



SOZAI
in Gift Show

INFORMATION&EXHIBITION RESULT

for th TOKYO INTERNATIONAL GIFT SHOW LIFE × DESIGN
2021 2/3 (WED)~2/5(FRI) @TOKYO BIG SIGHT

New Business From Your Material

Not only finished product but also its material has been center of attention in Japanese market. Your material has high potential in Japanese market!

Now Gift Show kick off SPECIAL edition for material! **“SOZAI”**

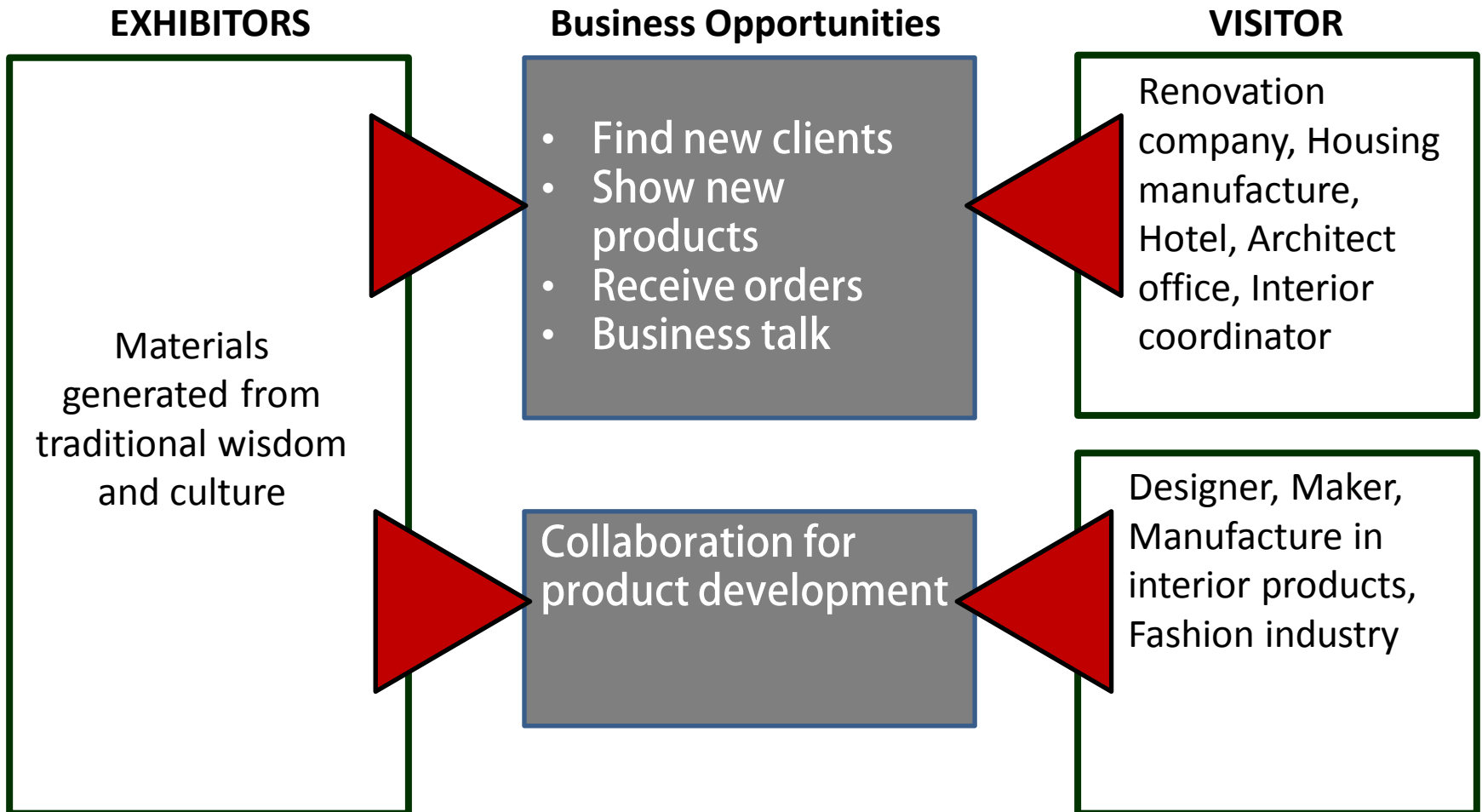
What Do You Exhibit?

Abaqa, Rattan, Thread, Paper, Wood, Bamboo,
Metal, Stone, Gold, Silver, Copper, Leather, Cloth
e.t.c...

Every material can be subject of exhibition!!!



Why Exhibit in SOZAI?



Merit of Exhibition

You can promote your material to wide range of Japanese market like building industry, manufacturer and product designer at the same time!!!

