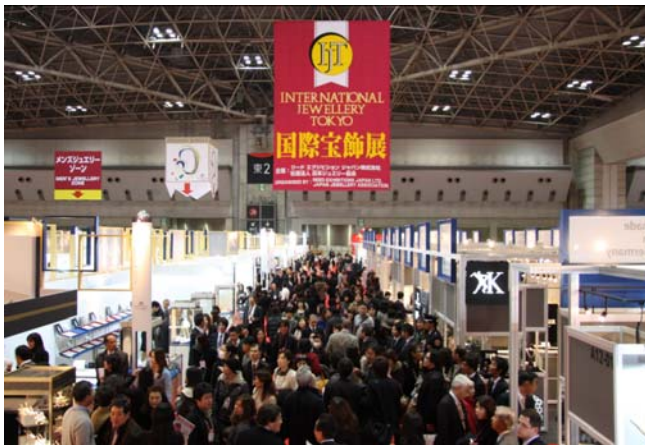


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IJT / TWF 2010 PRE-SHOW REPORT

Asia's Leading Jewellery and Watch Shows to Exceed Expectations



The 21st International Jewellery Tokyo (IJT 2010) will open in Tokyo Big Sight from January 27-30, 2010. Combined with its concurrent watch show TWF, which was launched and ended in great success in 2009, IJT will attract a total of 1,350 exhibitors from 35 countries worldwide. Organised by Reed Exhibitions Japan Ltd. and the Japan Jewellery Association, IJT / TWF has a promising show despite the slowing world economy, and continues to boast its position as Japan's largest jewellery show. This is because participants trust IJT as the best business venue with a professional setting with the highest quality of exhibitors, visitors, and product lineups available in the market.

Increase in Traffic Expected in 2010

With jewellery shows around the world reporting slow visitor traffic amidst the global recession, IJT Show Management is optimistic about its visitor numbers and expects a total of 38,500 registered buyers during its 4 day show period. With a large selection of jewellery products to be displayed by exhibitors and with their luring special incentives only available during the show, many buyers feel they need not look further than IJT and return each time to the year's most important event to source jewellery and related products. In addition, Show Management has conducted vigorous promotions to VIP buyers both domestically and internationally, especially targeting countries with large jewellery markets such as China, India, Korea, Taiwan, Thailand, Malaysia, and Hong Kong. This massive project named the "Premium Buyers Hosting Program" has resulted in the participation of 800 of the world's top buyers consisting of members from the world's leading jewellery associations, retailers, importers, distributors, etc. Many have confirmed their participation in organized sourcing trips to IJT.

Japan's Only Watch Fair Returns as Concurrent Show

The much anticipated Tokyo International Watch Fair (TWF) debuted in January 2009 as a concurrent show of International Jewellery Tokyo (IJT), and being Japan's only international watch trade show, closed after four days of great success. Show organisers announced that the next edition of TWF will return in 2010 under a new concept: Tokyo Trend Watch Collection, which aims to make TWF a trendsetting watch show with increased emphasis on fashionable and affordable watches.

TWF's New Zones and Expansion

In addition to existing zones such as New Arrival Brand Zone and OEM Zone, the next TWF will feature a new special exhibit area: the Ladies Fashion Watch Zone. Growing demand for watches in the Japanese and Asian markets has attracted exhibitors from all over the world such as Switzerland, France, Italy, Finland, Hong Kong, USA, China, Korea and others. With the increase in exhibitors, TWF will expand its scale by 20% since its debut and the new zones will help accommodate the comprehensive products to be exhibited at the show. For buyers, this is a one-stop venue to source a wide range of fashionable watches and related products under one roof.

Exhibitors with Quality Products to Gather from All over Japan and the World

The 2010 edition of IJT will again keep visitors busy selecting from a huge lineup of products exhibited by a total of 1,350 Japanese and international exhibiting companies. Major exhibitors include leading jewelers such as Kuwayama Corporation, Pluczenik Diamond Company, Golay Buchel Trading, Platinum Guild International, and Rosy Blue.

