



# **23rd INTERNATIONAL JEWELLERY FAIR TOKYO**

**International Jewellery Fair Tokyo (IJT)**

**Dates: January 11-14, 2012**

**Venue: Tokyo Big Sight, Japan**

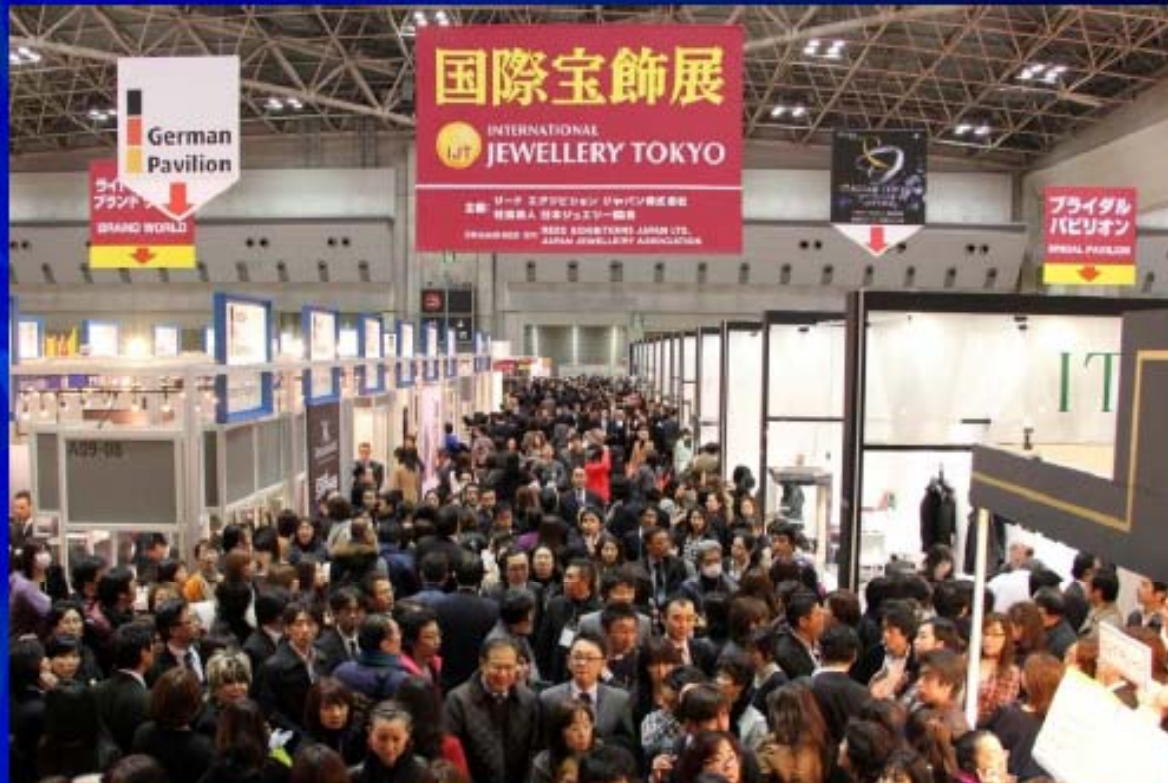
**Organised by: Reed Exhibitions Japan Ltd.  
Japan Jewellery Association**

**Reed Exhibitions Japan Ltd.  
IJT show Management**

# 1. IJT is...

## 1) Japan's largest international jewellery trade show

- **1,350** Exhibitors from **35** Countries
- **40,000** Buyers



**Japan is the 3rd largest jewellery market in the world.**

# 1. IJT is...

2) The must-attend event for the Japanese importers and buyers who wish to do business with overseas manufacturers

