

Good Products

すぐれものがたり

February 6_(Tue) →
February 8_(Thu), 2024

10:00-18:00 (Last day until 17:00)

Tokyo Big Sight
In the 15th LIFE × DESIGN
(Gift Show Spring 2024)

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Hokkaido

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Hokuriku

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Clothing &
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Organic & Natural

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Collection of the best quality in Japan

The reliable quality and tradition of Japanese products are a culture

that we are proud to share with the rest of the world.

What can Japanese manufacturers do for the world and what message do

they want to send out to the world?

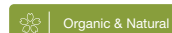
We asked two companies

about their passion for manufacturing.

INTERVIEW | 01

Okuda-Mataemon-Ko Honpo Inc.

552-1 Higashi Ueda, Gero-shi, Gifu Prefecture



西2SME-93

Gifu

Aromatic soft ball soap made from traditional medicines

YOKIHADA SOAP

Soap with natural ingredients and colors that have a delightful appearance.

The soap is made from raw materials that would otherwise be thrown away, and is gentle on the environment and skin.

Yokihada Ball Soap was developed by focusing on the herbal ingredient, Gero Plaster, a traditional medicine used in Gero Onsen. It is characterized by its adorable water balloon-like appearance, reminiscent of tama yokan bean jelly. The feeling of piercing the ball with a toothpick and taking out the soap is fun and exciting. The secret behind the supple texture is the fruit, tamarind. This fruit is eaten on a daily basis in Southeast Asia and the soap is made from the shell part of the fruit, which is

generally discarded. No preservatives, synthetic dyes, or synthetic fragrances are used in the manufacturing process. The amino acid-based soap is gentle on the skin and contains plenty of moisturizing ingredients. Another feature of this soap is its wide variety of colors and fragrances. The colorful shades are not colored with synthetic colors, but are all derived from Chinese herbs. The scent of hinoki, like that of tamarind, is obtained from the leaves, which are normally unusable. The

subtle fragrance of Yokihada Ball Soap comes from essential oils that have been carefully selected by a pharmacist. A lot of care and attention has put into the fragrance. Since our main business is a traditional medicine manufacturer, our products are subject to the same strict quality control as pharmaceutical products. Therefore, you can use them with peace of mind, another advantage of our products. The product comes in a Japanese-style box, making it an ideal gift.

This soap was born from the concerns of people with sensitive skin.

The originality of the shape amazes people overseas.

The development of this soap was prompted by the concerns of people with sensitive skin. They want to use solid soap, but they do not like the sloppy or slimy feel. They also feel that body soap contains too many preservatives and is not good for their skin. We developed this product by listening to such voices and talking to people in various industries. Gero Onsen is a tourist

destination visited mainly by people from China and other Asian countries. Most people are surprised when they see the shape of this product and keep coming back for more. The ingredients include Chinese herbal extracts used in Gero Plaster, such as Amur cork tree and Myrica rubra bark. Yokihada Soap is gentle on the skin and has a fun shape. Try it out for yourself.



It is the perfect gift or novelty for those who prefer natural materials!

We would like to convey Japanese tradition and culture as well as the wonders of Gifu to the rest of the world through this soap made by a traditional medicine maker.

We value the Japanese phrase, "learning from the past and drawing new knowledge and views from it". This product is the culmination of our efforts. It is the result of our desire to use the wisdom we have accumulated as a manufacturer of traditional medicines to create a product that has never existed before. Whenever we get an idea, we act on it immediately. This approach has enabled us to develop products in a flexible manner. We also use local Gero and Gifu products for packaging and ingredients as much as possible and strive to create products that do not impact the environment by using materials that

would otherwise be thrown away. Our mission is to provide environmentally friendly products to the world while promoting Japanese traditions and local communities. We will continue to manufacture products that will help people overseas, who are highly conscious of the environment, learn about Japanese traditional culture, Gifu Prefecture and Gero, as well as the good old Japanese spirit of "learning from the past and drawing new knowledge and views from it".

Scan here for the online version with additional stories and thoughts that we were unable to share here.



Yasunari Hinata,
Representative Director



TAKATA ORIMONO Co., Ltd.

2-2-53 Kojima Karakoto, Kurashiki-shi, Okayama Prefecture



西2SME-35

Okayama

New material for Tatami mat edges, a traditional textile unique to Japan

Tatami Mat Edge kojimaberi (narrow woven fabric)

A textile manufacturing company with over 100 years of tradition is taking on the challenge of doing something new. The result is this adorable product.

Tatami-beri, as the name implies, is a woven fabric used for the edges of Tatami mats. TAKATA ORIMONO is a leading manufacturer of Tatami mat edges with more than 40% of the domestic market share in Japan. In recent years, Tatami mat edges have been garnering attention as a fabric material for bags, pouches, and other items. TAKATA ORIMONO manufactures and sells not only edges used for Tatami mats, but also Tatami mat edges as a craft material as mentioned above, and in-house products using Tatami mat

edges. Although many people may imagine traditional Japanese patterns when they first hear of the material used for Tatami mats, there is limitless freedom in design, such as character patterns, pastel color designs, and monograms for apparel brand logos. They do not settle for traditional designs. TAKATA ORIMONO was founded around 1890 as a manufacturer of Sanada-himo (a narrow woven fabric), a specialty of Kojima, in Kurashiki, and began production of Tatami mat edges in 1921. Their strength as a manufacturer is that

they can handle the design, and planning process all in-house with their integrated system. Direct and speedy manufacturing is their goal. Naoshi Takata, the president of the company, says that developing materials and creating products are of course interesting, but he loves seeing the reactions on the customers' faces when they hold the products in their hands even more. That is why releasing new products is the most exciting time for him.



We don't look at whether or not the product will sell, but instead we look at if it will surprise the world and if it is something that has never been done before.

In product development, it is not important to consider whether a product will sell or not. It is important to determine if the world will be surprised or if it is a product that has never been seen before. This attitude of sticking to new things has not changed since the days when production was carried out without machines. This can be clearly seen in the design blueprints drawn by the company's predecessors. Their Tatami mat edges had surprisingly elaborate patterns and were quite challenging to actually produce. They also must have wanted to do something that would surprise the world from back then. Takata says that he is often motivated by his clients these days. How do they meet the requirements of a project that is difficult in terms of technology and quality under limited conditions? He is conscious of taking on difficult problems using his past knowledge and new ideas. This is the true essence behind TAKATA ORIMONO.

Tatami mat edges as a craft material are steadily gaining popularity, especially in Europe.

In recent years, demand for Tatami mat edges as a craft material has spread, especially in Europe. TAKATA ORIMONO is currently experiencing a positive response, starting with the attention from the quilting industry, which is popular all over the world. Perhaps it is a blessing that Tatami mats themselves are exported from Japan, so they are familiar to people in other countries. TAKATA ORIMONO products are often used overseas as medicine cabinets and accessory cases. They have not yet approached China, Taiwan, or other Asian countries, but are looking forward to the possibilities in the future.

TAKATA ORIMONO has put on several exhibits at European events since 2013, and in 2015, exhibited at Maison & Objet in France. In addition, the company has a lot of overseas business experience, such as having its products placed at Ultramod, a long-established company in Paris that is well-known in the handicraft industry.

We place importance on responding to the wishes of those who want to create.

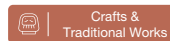
Naoshi Takata, Representative Director



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WAKACHO Co. Ltd.



西2SME-01

Wakayama



Makie lacquer is made by drawing pictures or text on the surface and sprinkling metal powder on it

Winner of OMOTENASHI SELECTION 2020 Award

Makie Lacquer Wooden Bowls, Makie Lacquer Cups

The traditional Japanese craft of Makie lacquer on wooden Wappa circular bento boxes, cups and utensils is sure to catch the attention of visitors, especially those from overseas.

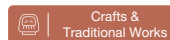


A traditional handicraft made of natural materials and decorated with Makie lacquer, a hallmark of distinctively Japanese design.

Size (mm): 120 (D) x 70 (H)
Suggested retail price (excluding tax): 3,500 yen



Tsuchiyanenjuten Co., Ltd.



西2SME-02

Kyoto



Kyoto Nenju prayer beads with out-of-the-ordinary designs

Kyoto Nenju Prayer Beads Order-made System

All you need is just a single flyer! Customers can create their own specially designed prayer beads with their smartphone, saving space and reducing costs. We offer this service to those who seek peace of mind.



In recent years, prayer beads have become extremely popular as a tool for calming the mind among foreign visitors to Japan, regardless of their religious affiliation.



WISH Co., Ltd.



西2SME-03

Kyoto



Experience Kyoto with new possibilities for vintage garments

Framed Obi Belts and Garments

Vintage garments are newly remade and re-proposed as interior decorations. We also use our company's woven fabric strips as materials for Japanese goods. These products are linked to the SDGs reuse initiative to eliminate waste and to not throw away old things.



Vintage garments remade into interior decorations. Our products are in line with the global trend of SDGs.



Size (mm): 350 (W) x 40 (D) x 570 (H)
Suggested retail price (excluding tax): 148,000 yen

KITAYAMAMASATSUMUSHOUTEN CO., LTD.



西2SME-04

Wakayama



A versatile palm Tawashi scrubbing brush for removing all kinds of dirt

Winner of OMOTENASHI SELECTION 2021 Award

Palm Tawashi Scrubbing Brush

The fibers, which are harder than Chinese windmill palm, are ideal for removing stubborn stains from cooking utensils to industrial products. Another feature is that you can use four sides because the left and right bands on conventional palm Tawashi scrubbing brushes have been eliminated.



We have been seeing demand from overseas based on our track record of continuous business with retailers in San Francisco.

Suggested retail price (excluding tax): 500 yen - 700 yen



Koubou-Bukyu



西2SME-05

Kyoto



Bringing Kyoto-style armor to the global marketplace!

Interior Japanese Armor Decoration Japanese Armor Parts Accessories

Ideal not only for the Boy's Festival, but also as a gift to ward off bad luck and bring good fortune, as well as for interior decoration. Enjoy Kyoto's traditional handicrafts up close!



Kyoto figurine armor is a traditional handicraft of Kyoto. This is a traditional Japanese item of craftsmanship, and is considered a high-end item among armor decorations.

