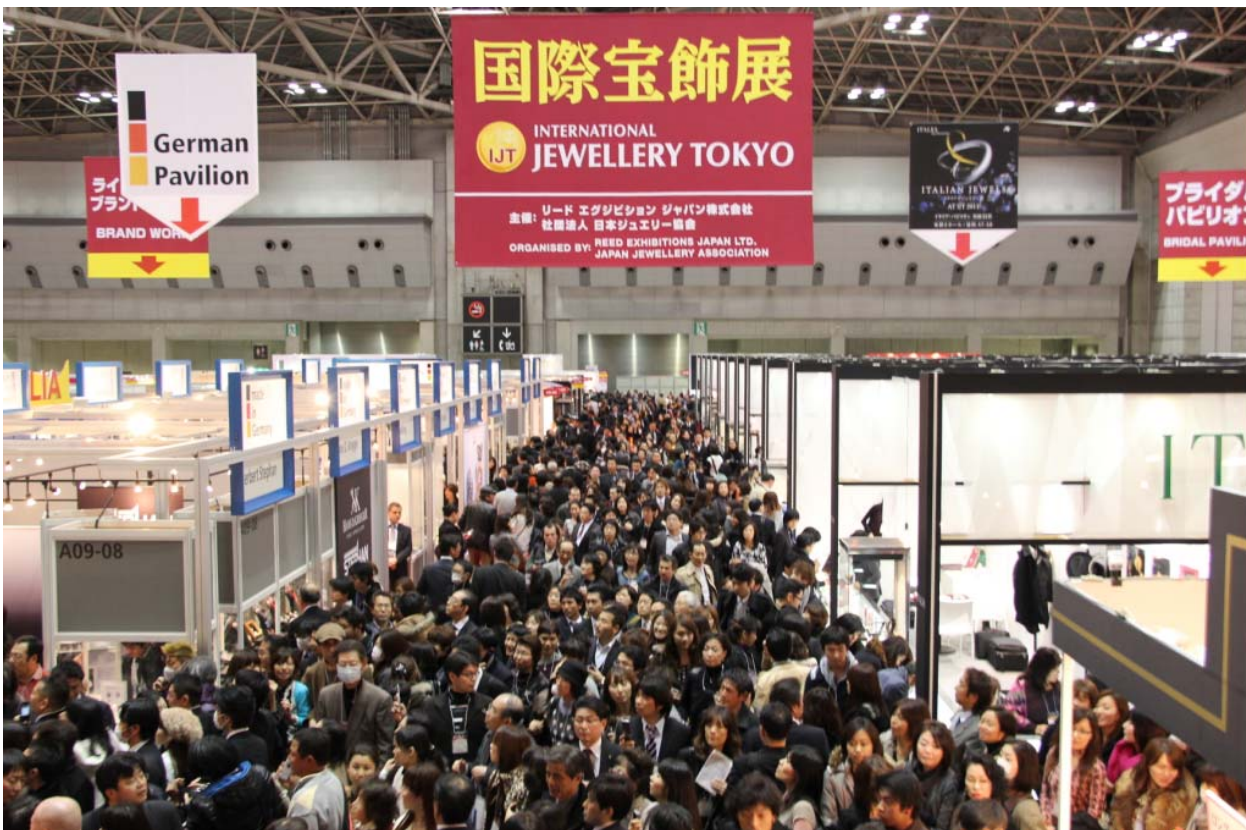




IJT 2011 POST SHOW REPORT



Held from January 26th to 29th, 2011, the 22nd International Jewellery Tokyo (IJT) and its concurrent show, 3rd Tokyo Design & Fashion Watch Fair (TWF), reported a successful close with 1,267 exhibitors which attracted 35,902 buyers from around the globe. Being Japan's largest international jewellery show, IJT attracted companies from 36 countries worldwide to exhibit in this perfect trading platform, which presented numerous business opportunities to all its participants. A grand opening ribbon-cut ceremony was held to inaugurate this mass event, and 59 dignitaries including the President of Reed Exhibitions Japan, Chairman of Japan Jewellery Association, major jewelers, watch retailers, and government bodies cut the ribbon amidst great excitement on the morning of January 26th.

With an increase of both exhibitors and visitors, this year's show was filled with overwhelmingly more buzz than ever, and the vibrant atmosphere and robust businesses conducted onsite attracted major trade press and national broadcasts throughout the four show period days.



A grand ribbon cut ceremony was held on the opening day.

Buyers from all over Japan and Asia Sourced Proactively On-site

After months of aggressive visitor promotion targeting only the highest quality of buyers, Show Management succeeded in attracting top buyers to IJT from all over Japan as well as the world. The 35,902 buyers included executive buyers of Japan's top jewelers who were extended special invitations to source at the show, including those who joined the opening ribbon-cut ceremony such as Mr. Hayashi Murayama, Chairman of As-me Estelle Co. Ltd., Japan's largest jewellery retailer, Mr. Katsuyoshi Hirano, President of Verite Co., Ltd. operating 100 stores throughout Japan, Mr. Masaru Kinoshita, President of Shikanko Co., Ltd. a well-established jewellery store with almost 200 years of history, and Mr. Taijiro Nakamura, President of Stone Market Co., Ltd which operates 120 stores.

In addition, 4,000 international buyers visited IJT from 45 countries worldwide, including 1,200 specially invited "Premium Buyers" who are top importers/retailers from countries such as China, Taiwan, Korea, Hong Kong, India, and Thailand who arranged sourcing tours to Tokyo and arrived on-site in large buses. A special help desk was set up on-site to support overseas buyers, and bilingual staff provided help with interpretation between the exhibitors and visitors, greatly boosting onsite business.

