

# ~Post-Show Report~

## The 68th International Premium Incentive Show Autumn 2023



**Date:**

**October 4th - 6th, 2023**

**Venue:**

**Sunshine City Convention Center**

<https://www.premiumshow.jp>



Organized by:

**BUSINESS GUIDE-SHA, INC.**

2-6-2 Kaminarimon, Taito-ku, Tokyo 111-0034

Tel +81-3-3847-9155 Fax +81-3-3847-9436

E-mail: [premium@giftshow.co.jp](mailto:premium@giftshow.co.jp)

# SHOW OUTLINE 1

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## **NAME**

The 68th International Premium Incentive Show Autumn 2023

## **ORGANIZER**

BUSINESS GUIDE-SHA, INC.

2-6-2 Kaminarimon, Taito-ku, TOKYO 111-0034 JAPAN

TEL: 03-3847-9155 FAX:03-3847-9436

## **OFFICIAL SUPPORT BY**

Digital Signage Consortium / Japan Chain Stores Association / Japan Promotional Marketing Institute Inc. / Japan Retailers Association / Japan Web Association / Manufactured Imports and Investment Promotion Organization / Mobile Content Forum / Tokyo Display Association

## **SPECIAL EVENTS**

Special Seminar (Special Stage at 4F)

The 9th Retail Promotion Award

Sales Promotion Tools Contest

Sports/Entertainment Goods Contest

Sustainable Novelty Corner

Questionnaires for Visitors

# SHOW OUTLINE 2

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## DATE & TIME

October 4th(wed) / 5th(thu) / 6th(fri) , 2023

【4th - 5th, 10am - 6pm , 6th, 10am - 5pm】

## PLACE

Sunshine City Convention Center 【TOKYO, JAPAN】

## NUMBER OF EXHIBITORS

IPIS : 145 companies

## NUMBER OF VISITORS

October 4th	8,146
October 5th	9,487
October 6th	9,924
Total	27,557visitors

## OPENING CEREMONY

With an opening ceremony held Entrance of 4F on October 4th, 2023, the curtain went up on the 68th IPIS.

### Guest of Honors

Mr. Tsutomu Higuchi, President, Manufactured Imports and Investment Promotion Organization.

Mr. Takeshi Akagi, Executive Director, Japan Retailers Association.

Mr. Seiya Ishiyama, Vice Chairman, Japan Event Produce Congress Association

Mr. Junichi Shimbo, Senior Managing Director, Sunshine City Corporation

Mr. Hideyuki Uchibayashi, President, ROXY GmbH.

Ms. Hisae Haga, Chairman, Business Guide-Sha Inc.

### Opening Declaration by the Organizer

Nobuyuki Haga, President, Business Guide-Sha Inc.

### Ribbon-cut Ceremony

The Ribbon-cut ceremony is performed with all the attending guests and president of the Organizer, Business Guide-Sha, Inc.

# VISITORS

**Total number of visitors 27,557**

## Corporate End - User 36.1% vs. Total

Corporate End-User / Clientele	33.5%
Government Official	2.6%

## Sales Promotion Agency / Dealer 27.6%

SP Agency	21.2%
Event Planning	4.1%
Department Store / Bulk-Sales Outlet	1.3%
Marketing	0.5%
Media	0.5%

## Supplier / Maker 23.8%

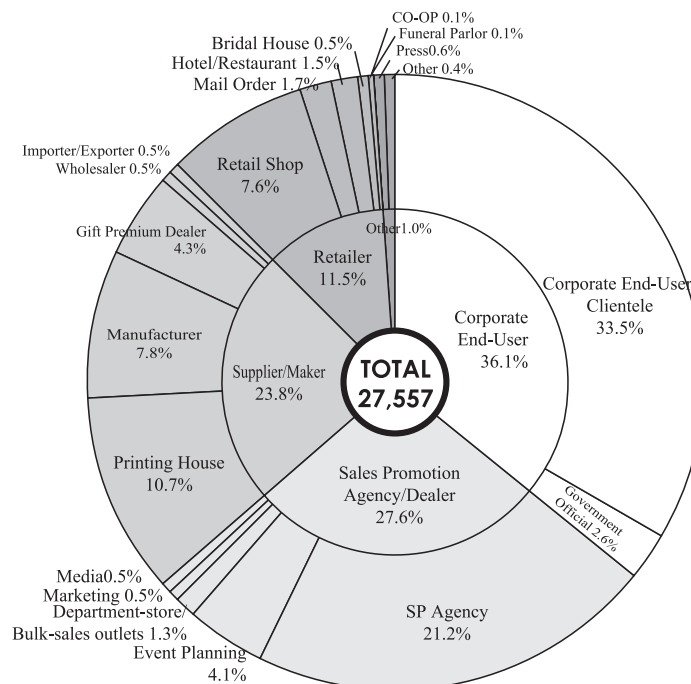
Printing House	10.7%
Manufacture	7.8%
Gift Premium Dealer	4.3%
Wholesaler	0.5%
Importer / Exporter	0.5%

