

Area CODE	Exhibition Area	Genre
US	RETAIL SOLUTION FAIR	㊦Distribution information systems (store management, sales management, order placement systems, etc.) ㊦Customer management systems (customer data analysis, trade area analysis, consumer trend forecasting, etc.) ㊦Payment and cashless systems (POS systems, contactless decision making, unmanned stores, etc.) ㊦Customer service DX (web-based customer service, omni-channel, SNS utilization, video services, etc.) ㊦Store DX (electronic shelf tags, electronic coupons, development of applications to attract customers, etc.) ㊦AI for distribution (face recognition, video analysis, in-store traffic analysis, etc.)
W	ETHICAL STYLE FAIR	㊦Environment-/Eco-friendly product ㊦Fair Trade Articles ㊦Camping/Ecosports Product to enjoy nature ㊦Recycled/Reused Goods ㊦Carefully Selected Product in view of harmony with nature and natural materials
Y	CHRISTMAS & BRIDAL/ANNIVERSARY GIFT FAIR	㊦Christmas-related Goods ㊦White Day(Return Gifts to those received on Valentine's Day), Halloween./Easter-related Goods ㊦New Year, Seasonal Festival Goods ㊦Candles ㊦Bridal-related Goods ㊦Choice Gift Card, Card Gift

LIVING & DESIGN

Area CODE	Exhibition Area	Genre
L&D	LIVING & DESIGN	㊦Housing · Renovation related (housing fixtures · hardware, building materials · materials, renovation · reforming related new materials, etc.) ㊦Furniture (storage furniture, table · sofa, etc.) ㊦Lighting (lighting equipment, LED, etc.) ㊦Interior home appliances (digital home appliance, visual · audio equipment, home theater, etc.) ㊦Home textile (curtain, carpet, bedding, etc.) ㊦Home installation equipment (kitchen, bath, vanity & washstand, toilet, home environment equipment, etc.) ㊦Interior accessory (interior accessories, tableware, kitchen supplies, traditional crafts, etc.)

LIFE × DESIGN

Area CODE	Exhibition Area	Genre
AD	ACTIVE DESIGN & CRAFT FAIR	①Products Excelled in Quality and Design ②Crafts Excelled in Design
AG	ART GALLERY FAIR	㊦Wall Ornaments ㊦Wooden/Rattan Furniture, Other Interiors ㊦Ceramics ㊦Lacquerware ㊦Glassware ㊦Traditional Handicraft ㊦Arts & Crafts ㊦Antique/Collectors' Goods ㊦Pictures/Art Work
DD	ACTIVE CREATORS	①Products Excelled in Quality and Design ②Crafts Excelled in Design ㊦Up-and-coming creator · designer's Brands
DIY	DIY BASE TOKYO	㊦Merchandise for DIY ㊦DIY workshops
GL	GLAMPING & OUTDOOR	㊦Interiors, exteriors, miscellaneous goods, fashion, food, gear, huts and tents, trailer houses, cars, etc. that enhance the outdoor and glamping experience
GLS	SAUNA & SPA	㊦Sauna · Sauna Installation ㊦Sauna goods (hat, towel, skin care products, poncho, etc.)
LS	LIFE STYLINGS	㊦Superlatively Designed Interior Goods that enrich various lifestyle scenes
MN	FACTORY NOW!!	㊦Craft techniques (woodworking, steel, scraping, welding, pressing, sewing, weaving, printing, etc.) ㊦Original products from factories ㊦PR for events related to the factory, such as open factories and community events
NB	TRADITIONAL & MODERN JAPANESE BRAND FAIR	㊦Japanese Style Products suited to modern lifestyle ㊦Modernly arranged products with conventional technology and Japanese materials ㊦"Made In Japan" Products manufactured in Japan
NW	OVERSEAS MARKET DEVELOPMENT FAIR	㊦Products and services that can be exported to overseas
RF	RENOVATION FURNITURE FAIR	㊦Renovated Furniture
RZ	RENOVATION ZONE	㊦Renovation-related Product
SO	SOZAI	㊦Proposal of technology and materials ㊦Demonstration of technique
SS	START SCANDINAVIA	㊦Import Goods from Northern Europe, Design Made by Northern European Designer, Brand/Character Goods Born in Northern Europe, Northern European-styled Architecture/Construction/Renovation.]]

Gourmet & Diningstyle Show

Area CODE	Category of Product	Product
GDS	Fresh Foods	㊦Fishery ㊦Animal husbandry ㊦Agriculture ㊦Other fresh food
	Foods	㊦Condiment ㊦Cooking oil ㊦Spread ㊦Dairy products ㊦Cooked food ㊦Soup ㊦Frozen food ㊦Canned/Bottled product ㊦Powdered products ㊦Home-cooking materials ㊦Noodles ㊦Breads · Cereals ㊦Grains ㊦Processed meat ㊦Paste products/Boiled fish-paste products ㊦Pickles · Tsukudani ㊦Liquid products ㊦Side dishes ㊦Dried agricultural products ㊦Processed fishery products ㊦Other processed foods
	Pastry	㊦Confectionery ㊦Desserts · Yogurt ㊦Delicacy ㊦Ice cream ㊦Other confectionery
	Beverage	㊦Tasty beverage ㊦Fruit beverage ㊦Soft drinks ㊦Dairy beverage ㊦Water ㊦Other beverages
	Alcohol Beverage	㊦Sake ㊦Shochu ㊦Mirin (sweet cooking rice wine) ㊦Beer ㊦Fruit liquor ㊦Whiskey/Brandy ㊦Liqueurs ㊦Spirits ㊦Other alcohol
	Daily Necessities	㊦Detergent · Soap ㊦Wrap · Foil ㊦Paper towels ㊦Scrubbing brush · Sponge ㊦Shopping bag · Bags ㊦Wrapping supplies ㊦Food wrapping materials/Food packaging ㊦Pots · Pans · Kettles ㊦Frying pan ㊦Kitchen knives · Knives ㊦Cutting board ㊦Kitchen utensil ㊦Condiment containers ㊦Oven gloves ㊦Can opener · Bottle opener · Wine opener ㊦Confectionery products ㊦Countertop accessories ㊦Chopsticks ㊦Knives · Forks · Spoons ㊦Pottery ㊦Lacquerware ㊦Wooden utensils ㊦Metalware ㊦Sake Cups · Tea Cups ㊦Glasses · Mugs ㊦Lunch Boxes ㊦Tablecloths · Luncheon Mats ㊦Coasters ㊦Outdoor · Leisure goods ㊦Table coordination tools (stands, lamps, etc.) ㊦Party goods ㊦Idea goods ㊦Apron · Uniform ㊦Other, household goods
	Kitchen Appliances	㊦Kitchen · Cooking equipment ㊦Dishwasher · Dryer ㊦Microwave · Toaster oven ㊦Blender · Juicer ㊦Coffee maker · Espresso machine ㊦Rice cooker · Pot ㊦Hot plate ㊦Refrigerators · Wine coolers ㊦Clean water · Water purifier ㊦Other, Appliances · Equipment
Others	㊦Food franchisor ㊦POS · Information equipment ㊦Store supporting software ㊦Display fixtures ㊦Sales promotion products · Tools ㊦Consulting ㊦Cooking school ㊦Publications ㊦Others	

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