

Date: July 6 [Wed]-8 [Fri] Venue: Tokyo Big Sight
Organised by: Reed Exhibitions Japan Ltd.

◆ Concurrent Fair ◆

6th INTERNATIONAL VARIETY-EXPO TOKYO/2nd DESIGN TOKYO
2nd FASHION GOODS & ACCESSORIES EXPO/2nd TABLEWARE & DINING EXPO

Our long awaited baby!! "What are we gonna do with our sweetie? We wanna dress our little baby lovely clothes... go out and play together!" New moms and dads have full of dreams.

Reed Exhibitions Japan Ltd. organises Japan's largest business trade fair for baby goods, items, toys and maternity goods, 3rd Baby & Kids Expo. The fair will be held from July 6[Wed] – 8[Fri] at TOKYO BIG SIGHT, Japan. A lot of exciting products for moms & dads and of course for babies will gather under one roof. This release features part of exhibits. Please check following items and cover the fair!

😊 What Are We Gonna Do Today, Mom? 😊

I always wake up grumpy.

But this baby bottle makes me happy!

Exhibitor's Name: CAPPY LTD.

Product Name: baby bottle "mimijumi"

Feature: With textures and forms, the mimijumi baby bottle closely mimics the breastfeeding experience, providing the perfect complement to breastfeeding and the best possible transition to bottle feeding.



✦ ✦ ✦ ✦ ✦
**I'm feeling I can do anything,
dressing in a happy color body suit! Mom, can I help you?**

Exhibitor's Name: TITIVOLLEY INC.

Product Name: SSbodysuit "Snoozy"

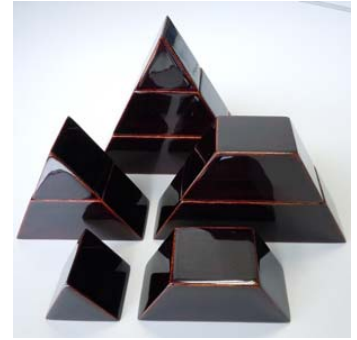
Feature: New brand from Sweden with its theme "Playful Mind" has just landed! The short-sleeve bodysuits "Snoozy" are comfortable and fun to wear and has vivid colors combined with the design of nature & animals, promoting a conservation of endangered species.

**Every morning, I play with building blocks
to brush up my sensitivity!**

Exhibitor's Name: SANBONGAWA INC.
(Baby & Kids Expo)

Product Name: Japan Traditional Craft TOY x Intellectual training TOY
Japan (lacquered) blocks

Feature: Original intellectual training toy made by traditional craftsmen. It's high-grade building blocks considered as one of the greatest of all Japanese handcrafts. Besides, it has world-class quality, texture, beauty and even various functions such as antibacterial, sterilization and durability.



**Let's have a lunch with my mom's special choice of plates
exclusive for me!**



Exhibitor's Name: E.I JAPAN CORP.

Product Name: COMPLETE GROWING UP SET "MOTHER'S CORN Baby"

Feature: COMPLETE GROWING UP SET made from corn. "Mother's Corn Baby" is a series of products born from a desire to provide environmentally friendly tableware for our little ones. These products are made of poly lactic acid processed from corn starch, and can be used safely in a microwave and a dishwasher.

**Mom, how about taking a walk in the afternoon?
I wanna run around on the grass like a little bee!**

Exhibitor's Name: PAPAGINO.INC

Product Name: Baby Goods "Little Life"

Feature: Look at my back! It's so cute! This Littlelife Toddler Daysack has a hood with each character's face and tactile. Also, it has removable safety reins which detach from the main pack. Good for holidays or school!



**I hate bugs make me itchy!
That's why, I must have this when I go out!**



Exhibitor's Name: LS CORPORATION

Product Name: UV Protect & Insect Repellent Lotion "STROLLER SASUNA
aroma lotion"

Feature: It's a Insect repellent & UV protect lotion which is compounded of distilled water with Alpinia Zerumbet and aroma-organic essential oil (citrus fragrance). Deet & paraben free, unscented and free of artificial colorants.

It's raining! But no worries, my elk will protect me!

Exhibitor's Name: ITOCHU CORPORATION

Product Name: Rain coat "URBAN ELK"

Feature: Suitable for gift when kids enter to the school. A rain coat and an umbrella make a set and two kinds of designs, elk and whale are available.





Jump!

**In the evening, it's the busiest time for mom.
I'm jumping here because I'm a good boy!**

Exhibitor's Name: WESTEX JAPAN LTD.

Product Name: Baby Exercise "Jolly Jumper Port-A-Stand"

Feature: Jolly Jumper is the only baby exerciser offering support for above three-month-old baby. Sleeping all the time might be boring for babies.

**I have to dress up nicely tonight,
because I'm dating with my daddy!**

Exhibitor's Name: GRANDOIR LTD.

Product Name: Hair Accessory "SIMPLE PRETTY"

Feature: Flower Accessory with modern and vintage taste made in USA. It can be used not only as hair accessory but also as corsage. Hand-made in USA. From newborn babies to mothers!



**Ummm...
Good!**

Taking a bath before sleep... I love it!!

Exhibitor's Name: UNLIMITED INNOVATION LTD

Product Name: Bath Support "Jahgoo"

Feature: It's a very comfortable bath seat and provides optimal support to your baby from birth to 6 months. Its aesthetic shape based ergonomic is easy to clean and hygienic. Besides, it can be used inside an adult bath, shower or tub.

I can't sleep without you, fluffy bear! Feel so nice!

Exhibitor's Name: LLADROJAPAN CO.,LTD STEIFF DIVISION

Product Name: Teddy Bear 1909 Blond "Steiff"

Feature: <1909> is a most famous teddy in Steiff. Straight mohair and cute round eyes are his charming point. He also has a joint inside, and could move his hands and legs as you want. Adorable expressions, finest material, and the wide variations are widely-supported by the customer.



I'll dream a happy dream tonight in this warm blanket!

Exhibitor's Name: WEST END HOME & GIFTS PTE. LTD.

Product Name: Cotton, Bamboo and Organic Cotton Blankets

Feature: David Fussenegger European-designed and manufactured bassinet, cot and single bed blankets. Exciting designs and colors, soft, comfortable and warm. Available in cotton, bamboo and organic cotton.

**Press Registration
Form**

**Send FAX to >>>
+81 3 3344 2411**

**Attn:
Chiharu Nishiura (Ms.)**

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|--|------------------------------|-----------------------|--------------|
| Company Name: | Magazine & Publication Name: | Your Name: Mr./Ms. | |
| If you have any accompanies, please fill out their names: | | | |
| TEL: | FAX: | E-mail: | |
| Circle dates you wish to report | July 6, [Wed] | July 7 [Thu] | July 8 [Fri] |

Inquiries to...

Chiharu Nishiura (Ms.),
International PR, Show Management Office
TEL:+81-3-3349-8505 FAX +81-3-3344-2411
URL: <http://www.bk-w.jp/en/>
E-mail:nishiura@reedexpo.co.jp

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