## Retailer 11.5%

Retail Shop	7.6%
Mail Order	1.7%
Hotel / Restaurant	1.5%
Bridal House	0.5%
CO-OP	0.1%
Funeral Parlor	0.1%

## Other 1.0%

Press	0.6%
Other	0.4%



# EXHIBITORS LIST

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## The 68th International Premium Incentive Show

<Paper plate • Paper cup>	Fancy Packaging Company Limited	MATSUYOSHI CO.,LTD.	Sustainable Department
SANWA SHIKO Co.,Ltd.	FUSOU CO.,LTD.	MEG Inc.	SUZUKI-TOMMY CO.,LTD.
2 smiles novelty (SISAM.INC)	GIFT PARTNERS CO.,LTD.	MI creations Co.,Ltd.	Tai Zhou My Button Machine Co.,Ltd
ACLS CO.,LTD.	GLORY INTERNATIONAL CO.,LTD.	Mitsubishi Materials Trading Corporation	Taihei Paper Co.,Ltd.
ADO CORPORATION	GRAND SCREEN PRINTING CO.,LTD.	MOCHIDA CORPORATION	TAISEI CO.,LTD.
AFC CO.,LTD.	Greenfield Project Inc.	MONO FACTORY CO.,LTD.	TAKAMIYA INDUSTRY
AISHIN CO.,LTD.	High Season CO.,LTD.	Mono Link Co.,Ltd.	TAKII & CO.,LTD.
AKEBONO PRINT CO.,LTD.	HIKARI CO.,LTD.	Morinaga&Co.,Ltd./Okashiprint	Tanaka Pocket book co.,Ltd.
ALIVE CO.,LTD.	IMAGE MAGIC Inc.	NAGAI SHIGYO	Teagrace, inc
AMASAKI CO.,LTD.	Info Trans Co.,Ltd.	CORPORATION LTD.	TODAI CO.,LTD.
ARROW CO.,LTD.	INNOVENTECH Co.,Ltd.	NAGAKURA CO.,LTD.	TOKEN CORPORATION
ASAHI International CO.,LTD.	INTER COMMERCE	NAKAMOTO SEISAKUSYO CO.,LTD.	TOKYO MIMORE CO.,LTD.
ASAHI KASEI HOME	INCORPORATED	NAKAMURA Co.,Ltd.	TOKYO SEIKI CO.,LTD.
PRODUCTS CORPORATION	IRIS Data Lab	NAKANI	Tomiyasu Metal Printing Co.,LTD.
Asahi-kasei K.K.	ITANO SHIKOU INC.	NASTO CORPORATION Inc.	TOYO STEEL CO.,LTD.
ASAKURA-SENPU CO.,LTD.	Japan Open Chain	NEXT INTERNATIONAL CO.,LTD.	TRADE WORKS
ASUKA CO.,LTD.	JAPAN PLUS CO.,LTD.	NIIDA BUSSAN CO.,LTD.	TWENTY INC.
Atelier Doumu Co.,Ltd.	JECOL Inc.	NIKKO INTERNATIONAL CO.,LTD.	WAKAYAMA CO.,LTD.
Award Style CO.,LTD.	JONISHI SANGYO CO.,LTD.	NISSEN SHOKO CO.,LTD.	WATAKI SHOUKOH CO.,LTD.
BeBlock Co.,Ltd.	KAMBE CO.,LTD.	OBORA PRINTING CO.,LTD.	Weihai Wisezone Outdoor
Bo Project. Co.,Ltd.	Kamekudo Karokuen-honpo co.,Ltd.	OMI CO.,LTD.	Equipment Co.,Ltd.
Borndigital.Inc.	KANEI SANGYO CO.,LTD.	ORIM CO.,LTD.	YAGI CO.,LTD.
BROOK'S CO.,LTD.	KANEYOSHI CO.,LTD.	PLANNING MIZUHO CO.,LTD.	YAMANO KUJIRA-SHA, LTD.
CARDINAL CO.,LTD.	KAYO PRINTING CO.,LTD.	Printshop Issakuya	YAMAX CO.,LTD.
CHUO PRINTING CO.,LTD.	KEYSTAR CO.,LTD.	RAINBOW OFFICE SUPPORT CO.,LTD.	YAMAYOSHI PLASTIC
CMC Co.,Ltd.	KOA-SANGYO CO.,LTD.	RIGEN TRADING CO.,LTD.	INDUSTRY
Comfortplus.inc.	KOBE HASHIMAN CO.,LTD.	RIKISHO CO.,LTD.	YOJO TAPE
Connectiv corporation	Kokufu Printing CO.,LTD.	RODEO Inc.	YOKOCHU CO.,LTD.
CP JAPAN TRADING CO.,LTD.	KOREIHWABESTNOVELTY/	ROXY GmbH.	Yongkang comlom industry and
DAIDO SHIKO CO.,LTD.	CAREER CONSULTING CO.,LTD.	SAKAWA PRINTING CO.,LTD.	trade co., Ltd.
DAIICHI SHIRYO PRINTING CO.,LTD.	Kowa Technoa Co.,Ltd.	KANBANKOBO	ZERO GAUGE CO.,LTD.
DAIO MANUFACTURING CO.,LTD.	KYOTO TANIGUCHI	SAKURA Embroidery	(NINGBO YINZHOU ZGE
DAIWA ART PRINTING CO.,LTD.	SHOYUDO CO.,LTD.	SAN·O CO.,LTD.	IMP&EXP CO.,LTD.)
DELICIOUS CANNED BREAD	luxis inc.	Sanwa Sogo Printing CO.,LTD.	
"PANKAN"	MAKE-ONE CO.,LTD.	SANYO PAPER CO.,LTD.	
DESIGZMI CORPORATION	MARUJYU CO.,LTD.	SHIGEMITSU SHOJI CO.,LTD.	
Dongguan City Xinming gift co.,ltd.	MARUM POP CO.,LTD.	SHIKISHIMA SANGYO CO.,LTD.	
DONGGUAN XINHUI	Marutaka Co.,Ltd.	SHIMONO SOSHOKU CO.,LTD.	
ACCESSORIES CO.,LTD.	MARUTA-SHISYU CO.,LTD.	SPEX	
ECOS service.inc	MATSUKAWA SANGYO CO.,LTD.	SUGIYAMA KINZOKU CO.,LTD.	
EIKOH CO.,LTD.	MATSUURA-SHIKI CO.,LTD.	SUNPROMPT	

