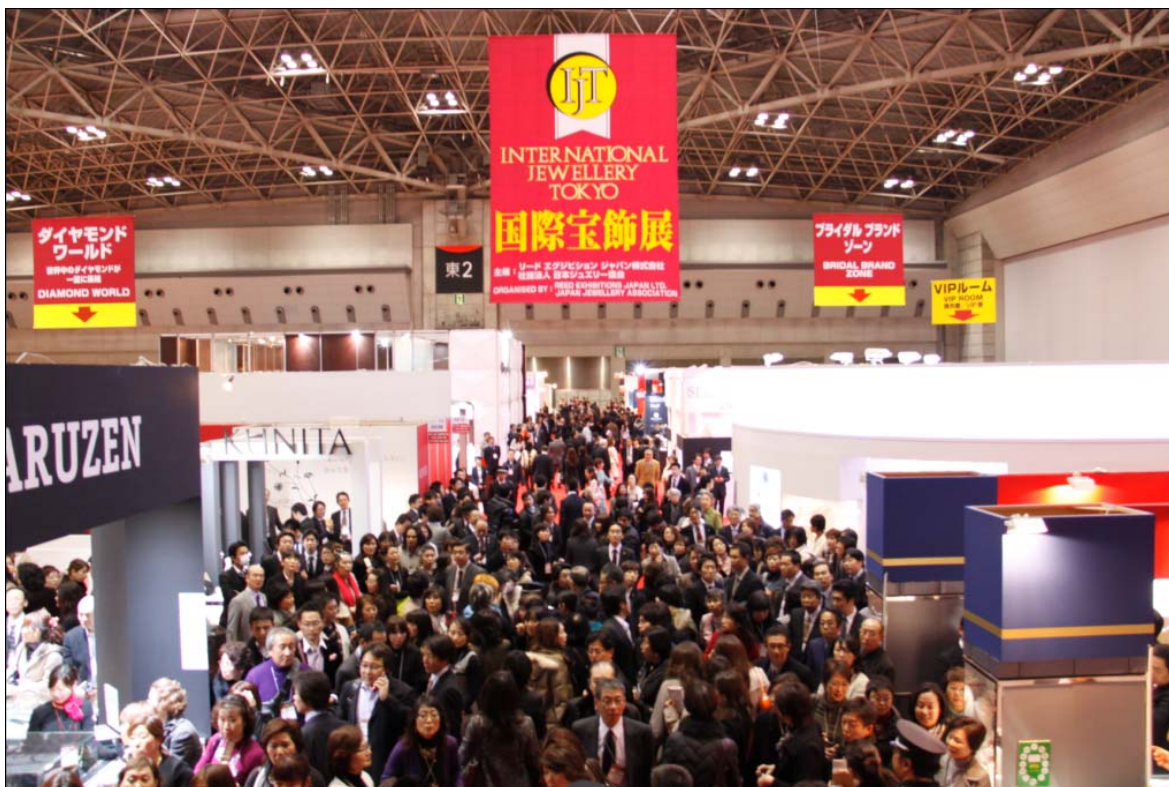


IJT 2010 POST SHOW REPORT

Quality Buyers Boost Exhibitor Satisfaction



Held from January 27th to 30th, 2010, the 21st International Jewellery Tokyo (IJT) drew a surprisingly successful close with 1,257 exhibitors participating from 33 countries and attracting 35,763 buyers despite not holding any educational seminars this year. Exhibitors gathered from Australia, Austria, Belgium, Brazil, Canada, China, Finland, France, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Lebanon, Lithuania, Malaysia, Myanmar, New Zealand, Pakistan, Philippine, Poland, Russia, Singapore, South Korea, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, UK, and the United States. 60 dignitaries including major jewelers, watch retailers, and government bodies participated in the inaugural opening ribbon cut ceremony held on the morning of January 27th.

Amidst the global economic situation, those who participated in the show voiced opinion that they met more buyers than ever this year, and there was a buzz on the show floor.



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

Show Management conducted vigorous visitor promotion again this year, especially putting emphasis on inviting buyers with great buying power to this year's show. The 35,763 buyers at IJT included 500 executive buyers from Japan's top jewelers who were extended special invitations to source at the show including industry giants who joined the opening ribbon-cut ceremony such as Mr. Hayashi Murayama, Chairman of As-me Estelle Co., Ltd., Mr. Nilesh Sedani, Representative Director and President CEO of Verite Co., Ltd., and Mr. Hideki Tamura, President of F.D.C. Products Inc.