Size (mm): 250 (W) x 250 (D) x 300 (H)
Suggested retail price (excluding tax): 250,000 yen



Wildingout Co., Ltd.



西2SME-06

Kyoto



Only "borrowing" the materials from nature, as they soon will be returned

chair1987

The chair1987 is designed with comfort, concept, and function in mind, so that it can provide an amazing seating experience for anyone, anywhere. It can be placed seamlessly anywhere from the living room to a picturesque woodland setting.



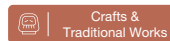
Our products are designed with sustainable manufacturing, including the use of timber resources. The lightness and compactness of our products also contribute to cost and energy reduction in transportation.

Size (mm): 570 (W) x 570 (D) x 600 (H)
Suggested retail price (excluding tax): 54,000 yen



*Awards listed include past awards to companies.

Kawasho Co., Ltd.



西2SME-07

Miyagi



Size (mm): Fits wrists from 160mm to 180mm in circumference
Weight : 30 to 31g
Material: 925 silver (18K GOLD available on request)
Suggested retail price (excluding tax): 81,800 yen

Gemstone like glass and jewelry

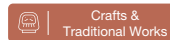
Jewel Kiriko

New jewels and accessories are now available in the sparkling gemstone-like glass. (Jewel Kiriko Trademark No.6026817, No.6026696) (WIPO Registration number 1459406, Madrid Protocol registered, trademark registered in China and India)



We have applied for an agency contract in China and other places. Since distribution channels in China are being established, we can conduct business negotiations with confidence. We are also considering exporting to India, Europe, and the United States.

KINOWA Co., Ltd.



西2SME-08

Fukushima



Size (mm): 310 (W) x 235 (D) x 15 (H)
Suggested retail price (excluding tax): 6,000 yen

Wooden art made from Japanese timber you can cut, display, and smell

KIHARIE Art Kit (Wooden Picture Art Kit)

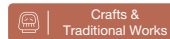
This is a kit that enables users to handcraft precise art works that were previously unthinkable with wooden products. The products are divided by difficulty level for a wide range of customers.

Winner of Gift Show New Product Contest
Second Prize



This kit allows you to create three-dimensional art by cutting and pasting natural wood slices in layers. A series of Ukiyo-e woodblock prints popular overseas is also available.

KAWARAIKI Co., Ltd.



西2SME-09

Shizuoka



Size (mm): 50 (W) x 45 (D) x 50 (H)
Suggested retail price (excluding tax): 4,500 yen

Onigawara ice cubes to transform your beverage into something different

SUIGA - Demon Onigawara Ice

The long-awaited new release in the SUIGA Series. SUIGA uses a special firing method that traps the carbon contained in Ibushi-style roof tiles to produce an effect similar to that of charcoal. It can be used as a substitute for ice without changing its function.

Winner of OMOTENASHI SELECTION 2021 Award



The design of the demon's mask (Onigawara) is uniquely Japanese. This was awarded the Omotenashi Selection 2021 Award, which is selected by foreigners living in Japan.

FukuiYougasa Co., Ltd.



西2SME-10

Fukui



Size (mm): 120 (W) x 850 (D) x 80 (H)
Suggested retail price (excluding tax): 33,000 yen and up

Modern remodeling of the traditional Janome umbrella

Janome Umbrella

We are proud to present umbrellas that utilize Fukui Prefecture's textile, eyeglass frame, and lacquerware industries to make your outings more enjoyable. The textile's unique texture along with the lightness and durability of its carbon fiber framework make this umbrella the embodiment of "beauty of usefulness".



The design brings out the unique qualities of Japanese tradition. The handle is made of Echizen lacquerware and has a universal design with an easy-to-grip shape.

IWATSUKIONIGAWARA Inc.



西2SME-11

Aichi



Size (mm): 70 to 200 (W) x 70 to 200 (D) x 50 to 250 (H)
Suggested retail price (excluding tax): 3,000 - 750,000 yen

Tile objects that bring dignity to a space just by placing them there

GaRock Garden Ornament

This garden ornament which was developed in collaboration with Kazuyuki Ishihara, a world-renowned garden designer, is based on Kawara tiles, one of the elements that make up an elegant Japanese landscape. The color of the tiles, Ibushi-silver, goes well with greenery and brings dignity to the area.



This will be on display at the Chelsea Flower Show 2024, the largest garden show in the U.K., where world-renowned garden designer Kazuyuki Ishihara will attempt to show off the charms of the garden ornament.

NAKAGAWA Precision Machinery Works Co., Ltd.



西2SME-12

Osaka



Size (mm): 115 (W) x 125 (D) x 95 (H)
Suggested retail price (excluding tax): 26,000 yen

Separable sake cups carefully crafted one by one

Stainless Steel Sake Cup shitatar : PRODUCED BY HAREBI

The cups are made with Itto-bori metal carving techniques. We would like to introduce our crafts and works of art made by precision lathe machining, a traditional Japanese technology, to the world incorporating the essence of craftsmanship and stories that have been passed down from generation to generation for many years.



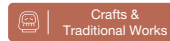
This was selected as a gift for the Japanese side (Ministry of Economy, Trade and Industry and Ministry of Foreign Affairs) at the G7 Osaka-Sakai Trade Ministerial Meeting in 2023, and was presented to the ministers of the participating countries.

*Awards listed include past awards to companies.

Hirai-Woodturner



Size (mm): 17 (W) x 150 (D) x 17(H)
Suggested retail price (excluding tax): 132,000 yen



西2SME-13

Osaka



Wooden fountain pen with Wajima-nuri lacquer finish

Fountain Pen (14k gold nib) Hinoki Cypress, Wajima Lacquer

Since ancient times, wood and lacquer have always gone hand in hand, and their water repellency and durability have been greatly enhanced. Wajima-nuri lacquerware is renowned worldwide as a traditional craft, and this fountain pen is the result of a collaboration with Keigetsudo.

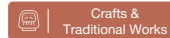


The pen combines woodworking, traditional Wajima-nuri lacquerware and mother-of-pearl inlay, creating a high-value-added traditional craft that fully embodies the uniqueness of Japan.

Weave Harisa



Size (mm): 85 (W) x 55 (D) x 20 (H)
Suggested retail price (excluding tax): 2,273 yen



西2SME-14

Okayama



Food picks handcrafted by needle artisans

Ippin Food Pick 70

Ippin, an original brand by a needle maker, develops tools utilizing its experience in needle making. Our first product is a food pick. The pressed tip of the pick prevents food from falling off the pick and allows the user to feel the texture of the food when inserting the pick.

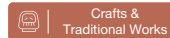


Some of our products have been sold for many years to overseas customers in the U.S., Belgium, and other countries. We specialize in flexible manufacturing tailored to the user.

ITOHEN Inc.



Size (mm): 18 (W) x 74 (D) x 32 (H)
Suggested retail price (excluding tax): 3,000 yen



西2SME-15

Fukuoka



Seasonal Japanese beauty

Chopstick Rests Made with Traditional Fabrics that Reflect the Changing Seasons of Japan

Each paulownia box contains a pair of chopstick rests made of traditional Japanese textile with transparent oil applied. We have a patent pending for a special processing method that does not change the texture of the fabric even when it is placed in transparent oil. Enjoy the seasonal beauty and traditions of Japan at your everyday dining table. These chopstick rests can be used as gifts for celebrations or for your loved ones.



These chopstick rests, which incorporate traditional Japanese textiles into an everyday item, allow those from other countries and Japanese residents living abroad to feel closer to Japan.

Sekine Paulownia Products



Size (mm): 110 (W) x 110 (D) x 110 (H)
Suggested retail price (excluding tax): 3,000 yen



西2SME-16

Saitama



We want to make your daily life more convenient and enriched with paulownia wood

Winner of Good Design Award 2017

KIRI CUBE Coffee Canister

Paulownia is the only wood in the world that is used for crafts exclusively in Japan. In other words, paulownia products are a unique Japanese craft. Furthermore, our paulownia products are original, one-of-a-kind products developed in collaboration with companies and designers from different industries, universities, and other organizations.



Our paulownia boxes protect stored items from oxidation, humidity, and dryness, and also have a distinctly Japanese appearance. In addition to coffee beans and rice, they can also be used for storing valuables.

Plaisir Co., Ltd.



Size (mm): 225 (W) x 295 (D)
Suggested retail price (excluding tax): 11,000 yen



西2SME-17

Tokyo



Bringing the Edo period's style and Meiji period's fashion trends to the present day

Japanese Style Bag Shichizou

This bag is a chic Edo style bag. These bags are handmade one by one based on the strong belief that it would be a waste if people did not use them in their daily lives along with their favorite styles, regardless of their attire, gender, nationality, or occasion.



Edo style bags are a traditional Japanese fashion item. They can be put to use regardless of nationality, attire, or gender.

Akebono Kougei Co., Ltd.



Size (mm): 100 (W) x 100 (D) x 26 (H)
Suggested retail price (excluding tax): 3,740 yen



西2SME-18

Hiroshima



Patented palm-sized baby tooth case

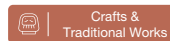
Round Paulownia Wooden Case for Baby Teeth

This round, palm-sized box features the gentle color and feel of paulownia wood. The paulownia wood boxes are airtight and humidity-regulating, garnering attention from around the world. This makes a great gift for new born babies and birthdays. They can also be used for original products (patent obtained).



With a culture dating back to the Edo period for storing valuable objects, paulownia boxes, with their excellent airtightness and humidity control, are garnering attention for their sustainability.

Homing Co. Ltd.



西2SME-19

Okayama



Suggested retail price (excluding tax): 30,000 yen

Traditional Japanese attire that goes well with Western-style clothing and can be used for everyday wear

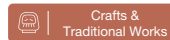
Okayama Denim Haori PEPAKU

Japanese people have long been aware of the importance of taking good care of things, and this is especially true of kimonos. We have the knowledge to avoid wasting fabric when cutting, and with our technology that allows us to sew a wide variety of products, we have developed our first line of traditional Japanese clothing that can also be used for everyday wear matching Western-style clothing.



A Japanese Haori that goes well with Western clothes. These are great for making connections between Japan and other countries including embassies, Japanese living abroad, and foreigners residing in Japan.

KYOKUEI FORM Co., Ltd.