- Statistical Data of Japanese Market

Construction-related demand : 2576 hundred million dollars (2015)

Interior-related demand : 1148 hundred million dollars (2015)

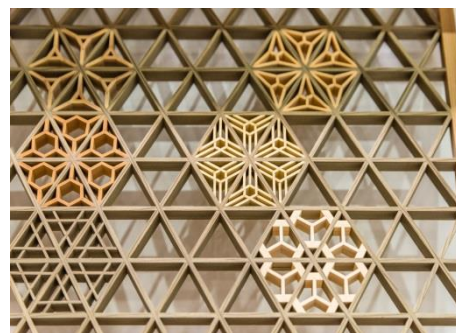
Gift product-related demand : 58 hundred million dollars (2015, leading 12 companies)

Apparel retail-related demand : 813 hundred million dollars (2016)

Strategy for SOZAI



Images of the SOZAI Exhibition

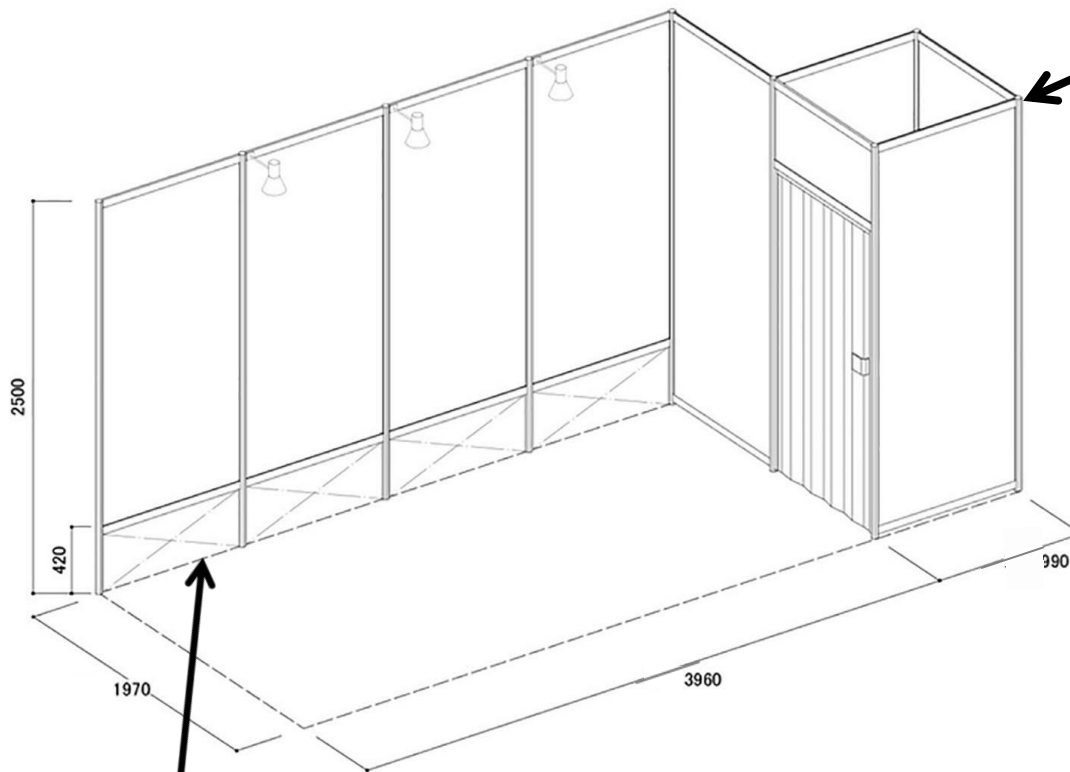


Booth Construction

SIMPLE/CREATIVE/LOW COST

- Design of SOZAI exhibition is integrated by professional designers and constructors to appeal the materials to buyers effectively.
- The wall and carpet are unified by white color as a whole, thereby enhancing a fine view.
- Calculated lighting
- Special equipment for material exhibition

Booth Fee Plan A



1m² stock room is constructed for each A plan booth.

