

JETRO Invitation Program to Japan

**Business Matching Program
at**

**THE 73rd TOKYO INTERNATIONAL GIFT
SHOW SPRING 2012 (TIGS)**

1. Program Outline

- ◆ JETRO is inviting buyers to participate in the business matching program at “THE 73rd TOKYO INTERNATIONAL GIFT SHOW SPRING 2012”(TIGS), the largest International Trade Show in Japan, with the exhibits of personal gifts, consumer goods and decorative accessories. If your company has an interest in buying Made-in-Japan design products and interior related products, this invitation program will be a great opportunity to discover new products.
- ◆ TIGS exhibits Japanese design, tradition, technology, art, animation, culture, entertainment, functionality and high value pursued items, convenient and user-friendly goods with full of Japanese ideas and high-tech applied products.
- ◆ JETRO aims to introduce these products to foreign buyers especially manufactured by SMEs and companies that were affected by the earthquakes.
- ◆ JETRO will cover your round trip ticket, accommodation and transportation in Japan

We look forward to your participation in this program.

2. About Tokyo International Gift Show

Approximately 2,200 exhibiting companies with over 190,000 attendees from Japan and around the world, Tokyo International Gift Show is the largest Trade show in Japan with the exhibits of personal gifts, consumer goods and decorative accessories. Held in February and September, the Show presents outstanding goods adding to ideas and design the finishing touch of creativity and originality.

- ◆ Theme : Recovery of Japan
- ◆ Date : February 8th (Wed) -10th (Fri), 2012
- ◆ Venue : Tokyo International Exhibition Center (Tokyo Big Sight)
- ◆ URL : <http://www.giftshow.co.jp/english/73tigs/index.htm> (English)

Facts

- ◆ Exhibitors(previous event) : 2,150 companies (300 overseas exhibitors from 22 countries & regions)
- ◆ Attendees(previous event) : 192,802 (2,859 overseas buyers included)



3. Business Matching Event @ TIGS Spring 2012

- ◆ Date : February 8th (Wed) – 10th (Fri), 2012 (during TIGS Spring 2012)
- ◆ Location : TOKYO BIG SIGHT, Tokyo, Japan
- ◆ Organizer : Japan External Trade Organization (JETRO),
Organization for Small & Medium Enterprises and Regional
Innovation, JAPAN (SME Support, JAPAN)

- ◆ Business Meetings :
 - A) Pre-arranged business meetings with Japanese companies from the areas affected by the earthquakes. Ex. Tohoku(North east) Region
 - B) Business meetings with other TIGS exhibitors (during free time)

- ◆ Category of Japanese companies :
Gift items, Consumer goods, Interior Accessories, Kitchen/Bath Accessories,
Japanese traditional crafts



4. Product Categories



Japanese
Original Goods



Tableware



Home
Furnishings



Home Lighting
Appliance



Stationery &
Paper Goods



Interior goods



Party Goods &
Seasonable Presents

5. Tour for Tohoku Region

JETRO is pleased to arrange a tour to visit the traditional and modern crafts production sites.

- ◆ Location : Iwate Pref. or Miyagi Pref. (tentative)
- ◆ Date : Feb. 6th (Mon)-7th (Tue), 2012
- ◆ The Traditional Crafts in Iwate Pref. and Miyagi Pref..
 - ✓ Iwate Pref. : Nambu Cast Ironwork, Iwayado Chests, Joboji Lacquer Ware,
 - ✓ Miyagi Pref. : Miyagi Traditional Kokeshi Dolls, Ogatsu inkstones, Naruko lacquer ware, etc.



Reference info

“Japan Traditional craft center” (English)

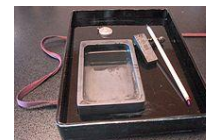
<http://kougeihin.jp/en/top>

“Traditional craftwork of Miyagi” (English)

<http://www.pref.miyagi.jp/shinsan/chusho/dentoukougei/img/panhu-en2010.pdf>



Nambu Cast Ironwork



inkstone



Kokeshi Doll

6. Schedule in Japan (tentative)

Date	Schedule
Sun, Feb. 5	Arrival in Japan Check in at Hotel (Tokyo)
Mon, Feb.6	Move to Tohoku Region Visit Japanese manufacturers
Tue, Feb .7	Visit Japanese manufacturers Return to Tokyo from Tohoku Orientation meeting
Wed, Feb .8	Business meeting at Tokyo International Gift Show (TIGS) one-on-one meeting with SME companies
Thu, Feb. 9	Business meeting at Tokyo International Gift Show (TIGS) one-on-one meeting with SME companies
Fri, Feb .10	Tokyo International Gift Show(TIGS) Visit other companies at TIGS
Sat, Feb .11	Departure from Tokyo

7. Expenses JETRO bears for the invitees

1. A round-trip airline ticket via the most direct route between the closest airport to the invitee's home and Tokyo (Narita/Haneda International Airport) (1 person per company)
2. Program-related transportation within Japan during the period of the program (1 person per company)
3. Accommodation in Japan designated by JETRO during the period of the program (1 person per company)
4. Interpreter during the business meetings

Caution: Incidental or personal expenses, such as transportation, accommodation for non-program activities, room service, laundry service, mini bar service, telephone calls, facsimile transmittals, massage services, gifts and souvenirs, sports facility (exercise room) and postage charges etc.

Will not be covered by JETRO.

8. Qualifications/Requirements

Invitees must meet the below:

- A) Interested in importing and purchasing products from Japanese companies.
(Experience of importing Japanese products in the past is not required.)
- B) Invitees must be able to take part in the entire program.
(Invitees can be away from the meeting venue while they have no pre-arranged meetings.)
- C) Invitees should be a person responsible for purchasing
- D) Companies of the following business types are prioritized as invitees:
 - 1. Specialty shops
 - 2. Department stores
 - 3. Museum shops
 - 4. Wholesalers and Distributors
 - 5. Sales agents and sales representatives
- E) Understanding the purpose of the program aiming to support companies that are located in the affected areas from the earthquake and tsunami on March 11th, 2011. Invitees are required to take part in business meetings with these companies.

9. How to Apply

Contact your nearest JETRO office and provide your company information 4-5 images (e.g., shop facilities, other product line, etc.).

- * The 4-5 images will be used for materials for the arrangement of the JETRO business matching event.
- * The image of shop facilities and other items will help us understand the taste and concept of your shop.

Application Deadline
November 18 (Fri), 2011

Event organizers (JETRO and SME Support, Japan) will screen applicants and select around 30 companies to participate. Results will be available from the mid-Dec 2011

For more information, please contact your local JETRO representative.

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