

2012 January 12
120112zs- Jewelry

Report of 23rd International Jewellery Tokyo

Date: 2012 January 11-14

Time: 10:00-18:00

Venue: Tokyo Big Sight East Halls 1-5

Organizer: Reed exhibition Japan Ltd, Japan Jewellery Association

Product category: Jewelry, gem stones, machines

Number of exhibitors: 1350 companies

Number of visitors: 33,872 (Registered at the counter)

Size of the Hall: 5 halls

Observation:

The 23rd International Jewellery Tokyo is a large exhibition. Exhibitors from 35 countries participated in the fair and there were also exhibitors from ASEAN countries such as Indonesia, Myanmar and Thailand. The displayed products vary from high-end jewelry to casual wear. There were spot sales of casual wear jewelries. Some of the designs were modern and detailed. Most of the jewelries used Pearl and Diamond. Other gems were also used, such as Ruby, Sapphire, Emerald and other semi precious gems. Gems used for making the jewelries are imported from abroad. Raw gem stones both precious and semi-precious were also exhibited. One of the pearl jewelry exhibitor explained that the pearl which they used are imported from Philippines. They met the Filipino suppliers at one of the promotional exhibitions. The quality at the beginning does not meet the standard they wish to acquire. However, with the support and advice of the company, the quality of the materials is improving. There are some Japanese pearl producing companies which provide the materials to famous jewelers. Majority of products displayed at Myanmar booth are gem stones, while at Indonesian pavilion, jewelry and accessories mostly made from

silver were displayed. Exhibitors holding on-spot sales attracted the crowd. There were also exhibitions of IT products, machineries and manufacturing tools related to jewelry making.

For details, please visit to <http://www.ijt.jp/en/Home/>



Mabe Pearl Jewelry (Pearls are imported from the Philippines)



Indonesian Pavilion



Myanmar exhibitor

