools, gardening goods, etc. in Tsubame-Sanjo area.

2. Services provided (JETRO can pay the cost below for just one buyer per company)

- Arrangement of business meetings and factory visits with Tsubame-Sanjo companies
- Arrangements and expenses for hotel accommodations and transportation during the stay in Niigata Participation
- Welcome Reception Party fee
- Arrangements and transportation costs from the nearest Shinkansen station in Japan or the nearest airport in Japan to Niigata Prefecture
e.g①Shinkansen from Tokyo Station to Niigata Station,
e.g②Flight from Kansai Airport to Niigata Airport
*Return travel cannot be provided if the destination is a personal detour destination or not related to this program.
- Arrangement of interpreters for business meetings and company visits to Tsubame-Sanjo companies
- Visa Arrangements
- Related expenses approved by JETRO

3. Cost paid by buyers

- Round-trip international airfare
- Some travel expenses within Japan
- Personal detour travel and expenses not related to this program
- Lunch and dinner expenses
- All expenses for accompanying persons

◆ SCHEDULE

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| □ June 16 (Fri) | Deadline for application for this program |
| □ Late June | JETRO internal checking according to your submitted docs. |
| □ June 28(Fri) | Notification of a result whether you can join or not |
| □ July | Tsubame-Sanjo Trade Show 2024 exhibitors open to the buyers |
| □ Mid-August | Arrangements for business matching |
| □ September 25 (Wed) | Arrival in Tsubame-Sanjo, pick-up by JETRO Niigata |
| □ September 26 (Thu) | Participate in Tsubame-Sanjo Trade Show Day 1,
visit companies
Welcome reception party |
| □ September 27 (Fri) | Participate in Tsubame-Sanjo Trade Show Day 2,
visit companies |
| □ September 28 (Sat) | Return to your county |

- ✓ **We will be as flexible as possible** in the content of the program to meet your request.
- ✓ Even if your stay in Tsubame-Sanjo is only for one day, it is no problem.
- ✓ **You can apply even if you are coming to Japan under another invitation program conducted by JETRO.**
- ✓ If you wish to participate in both this program and another JETRO program, please let us know. **If you wish to come to Japan at the same time and participate in both programs**, JETRO will make the necessary arrangements.