西2SME-20

Okayama



Price example: Extra-thick aluminum skillet (deep type)
Size (mm): 210 (W) x 210 (D) x 50 (H)
Suggested retail price (excluding tax): 22,000 yen

Extra thick lightweight cast aluminum skillet

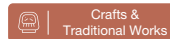
Extra Thick Aluminum Skillet

The specific gravity of aluminum is 1/3 that of iron, and its thermal conductivity is 3 times that of iron. Taking full advantage of these properties, this skillet is designed to provide the best taste. Enjoy both the shallow and deep types as a set for a variety of cooking to expand your culinary repertoire.



Our main business molds for urethane foam molding are exported to the U.S. 20 times a year for a total of about 10 million yen.

KTION INC.



西2SME-21

Tokyo



Size (mm): 100 (W) x 55 (D) x 100 (H)
Suggested retail price (excluding tax): 3,800 yen

Small vase made of chemical glass

MEDIFLA

As people spend more and more time at home, the issue of how to enjoy their lives in a comfortable and healthy manner will become an issue in the future. MEDIFLA, with its superior design and the high durability of chemical glass, is a vase that makes it easy for anyone to enjoy flowers.



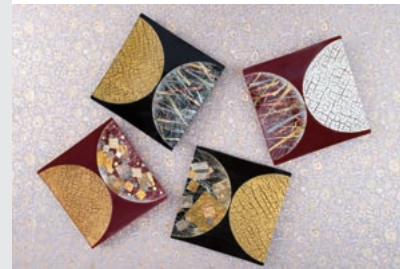
Flower culture is more familiar overseas than in Japan. We hope that this vase, which is brimming with Japanese technology and design, will bring healing to people overseas.

KINSAIKOUGEIYAMADA



西2SME-22

Kyoto



Size (mm): 150 (W) x 150 (D) x 13 (H)
Suggested retail price (excluding tax): 10,000 yen

Premium glassware featuring gold leaf techniques

Kinsaiyuzen Glass Tableware THE SPARKLING MOON DISH

The interior glassware produced from the fusion of traditional craftsmanship and new materials is one-of-a-kind, as it is created mainly with hand-crafted foil. The pieces are not glittering gold leaf, but rather tasteful and sophisticated, with a wide variety of colors.



This tableware can be used as plates for food and sweets, for incense, and as bases for dolls and figurines. We accept orders for small lots, lettering, logos, and OEM.

T. Nishikawa & Co., Inc.



西2SME-23

Kyoto



Size (mm): 200 (W) x 135 (D) x 210 (H)
Suggested retail price (excluding tax): 28,000 yen

Enhanced functionality based on a traditional shape

NISHIKAWA JAPAN TEAPOT KATA

KATA's teapots come with a stainless steel handle decorated with tea flowers and leaves, and a tea strainer. The spout prevents dripping, and the lid can be turned inside out to serve as a measuring cup. The lid can also be hooked onto the rim of the teapot to prevent staining the table when pouring hot water.



We have received orders and inquiries from companies in Switzerland, Austria, Australia, and France when we unveiled our teaware at the Ambiente International Trade Fair in 2023.

SUEHIRODO Co., Ltd.



西2SME-24

Aichi



Size (mm): 510 (W) x 25 (D) x 285 (H)
Suggested retail price (excluding tax): 27,500 yen

Our original fan depicting the Nagoya Castle

Nagoya Castle Folding Fan

Nagoya Castle is depicted using dozens of colors on a gold leaf background. This fan is glittering and features a uniquely Japanese style. The cherry blossoms and pine trees accentuate Nagoya Castle.



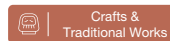
Made of bamboo and Washi Japanese paper, the fan is plastic-free. Compact and lightweight, they are environmentally friendly products that do not use electricity. The uniquely Japanese design is also a significant source of fascination.

*Awards listed include past awards to companies.

Milantee Japan Co., Ltd.



Size (mm): 47Φ (W) x 75 (H)
Suggested retail price (excluding tax): 2,500 yen



西2SME-25

Ishikawa



Kutaniyaki aroma diffuser to enjoy a new sensation of fragrance

Winner of OMOTENASHI SELECTION 2020 Award

Kutaniyaki Aroma Diffuser

This aroma diffuser, which can be placed anywhere like a bottle of perfume, emits scents from interior decorations and objects, to allow everyone to enjoy the fragrance. The concept behind this diffuser is brining something unprecedented to people's homes.

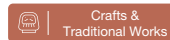


Our exhibit at DESIGN TOKYO received a great response both in Japan and abroad. One advantage of this dispenser is that it can be used repeatedly and is not disposable, making it environmentally friendly.

ITOGO Co., Ltd.



Size (mm): 60 (W) x 1 (D) x 1,200 (H)
Suggested retail price (excluding tax): 1,800 yen



西2SME-26

Mie



Durable and colorful without coming undone

Kumihimo Braided Shoelaces

This is a one-of-a-kind new type of shoelace created from the manufacturing technology of Iga braided strings. All the characteristics of Iga braided strings, such as resistance to becoming untied, durability, and vivid colors, have been condensed into these new shoelaces. They are also used by NPB baseball players and J-League soccer players.



We have experience with a variety of collaborative products and can develop products that meet the needs of our customers.

NEKADO Co., Ltd.



Size (mm): 80 (W) x 1450 (D) x 10 (H)
Suggested retail price (excluding tax): 30,000 yen



西2SME-27

Kyoto



New Nishijin brocade pleated tie

Nishijin Brocade Original Pleated Tie

Pleated Nishijin brocade fabric is given a three-dimensional, uneven feel. This is a premium hand-stitched tie incorporating the best of Japanese technology. The pleats on the woven fabric are rare anywhere in the world, and this tie is an original design registered only by our company.

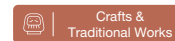


Nishijin brocade ties are a traditional Japanese craft technique. We received inquiries from British companies at our last exhibition.

Iwayado Wardrobe Seisakusho



Suggested retail price (excluding tax): 1,600 yen



西2SME-28

Iwate



Manufacturing using scraps of wood from the production of Iwayado chests

Lacquered Brooch

These are made using scrap wood from the production of Iwayado chests. We started Iwayadocraft, a craft project using the scraps of wood to make something useful. As with the chests, each piece is lacquered and handmade by artisans.



Lacquer coating is a popular traditional Japanese craft. We have business experience with companies in Paris and London.

Oneness



Size (mm): 275 (W) x 275 (D) x 160 (H)
Suggested retail price (excluding tax): 17,000 yen



西2SME-29

Gifu



Have a fun dining experience together with an earthenware pot featuring adorable animals

KAAMOS Earthenware Pot

This earthenware pot is handmade by artisans with animal handles. The animal lid is decorated with ancient runes for good luck. The far-infrared ray effect makes whatever is cooked inside plump and delicious. The food can be served at the table inside the pot for a warm meal even in the coldest of winters.



The earthen pots were available at Maison & Objet in France and SHOPPE OBJECT in the U.S where we received orders. The adorable design is great for posting on social media.

SHUTOEN Co., Ltd.



Size (mm): 230 (W) x 230 (D) x 45 (H)
Suggested retail price (excluding tax): 5,000 yen



西2SME-30

Yamaguchi



Colorful Hagi-yaki tableware you grow together with

Hagi-yaki stella

Taking advantage of our strength as a ceramics manufacturer with facilities capable of mass-producing products of consistent quality, we exhibit products with designs, colors, and affordable prices that make Hagi-yaki more accessible to the public.



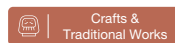
We handle the entire process in-house, from product manufacturing to distribution. Our products feature distinct colors that are popular even among overseas customers.

*Awards listed include past awards to companies.

KAMAKURA HANKO



Size (mm): 15 (W) x 15 (D) x 60 (H)
Suggested retail price (excluding tax): 52,000 yen



西2SME-31

Kanagawa



Received the Top Nippon Omiyage Award from the Minister of Economy, Trade and Industry

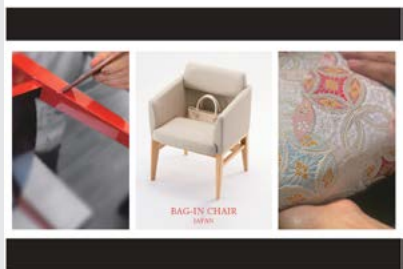
Tsukino Hanko Seal, a traditional seal with an auspicious connection to Kamakura

Seals used by Japanese people for important decisions are a symbol of Japanese cultural tradition. From red seals for temples and shrines to personal seals, each seal is carefully engraved by an expert with national certification. Production is limited to 3 seals per day by a certified seal engraver.

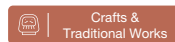


Many foreigners find Hanko seals to be a craft that combines artistry and fine craftsmanship, and they are popular souvenirs to remember their stay in Japan.

LABOT Co., Ltd.



Size (mm): 550 (W) x 565 (D) x 790 (H)
Suggested retail price (excluding tax): 600,000 yen



西2SME-32

Tokyo



Japanese hospitality and craftsmanship passed down from generation to generation

BAG-IN CHAIR JAPAN

The chair is designed to hold luggage to convey the spirit of Japanese hospitality, and the Nishijin brocade and lacquered finish give a sense of Japanese traditions as well as the finesse of Japanese craftsmanship that has been passed down through generations.

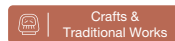


This chair combines traditional Japanese craftsmanship with the spirit of hospitality embodying both Japanese technology and traditional sentiment.

CRYSTAL PROCESS CO., LTD.



Size (mm): 230 (W) x 180 (D) x 65 (H)
Suggested retail price (excluding tax): 27,390 yen



西2SME-33

Hiroshima



Forms a plating film by with a simple application

Polisher Plating System

This is the world's first coating agent that creates a plating film. Mirror-finish plating can be applied to any object, no matter the size, without the need for special equipment.



This is the world's first coating that forms a mirror-finish plating film. The unprecedented plating process is environmentally friendly as it does not use hexavalent chromium, or any other harmful substances.

potter clay flower



Size (mm): 160 (W) x 165 (D) x 50 (H)
Suggested retail price (excluding tax): 13,200 yen



西2SME-34

Tokyo



Beauty and functionality for a safe, enjoyable, and self-sustaining dining experience

Creative Non-Spill Tableware

Our tableware supports the diversity and inclusion of the elderly, people with various disabilities and others with its no-spill feature. The beautiful tableware provides a sense of exuberance and luxury. We create tableware that let's you enjoy your entire meal to the very last bite, enriching your life and giving you a sense of satisfaction.

