

POST SHOW REPORT 2021

2nd LIFESTYLE Week **OSAKA SEPTEMBER**

Trade Fair for Gifts, Stationery, Homeware and Fashion

2021.9.29 - 10.1

INTEX Osaka, Japan

**Organised by RX Japan Ltd.
(Formerly Reed Exhibitions Japan Ltd.)**

Built by



In the business of
building businesses

Overview

LIFESTYLE Week is one of the leading trade fairs for all things lifestyle; from gifts, stationery to homeware and fashion.

The first Osaka fair was launched in 2020, responding to voices of exhibitors and visitors to hold the fair in Kansai region (includes prefectures of Nara, Wakayama, Kyoto, Osaka, Hyōgo and Shiga) as well.

With the successful launch, the second Osaka fair was held for three days: September 29(Wed.) - October 1(Fri.), 2021, at INTEX Osaka. 7,534 on-site visitors actively participated to source trendy products and meet future business partners.

Exclusive supports for overseas exhibitors and visitors such as 'Remote Exhibiting Plan', 'Live Streaming in Chinese/Korean' and 'One-on-One Business Matching Tour' were also provided by the Show Management to accelerate international business stagnated by the COVID-19.

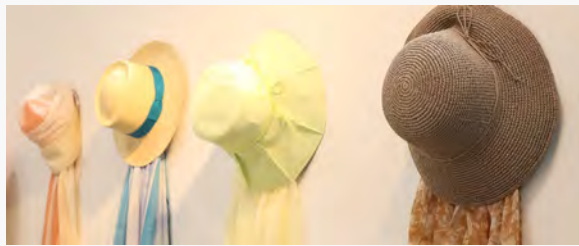


Show Outline

Exhibition Title	2nd LIFESTTLE Week OSAKA [September]
8 Consisting Shows	2nd GIFTEX TOKYO - Variety-Gifts Expo 2nd ISOT TOKYO - INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR 2nd Fashion Goods & Accessories Expo 2nd Health & Beauty Goods Expo 2nd Interior & Home Decor Expo 1st Baby & Kids Expo 1st Sustainable Goods Expo 1st Table & Kitchenware Expo
Concurrent Shows	COSME Week Osaka Japan Marketing Week Osaka
Dates	September 29 [Wed] – October 1 [Fri], 2021
Time	10:00 - 17:00
Venue	INTEX Osaka, Japan
Organised by	RX Japan Ltd. (Formerly Reed Exhibitions Japan Ltd.)
Web	https://www.lifestyle-expo-k.jp/en-gb.html
Exhibitors	◆Manufacturers/Trading Agents dealing in: - Lifestyle Goods - Variety Gifts - Stationery & Office Products - Health & Beauty Goods - Fashion Accessories - Baby & Kids Products - Interior Products - Table & Kitchenware - Design Products - Sustainable Goods ...etc.
Visitors	◆Buyers from: - Lifestyle Shops - Stationery Shops - Health & Beauty Shops - Apparel Stores - Interior Shops - Department Stores - Select Shops ◆Wholesalers/Distributors ◆Importers ...etc.
Exhibitor Count	217 exhibitors (Including international exhibitors from China, Hong Kong, Italy, Korea, Taiwan, Thailand, United States)
Visitor Count	7,534 visitors at the showground, INTEX Osaka, Japan

Photos from the Show

“Trendy/new products and Made-in-Japan products caught visitors' attention”



<Photos from the show>

Photos from the Show

“ Exhibitors and visitors had active business meetings
during three days of show period ”



<Photos from the show>

Show Video

The video from the first day of the show (Sep. 29)

▼Click to watch ▼



Measures against COVID-19

Safety measures against COVID-19 were carefully conducted by the Show Management. Measures included thermography at show entrances, mandatory mask wearing, social distancing, placement of hand sanitizers throughout the venue and more. >> [Click for more details](#)



< Thermography at the entrances >



< Mandatory Mask Wearing >



< Social Distancing >



< Hand Sanitizer at the entrances >

<Photos from the show>

International Exhibitors

Despite continued restriction on entry to Japan, international companies successfully showcased their brand-new items at on-site venue with the 'Remote Exhibiting Plan'. This new style of exhibiting plan was first presented last year with the outbreak of COVID-19 pandemic, enabling international companies to take part in the business again.