# NEW PRODUCTS CONTEST

## JUDGING CRITERIA

1. Outstanding design and production technology, and originality.
2. Functions in terms of the end-purpose of the product or excellence in ideas.
3. High quality standards.
4. Sufficiency of thought given to safety aspects.
5. New products not having been put on the market for more than 6 months.

## JUDGES

A final judgment was made on the basis of the judgment criteria above, taking into account the results of votes made by visiting professional buyers.

Mr. Goro Nitta  
Mr. Osamu Suzuki  
Ms. Hisae Haga  
Mr. Nobuyuki Haga

Dentsu Promotion Exe Inc.  
Dentsu Promotion Exe Inc.  
Business Guide-Sha, Inc.  
Business Guide-Sha, Inc.

## CONTEST RESULTS

Sales Promotion Tool Contest	
<b>WINNER</b>	 <p>Product name: “MOJI MAP ” Reference price: 350 JPY Company name: DESIGZMI CORPORATION</p>
<b>RUNNER-UP</b>	 <p>Product name: “My potage Cultivation kit” Reference price: 1,000 JPY Company name: TAKII &amp; CO.,LTD.</p>
<b>RUNNER-UP</b>	 <p>Product name: “My disaster prevention kit” Reference price: price not determined Company name: MATSUKAWA SANGYO CO.,LTD.</p>