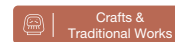


Inclusive products that can be used by anyone, including those with limited mobility, the elderly, caregivers, parents of infants and toddlers, dementia patients, hospital patients, and more.

TAKATA ORIMONO Co., Ltd.



Size (mm): approx. 80 (W) - x approx. 80 (D) - x approx. 80 (H)
Length (m): 10m
Suggested retail price (excluding tax): Starting from approx. 2, 200 yen



西2SME-35

Okayama



Tatami mat edges, a traditional textile unique to Japan as a new material

Tatami Mat Edge kojimaberi (narrow woven fabric)

Tatami mat edges are the world's only woven fabric made of polyethylene, polypropylene, polyester, and cotton, and are attracting attention as a new material for crafts due to their unique appearance and moderate tension. Our originally designed Tatami mat edges are also popular among craftspeople.

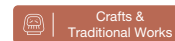


Tatami mat edges are gradually gaining recognition as a craft overseas, and are being used to make ribbons, pouches, bags, and accessories, which has led to high expectations for further recognition.

Penon Co., Ltd.



Size (mm): 47 (W) x 7 (D) x 47 (H)
Suggested retail price (excluding tax): 545 yen



西2SME-36

Tokyo



Magnets with upcycled tiles

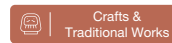
Touch me! ART MAGNET

The tile magnets are made of upcycled tiles containing more than 50% of soil that was previously discarded. The surface uses three-dimensional printing to realistically reproduce the touch of brush strokes and the ridges of paint in a highly detailed, uneven manner.



The products are sustainable and return to the soil without emitting CO₂ when disposed of. They are also in line with global trends in terms of upcycling.

Minamida Sangyo Co., Ltd.



西2SME-37

Saga



The most expensive room shoes in Japan

Room Shoes Kasanes

These room shoes are made by leather shoe experts who truly adore leather, know leather, and have the skills to work with it. Each pair is handmade using luxurious genuine leather. The overwhelming comfort and sophisticated design are the charm of these shoes.

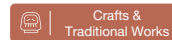


Our handmade room shoes are produced in a factory with a history of more than half a century. These room shoes snuggle gracefully and comfortably around your feet.

Size (mm): 30 (W) x 25 (D) x 12 (H)
Suggested retail price (excluding tax): 120,000 yen



Oike Metallic Design Co., Ltd.



西2SME-38

Kyoto



New metallic design material expressing natural light

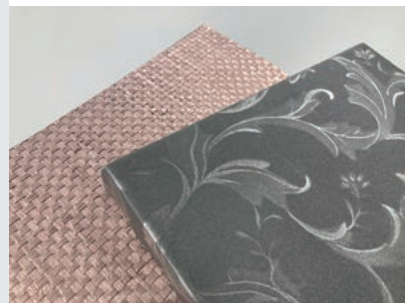
Metallic Material for Interiors with Unique Designs

This is a unique metallic design material that expresses shades of light and natural shimmering by combining woven fabrics and Japanese paper with thin vapor deposition metallic films. When used in interiors as wall and decorative materials, they bring the natural light and brilliance of nature into the room.

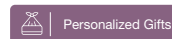


A design material for the sustainable age that imparts the luster and functionality of metals as natural materials to traditional Japanese materials such as Japanese paper and textiles using advanced thin-film processing technology.

Size (mm): 920 (W) x 1840 (H) *Example, rollable
Suggested retail price (excl. tax): 5,000 yen ~ 10,000 yen/m²



Recra Co., Ltd.



西2SME-39

Ishikawa



A slightly unexpected aroma candle

Rotch

These aroma candles can be struck like a match and lit directly. The compact size, ease of use, and attractive package design make the candles popular as gifts, souvenirs, and novelty items. We also offer OEM services.



We upcycle unused candles that would otherwise be thrown away from weddings, funerals, and other such occasions to create somewhat unconventional aroma candles. Artisans carefully create these candles by hand.

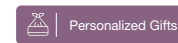
Size (mm): 37 (W) x 56 (D) x 17 (H)
Suggested retail price (excluding tax): 880 yen



Winner of 2022 Good Design Award

Winner of Gift Show Autumn 2022 LIFE X DESIGN AWARD for Best Concept

Iwataniyouki Ltd.



西2SME-40

Nara



VcutBox Revolution

VcutBox

The popular VcutBox is now available in full color printing. The new VcutBox, which can only be produced with precision and advanced technology, can now be mass-produced in small lots. A new world expands before your eyes the moment you hold it in your hand.

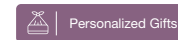


We want to share the subtle and advanced technical skills of the Japanese people with people overseas. The paper boxes we create are recyclable and environmentally friendly.

Size (mm): approx. 100 (W) x approx. 100 (D) x approx. 100 (H)
Suggested retail price (excluding tax): approx. 350 yen



Sanko-Seisaku Co., Ltd.



西2SME-41

Shizuoka



Miscellaneous goods featuring the World Heritage Site Mt. Fuji

KOUKINFUJI

Mt. Fuji, the pride of Japan, is the motif of this product, which is designed in a way to start conversations. Artisans carefully apply shining glass peening technology and special antibacterial plating to prevent the growth of bacteria to each piece.



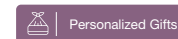
Our products are based on Mt. Fuji, a symbol of Japan that has been registered as a UNESCO World Heritage Site. We were awarded the Omotenashi Selection 2020 Gold Award.

Suggested retail price (excluding tax): 420 yen - 12,000 yen



Winner of OMOTENASHI SELECTION 2020 Gold Award

Craftworks Co., Ltd.



西2SME-42

Osaka



Give the gift of luxury with a sheepskin plush toy

Sheepskin Plush Toy

Our sheepskin plush toys provide a sense of security and foster relaxation at bedtime for both children and adults. Give one as a gift for a special occasion or as a token of your affection for a loved one.



We develop products for children, which are in high demand overseas, using the knowledge we gained from previous offers from overseas.



*Awards listed include past awards to companies.

Y. ITOH Co., Ltd.



Personalized Gifts

西2SME-43

Gifu



Experience music to foster an enriched mind and spirit

Your First Ocarina: An Audio Training Experience for all the Senses

This ocarina has an adorable dotted pattern that will bring a smile to your child's face♪ Under professional supervision, we have created an ocarina even a child can play using the same breathing techniques as you would when playing the recorder! This ocarina can casually be given as a gift to expose a child to music education.

Size (mm): 160 (W) x 90 (D) x 40 (H)
Suggested retail price (excluding tax): 5,000 yen



Experience music to foster an enriched mind and spirit. An inclusive instrument that can be played with ease by everyone from children to the elderly.

Fulelu Inc.



Personalized Gifts

西2SME-44

Saga



The rules are easy, but winning is the hard part!
An educational board game in the form of a falling object puzzle

Educational Board Game RoRop

The wooden board game RoRop is very simple, but the strategy is in-depth and fun for both adults and children. It is an ideal entry point for programming education, as it develops the ability to think ahead, make decisions which lead to victory, and use calculation skills.

Size (mm): 210 (W) x 210 (D) x 55 (H)
Suggested retail price (excluding tax): 8,800 yen



People from all over the world tried out this game at the world's largest board game exhibition, Spiel Essen. A multilingual project is also scheduled to be launched through international crowdfunding.

Hime-Kagura



Personalized Gifts

西2SME-45

Ehime



Hand cream with the scent of Setoka citrus fruits

Hime-Kagura Balancing Hand Cream SL

This hand cream uses natural fragrance extracted in-house from Matsuyama brand premium citrus Setoka. The product is based on the concept of "just right" in terms of fragrance, feel, size, and price.

Size (mm): 30 (W) x 19 (D) x 117 (H)
Suggested retail price (excluding tax): 800 yen



Ehime in Japan is a citrus producing region. Other aromas include Yuzu, lyokan, and Setouchi lemons.

FORESIGHT Co., Ltd.



Personalized Gifts

西2SME-46

Tokyo



Faceted glass with a kaleidoscope of floral patterns

KOEDO Kawagoe Faceted Glass: Cherry Blossoms

Without compromising the transparency of the glass, a chemical etching process was added to the traditional faceted glass to create a floral pattern. As you pour alcohol into the glass, the cherry blossoms on the bottom of the glass are reflected in the cut-out part like a kaleidoscope. Combined with the cherry blossoms on the side of the glass, the flowers in full bloom are displayed prominently.

Size (mm): 60 (W) x 60 (D) x 60 (H)
Suggested retail price (excluding tax): 16,000 yen



This unprecedented faceted glass incorporates a chemical etching technique. The gradation and transparency of the patterns are distinctive features of this glass.

Shinjukuya Co., Ltd.



Clothing & Accessories

西2SME-47

Osaka



Made of soft yet durable shark skin

Shark Leather Women's Shoes

Manufacturing shoes from shark leather requires a great deal of skill, and our company has the best manufacturing technology in Japan, giving us a reputation on par with the world's most prestigious brands. We want women to continue to shine with comfortable and fashionable shoes even as they age.

Suggested retail price (excluding tax): 108,000 yen



Our products are made from leather that has been certified as eco-friendly leather, which has been popularized and developed in Europe and has a low impact on the environment.

NOGUCHISENPO Co., Ltd.



Clothing & Accessories

西2SME-48

Hokkaido



A fusion of Japanese tradition and modern design

Winner of OMOTENASHI SELECTION 2016 Award

JUBAN T-shirts

The JUBAN T-shirt is a fashion item with an original design and excellent quality, inspired by the traditional Japanese juban worn under a kimono. The item is a fusion of traditional and modern styles.

Size (mm): 520 (W) x 720 (H)
Suggested retail price (excluding tax): Starting from 11,000 yen



We are also in the process of crowdfunding for overseas markets. This product is being purchased by customers from various countries due to inbound tourist demand.

COCOLUCK Co., Ltd.



Clothing & Accessories

西2SME-49

Aichi



Chirimen shoelaces transform ordinary sneakers into something special

Chirimen Shoelace HimoColor

Our washable shoelaces do not fade or shrink when wet. There are a total of 40 types, including cherry, plum, chrysanthemum, dragon, and many other original fabrics developed in cooperation with partner factories. They are very popular as souvenirs that people all over the world will find irresistible.