IJT will also be a host to country pavilions by Australia, Austria, France, Germany, Italy, Hong Kong, Indonesia, Philippines, Sri Lanka, Taiwan and Thailand. Each country pavilion will have an exciting range of exhibits that reflect distinctive jewellery lines. There will also be a special pavilion by ICA, or the International Colored Gemstone Association.

In addition, a huge number of individual exhibitors bring you the best products from 35 countries including Australia, Austria, Belgium, Brazil, Canada, China, Ethiopia, France, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Korea, Lithuania, Malaysia, Myanmar, New Zealand, Pakistan, Philippines, Poland, Russia, Singapore, Sri Lanka, Switzerland, Taiwan, Thailand, UK, and USA.

Specialized Zones Aid Sourcing Experience

The extremely effective layout at IJT is carefully planned to accommodate the huge number of participants and to ensure it is easy for visitors to meet with the right exhibitors and to efficiently and comfortably do business on-site. Specialized zones make it easy to find your target products at IJT. At IJT 2010, visitors will be able to source effectively from exhibitors in established zones such as Diamond World, Brand World, Pearl Zone, Bridal Brand Zone, Silver Jewellery Zone, Fashion & Costume Jewellery Zone, and Gemstones Zone, among others.

IJT's Most Celebrated Star-Studded Events: 21st Japan Best Jewellery Wearer Awards

To add further excitement and glamour to the event, IJT hosts glamorous events on-site which makes participation in the show highly memorable. The attendance of stars also serves to create high publicity and industry awareness. One of the highlight events is the Japan Best Jewellery Wearer Awards ceremony held on the opening day, which has consistently been participated by Japan's leading celebrities and public figures. Top celebrities with outstanding fashion sensibility or brilliant record of achievements will be awarded with many fabulous pieces of jewellery. This year's recipients include top actors and singers as well as Mrs. Miyuki Hatoyama, the First Lady of Japan. This year's winners in each category of the Japan Best Jewellery Wearer Awards are:



Miyuki Hatoyama

(First Lady of Japan)



Saki Fukuda

(Actress)



Becky

(TV Personality)



Alisa Mizuki

(Actress)



Nene Ohtsuka

(Actress)



Keiko Toda

(Actress)



Mariko Takahashi

(Singer)



Ryuta Sato

(Actor)

4th Bridal Jewellery Princess Awards

Another impressive and highly attractive event at IJT is the Bridal Jewellery Princess Awards which will be staged for the fourth time following three years of success since its debut in 2007. Held to increase consumer demand for bridal jewellery and to facilitate market expansion of the jewellery industry, this year's princesses chosen to best reflect the beauty of bridal jewellery are TV personalities Suzanne and Akina Minami.



Suzanne

(TV Personality)



Akina Minami

(TV Personality)

This event attracts extensive media attention each year and encourages exhibitors to display their best bridal jewellery at the venue. Buyers can select from a lineup of world leading bridal jewellery and find items that meet the needs of their customers to set their business apart from competitors.

Online Catalogue “e-guidebook” Available

With the huge number of exhibitors at IJT, visitors can take comfort in the fact that exhibitors' and their product information is available on-site for easy referral. By searching online before arrival, visitors can plan their sourcing route so that they can hit the ground running once they are at the venue. Products can be searched under specified categories such as diamond jewellery, pearls, watches, and loose stones, and further information such as booth number, zone, and product details are also available. By utilizing the bookmark function, buyers can also store relevant information for later review or print them out as their customized catalogue. With so many exhibitors and products to cover in only 4 show period days, this online guidebook helps visitors find what they are looking for in advance so they can make good use of their time at the show. No prior registration is necessary, as anyone can access this e-guidebook by accessing IJT's official website.

Hotel Discounts Available

Show Management is providing special discount rates at nearby hotels to facilitate your visit to Japan. Reservations can be made online through the official website by logging onto www.ijt.jp/english/ and clicking “Hotel Accommodation” listed under “To Visit”. Due to the great demand, Show Management advises all visitors to book their hotels well in advance.

IJT together with TWF, is set to once again deliver outstanding business results to participants from around the world. This is your best opportunity to source a wide range of quality pearls, diamonds, exquisite jewellery, watches, and much more at special prices. Visit the show to take advantage of all that IJT has to offer. For invitation tickets to IJT or concurrent TWF show, please contact Show Management.

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