# NEW PRODUCTS CONTEST

Sports/Entertainment Goods Contest	
<b>WINNER</b>	
	<p>Product name: “record player &amp; record coaster set”</p> <p>Reference price: 2,750 JPY</p> <p>Company name: ALIVE CO.,LTD.</p>
<b>RUNNER-UP</b>	
	<p>Product name: “Uniform Flying Pan”</p> <p>Reference price: 4,000 JPY</p> <p>Company name: SUGIYAMA KINZOKU CO.,LTD.</p>
<b>RUNNER-UP</b>	
	<p>Product name: “Hand clapper”</p> <p>Reference price: price not determined</p> <p>Company name: DAIDO SHIKO CO.,LTD.</p>
<b>RUNNER-UP</b>	
	<p>Product name: “Planetar”</p> <p>Reference price: price not determined</p> <p>Company name: Borndigital.Inc.</p>

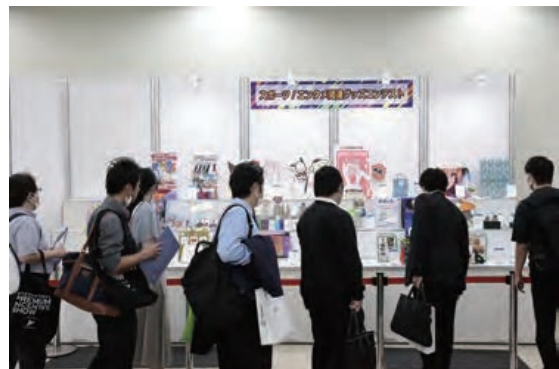


# 【PHOTO—①】





## 【PHOTO—②】

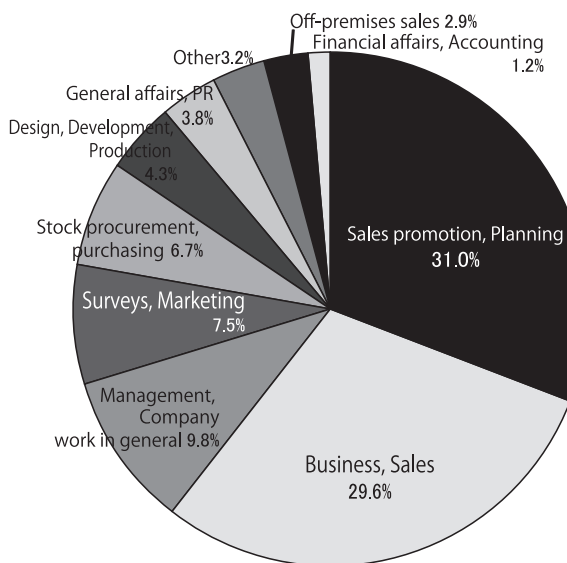


# SURVEY (VISITORS)

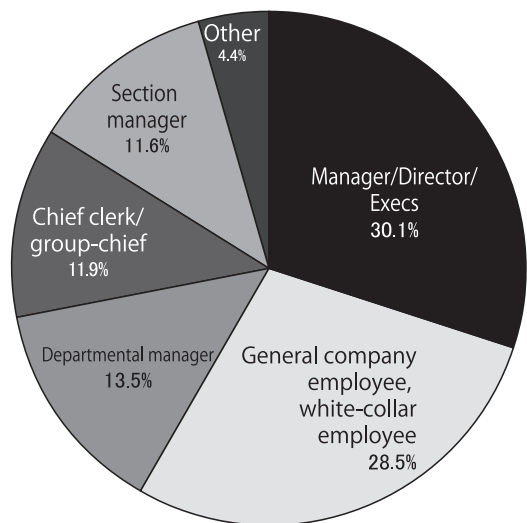
Date : October 4th - 6th, 2023

Place : The 68th International Premium Incentive Show  
at Sunshine City Convention Center