Suggested retail price (excluding tax): 1,200 yen



International Appeal

We have participated in a total of 24 events in the past 5 years in the U.S., Italy, the U.K., Hong Kong, and other countries, selling our own products.

ONETREE Inc.



Clothing & Accessories

西2SME-50

Tokyo



Sneakers that can be put on in one second without using hands

LAQUN

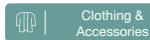
We developed these sneakers for all those people who don't want to tie their shoes anymore to make your daily life a little easier. These are great for pregnant women and elderly people as well as when you are carrying luggage in both hands.

Size (mm): 250 (W) x 300 (D) x 150 (H)
Suggested retail price (excluding tax): 17,000 yen

International Appeal

Putting on shoes without using your hands is visually easy to understand, making it possible to approach people all over the world, regardless of language.

TERAICHI CO., LTD.



Clothing & Accessories

西2SME-51

Kagawa



Warm your neck and save electricity with our eco-friendly products

Neck Warmer: Mini Scarf

These cross neck warmers are knitted with original Japanese yarns and have a soft and smooth cashmere-like texture. The stretchy fabric conforms to the skin for a warm and comfortable feel.

Size (mm): 130 (W) x 650 (H)
Suggested retail price (excluding tax): 1,900 yen

International Appeal

We have business relationships with about 10 companies in Taiwan, Hong Kong, and South Korea, and our reputation for Japanese quality as a long-established knit manufacturer that has been in business for four generations has been well received by our overseas customers.

Liberato LLC



Clothing & Accessories

西2SME-52

Tokyo



Sustainable sandals made of Tatami and leather

Winner of OMOTENASHI SELECTION 2022 Award

Tatami Slipper Sandals

Liberato is an up-and-coming sustainable brand that blends traditional Japanese beauty with modern lifestyle, using two natural materials. The materials are tatami mats made from upcycled rush leaves from Kyushu and genuine cowhide leather from Himeji. All products are made by skilled professionals in Japan.



International Appeal

We develop stylish shoes and small leather goods with a sophisticated design that mixes traditional and contemporary elements by combining natural materials such as rush grass and leather. We aim to pass on Japanese culture.

Size (mm): S, M, L (unisex)
Color: Black, dark brown
Suggested retail price (excluding tax): 11,800 yen

KANEMASU Co., Ltd.



Clothing & Accessories

西2SME-53

Saitama



Patented fabric! Looks like Japanese clothes with a comfortable fit

Stretchable, Washable, Water-repellent Samue Work Clothes

We have developed and patented a knit fabric with a three-dimensional structure. It is stretchable, washable, ultra-lightweight, water repellent, UV reduction (99%), and highly durable, sewn at our own factory in Japan. It looks like traditional Japanese clothing, but feels like workout clothes. We offer original planning and commercialization services as well.



International Appeal

We offer stylish Japanese clothing. Our Japanese clothes can be worn casually and are made of materials that are easy to care for. We provide our customers with multifunctional products.

Size (mm): 280 (W) x 400 (D) x 50 (H)
Suggested retail price (excluding tax): 16,000 yen

TOA Corp.



Clothing & Accessories

西2SME-54

Osaka



Black Leather Diamond: Wallets made of Himeji and Kurozan leather

Japanese Leather Wallet/Belt

Known as the "Black Leather Diamond," Kurozan leather has a beautiful luster as if it were studded with countless small diamond grains. It is also highly resistant to friction, and is used in kendo and other martial arts equipment, as well as during the Sengoku period (1467-1568) in the armor of generals.



International Appeal

Our products are made of environmentally friendly leather that has been certified as Japan Eco-Leather. These products have history and stories, such as being used for armor in the Sengoku period (1467-1568).

Size (mm): 110 (W) x 30 (D) x 97 (H)
Suggested retail price (excluding tax): 25,000 yen

*Awards listed include past awards to companies.

EMOTO TEBUKURO Co., Ltd.



Clothing & Accessories

西2SME-55

Kagawa



Providing comfort through careful craftsmanship

hac (hiketa artisan community)

A single expert stitches each pair of gloves to the last stitch, with the user in mind. This is a job that requires many years of experience and intuition. The glove professional's uncompromising pursuit of the finest comfort is what makes these gloves so comfortable to wear. Experience the amazing fit for yourself.



International Appeal

Our company was established 84 years ago in Higashikagawa, a town with 90% of Japan's glove market share. We use the highest grade fabrics made of 100% wool, placing the cost on the material.

Suggested retail price (excluding tax): 4,500 yen

mima jewelry Co., Ltd.



Clothing & Accessories

西2SME-56

Tokyo



Earrings and pendants of the highest quality made in Japan

Trendy Japanese Fashion Accessories

Our accessories are manufactured by skilled artisans in Japan (in-house and outside the company) using advanced techniques and processes, and our designs are well established in the industry for our pursuit of the trends and best-selling products in Japan.

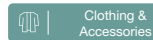


International Appeal

Our products, including picture agate stones, earrings, and necklaces, are made by craftsman Yoshikazu Iguchi, who combines the pride of Japanese quality with Japanese techniques.

Suggested retail price (excluding tax): Starting from 1,500 yen

Crescentgoose Co., Ltd.



Clothing & Accessories

西2SME-57

Miyagi



Japanese cut and sewn products you can feel the difference by touch

Winner of Good Design Award 2016

Tieasy Authentic Classics

This brand was created from the desire to create Japanese-made cut-and-sew garments that are not influenced by trends and will be adored for a long time. We invite you to experience the unique texture of the fabric, which is carefully knitted by skilled professionals using old-fashioned knitting machines.

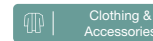


International Appeal

Since launching in 2009, we have done business in 7 countries with 17 companies overseas. We are aiming to become the standard for made-in-Japan products.

Suggested retail price (excluding tax): 11,000 yen

SASAMATA Co.,Ltd.



Clothing & Accessories

西2SME-58

Fukui



Innovative Flip-up Glasses from Sabae

eye-bow

These stylish and fashionable eyeglasses have interchangeable rims. They have a convenient flip-up lens feature for those with presbyopia, and the beta-titanium frames are ultra-light and flexible, fitting a variety of face shapes.



International Appeal

We are a manufacturing company with 90 years of experience in the production of eyeglass parts in Sabae of Fukui Prefecture, one of the major eyeglass production centers in Japan.

IIDA HOSIERY Co., Ltd.



Health & Beauty

西2SME-59

Saga



Outer leggings focused on taping and pelvic support

Athletic Tights Pro

These leggings provide front, side, and back support from the ankle to the lower back. In particular, two taping strips in the knee area spread to the left and right when bending the knee, providing unobstructed bending and stretching. The lumbar area uses power nets to provide enhanced pelvic support.



International Appeal

We have experience in business with Thailand for our Runtage products and with Korea for ifan Bedtime Compression leggings.

Size (mm): 210 (W) x 25 (D) x 230 (H)
Suggested retail price (excluding tax): 12,800 yen

Kitamura Japan Inc.



Health & Beauty

西2SME-60

Aichi



Japanese pillows made by pillow experts

Winner of Good Design Award 2011, 2012, and 2016

Kitamura Pillow KM Series

This is the original high-performance pillow series developed by Pillow Kitamura, a pillow manufacturer celebrating its 100th year in business. All products are handmade one by one by pillow experts in our Japanese factory. Based on our many years of experience and achievements, we can also customize and collaborate with customers on small lots according to their planning concepts.



International Appeal

We have sold more than 20,000 units to Malaysia and other Southeast Asian countries over the past five years, and have been consistently selling to Hong Kong for the past 10 years.

Size (mm): 660 (W) x 400 (D) x 90 (H)
Suggested retail price (excluding tax): 15,000 yen

Sante Fresco Co., Ltd.



Size (mm): 60 (W) x 60 (D) x 45 (H)
Suggested retail price (excluding tax): 4,400 yen



Health & Beauty

西2SME-61

Kanagawa



Gentle skin care oil with natural ceramide

THANK YOU BAYU (Extra Natural Horse Oil) 50g

This is made using only horse crest, a rare part that contains a large amount of natural ceramide, which is then refined to create a 100% natural horse oil without adding any additives such as anti-oxidants, colorants, or fragrances. This pure, food-grade natural oil has high penetrating and moisturizing power and can be used as a booster oil before toners and serums in your skincare routine after washing your face.



This horse oil is regularly available at Isetan Mitsukoshi, Takashimaya, and Hankyu Hanshin Department Stores. We have also been ranked No. 1 in the horse oil category for three consecutive years on "mybest", one of the largest comparison shopping sites.

Famili Planning Co., Ltd.



Size (mm): 100 (W) x 30 (D) x 148 (H)
Suggested retail price (excluding tax): 3,000 yen



Health & Beauty

西2SME-62

Okinawa



Facial pack with carefully selected materials and formulations for both men and women

Winner of OMOTENASHI SELECTION 2021 Award

Mozuku Seaweed Facial Pack with Gold Powder

This facial pack is great for people of all genders, nationalities, skin types, and ages. It is the strongest moisturizing pack in the history of our mozuku seaweed facial packs. The gold powder warms the skin, giving your skin more luster than conventional mozuku seaweed facial packs.



The facial pack is now available at Naha Airport (international flights) and has been featured in popular tourist media in China, Hong Kong and Taiwan.

ALHAMBRA INC.



Size (mm): 45 (W) x 45 (D) x 157 (H)
Suggested retail price (excluding tax): 4,400 yen



Health & Beauty

西2SME-63

Tokyo



Aging emulsion made using Japanese culture and technology that combines Japanese and Chinese methods as well as fermentation

Winner of OMOTENASHI SELECTION 2019 Gold Award

Wakan Fermented Emulsion

The strength of our brand is that it combines ancient ingredients (Chinese medicine, herbs, aromatherapy, etc.) and wisdom with modern technology in the field of health and beauty. We also carefully promote the background of our brand as well as our products.



Our brand THERA is planned and produced in Nara, the oldest capital of Japan. We are strengthening overseas expansion and are looking for partners in various countries.

TSUYOMI CO., Ltd.



