

FLEA MARKET & ON SALE, February 2026

Dogo Park

<February 7> 10:00-15:00

“YUZUKI-ichi” Admission free

Comfort food for cold weather: Soups and more

Matsuyama City Community Center (‘Komi-sen’) Tel: 089-921-8222)

<February 14 and 15> 10:00-16:00 (Entrance area)

“KIMAGURE-ichi” Admission free

Food items, beaded accessories, handmade goods, and more

Hanazono-machi Street

<February 15> 10:00-15:00

“OJOKA Marché” Handcrafted goods, accessories, food items, and more

<February 22> 10:00-15:00

“MATSUYAMA HANAZONO Sunday Market”

Fancy works, beaded accessories, food items, and more

Dogo Nikitatsu-no-michi (Dogo Kita-machi 3 - Dogo Yuno-machi 12)

<February 22> 8:00-13:00

“DOGO NIKITATSU-NO-MICHI Sunday Morning Market”

Agricultural products, crafts, local products, and more

(This event may be canceled due to bad weather.)

Okaido Shoppig Street and Matsuyama Mitsukoshi

<February 7, 14, and 21> 11:00-16:00

“Ehime AI-ARU-SHOKU-NO-ICHI (Food Market Full of Ehime’s Love)”

Citrus fruits, vegetables, local fishes, and more

Cools Mall Car Park (1125 Minara, Toon City)

<February 8 and 22> 9:30-15:30

“COOLS MALL Flea Market” Admission free

Clothes, daily necessities, accessories, childrenswear, and more

Access to Cools Mall:

-About 5 minutes on foot from Minara station on the Iyotetsu-Yokogawara line

(26 minutes by train from Matsuyama Shieki station)

-About 30 minutes by car from Matsuyama Shieki station

Ehime World Trade Center ('Item Ehime') Tel 080-953-0130

<February 20-23> 10:00-17:00 (Main Exhibition Hall)

“Nationwide Porcelain Fair in Ehime 2026”

Exhibition and sale: pottery, chinaware and more

Admission: 500 yen at the door, 400 yen in advance

Free Admission: Persons with an invitation card, junior high school students
and younger

<February 21-23> 10:00-17:00, 23th: 10:00-16:00 (Main Exhibition Hall)

“Ehime Handmade & Zakka Fair 2026”

Handmade clothes, accessories, bags, and more

Admission: 500 yen at the door, 400 yen in advance

Free Admission: Persons with an invitation card, junior high school
students and younger

Access to Item Ehime:

From JR Matsuyama station

- About 15 minutes by car.

From Matsuyama Shieki station

- About 30 minutes by bus. Take the Iyotetsu bus departing from bus stop

No. 4, and get off at Item Ehime-mae.

“Upcoming Events in March”

<March 1> Matsuyama Recycle Center (Rikkuru)

“RIKKURU KURUKURU Market” 10:00-15:00