23rd INTERNATIONAL
JEWELLERY TOKYO

November, 2011

International Jewellery Tokyo (IJT) 2012

Moved to Earlier Dates by Popular Demand from Asian Buyers

Japan's largest jewellery trade show – International Jewellery Tokyo (IJT) – is the most important and exciting jewellery industry event in Japan, and a major sourcing event in the year for jewelers across the country. With its wide range of high quality, exquisite jewels from around the world, IJT has in recent years been attracting an increasing number of buyers from Asian countries too. To make it more enticing for these and more overseas buyers to visit, the 23rd IJT will be held from January 11-14 2012, some two weeks earlier than usual in order to avoid overlapping with the Chinese (Lunar) New Year. This move is widely anticipated to further increase the number of professional trade buyers from countries such as China, Taiwan, Korea, Hong Kong, and others at IJT, and thus to enable the fair to ride on the market growth in these robust economies.

IJT 2011 Venue

Overseas premium buyers at IJT 2011

The variety, quality, and price-competitiveness of the exhibits as well as the comprehensive service of the organizer have always been the reasons for the high popularity of IJT among discerning jewellery trade buyers from all parts of Japan and the world. Indeed, the attractions at IJT are abundant, and diamonds and diamond jewellery are at its forefront. The stable supply of diamonds in the Japan market surprisingly makes Japan a place to source for quality diamonds and diamond jewellery at competitive prices.

Another popular feature at IJT is platinum jewellery. Because platinum has long been popular in Japan,

the country has the world's most skilled workmanship and production equipment for platinum ware. At the next IJT, the fair organizer and the Platinum Guild International are putting together a Platinum Pavilion that will feature the most desirable master pieces of platinum jewellery.

Another major draw card for buyers from across Asia is, of course, the huge collection of quality pearl at IJT. As Japan is a leading distribution center of high quality pearls in the world, it is no wonder as many as 100 pearl suppliers are exhibiting their products at IJT. This makes IJT a must-go for buyers of quality pearls, especially rare, large-size South Sea pearls of all colors and shapes.

A total of 1,350 companies, some 80 more than the previous year, will be exhibiting at IJT 2012. 400 of them are foreign companies coming from 35 countries that include Italy, Germany, France, USA, Australia, India, Hong Kong, Taiwan, Sri Lanka, India, Thailand and others. They bring together a huge diversity of top-of-the-line products that are rare to find under one roof. In particular, leading companies from the theme country, Germany, will be exhibiting jewellery of superb craftsmanship and unique design that the country is famous for.

For buyers from overseas, the organizer has a range of free services, such as product search and appointment making, to make their visits more smooth and productive. Qualified premium buyers will also be entitled to more perks that are unmatched by elsewhere.

All in all, IJT 2012 provides discerning buyers a superb sourcing opportunity and experience that are not to be missed. The first major jewellery trade show in the year, IJT 2012 will also be a perfect venue to gauge the trends of new design, material, and technology.

Make sure you mark its dates (January 11-14, 2012) on your calendar now!

Contact

Apply for FREE information today on how to exhibit or visit Japan's largest international jewellery show.
Application can be made online at **www.ijt.jp/en/**
English, Chinese and Korean speaking staff can provide assistance over the phone at: **+81-3-3349-8503**.

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For further information,
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