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The Japanese Attractive Souvenir Contest 2006

The Ministry of Land, Infrastructure and Transport established its “Japanese Attractive Souvenir Contest” with a view to locating and fostering the most attractive of Japanese souvenirs, conveying the special appeal of Japan through these souvenirs, and thereby boosting the number of tourists to the country. The contest involves the selection of souvenirs appealing to foreigners in terms of factors such as quality, design, and more.

The contest consists of three categories: traditional handicrafts, foodstuffs (except perishables), and practical items such as every-day use products. The winners are determined by specialists from the Visit Japan Campaign main target markets (the U.S., Canada, the U.K., Germany, France, Korea, China, Hong Kong, Taiwan, Australia, Singapore, and Thailand), plus Japanese tourism industry specialists.

In support of the objectives of the contest, Kansai International Airport is set to offer 2006 winning products at the Japanese souvenir shop “Cosmos,” located in the international flight transit area. Last year’s contest winners are also on display and for sale at the store.

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