International companies from China, Hong Kong, Italy, Korea, Taiwan, Thailand, United States exhibited at the venue with the "Remote Exhibiting Plan"

To support remote exhibiting companies, bilingual staffs were arranged at each booth by the Show Management. Booth set-up and PC devices were also provided so that exhibitors could participate at the show through the screen. Exhibitors had constant video calls with the on-site visitors. It could be said that this surely created huge business chances for both parties without travelling. LIFESTYLE Week will continue to generate corresponding business opportunities adapting to the challenging times.



<Photos from the show>

Online Business Matching

An exclusive service for overseas buyers with sourcing/purchasing purpose



64

**Overseas Buyers
Participated**



314

**Online Business
Matchings**

Starting from 2021 show, a customized online business matching service was provided for free to rebooting stagnated international business. 314 online business meetings were conducted between 64 overseas buyers and the exhibitors. With the support of the Show Management staffs, buyers interacted actively with the exhibitors to get price estimates, order samples, discuss agency contract, etc. for three days of the show period.



<Photos from the show>

LIVE STREAMING (in Chinese and Korean)

Osaka show was live streamed in Chinese and Korean for two days!

717

Viewers of
Live Streaming



20

Companies introduced
at Live Streaming

September 29 (Wed.)

Korean 10:00-12:00 JST
Chinese 14:00-16:00 JST

September 30 (Thu.)

Korean 10:00-12:00 JST
Chinese 14:00-16:00 JST

<Screen capture of the Live Streaming>

Save the Dates for the 2022 Shows!

LIFESTYLE Week is held 3 times a year

5th LIFESTYLE Week **TOKYO** APRIL

April 6 (Wed) – 8 (Fri), 2022

Tokyo Big Sight, Japan

< 9 Consisting Shows >

5th GIFTEX TOKYO - Variety-Gifts Expo
5th Fashion Goods & Accessories Expo
5th Health & Beauty Goods Expo
3rd ISOT TOKYO - INTERNATIONAL STATIONERY
& OFFICE PRODUCTS FAIR

5th Baby & Kids Expo
5th Table & Kitchenware Expo
5th Interior & Home Decor Expo
1st Food & Beverage Gifts Expo
1st Sustainable Goods Expo

17th LIFESTYLE Week **TOKYO** JULY

July 6 (Wed) – 8 (Fri), 2022

Tokyo Big Sight, Japan

< 10 Consisting Shows >

17th GIFTEX TOKYO - Variety-Gifts Expo
13th Fashion Goods & Accessories Expo
9th Health & Beauty Goods Expo
2nd Sustainable Goods Expo
33rd ISOT TOKYO - INTERNATIONAL STATIONERY
& OFFICE PRODUCTS FAIR

14th Baby & Kids Expo
13th Table & Kitchenware Expo
6th Interior & Home Decor Expo
1st Food & Beverage Gifts Expo
13th DESIGN TOKYO - TOKYO DESIGN
PRODUCTS FAIR

3rd LIFESTYLE Week **OSAKA** SEPTEMBER

September 28 (Wed) – 30 (Fri), 2022

INTEX Osaka, Japan

< 9 Consisting Shows >

3rd GIFTEX OSAKA - Variety-Gifts Expo
3rd Health & Beauty Goods Expo
3rd ISOT OSAKA - INTERNATIONAL STATIONERY
& OFFICE PRODUCTS FAIR
2nd Sustainable Goods Expo

3rd Fashion Goods & Accessories Expo
3rd Interior & Home Decor Expo
2nd Baby & Kids Expo
2nd Table & Kitchenware Expo
1st Food & Beverage Gifts Expo

■ **Contacts**

LIFESTYLE Week Show Management

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***We Look Forward to Welcoming You
to the Upcoming 2022 Shows!***