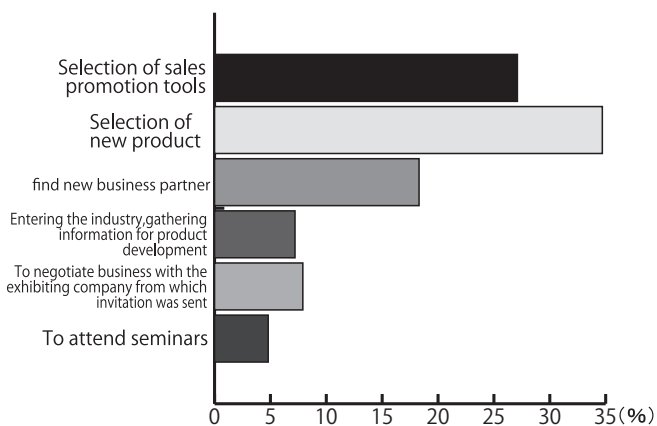
**Q1:Your department?**



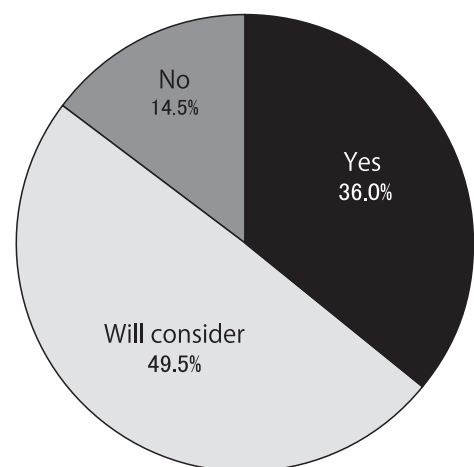
**Q2:Your position?**



**Q3:Your aim in visiting the show?**

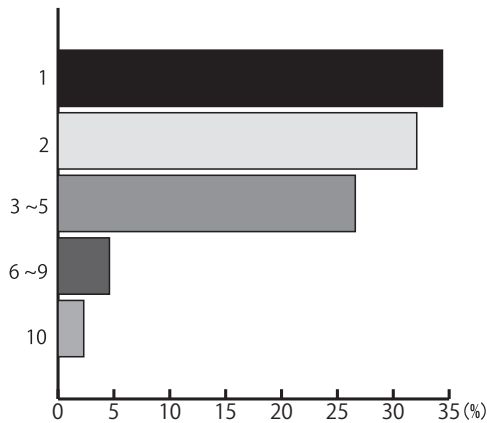


**Q4:Any exhibitors or merchandises at the show with whom you are considering doing business or buying?**

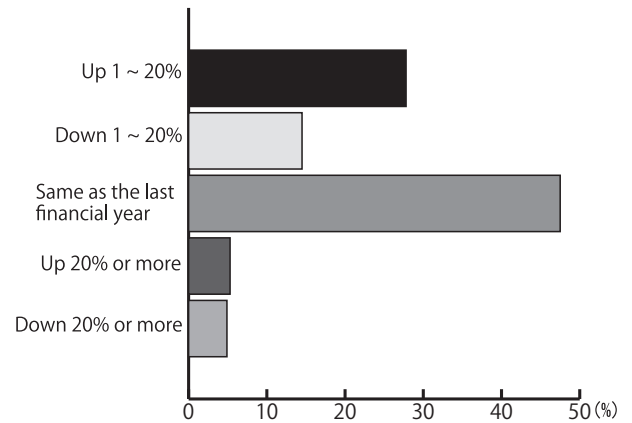


# SURVEY (VISITORS)

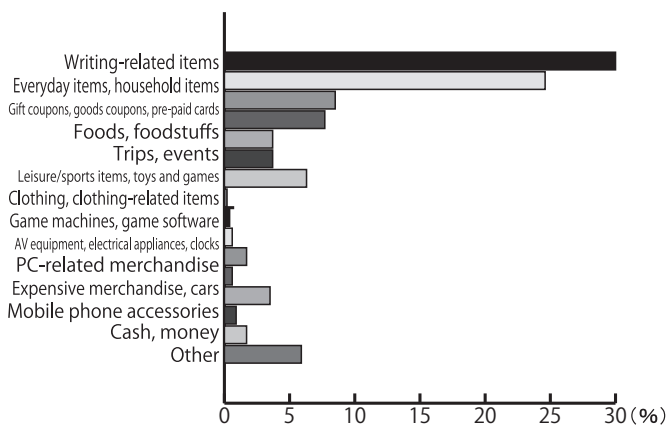
**Q5:**In sales campaigns conducted by your company or your company's clients, how many different genres of the premiums are most commonly used per campaign?