Size (mm): 90 (W) x 28 (D) x 130 (H)
Suggested retail price (excluding tax): 600 yen



Health & Beauty

西2SME-64

Aichi



Easy oral care at any time with toothpaste tablets

CAMUGAKI

These tablets foam up when chewed. They can be used as toothpaste or mouthwash, making it easy to take care of your oral health anytime. A sister product based on improvements to Camugaki's technology was selected by JAXA for use on the ISS in outer space.



The tablets are not only for use in outer space, but also for medical and healthcare purposes, outdoor activities, travel, and everyday use in the office and on the go.

Farandole Inc.



Size (mm): 67 (W) x 67 (D) x 48 (H)
Suggested retail price (excluding tax): 6,000 yen



Health & Beauty

西2SME-65

Kanagawa



Natural silk skin care from Japanese silkworm cocoons

Mayuco Perfect Gel Cream

This natural silk skincare product is the first of its kind to be formulated with wild silkworm silk, a green cocoon indigenous to Japan that is also bred at the Imperial Palace. Unlike conventional white cocoons, this silk has superior moisturizing power and high affinity with the skin. We also offer OEM services.



Wild silkworms have been carefully preserved in Japan since ancient times, producing a light, soft, and luxurious natural silk of the highest quality.

ANDOR, Inc.



Colors: Smokey pink/Grey
Size (mm): M/L/LL
Suggested retail price (excluding tax): 3,190 yen



Health & Beauty

西2SME-66

Hyogo



Pelvic support and anti-leakage undergarment

Anti-leakage Undergarment

Those who reach the age when they have problems with leakage may also have pelvic problems. Therefore, we made an undergarment that provides support for both a leakage and the pelvis. The water absorption part is made of Japanese fabric with antibacterial and deodorant effects. The pelvic support part is made of three layers of lace, a power net and fabric to comfortably tighten and support the pelvis. (Utility model registration pending)



We also exhibited a lightweight 40ml absorbent leak protection undergarment and men's residual leak stain protection undergarment for active seniors, which are easy and safe to wear. We hope to provide support for the aging of society worldwide.

helmet dive co., Ltd.



Health & Beauty

西2SME-67

Oita



Warming effect promotes blood flow and eliminates coldness and stiffness!

Comfortable Hot Water Heating Pack for Shoulders

This soft hot water heating pack is made of chloroprene rubber which is used in diving suits. It is recommended for those who suffer from stiff shoulders, stiff necks, and straight necks. Warming the shoulders improves blood flow and heals a tired body.



We have been doing business with companies in Shanghai since 2019. Our products are expected to be in demand in cold regions, with insulation and heat retention that prevents low-temperature burns.

Size (mm): 270 (W) x 250 (D) x 30 (H)
Suggested retail price (excluding tax): 6,600 yen

POINT PYURU Co., Ltd.



Health & Beauty

西2SME-68

Okinawa



Environmentally friendly Okinawa botanical amenities

Okinawa Botanical Series

This spa cosmetic series was formulated with deep sea water from Kumejima Island, Okinawa and natural ingredients full of vitality. We develop products taking the natural environment into consideration. The botanical series makes a perfect gift. We also offer an Amenity Series suitable for hotels and sauna facilities.



We are collaborating with overseas cosmetics manufacturers and strengthening proposals for our own brand Ryu Spa for the overseas market.

Winner of OMOTENASHI SELECTION 2020 Gold Award

Size (mm): 250 (W) x 250 (D) x 245 (H)
Suggested retail price (excluding tax): 8,800 yen

JS Inc.



Health & Beauty

西2SME-69

Tokyo



Leg warmers made of natural materials that do not constrict

Leg Warmer 41

The secret of Ion Doctor's warmth is in the unique shape and padding for which we have acquired a 3D trademark! Take this opportunity to experience the sensation of being warmed by your own body heat. The leg warmers do not constrict, so you can put your mind at ease even when you go to bed.



Size (mm): 440 (W) x 10 (D) x 410 (H)
Suggested retail price (excluding tax): 12,600 yen

TOKYO-SUZURAN Co., Ltd.



Health & Beauty

西2SME-70

Tochigi



Goods to recover from fatigue which can be worn easily for a good night's sleep

Winner of OMOTENASHI SELECTION 2020 Award

Restful Sleep Recovery: RH Health Clothing Series

By simply coming into contact with the skin, our products are effective in helping people get a good night's sleep and recover from fatigue making them high value-added products that attract many repeat customers. There is evidence behind our manufacturing process, and our products can be sold with peace of mind. We also offer proposals for variations and original products.



Size (mm): 75 (W) x 12 (D) x 10 (H)
Suggested retail price (excluding tax): 4,500 yen



We plan to launch the world's first hybrid eye mask that warms with the power of electricity and promotes blood flow with the power of minerals. We also offer OEM services for health-related products.

Minoru Chemical Industry Co., Ltd.



Household Goods

西2SME-71

Osaka



Transparent cubes that are as sleek as air

Transparent Display Case Minoru Cube

This is a slide-opening hexahedron transparent case available in five sizes, which can be stacked vertically or horizontally to make a display. By using special mirrors, transparent dividers, and trays, the cases can be used for various purposes, such as specimen cases, ball cases, and moss terrariums.



Size (mm): 65 mm² to 130 mm²
Suggested retail price (excluding tax): 300 yen to 1,600 yen



We expect a surge of interest in this product due to its association with miniatures, anime, and figures, which are aspects of Japanese culture garnering attention from around the world.

KODAMA SANGYO TOY Co., Ltd.



Household Goods

西2SME-72

Tokyo



Original retro Sofubi dolls from the Showa era

Sofubi Doll Charmy Chan

We were founded in 1930. Our original soft vinyl doll Charmy Chan has been produced using the same molds since the 1960s. These dolls are now beloved not only in Japan, but also in Europe and other Asian countries.



Size (mm): 110 (W) x 80 (D) x 210 (H)
Suggested retail price (excluding tax): 3,000 yen



We have exported and sold our products to many countries including Europe, the U.S., and other Asian countries.

NOBORU ELECTRIC Co., Ltd.



Household Goods

西2SME-73

Osaka



Nostalgic audio that brings you back to the good old days

Compact Audio Stack Amplifier

We have been in business for 78 years and have accumulated experience and technology in the field of loudspeakers. This nostalgic compact audio system has the robustness of a commercial product and the design of a loudspeaker. It brings back the sounds you used to hear at the beach or on the slopes.



Since it is powered by 5V DC 1A, it can be used worldwide without any restrictions on power supply voltage. Overseas, we are currently in the process of business talks with companies from South Korea.

Size (mm): 148 (W) x 128 (D) x 189 (H)
Suggested retail price (excluding tax): 43,200 yen

ASAHARA Co., Ltd.



Household Goods

西2SME-74

Shizuoka



Keeps out insects and birds, with a zipper for easy access into and out

SDGs Manual Screen Eco Gate 2

This keeps out pests such as insects and birds from entering areas including wide-opening factory shutters. The manual system does not emit CO₂, does not require maintenance costs, and ensures a comfortable and safe workplace. Personnel can easily enter and exit by simply opening and closing the zipper. This is a popular product developed in the workplace. We also offer make-to-order services.



An economical and environmentally friendly device not requiring a power source or maintenance costs, tied in with the SDGs.

Size (mm): 3000 (W) x 3200 (H)
Suggested retail price (excluding tax): 430,000 yen
(Reference price)

Asao Co., Ltd.



Household Goods

西2SME-75

Shiga



Assemble them in adorable, convenient and fashionable ways!

Zurenga Mini Natural Wood Blocks

Zurenga are safe and secure blocks carved from Japanese cedar and cypress. Enjoy the beauty of the texture, aroma, and grain of real wood, and assemble your own original goods to bring a part of the forest into your daily life.



We have registered designs and trademarks in the U.S., China, and Europe, and are currently developing overseas sales channels with advice from JETRO's hands-on support system.

Size (mm): 130 (W) x 130 (D) x 43 (H)
Suggested retail price (excluding tax): 6,000 yen

Noguchi Tokutaro Shoten Inc.



Household Goods

西2SME-76

Ibaraki



Light weight at approx. 150g and not hot when held

Unbreakable Transparent Teapot

The teapot keeps its original shape, which is unique among resin teapots, and is overwhelmingly easy to pour. The design also prevents clogging and maintains the flavor of the tea. There is no residual hot water left, so the tea leaves don't worsen and it is possible to brew great tasting tea even after the second brewing.



We sell 150-200 units per month on Amazon in Japan and the U.S. The teapot is gaining recognition through Amazon in the U.S. and is expected to become a major product in the near future.

Size (mm): 160 (W) x 140 (D) x 70 (H)
Suggested retail price (excluding tax): 2,200 yen

OYAGI SEISAKUSHO Co., Ltd.



Household Goods

西2SME-77

Aichi



Machined stainless steel ballpoint pen

Winner of consecutive OMOTENASHI SELECTION
2022 and 2023 Awards

MyStar

The ballpoint pens are each made individually out of solid stainless steel. The ballpoint pen is designed and manufactured by skilled professionals who make full use of their expertise in every detail, including the process that makes it difficult to see the links between the parts.



Our ballpoint pens were available at the NEO JAPAN duty free store in the Centrair Central Japan International Airport in 2017 where visitors purchased them as souvenirs.

Suggested retail price (excluding tax): 8,800 yen - 14,000 yen

KAWABE SEIMITSU KOGYO Co., Ltd.



Household Goods

西2SME-78

Hyogo



Saw with an adorable design and professional cutting ability

Winner of OMOTENASHI SELECTION 2017 Award

utiles

Attach different blades for different purposes such as metal, wood, and crafts. The covered handy saw and foldable petit saw can be used in the living room and kitchen safely unlike the conventional saws with bare blades. It makes a great tool for DIY, disposal of unused items, and other purposes.



We have a track record of sales at Maison Wa in Paris through a project sponsored by the Kansai Bureau of Economy, Trade and Industry, and in Brooklyn, New York through Omotenashi Selection.

Size (mm): 320 (W) x 100 (D) x 22 (H)
Suggested retail price (excluding tax): 3,200 yen

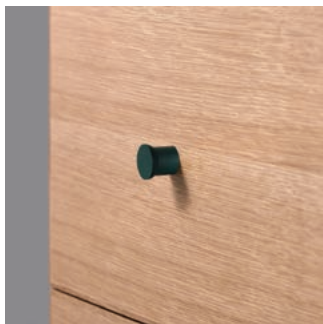
*Awards listed include past awards to companies.