In addition, more than 3,000 international buyers visited IJT from 50 countries worldwide, including 800 "Premium Buyers" from countries such as China, Taiwan, Korea, Hong Kong, India, and Thailand who arranged group tours to Tokyo and arrived on-site in large buses. Among the impressive lineup of Premium Buyers were Mr. Zhi-Hong Xin, President of Shanghai Laofengxiang Yinlou Co., Ltd. (China), Mr. Winston Chow, Director & Deputy General Manager of Chow Sang Sang Holdings International Ltd. (Hong Kong), Mr. Ng Yih Pyng, Managing Director of Tomei Gold & Jewellery Manufacturing SDN BHD (Malaysia), and Mr. Seung Chul Paik, President of AURUM (Korea). The following are excerpts of comments by overseas buyers:

"We visit IJT every year, and were especially satisfied with the product line up this year. We purchased large amounts of loose pearls worth 270,000 USD." (Retailer/China)

"We sourced for diamond jewellery and purchased and placed orders for 680,000 USD worth of products this year." (Wholesaler/Taiwan)

"We have 100 stores throughout the country and came to IJT to stock up for products. We purchased 84,700 USD worth of products this time, but will return again next year with a bigger budget as we were highly satisfied with IJT." (Wholesaler/Thailand)



Buyers who joined sourcing tours arrive to the venue in large buses



Many overseas buyers proactively searched for quality products

Good Business Resulted in High Satisfaction among Exhibitors

There were many support services available for exhibitors that helped boost on-site business such as the Buyer and Exhibitor Matching Service, which helped link exhibitors to buyers with specific needs, and Direct Mail Service, in which exhibitors sent their product photos and information directly to potential buyers before the show. In addition, show management provided overseas exhibitors with company introduction sheets in Japanese to greatly enhance their chances of communicating with domestic buyers. Such special assistance combined with a surge in quality buyers greatly boosted

on-site business results and added to exhibitor satisfaction. “We have been continuously exhibiting at IJT for more than 10 years, as IJT is a very good show and the best in Japan. Especially this year was much better than last year as we were able to meet many retailers and wholesalers not only from Japan but also from Taiwan, China, Korea, Russia, Hong Kong, Singapore and more. We made many onsite sales and received about the same for orders,” says Mr. Rahul Lunia from Faidee Gems Co., Ltd., Thailand. First time exhibitor, Mr. Michael Flaherty, Vice President of Chamilia Inc., USA commented, “It was our first time at IJT, and the show was very well organized. Even with the global recession, the market was much better than we expected. We had a good show, as all our products displayed were very popular, and we have had about 20-25 very strong leads which we expect will result in good sales after we follow up with it.”



Glamorous Events: First Lady and other Stars Attend IJT

The Japan Best Jewellery Wearer Awards has continuously been the highlight event at IJT since its start 21 years ago, presenting top celebrities with jewellery for their high fashion sense or record of achievements. Held on the opening day of IJT, this year’s awardees included the First Lady, Mrs. Miyuki Hatoyama, and Korean superstar Mr. Byung-Hun Lee, stirring great excitement within the exhibition halls and the party venue. On the third day of the show on January 29th, the 4th Bridal Jewellery Princess Awards Ceremony was held, presenting jewellery to 2 beautiful awardees that were chosen to fit bridal images. TV personalities Suzanne and Akina Minami appeared onstage in wedding dresses to accept bridal jewellery. These star-studded events brought a vibrant buzz to the show and drew extensive media coverage both nationwide and internationally creating an energetic mood within the exhibition halls everyday.



21st Japan Best Jewellery Wearer Awards



4th Bridal Jewellery Princess Awards

2nd Tokyo International Watch Fair Enjoys Success

Following its successful debut last year, Japan's only international watch show, Tokyo International Watch Fair (TWF) returned for its second time as IJT's concurrent show. Trend-setting collections from around the world were unveiled as 74 exhibitors from all over Asia, United States, and Europe participated in TWF, showcasing everything from mechanical and quartz wrist watches to clocks and OEM services. Specialized zones at TWF include the New Arrival Brand Zone and Ladies Fashion Watch Zone. In addition, 4 independent watchmakers from the prestigious AHCI (Horology Academy of Independent Watchmakers) participated in the AHCI Independent Watchmakers Corner, holding presentations in their booths every day which attracted much attention from watch industry professionals eager to witness the world's top class watch masters demonstrate their skills. This year's participants were Mr. Svend Andersen (Switzerland), Mr. Thomas Prescher (Switzerland), Mr. Aniceto Pita (Spain), and Mr. Frank Jutzi (Switzerland). Reflecting the positive response this year, TWF is set to return in 2011 at a bigger scale than ever before.



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 2011. The next IJT and TWF are scheduled to take place from January 26 to 29, 2011, and the majority of 2010 exhibitors have already rebooked their space. For those interested in participating in the 2011 edition, please contact: IJT/TWF Show Management, Reed Exhibitions Japan Ltd. Tel: +81-3-3349-8503

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