





Booth number 3-6-10

OMOTENASHI Selection is an award for a collection of products and services that reflect the spirit of Japanese hospitality. We started this award to share these amazing products with the rest of the world. From global perspectives, each product is judged by international residents living in Japan. OMOTENASHI Selection will continue to promote the Omotenashi culture of Japan-made products and services, as well as bring those products closer to international consumers and help manufacturing companies seeking to make the international market.