SING Corp.



西2SME-79

Fukuoka



Size (mm): Φ25 x 22 (H)
Suggested retail price (excluding tax): 1,000 yen

Silicon handles

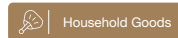
SiP

We have developed furniture fixtures by utilizing our insert molding technology cultivated through the production of machine parts and our specialty in color mixing technology. Because the silicone rubber is colored with pigments, there is no deterioration over time, unlike the surface coloring done by painting.



The silicone rubber handle is not allergenic to the human body. The material can be used for applications that come in contact with food, so it is safe even if you accidentally put it in your mouth.

HOUSEN-GAMA



西2SME-80

Gifu



Size (mm): 460 (W) x 16 (D) x 560 (H)
Suggested retail price (excluding tax): 4,800 yen

Ceramic aroma diffuser for a high-quality, holistic atmosphere

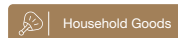
Aroma Diffuser Mobile Moving Nuts

This diffuser mobile is based on the motif of a bulbil. The irregular movement of the diffuser responds to the slightest movement of the air, creating a calming effect. The aroma spreads when essential oil is dripped into the ceramic fruit, creating an enjoyable experience of aroma and art.



Clay and ore, the raw materials of ceramics, are limited resources. The materials are prepared in our own workshop to emphasize their scarcity.

Matsuura Package Corp.



西2SME-81

Aichi



Size (mm): 239 (W) x 118 (D) x 50 (H)
Suggested retail price (excluding tax): 410 yen

A trick gift box with a pop-up surprise

Pop-up Trick Gift Box

A gift is not only a material thing. It also requires packaging and time to be considered as a gift to a loved one. Therefore, we provide packaging based on the concept of the box being a part of the gift. When the lid is opened, the pop-up design provides even more excitement and can be displayed as a memento.



This product was exhibited at the PPAI exhibition in Las Vegas and was very well received. We received an order of \$7850 from the U.S. We are the only company in the world that manufactures this product.

Matoba Hardware Co.



西2SME-82

Osaka



Size (mm): 80 (W) x 80 (D) x 240 (H)
Suggested retail price (excluding tax): 2,200 yen

Water bottle cover with a stable base

BottlePit Water Bottle Silicon Cover

This is the first water bottle cover in Japan with integrated silicone! No more worries about frayed threads or rips on the bottom! The silicone material is pre-installed, so all you have to do is put in the water bottle and it fits perfectly and holds it securely. Great for elementary school children.

TASHIRO Co., Ltd.



西2SME-83

Kanagawa



Size (mm): 240 (W) x 220 (D) x 330 (H)
Suggested retail price (excluding tax): 23,709 yen

Compact gear with pizza oven, smoker and fire pit design

Spring Gift Show 2022
LIFE X DESIGN AWARD Grand Prix

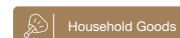
3WAY Pizza Oven

Despite its compact A4 paper size, this product can be used for a wide range of camp meals, including oven cooking. It can be used for skewers, baking bread and cookies, skillet cooking, and more for both solo and family camping.



We held pop-up events in Taipei and at GINZA SIX, a high-brand commercial facility in Ginza, Tokyo. We have also had a number of inbound tourist sales.

Koru Inc.



西2SME-84

Kanagawa



Size (mm): 600 (W) x 600 (D) x 75 (H)
Suggested retail price (excluding tax): 660 yen

Upcycled products made from materials containing coffee grounds

COFFEE STONE Lifestyle Products

The main material, coffee grounds are made from natural materials that are abundant in reserves. These coffee grounds, which are usually discarded after brewing, are mixed with other materials and hardened (no petroleum-derived chemicals are used). Experience the color of the coffee and the texture of the grains, with a stone-like feel.



We also operate the UP FOOD PROJECT, a platform that aims to reduce food loss and waste by upcycling unused food resources.

FUSOU Co., Ltd.



Household Goods

西2SME-85

Tokyo



Size (mm): 160 (W) x 10 (D) x 135 (H)
Suggested retail price (excluding tax): 470 yen

Stickers for fabrics to add color

irodo

These transfer stickers can be applied to a variety of fabric products by simply rubbing them on with no ironing required. The stickers can be used on a variety of fabrics and have a print-like appearance. It is a new decoration tool that allows anyone to easily create one-of-a-kind items by layering patterns.



To provide assistance to our overseas customers, we also have English-language leaflets, instruction manuals, and videos on how to use the product.

TAIYO Co., Ltd.



Household Goods

西2SME-86

Osaka



Size (mm): 112 (W) x 15 (D) x 160 (H)
Suggested retail price (excluding tax): 980 yen

Just hang it where mold and odor are bothering you!

Kininaru Nioitori (Odor Removal)

Winner of OMOTENASHI SELECTION 2021
Gold Award

Just hang these antibacterial and anti-mold sheets in places you have problems with throughout the house to prevent mold growth and unpleasant odors. These can be used in various places such as indoors, bathrooms, toilets, wardrobes, closets, under sinks, trash cans, shoes, and cars.



We are a cosponsor of Expo 2025 Osaka, Kansai as a supplier. We provided these to approximately 1,200 participants in the International Planning Meeting (IPM) as a commemorative gift.

Ichikudo Printing Co., Ltd.



Household Goods

西2SME-87

Tokyo



Size (mm): 80 (W) x 50 (D) x 160 (H)
Suggested retail price (excluding tax): 3,300 yen

Travel to 12 countries around the world with your calendar

Next Journey Calendar 2025

This calendar features pop-up illustrations. The calendar is designed to look like an airline ticket and comes in a suitcase-shaped box. The calendar incorporates printing and processing technology, so that every time you open it, you will be excited to see where you are going.



This calendar, which allows users to visit 12 countries around the world in one year, received high acclaim at Japan Expo Paris 2023 for its beauty.

FUGETSU LLC



Household Goods

西2SME-88

Fukui



Size (mm): 58 (W) x 58 (D) x 135 (H), including holder
Suggested retail price (excluding tax): 3,500 yen
These dimensions are the inside dimensions of the case. The actual dimensions of the tea whisk only is 55 (W) x 55 (D) x 112 (H).
The height will be 132 mm when the tea whisk is on the holder.

Clean, safe, and long-lasting with disassembled cleaning

Resin Tea Whisk

Resin tea whisks can be disassembled and washed ensuring cleanliness and peace of mind. Made of polypropylene, the tip will not break or snap, making it safe and long-lasting. It is also suitable for stirring matcha lattes, café lattes, eggs, dairy products, and more.



We expect market demand from Japanese culture enthusiasts. We hope that people overseas will enjoy tea and the tea ceremony which are symbols of Japan.

carewill, INC.



Household Goods

西2SME-89

Tokyo



Size (mm): 280 (W) x 300 (D) x 300 (H)
Suggested retail price (excluding tax): 4,000 yen

Wash your clothes while they are still in the hamper! Washable laundry hamper with net all-in-one

Laundry Net Bag

This laundry hamper has been awarded the Good Design Award. The hamper combines a bag and a net into a single unit. This eliminates the hassle of transferring clothes from the hamper to the laundry net or taking them out of the hamper and carrying them. The smooth fastener conforms to the rounded shape of the hamper. The hamper does not lose its shape and does not resist the movement of the washing machine, so laundry does not get tangled.

Winner of Good Design Award 2022

Winner of OMOTENASHI SELECTION 2022
ANA Award



The dryer-compatible models exhibited at this year's show are products that meet the needs of users of dryers commonly used outside of Asia. We have a track record in the U.S., Taiwan, and Australia.

CHINAVI Inc.



Household Goods

西2SME-90

Kanagawa



Size (mm): 200 (W) x 111 (D) x 150 (H)
Suggested retail price (excluding tax): 16,000 yen

Clinic-level suction power at home!

Electric Nasal Aspirator Through-luno

This is an electric nasal aspirator for home use that has acquired medical device certification and has suction power comparable to that of professional-use nasal aspirators used in hospitals. This is the best nasal aspirator designed by actual moms and dads.



We have sold more than 200 units in the U.S. We are currently preparing to expand into Thailand. The medical device-grade stationary nasal aspirator has little competition.

FD Inc.



Household Goods

西2SME-91

Niigata



Elegant everyday life in black: Niigata's functional beauty tools

Winner of Good Design Award 2009, 2014, and 2018

Household Cooking Utensils & Lifestyle Products

These are tools for daily life created by designers and factories with excellent technology. The sophisticated form of these products is a key element of the dining space in the increasingly open kitchens. The functional yet beautiful products are made by taking advantage of the features of materials and processing methods.



We have done business with 36 companies in 12 countries. We also have experience in Bottega Veneta's Christmas event. In addition, we have won awards in overseas design competitions, and have a strong reputation worldwide.

Size (mm): 98 (W) x 275 (D) x 25 (H)
Suggested retail price (excluding tax): 2,700 yen

Etoffe Co.,Ltd.



Organic & Natural

西2SME-92

Hyogo



Organic cotton and delicate embroidery patterns

Organic Pouch

Our products are made of organic Japanese cotton and lace, and all embroidery is carefully crafted one by one by skilled artisans at our own factory. Discover the warmth of our embroidered pouches.



Everything from the crafting of fabrics and accessories to the sewing process is carefully done in Japan. The quality of embroidery, which only Etoffe can provide, is also noteworthy.

Okuda-Mataemon-Ko Honpo Inc.



Organic & Natural

西2SME-93

Gifu



Aromatic soft ball soap made from traditional medicines

Winner of 5 consecutive OMOTENASHI SELECTION Gold Awards 2019-2023

YOKIHADA SOAP

Yokihada ball soap was developed by focusing on the herbal ingredients of Gero Plaster, a traditional medicine used in Gero Onsen. This adorable soap is extracted by breaking open the ball, just like Tama Yokan bean jelly. It is soft and supple, and gently cleanses the face and body.



We have been receiving an increasing number of inquiries regarding overseas exports since the COVID-19 pandemic ended. We see many inbound tourists who speak highly of our products in their home countries.