**【 At IJT2011 】**

**\*Number of Overseas Exhibitors ⇒ 402**

**\*Participating Countries ⇒ 35**

## Overseas Exhibiting Countries in 2011

- |            |            |            |              |              |           |
|------------|------------|------------|--------------|--------------|-----------|
| •Australia | •Denmark   | •India     | •Lithuania   | •Poland      | •Tanzania |
| •Austria   | •France    | •Indonesia | •Madagascar  | •Russia      | •Thailand |
| •Belgium   | •Germany   | •Iran      | •Malaysia    | •Singapore   | •UAE      |
| •Brazil    | •Greece    | •Israel    | •Myanmar     | •Sri Lanka   | •UK       |
| •Canada    | •Hong Kong | •Italy     | •New Zealand | •Switzerland | •USA      |
| •Chile     | •Hungary   | •Korea     | •Philippines | •Taiwan      |           |



# 1. IJT is...

## 3) The most publicized event in the Japanese jewellery industry

- Over **400** media personnel attend IJT
- Attending media includes trade and general magazines, newspapers, TV stations, news agencies, and others.

<Number of  
media covered IJT 2011>

Printed Media: 126 media  
TV : 5 TV stations  
28 programs

### 2010

Oct 15	Monthly "Decoration"
Nov 1	Osaka Watch & Jewelry Newspaper
Nov 15	Watch and Jewelry Distribution Newspaper
Nov 25	Watch, Precious Metal & Optical Industry Newspaper
Dec.	Central Watch and Jewelry Newspaper
Dec 1	All Japan Watch, Jewelry, Optical Retailer Association News
Dec 1~Jan.10	The Watch & Jewelry today/Quality
Dec 15	Jewel
Dec 15	Yamanashi Polishing Jewelry Newspaper
Dec 15	Tokyo Time Jewelry Retail Publication
Dec 24	Jewelrist
Dec~Jan.	Weekly "Pearl Newspaper"
Dec~Jan.	Quarterly "Pearl Magazine"

### 2011

Jan 5	Watch Technology Newspaper
Jan 15	Watch, Jewelry and Optics Newspaper
Jan 15	Japan Precious Metal and Watch Newspaper
Jan 17	Japan Precious
	⋮
	and many others

## 1. IJT is...

### 4) The venue where you can conduct business with the key buyers coming from other Asian region.

Buyers coming from outside Japan is increasing year by year. Particularly, key buyers from **Korea, China, Taiwan** and **Hong Kong** regularly visit IJT to purchase the latest jewellery selling in Japan, the heart of fashion in Asia.

**4,500** overseas buyers are expected to attend IJT 2012.



## 2. Who will you meet?

- Key retail VIPs, including chief buyers from department stores, boutiques, specialty stores
  - Mitsukoshi, Daimaru, Estelle (423 stores), Verite (104 stores), Shikanko Co., Ltd. (200 year history), Stone Market Co., Ltd (120 stores)

- Distributors, importers & wholesalers

- Buying delegations from China, Taiwan, Korea, Hong Kong, India, and Thailand

“This was our first time to visit IJT, and we were very satisfied as we were able to examine a wide variety of Jewellery from all around the world. This time, we purchased diamond rings and other jewellery worth 256,000USD from an American exhibitor. We will return to IJT again next year.”  
FineGoldGemCo.,Ltd.(Taiwan)



### 3. What's happening in Japan after the quake?

#### ● People place more importance on human relation than before.

Ex. The number of people applying for marriage agencies is increasing.

Source: Asahi.com web news

★O-net (one of the leading marriage agencies)

Number of members has **increased by 20 - 30%** after the quake.

Number of members who engaged in March >> 423 (**19.5 % up** year on year)

Number of members who engaged in April >> 333 (**18.1% up** year on year)



#### ● More people give jewellery as a gift to someone precious and they love.

Ex. Takashimaya Dept. store (Shinjuku Store)

Sales amount of engagement rings in April **jumped up by 40%** year on year.

Ex. Forevermark's "Encordia™" is selling well.