Booth Size

W4m × D2m × H2.5m + 1m² stock room

Booth Fee

¥429,000 / Booth

Included Equipment

- Panels
- Carpet
- 3 spotlights

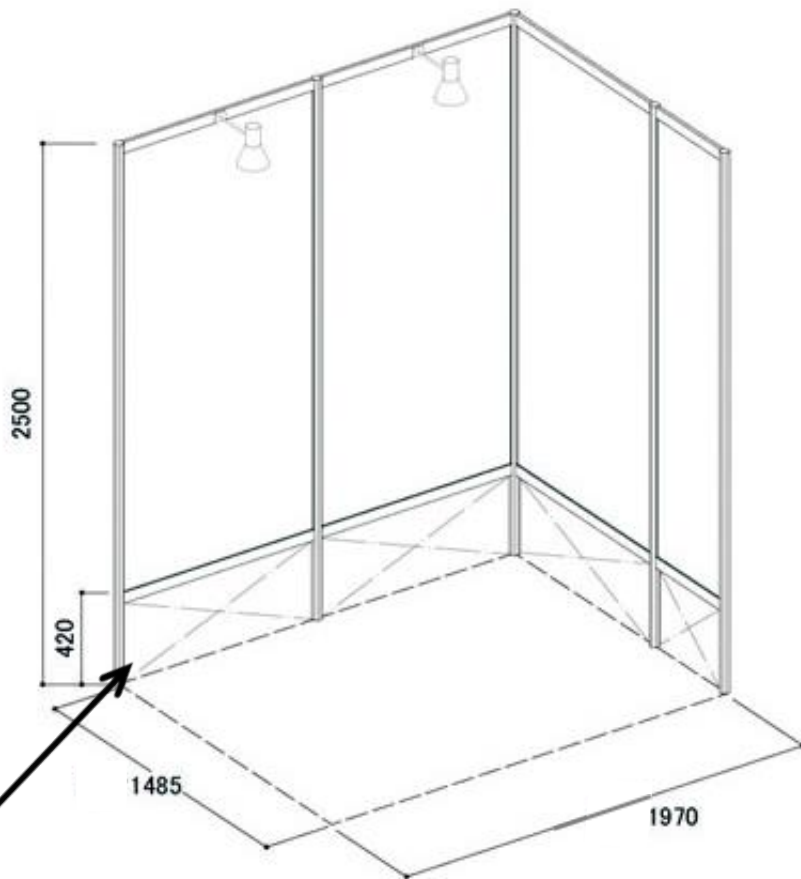
*Carpet color is white.

*You can not put any nail on the walls.

*Branch cable installation fee, electricity charge will be cost additionally.

There is no walls 42cm from down side as design of the exhibition. Do not shut by any object.

Booth Fee Plan B



Booth Size

W2m × D1.5m × H2.5m

Booth Fee

¥220,000 / Booth

Included Equipment

- Panels
- Carpet
- 2 spotlights

*Carpet color is white.

*You can not put any nail on the walls.

There is no walls 42cm from down side as design of the exhibition. Do not shut by any object.

Booth Fee Plan C

Booth Size

W1m × D0.5m × H2.5m

Booth Fee

¥165,000 / Booth

Included Equipment

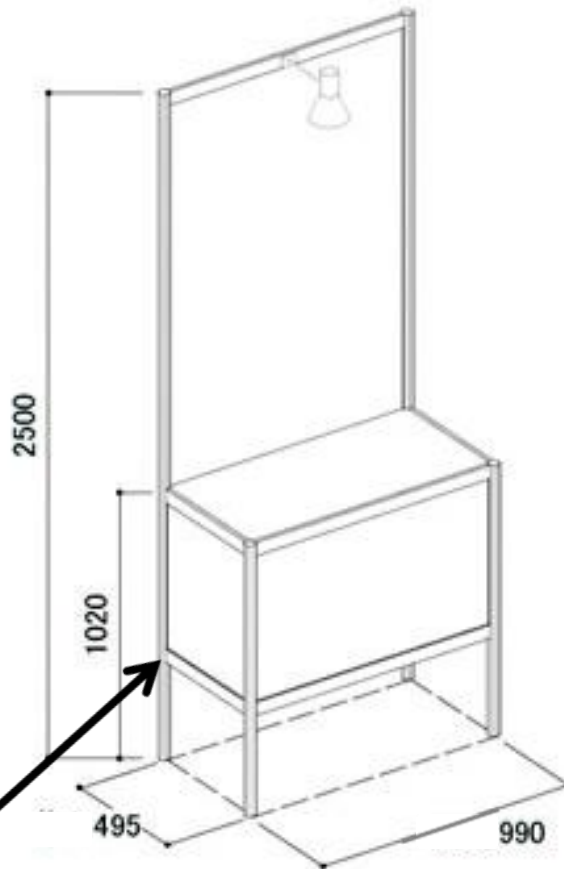
- Exhibition table
- Carpet
- 1 spotlights

*Carpet color is white.

*You can not put any nail on the walls.

*To put plug costs additional fee.

*If you exhibit heavy materials on the wall, please notify staff.



Exhibition table

You can exhibit your materials which cannot be exhibited on the wall. The inside can be used as storage.

Online Support

It is still difficult situation for overseas exhibitors to come to Japan because of Covid 19, however you can go over any difficulties by our support.

