

Welcome back to Japan !



“2023 Japan Shopping Festival ”Start

The Japan Shopping Tourism Organization (hereinafter “JSTO”; Chiyoda-ku, Tokyo; Chairman: Hiromi Tagawa) is pleased to announce that it will be holding the Japan Shopping Festival (hereinafter “JSF”) for the first time in two years with a “Welcome back to Japan!” (Period: February 1 - 28, 2023).

JSF is one of the largest shopping events in Japan for inbound guests (foreign tourists visiting Japan), and this year marks the 14th time. We distribute information on local shopping attractions, sales, and special products and services through Japan Shopping Now (<http://japanshopping.org/>), one of the largest shopping information portal sites in Japan so that the inbound guests can enjoy shopping in Japan.

We will be holding a photo contest with the theme of “Your recommended Japan (products, places, food)” on Instagram and Weibo as a remarkable project with the participation of inbound guests. We would like the inbound guests to post the photos of the things they bought, the places they visited, the foods they enjoyed and other things they recommend in Japan after a long absence. A total of 10 winners will receive a variety of Japanese items (crafts, clothing, sweets, and household goods) for the Excellence Award.

All inbound guests are welcome to participate in the photo contest.

【Outline of Japan Shopping Festival】

◇Period: February 1, 2023 - February 28, 2023

◇Sponsor: Japan Shopping Tourism Association

◇Contents:

- ① **Photo contest** featuring “Your recommended Japan (products, places, food)”
- ② Japan Shopping Now (<https://japanshopping.org/>) will provide information on sales and coupons throughout Japan.
- ③ **Origami Map** (<https://origami-map.com/app/public/landing>)
Mapping Origami cranes with the feeling of “I want to see you”
- ④ **Welcome Back♪ Bag Campaign**
We welcome inbound guests and give them Japanese gift at some airports.

◇Campaign Page(Japan Shopping Now) * Released on February 1st

https://japanshopping.org/search/shopping_articles/detail/welcome-back-to-japan-japans-largest-shopping-event-2023-japan-shopping-festival-is-held-now

【Photo Contest Outline】(Instagram/Weibo)

Period: February 1, 2023 - February 28, 2023

Photography theme: “Your Recommended Japan” Please choose one of the following three options and take a photo of it.

(1) Japanese products (2) Places in Japan (3) Food on Japan

How to participate:

Step1. Follow the official Japan Shopping Festival account 【Instagram: japanshoppingfestival】
or 【Weibo: 日本购物旅游协会】.

Step2. Take a photo in Japan during the period of the contest according to one of the themes from (1) to (3) above.

Step3. Post your photo on your Instagram or Weibo with @japanshoppingfestival (Instagram), @Japan购物旅游协会 (Weibo) and the hashtag “#2023jsf”.

<Prizes>

BLUE LABEL CRESTBRIDGE Checkered PVC Heart Bag for 1 person

A cute heart shaped checkered Crestbridge shoulder bag with PVC processed. The cute form is perfect for accenting your coordination. The double zipper makes it easy to carry your stuff in and out of the bag. The shoulder belt is removable, so it can also be used as a handbag.



Shinjuku Takano Fruit Pure Jelly 6 packs W for 3 persons

The product was developed with the concept of creating a jelly with the presence of real fruit. The product is a gem, using fruit puree, juice, and pulp, and is particular about not only its taste but also its texture. The muskmelon cups are molded from actual muskmelon sold at Shinjuku Takano, making them realistic.



AngelAir Bijet for 3 persons

“AngelAir” was created in Yamanashi Prefecture as an environmentally friendly shower head that uses technology developed as a waterworks equipment maker. This shower head was created by controlling the amount of air, hot water, and water pressure using our original "technology to make water contain air". Lightweight at approximately 170g, it is easy to use, and the shower covers the entire body with plenty of microbubbles, from hair to toes. The tremendous amount of microbubbles provides a high cleaning effect while saving about 40% of water. Winner of the Good Design Award.



“Kanazawa Foil” Flower Small Box Tsubaki (Camellia) for 1 person

This small box is coated with Kanazawa foil, a traditional craft of Ishikawa Prefecture. The pretty floral design makes it a gorgeous decoration. The inside of the box is covered with cloth, so it can be used for accessories or small objects. The mirror on the back of the lid can also be used as a cosmetics case.



“Edo Glass” Mt. Fuji lowball glass Sakura for 1 person

This lowball glass is made using the Edo glass technique, a traditional craft of Tokyo. Mt. Fuji is engraved on the bottom, and the color of the drink reflects on the surface of the mountain, enabling you to enjoy various expressions of Mt. Fuji. The cherry blossom carving is also pretty and coming with a cherry blossom patterned mini dishcloth.



“Kagawa Lacquer Ware” Suri-Urushi Lacquer V Cup Red/Mustard color Set for 1 person

Cups of "Kagawa lacquerware," a traditional craft carefully made by craftsmen in Kagawa Prefecture. The set includes two pieces of beautiful Kagawa lacquerware with various colors of lacquer. Natural lacquer has a high antibacterial effect, and the more you use it, the more transparent and shinier it becomes. The natural wood material is lightweight and does not get hot easily, so it is easy to use even for small children with a gentle mouthfeel.



* List of companies cooperating in the giveaway *



Please check the website below for the details before participating the event.

[website link](#) * Released on February 1st



<Inquiries about Japan Shopping Festival>

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