Ex. Sadamatsu (one of the leading chain stores in Japan - 81 stores) President commented:

"After the earthquake, our sales have been increasing. In fact, our sales in May was up 112% year on year. Now, people want bonds with other people, and jewellery is the best item to symbolize it."



Encordia Bracelets

**It's high time to bring in your jewellery & gems in Japan, and encourage many people seeking something solid to symbolize peoples' ties.**

## 4. Special Support Services offered by IJT Show Management

### 1) Direct Mail Service

This service enables IJT exhibitors to hold more and higher-value business discussions on-site. You can send out your flyers through Show Management to leading Japanese buyers who have previously visited IJT.

<Where flyers are sent>

Flyers can be sent to the presidents or purchasing directors of companies in the following categories who have visited IJT within the past three years. You can choose from the categories below:

- |  |   |                        |             |
|--|---|------------------------|-------------|
| <b>1</b> Major importers, retailers, manufacturers,<br>and wholesalers dealing internationally | — | <b>1,700</b> companies | <b>FREE</b> |
| <b>2</b> Retailers   | — | <b>4,000</b> companies |             |
| <b>3</b> Apparel shops, boutiques and mail-order houses  | — | <b>2,000</b> companies |             |
| <b>4</b> Overseas premium buyers   | — | <b>400</b> companies   |             |



Other categories besides category 1 are subject to fee.



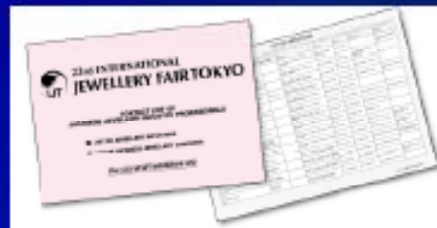
## 4. Special Support Services offered by IJT Show Management

### 2) List of Japanese Buyers **FREE**

Prior to the show, Show Management will provide you with an extremely useful list including the contact information of Japanese wholesalers and retailers whose import accounts for over 40% of their products. Based on this list, you can send out show tickets and VIP entry badges beforehand in order to make many appointments prior to the show.

#### Listed Information

- Company name
- Type of business
- President's name
- Address
- Telephone number



List of Japanese Buyers [Image]



Invitation Tickets and VIP Entry Badge [Image]

### 3) Company/Product Introduction Sheet in Japanese **FREE**

Show Management will prepare a company/product introduction sheet in Japanese to help you communicate more smoothly with Japanese buyers. 100 sheets will be delivered to your booth one day before the show. You can distribute the sheets out to Japanese buyers, which will be a good ice breaker to attract them to your booth.



[Image]

## 4. Special Support Services offered by IJT Show Management

### 4) Publicity Service through Exhibitor Directory **FREE**

Show Management will prepare an Exhibitor Directory including exhibitors' company and product information. What is more is that product photos will be printed in full color. As the directory will be sent out to some 31,000 buyers before the show, it will be a powerful promotion tool for exhibitors. In addition, copies will be placed at the entrances to the show for giveaway. By giving potential buyers information on your company and products in advance, you will attract more buyers to your booth and generate more business.

#### To be sent to

**Japan:** Presidents and purchasing directors of importers, wholesalers, leading retailers, department stores, apparel shops, boutiques and mail-order houses. (30,000 companies)

**Outside Japan:** Presidents and purchasing directors of leading retailers, importers and wholesalers from overseas (1,000 companies from China/Taiwan/Hong Kong/Korea/India/UAE/Russia/Thailand..., etc.)

