
TWF 2009 POST SHOW REPORT

A Successful Launch of TWF – Japan's Only International Watch Fair

On January 24th, Japan's first and only international watch show concluded after four days of excitement and grand success. Following the success of "Watch World" launched inside IJT last year, this watch zone returned to Tokyo Big Sight this year as an independent fair called the 1st Tokyo International Watch Fair (TWF), dedicated entirely to watches and clocks. Impressive collections from around the world were unveiled as 87 companies from 12 countries, including France, Switzerland, Germany, USA, Hong Kong, and China, exhibited. The world famous AHCI and their four international independent watch makers also took part in this inaugural event.

TWF and Concurrent IJT Weather Global Crisis

Held concurrently with Japan's largest jewellery show IJT, or the 20th International Jewellery Tokyo, TWF together with IJT welcomed a total of 1,509 exhibitors from 36 countries and attracted a staggering 37,936 professional buyers to the venue over a four-day period from January 21 to 24, 2009. With many of the world's jewellery fairs reporting steep decreases in visitor numbers or even having to be postponed altogether, TWF and IJT succeeded in achieving a slight increase of 124 registered buyers in comparison to IJT 2008. Steady traffic was seen in all areas of the venue which was of great relief and pleasant surprise to exhibitors taking part in TWF amidst the current economic crisis.

Exhibitor Comments

"During the show period we've had meetings with some 60 visitors at our booth, including three candidates for our Japanese distributorship, something quite remarkable considered that this was our first appearance in the Japanese market. Our Swiss-made mechanical watches were well accepted by the visitors and I can feel the possibility of good business in Japan now. We were really satisfied with our participation in TWF." - BWC Swiss Corp, Germany

"We already have a Japanese distributor and, to support them, exhibited with them at TWF. It worked very well. Many watch retailers came to the fair and we had 70 meetings during the show, of which 10 were with new clients. Our big stand also helped to promote our brand image in the Japanese market. We will come back next year." - Pierre Lannier SARL, France

"We exhibited at TWF with our distributor, and obtained a number of leads with our target retailers. Since we could expand our sales in Japan at TWF, we will exhibit at TWF 2010 with

double the space." - Bewatch Ltd., Hong Kong

"We received inquiries about OEM orders from 50 new clients, including watch manufacturers and apparel/ fashion boutiques. Now we are following up with these leads. In the current economic situation gaining 50 new leads is quite impressive and we are highly satisfied with our results at TWF." - Wako, Japan

AHCI Special Event

Displaying masterpieces as expensive as US\$ 850,000, AHCI had a hugely successful participation, drawing enormous attention from the media and high-end watch shops alike. AHCI, an acronym for Academie Horlogere des Createurs Independants, or the Horology Academy of Independent Watchmakers, consists of 32 of the world's greatest and most passionate watchmakers with solid knowhow of classical watchmaking, dedicated to creating exceptional timepieces. The participation of AHCI at TWF had caused great excitement among the watch industry in Japan and Asia, and they were the highlight of the show as watch professionals crowded around the booths of the four great watchmasters.

Distinguished watchmakers at AHCI who exhibited their extraordinary world-class timepieces at TWF were: Mr. Vianney Halter (Switzerland) who conceptualized watches for Breguet and Audemars Piguet; Mr. Thomas Prescher (Switzerland) famous for his world's premiere double axis tourbillon pocketwatch and triple axis tourbillon wristwatch; Mr. Aniceto Jimenez Pita (Spain) renowned for his highly innovative watches including the 5000m water resistant Oceana diver's watch; and Mr. Aaron Becsei (Hungary), creator of PRIUMUS, the extremely complicated tri-axial tourbillon with jewel bearings.

Preparations for the Next Year Already Underway

The next TWF and IJT are scheduled to take place from January 27 to 30, 2010 at Tokyo Big Sight. Following the sensational success of the show this year, the majority of the 2009 exhibitors have already rebooked their space. As Japan's watch market is worth 6.9 billion USD and TWF is the only international watch show in Japan, TWF 2010 is set to become another successful show, by doubling in size and continuing to draw large numbers of quality buyers, especially outlets that carry both watch and jewellery lines.

Any parties interested in utilizing the exceptional business opportunities that these outstanding events provide, should please contact: TWF/IJT Show Management, Reed Exhibitions Japan Ltd.

* * *

For more information about this topic, please contact:
TWF/IJT Show Management, Reed Exhibitions Japan Ltd.
Katherine Kanami Nishimura
Tel: +81-3-3349-8503 Fax: +81-3-3345-7929
E-mail: twf-eng@reedexpo.co.jp