We display your products and prepare webcam devices and internet so that you can talk with Japanese buyers from your office.

MEMBERS

Junya Kitagawara Producer

Mr. Kitagawara produces bunch of international export promotion projects. He supported JETRO project to develop Thailand hand craft export to Japan as a specialist of product development. In addition, he served as a lecturer about strong point of Thai gift products and how to develop them for Japanese market in Thai Trade Center Fukuoka. He successively played various roles for development of Thailand exportation. He has been producing 2 projects “KYOTO PREMIUM” and “KYOTO CONNECTION” since 2006. These projects are organized by Kyoto Chamber of Commerce. He is managing the projects to introduce Japanese techniques and materials for leading buyers. He is suggesting new idea of Japanese traditional materials. In the SOZAI exhibition in Gift Show, he produces all aspects of the exhibition. He stands by an exhibition booth and supports exhibitors by advising about material business. He knows what consumers want and trend of the market.



KYOTO CONNECTION @ MAISON&OBJET PARIS



SOZAI SEMINAR @ CREATIVE EXPO TAIWAN

SOL style Designer

Established by Yu Ito (born in Matsuyama, Ehime Prefecture in 1978) and Yoshimi Kemmotsu (born in Yokohama in 1982) in 2009. Active in diverse fields including shop design, graphics, condominiums, product development, exhibition planning, and hall design. Was in charge of creative direction for "neutral JAPAN" at the Philippines international furniture fair "CEBUNEXT", and has entered numerous expositions in Japan and overseas, including Business of Design Week 2010 Hong Kong and Tokyo Designers Week. Has been involved in project called SOON in Sumida Ward since 2010. They continue to be involved actively in various projects, including the launch of the Kami-Shokudou (Paper restaurant) project in 2011 in which they produce items related to the culinary environment using paper.



SOZAI Material Editions Sales Support

“SOZAI Material Editions” is an expert agent dealing Japanese traditional materials and products. They have material library in Paris. They are extending their business around the world. Their products are mainly made by high skill techniques of craftsman. They are making new business by applying the traditional to current life style. Those businesses are very helpful to reserve knowledges and skills of traditional materials and products. It can be said that their business beyond the field of commercial activity. SOZAI exhibition supports all exhibitors to find new business with “SOZAI Material Editions.” In addition, they have some branch in U.S. and Hong Kong so that they can also help to expanding the business in overseas.



**SOZAI SHOW ROOM
@ PARIS**

**EXHIBITORS SUPPORT
@ CREATIVE EXPO TAIWAN**



Tomohiro Saruyama

Photographer

He is professional architecture photographer. He will take photos of materials and activities in SOZAI exhibition during the show. His photos will play a role as effective media, which will be very helpful to promote your materials.



ACHIEVEMENT of SOZAI Material Editions



VOLEZ VOGUEZ VOYAGEZ EXHIBITION OF LOUIS VUITTON

“VOLEZ VOGUEZ VOYAGEZ” exhibition of LOUIS VUITTON was held in Kioicho in Tokyo. They exhibit their products along with history of LOUIS VUITTON. Japanese paper, which is made by one of the members of SOZAI exhibition, was exhibited in the exhibition.

Exhibitor: 和紙来歩 Washi Life
Buyer: LOUIS VUITTON





GIORGIO ARMANI Milan head office

Japanese paper was distributed to GIORGIO ARMANI head office in Milan.
The photos below are the product which is displayed in the Milan head office.
Exhibitor: Maruni
Buyer: GIORGIO ARMANI





TATINOYA Material: Kiori and Nishijin

- When they exhibited their material on Dutch website “materia,” a design team “Kia Motors Europe GmbH” from KIA Motors which is car design company is trying to use their material for the car.
https://www.netcarshow.com/kia/2017-proceed_concept/

- German car upholstery company “NBHX TRIM GROUP” is planning to use their material. NBHX TRIM GROUP has Mercedes-Benz, PORSCHE, BMW and Audi as clients.
<http://nbhx-trim.com/en/homepage/>



KUROKASHI-KOBO

Material: Nishijin

- They took an order from “Royal Blue Tea” which is a tea company having shops in Singapore and Japan. Royal Blue Tea ordered them wall material for new store.
<http://www.royalbluetea.com>



Shinroku

Material: Ceramic panel

Their material is covered by one of the most famous trend books “Asia Color Trend Book 2017-18”
<http://www.dic-color.com>



Sonnet Innovative Surfaces Co., Ltd.

Material: Resin tile (Thai company)

Their material is adopted as TV set design by NHK which is Japan's national public broadcasting organization.
<http://www4.nhk.or.jp/thecovers/>