Size (mm): 85 (W) x 85 (D) x 70 (H)
Suggested retail price (excluding tax): 1,600 yen

OTSUKEORI Co., Ltd.



Organic & Natural

西2SME-94

Osaka



SDG blankets made from 100% recycled materials (fluff portion)

Recycled Wool Blanket

The use of 100% recycled raw materials for the fluff portion has never been done before, and is an initiative unique to Japan's number one blanket-producing region. Making blankets from recycled yarns with a wool content of more than 50% has enabled us to fully demonstrate the advantages of natural wool.



We can handle everything from the design of wool raw materials to the product planning of blankets.

Size (mm): 1400 (W) x 2000 (D) x 20 (H)
Suggested retail price (excluding tax): 15,000 yen

AZseed Japan Inc.



Organic & Natural

西2SME-95

Miyagi



Recommended by veterinarians! No chemicals for safe face application

AZspread Foam Shampoo for Pets

Just rub the foam into your pet's fur and the natural enzymes will gently break down dirt and odor. There is no need to rinse it off for stress-free daily use. No chemicals are used so it is safe to lick. It can also be used around the face and rear end and we recommend it for the care of elderly pets.



We offer products that are non-chemical, ethical, vegan, which are said to be in increasing demand worldwide.

Size (mm): 50 (W) x 50 (D) x 190 (H)
Suggested retail price (excluding tax): 3,182 yen

Kamiko



Organic & Natural

西2SME-96

Kanagawa



Spread it out for a quick break

FOLDY

Foldy is a useful stool that can quickly provide a place for a quick break in a small free space. The adorable design is made of recyclable cardboard, and it is available in a variety of colors and shapes.




Paper stools are easy to use due to their light weight. They are also recyclable, making them an environmentally friendly and sustainable option.

Size (mm): 400 (W) x 120 (D) x 400 (H)
Suggested retail price (excluding tax): 32,000 yen


*Awards listed include past awards to companies.

Atelier May Co., Ltd.

 Organic & Natural

西2SME-97

Osaka




Products made of reeds, a sustainable material produced in Japan


Reed Stole

Our stoles are made of Reed Yarn®, a yarn made from reed fiber blended with organic cotton produced by our company. Our reed fiber is characterized by its antibacterial and deodorant properties. The yarn is made using Nara Prefecture's mosquito net weaving techniques, making it softer and lighter the more it is washed.



Size (mm): 120 (W) x 200 (H)
Suggested retail price (excluding tax): 5,000 yen



















































































































































































































































































































































 **International Appeal**

Our sustainable fabrics are made of organic cotton blended with reeds, a plant fiber that helps reduce CO₂ emissions and purify water.



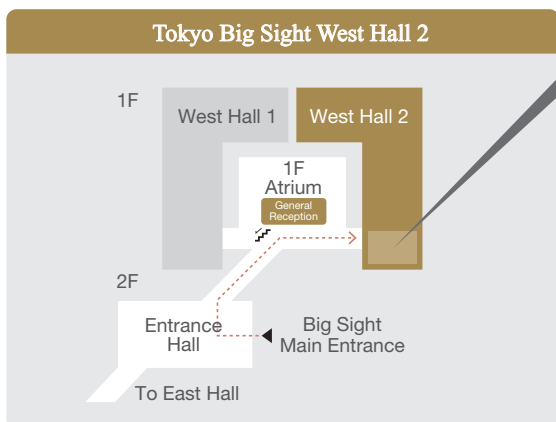
List of Possible Business Transactions

The following is a list of possible business transactions that each exhibiting company is looking for. Business transactions on which exhibiting companies have a particular focus are marked with . If you find a company that interests you, please contact them for more information.
*Transactions not marked with a  may still be possible, so please contact each company for details.

No.	Exhibiting Company Name	Pop-up	Events	OEM	Inbound tourism	Exports	Novelty	Souvenirs	Department store	Select shop	General retail	E-commerce
01	WAKACHO Co. Ltd.											
02	Tsuchiyanenjuten Co., Ltd.											
03	WISH Co., Ltd.											
04	KITAYAMAMASATSUMUSHOUTEN CO., LTD.											
05	Koubou-Bukyu											
06	Wildingout Co., Ltd.											
07	Kawasho Co., Ltd.											
08	KINOWA Co., Ltd.											
09	KAWARAOKI Co., Ltd.											
10	FukuiYoungasa Co., Ltd.											
11	IWATSUKIONIGAWARA Inc.											
12	NAKAGAWA Precision Machinery Works Co., Ltd.											
13	Hirai-Woodturner											
14	Weave Harisa											
15	ITOHEN Inc.											
16	Sekine Paulownia Products											
17	Plaisir Co., Ltd.											
18	Akebono Kougei Co., Ltd.											
19	Homing Co. Ltd.											
20	KYOKUEI FORM Co., Ltd.											
21	KTION INC.											
22	KINSAIKOUGEIYAMADA											
23	T. Nishikawa & Co., Inc.											
24	SUEHIRODO Co., Ltd.											
25	Milantee Japan Co., Ltd.											
26	ITOGO Co., Ltd.											
27	NEKADO Co., Ltd.											
28	Iwayado Wardrobe Seisakusho											
29	Oneness											
30	SHUTOEN Co., Ltd.											
31	KAMAKURA HANKO											
32	LABOT Co., Ltd.											
33	CRYSTAL PROCESS CO., LTD.											
34	potter clay flower											
35	TAKATA ORIMONO Co., Ltd.											
36	Penon Co., Ltd.											
37	Minamida Sangyo Co., Ltd.											
38	Oike Metallic Design Co., Ltd.											

List of Exhibiting Companies at SME Exhibition in Gift Show 2024

Crafts & Traditional Works		Personalized Gifts		Clothing & Accessories		Health & Beauty		Household Goods		Organic & Natural	
Crafts & Traditional Works	01 WAKACHO Co. Ltd.	Crafts & Traditional Works	34 potter clay flower	Personalized Gifts	Clothing & Accessories	Health & Beauty	Household Goods	Household Goods	Organic & Natural	Organic & Natural	67 helmet dive co., Ltd.
	02 Tsuchiyanenjuten Co., Ltd.		35 TAKATA ORIMONO Co., Ltd.								68 POINT PYURU Co., Ltd.
	03 WISH Co., Ltd.		36 Penon Co., Ltd.								69 JS Inc.
	04 KITAYAMAMASATSUMU SHOUTEN CO., LTD.		37 Minamida Sangyo Co., Ltd.								70 TOKYO-SUZURAN Co., Ltd.
	05 Koubou-Bukyu		38 Oike Metallic Design Co., Ltd.								71 Minoru Chemical Industry Co., Ltd.
	06 Wildingout Co., Ltd.		39 Recra Co., Ltd.								72 KODAMA SANGYO TOY Co., Ltd.
	07 Kawasho Co., Ltd.		40 Iwataniyouki Ltd.								73 NOBORU ELECTRIC Co., Ltd.
	08 KINOWA Co., Ltd.		41 Sanko-Seisaku Co., Ltd.								74 ASAHARA Co., Ltd.
	09 KAWARAIKI Co., Ltd.		42 Craftworks Co., Ltd.								75 Asao Co., Ltd.
	10 FukuiYoungasa Co., Ltd.		43 Y. ITOH Co., Ltd.								76 Noguchi Tokutaro Shoten Inc.
	11 IWATSUKIONIGAWARA Inc.		44 Fulelu Inc.								77 OYAGI SEISAKUSHO Co., Ltd.
	12 NAKAGAWA Precision Machinery Works Co., Ltd.		45 Hime-Kagura								78 KAWABE SEIMITSU KOGYO Co., Ltd.
	13 Hirai-Woodturner		46 FORESIGHT Co., Ltd.								79 SING Corp.
	14 Weave Harisa		47 Shinjukuya Co., Ltd.								80 HOUSEN-GAMA
	15 ITOHEN Inc.		48 NOGUCHISENPO Co., Ltd.								81 Matsuura Package Corp.
	16 Sekine Paulownia Products		49 COCOLUCK Co., Ltd.								82 Matoba Hardware Co.
	17 Plaisir Co., Ltd.		50 ONETREE Inc.								83 TASHIRO Co., Ltd.
	18 Akebono Kougei Co., Ltd.		51 TERAICHI CO., LTD.								84 Koru Inc.
	19 Homing Co. Ltd.		52 Liberato LLC								85 FUSOU Co., Ltd.
	20 KYOKUEI FORM Co., Ltd.		53 KANEMASU Co., Ltd.								86 TAIYO Co., Ltd.
	21 KTION INC.		54 TOA Corp.								87 Ichikudo Printing Co., Ltd.
	22 KINSAIKOUGEIYAMADA		55 EMOTO TEBUKURO Co., Ltd.								88 FUGETSU LLC
	23 T. Nishikawa & Co., Inc.		56 mima jewelry Co., Ltd.								89 carewill, INC.
	24 SUEHIRODO Co., Ltd.		57 Crescentgoose Co., Ltd.								90 CHINAVI Inc.
	25 Milantee Japan Co., Ltd.		58 SASAMATA Co.,Ltd.								91 FD Inc.
	26 ITOGO Co., Ltd.		59 IIDA HOSIERY Co., Ltd.								92 Etoffe Co.,Ltd.
	27 NEKADO Co., Ltd.		60 Kitamura Japan Inc.								93 Okuda-Mataemon-Ko Honpo Inc.
	28 Iwayado Wardrobe Seisakusho		61 Sante Fresco Co., Ltd.								94 OTSUKEORI Co., Ltd.
	29 Oneness		62 Famili Planning Co., Ltd.								95 AZseed Japan Inc.
	30 SHUTOEN Co., Ltd.		63 ALHAMBRA INC.								96 Kamiko
	31 KAMAKURA HANKO		64 TSUYOMI CO., Ltd.								97 Atelier May Co., Ltd.
	32 LABOT Co., Ltd.		65 Farandole Inc.								98 Yamamoto Farm Corp.
	33 CRYSTAL PROCESS CO., LTD.		66 ANDOR, Inc.								



Map of SME Exhibition

Booth No.: 西2SME-01- 西2SME-98

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*The information listed in this guidebook is current as of January 25, 2024.

Contact Us

Executive Office, SME Exhibition 03-6256-8196 (weekdays from 9:30 to 17:00) sougouten_event@saylor.co.jp

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