#### Exhibitor Directory example

The image displays an example of an exhibitor directory. On the left, there are three thumbnails: 'Exhibitor Directory (Image)', 'Exhibitors' information page (Image)', and 'Exhibitor Directory content page (Image)'. On the right, a detailed listing for 'URBAN NETWORK CO., LTD.' is shown. The listing includes the following information:

- Preferred business style:** Country
- Company name:** (株)アーバンネットワーク (イタリヤ) (株式会社) (イタリア) (イタリヤ)
- Product name:** クラウンリング
- Category:** ガーゴリー・ダイヤモンドジュエリー
- Details:** 2ct up VLV. 32 のパヴェシェイプのダイヤモンドを美しく美しくリングにした商品です。
- Round Ring**
- Category:** Diamond set jewelry
- Price:** ¥200,000~
- Website:** <http://www.urban-network.co.jp/>

Below the detailed listing, there is a red square icon with a white 'e' and the text: **Publicity Service is also available on-line for FREE as the "e-Guidebook" with three best photos of your products.**

## 4. Special Support Services offered by IJT Show Management

### 5) Overseas Premium Buyers and Exhibitors Matching Service **FREE**

To successfully attract overseas premium buyers who have great purchasing power to your booth, Show Management offers "Overseas Premium Buyers and Exhibitors Matching Service". This unique program will allow you to attract more overseas buyers to your booth.

#### How the Matching Service Works

① We match your products with overseas buyers' requests.

(Example)

#### Exhibitors (Your company)

Select your products

- Diamond Jewellery    Pearl Jewellery  
 Platinum Jewellery    Gemstone Jewellery



#### Overseas Buyers

Select desired items

- Diamond Jewellery    Pearl Jewellery  
 Platinum Jewellery    Gemstone Jewellery

② We will produce a Personalised Sourcing Catalogue for each buyer, highlighting your company's booth location and listing your products information.



## 5. Join the USA Pavilion at IJT 2012!

### 1) Why be part of the USA Pavilion?



- You are a U.S. based company
- You are looking to expand business in Japan/Asia
- Take advantage of the "USA brand" (Quality, Design, Innovation, Durability)
- Turnkey booth package at special price
- Receive added Support Services free of charge

## 5. Join the USA Pavilion at IJT 2012!

### 2) Special Benefits for Participants in the USA Pavilion

- ◆ Direct mail leaflet sent to importers/wholesalers & retailers before the show
- ◆ List of Japanese buyers for you to send company product sheets with Show Invitation to
- ◆ Create a company/product introduction sheet to be distributed on site
- ◆ Match Making Program with key overseas buyers online
- ◆ Publicity Service & News release to industry media about the USA Pavilion and exhibitors within the pavilion
- ◆ MASS email blast to 36,000 industry professionals about the USA Pavilion and exhibitors within the pavilion
- ◆ Special booth decoration by stunning design at very special price
- ◆ On-site business consultation by the US Embassy in Tokyo