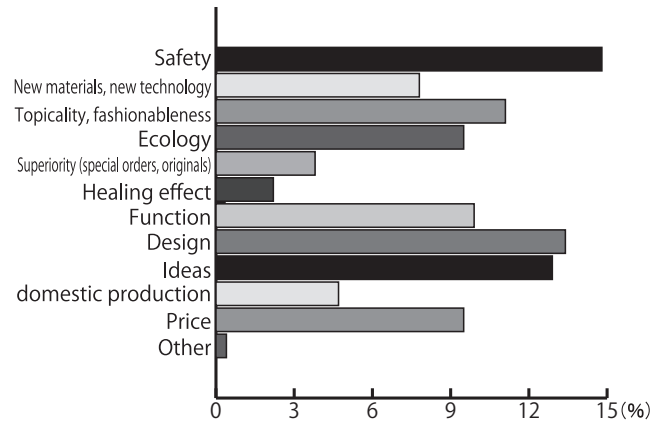
**Q6:**How your company's or your company's clients budget the SP for this year (2023) compare to the last year (2022)?



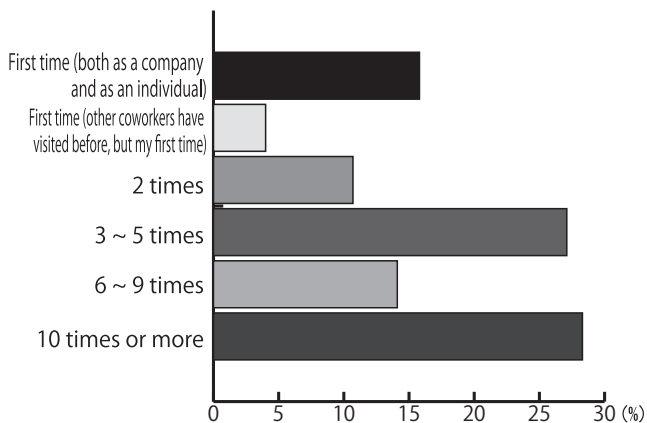
**Q7:**In sales promotions conducted by your company or by your company's clients, which premiums among the ones used before were highly popular?



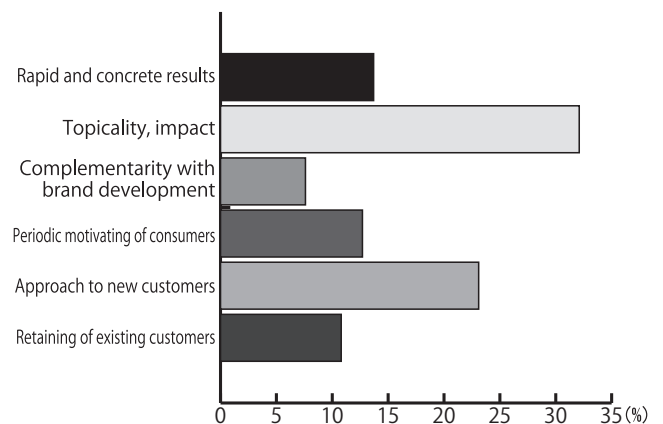
**Q8:**Which of the benefits below is the clincher when you purchase the premiums?



**Q9:**How many times have you visited this trade show?



**Q10:**Among your hopes for your future sales promotions, which of the tactics below are most important to you?





# INFORMATION

## Information on the Coming Show

**Gateway to the Sales Promotion Market in JAPAN**

# International Premium Incentive Show in TOKYO

**2024 Spring**

**The 69th International  
Premium Incentive Show Spring 2024**



**DATE**

**April 10 - 12, 2024 (3 days)**  
(APPLICATION DUE DATE: Feb. 14th, 2024)

**VENUE**

**Sunshine City Convention Center  
[TOKYO, JAPAN]**

**2024 Autumn**

**The 70th International  
Premium Incentive Show Autumn 2024**

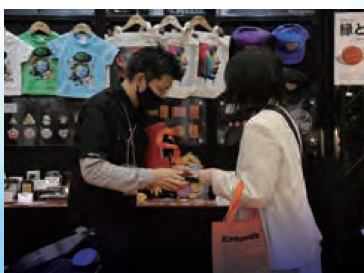


**DATE**

**October 9 - 11, 2024 (3 days)**  
(APPLICATION DUE DATE: Aug. 1st, 2024)

**VENUE**

**Sunshine City Convention Center  
[TOKYO, JAPAN]**



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