Buyer Comments

"We came to source for pearls and gemstones, and were especially looking for unique, one-of-a-kind jewellery. We spent 2 days sourcing 10 million JPY worth of jewellery on-site." (Wholesaler/Japan)

"We visited the show with 15 other members from our association to find new business partners, and ended up sourcing 10 million JPY worth of mainly large pearls." (Retailer/China)

"This was our first time visiting IJT and we were very surprised at how busy the show was. IJT was very well organized and it presented a very comfortable business atmosphere. We spent about 8 million JPY on diamond jewellery and watches on-site." (Retailer/UAE)

"We bought 3 million JPY worth of diamonds and gemstones from the first day, and ended up spending 10 million JPY in total during the 3 days we were here. In addition, we placed orders for 1 million JPY worth." (Retailer/Taiwan)



Overseas buyers arrived in droves to the venue in large buses



Many overseas buyers proactively sourced quality products

Exhibitor's Satisfaction High

With more exhibitors than at the previous show, the venue was teeming with business activities. Many exhibitors agreed that both IJT and TWF were well-organised, and that there were many helpful services that helped to boost on-site business for them. One such example was the Buyer and Exhibitor Matching Service, which proved to be vital in linking exhibitors with their target buyers. Bilingual staffs

guided international buyers to booths that matched their sourcing needs to facilitate business negotiations. There was also the Direct Mail Service, in which exhibitors sent their product photos and information directly to potential buyers before the show, as well as company introduction sheets exclusively provided to overseas exhibitors to greatly enhance their chances of communicating with domestic buyers. Such services, combined with the increase of professional buyers, assisted in boosting on-site business and added greatly to exhibitor satisfaction.

Exhibitor Comments

“We were able to conduct around 100 business discussions during the show, of which over half were with new clients. We achieved our sales target and are satisfied with our results.” - Kunita Co., Ltd.(Japan)

“We enjoyed good sales this year, and our pendants and competitive priced jewellery sold well. We had about 20 business discussions a day, and met buyers from Japan as well as China, India, and Korea. Our total sales will reach 10 million JPY.” - Meli Gioielli (Italy)

“We had good sales this year, and met major department stores that were interested in handling our products in their stores. We met about 15 serious buyers a day. We exhibited our higher end jewellery this time, which resulted in good sales figures.” - A&R Silver (Indonesia)

“IJT was extremely vibrant and great this year, and we have already rebooked our space for the next show. We were able to meet many buyers from all over Japan as well as China and India, and are extremely happy with our results.” - Dia Star Trading (Japan)

“This was our first time at IJT, and we are quite pleased with the results of the show. Our diamonds were especially popular, and we met about 15 buyers a day, of which half were strong leads. We also met some buyers from Taiwan and India.” - Parade Designs, Inc. (USA)



Concurrent Events: Glamorous Stars Attend IJT

The Japan Best Jewellery Wearer Awards dominated news headlines again this year by presenting awards to newsworthy celebrities for their high fashion sense or record of achievements. Entering its 22nd edition, this year's Japan Best Jewellery Wearer Awards welcomed six beautiful women from each age group such as Atsuko Maeda from the teens category and Meisa Kuroki from the 20's category. In addition, Korean superstar Won Bin was awarded as a special guest, stirring up great commotion throughout the exhibition halls and party venue. On January 28th, the third day of IJT, the 5th Bridal Jewellery Princess Awards Ceremony was held to present bridal jewellery to the two beautiful awardees that were chosen to fit bridal images. Pop-singer, Yuko Oshima, and actress, Saki Fukuda, appeared on-site in beautiful wedding gowns designed specially for this occasion by Yumi Katsura and drew extensive media coverage for bridal jewellery, creating an energetic mood within the exhibition halls.



3rd Tokyo Design & Fashion Watch Fair Enjoys Success

Since its launch in 2009 as Tokyo International Watch Fair, Japan's only international watch show returned for the third time under a new name: Tokyo Design & Fashion Watch Fair (TWF). The new show name reflected the concept of the show, which focused on trend-setting and fashionable watches with unique functions and designs and unveiled 150 unique brands from Japan as well as Switzerland, Italy, France, Germany, Spain, Denmark, Austria, United States, Korea, Hong Kong, China, and Taiwan. TWF showcased everything from mechanical and quartz wrist watches to clocks and OEM services. In addition to the regular watch buyers, this year's TWF saw a surge in buyers from the apparel industry and boutiques that were looking for high-designed and casual watches to set them apart from their competitors. Buyers were seen proactively searching among hundreds of exhibited brands for the next hot-sellers. Reflecting the positive response of TWF 2011, the show is set to return in 2012 at an even bigger scale.



Preparations for the Next Year Already Underway

With exhibitor satisfaction high even under such economically tough times, show management is confident in bringing a bigger and better IJT in 2012. The next IJT and TWF have been moved up 2 weeks from the previously scheduled dates to take place from January 11 to 14, 2012, so that it does not coincide with Chinese New Years. The majority of exhibitors have already rebooked their space, and it is strongly recommended that those interested in participating contact show management immediately.

For more information about this topic or to participate at IJT/TWF, please contact:

Katherine Kanami Nishimura, IJT/TWF Show Management

Tel: +81-3-3349-8503 Fax: +81-3-3345-7929

E-mail: ijt-eng@reedexpo.co.jp URL: www.ijt.jp/english/