1 BOOTH ( 3m X 2.7m=8.1㎡ )

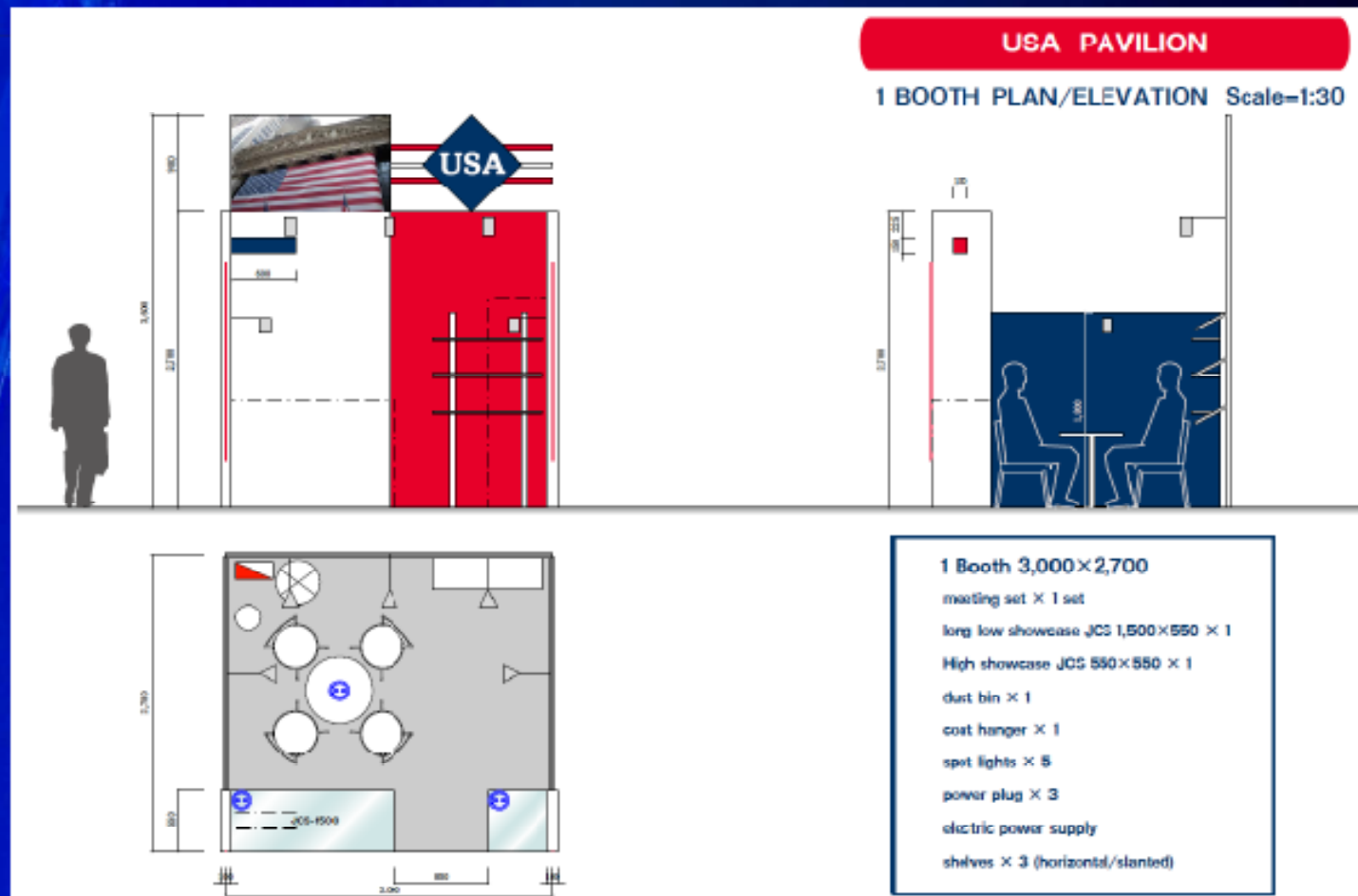


2 BOOTHS ( 6m x 2.7m=16.2㎡ )

# 5. Join the USA Pavilion at IJT 2012!

## 3) Package Rate

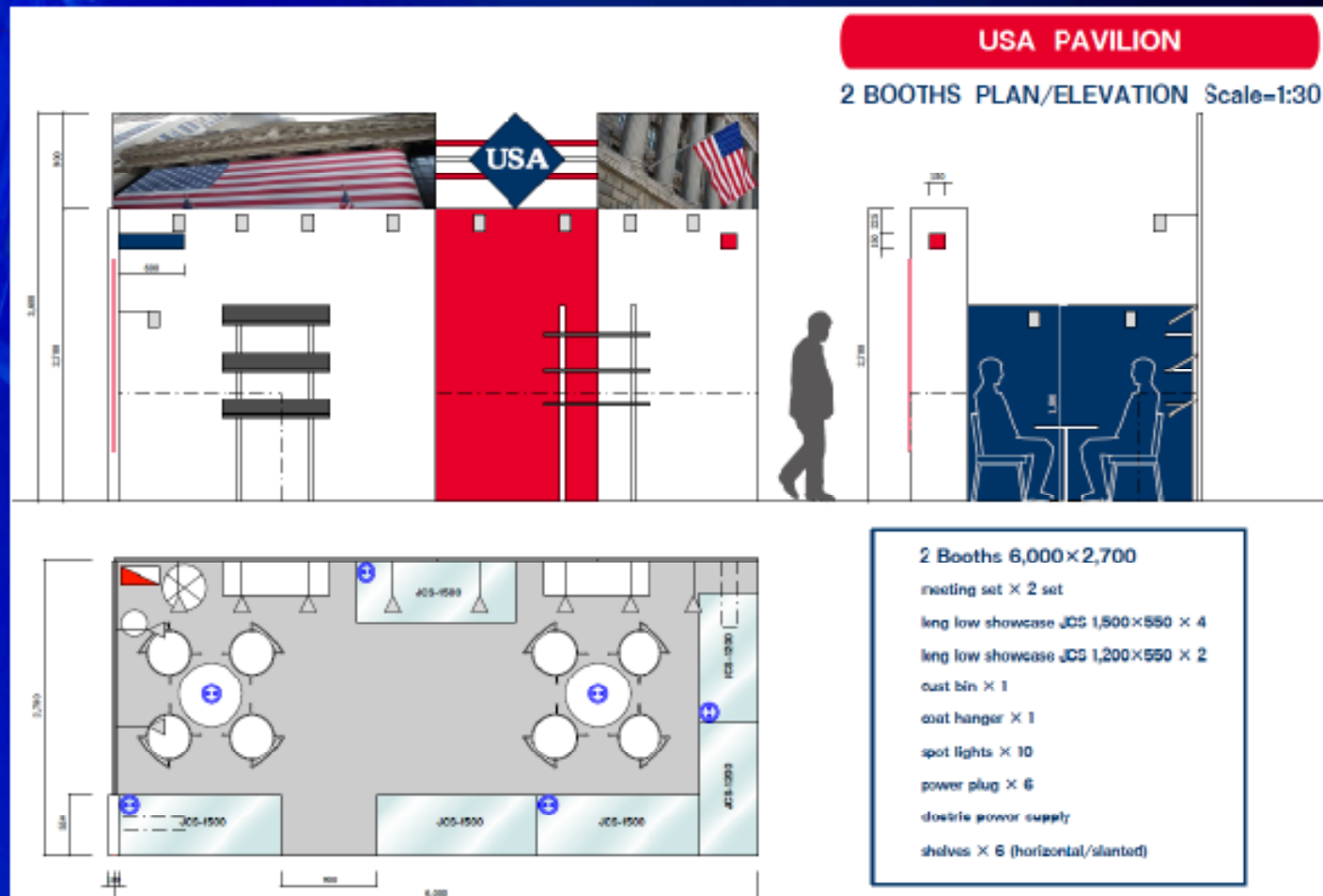
Single Booth (90 sqft) = \$7,500 approx.



# 5. Join the USA Pavilion at IJT 2012!

## 3) Package Rate

Double Booth (180 sqft with a corner) = \$15,200 approx.



## 6. How do you get your merchandise there?

- **Regular Import Entry**
- **ATA Carnet Entry (highly recommended)**
- **Drawback Entry**



## 7. Duties and Taxes

- **Loose diamonds - Free**
- **Loose color stones - Free**
- **Loose precious stones - Free**
- **Precious stones, temporarily strung - 5.2%**
- **Loose semi-precious stones - Free**
- **Semi-precious stones, temporarily strung - 5.2%**
- **Cultured loose pearls - Free**
- **Cultured pearls, temporarily strung - Free**
- **Gold jewelry - 5.4%**
- **Platinum jewelry - 5.2%**
- **Silver jewelry - 5.2%**
- **Pearl jewelry - 5.2%**

## 8. Where to stay, eat, drink...

- We provide a listing of local hotels and special negotiated rates
- We can give you recommendations on where to eat, drink, sight see, etc.



For more information

**Beth Casson**

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**Thank you for your time!**