

Activity Report
on
ASEAN Showcase–Thailand
at
ASEAN–Japan Hall



ASEAN-Japan Centre
(TRADE AND INVESTMENT DIVISION)

I. Outline of ASEAN Showcase-Thailand

ASEAN Showcase-Thailand with Business Meetings, featuring jewelry of 15 Thai companies, was held at the ASEAN-Japan Hall of ASEAN-Japan Centre (hereinafter referred to as “the Centre”) in Onarimon, Tokyo on November 26 ad 27, 2014.

1. Duration: November 26 (Wed) – 27 (Thu), 2014
10:00 a.m. to 5:00 p.m.
2. Theme: *“Jewelry from Thailand”*
3. Organizer: ASEAN-Japan Centre
4. Co Organizer: DITP (Department of International Trade Promotion)
Ministry of Commerce
5. Venue: ASEAN-Japan Hall (ASEAN-Japan Centre)
1F Shin-Onarimon Building, 6-17-19, Shimbashi, Minato-ku
Tokyo 105-0004
6. Exhibitors: Total 15 companies from Thailand
7. Exhibit Coverage: Silver Jewelry, Gold Jewelry, Diamond, Precious and Semi-Precious
Stones and Fashion Jewelry
8. Publicity:
 - a) Number of Direct Mail : Total 3,500 copies of DMs
The Centre sent out 2,000 copies on November 11 (Tue), 2014 to the jewelry- related companies in Tokyo, Kanagawa, Saitama, Yamanashi, Nagoya, Osaka and Kobe.
Thai Embassy also sent out 1,500 copies to their business customers including the companies handling the fashion items.
 - b) E-mail Magazine : 16,522 addresses
The Centre sent out email magazine to 8,394 addresses on November 14 (Fri), and 5,628 addresses on November 21(Fri) 2014. Further, Osaka International Business Promotion Center (IBPC Osaka) cooperated in sending email mazagine to 2,500 addresses in Kansai area on November 21, 2014.
 - c) Press Release
We sent press release to 8 Chamber of Commerces (Tokyo, Yokohama, Chiba, Kawasaki, Saitama, Nagoya, Osaka and Sapporo) on November 5 (Wed) and 265 media including newspaper and TV broadcasting companies.
 - d) Media Coverage : 30 articles
Date of posted articles : November 12 (Wed.), 2014

【Name of media】

Accia
Apparel web
Asahi Shimbun Digital & m
@nifty business
@Press
BANKER QUOTE
BIGLOBE News
Bizloop Search
bizoearn
BlogPeople
CoRich
Excite News
goo business EX
Infoseek news
INTERNATIONAL BUSINESS TIMES
J-sta.com
kotobank
livedoor news
Mapion News
MarkeZine
Portal News
Quick order
rentaloffice.bz
SankeiBiz
SEOTOOLS
The watch & jewelry today
Tokushima Shimbun Web
Toremaga News
Zaikei Shimbun

JTECS (Japan-Thailand Economic Cooperation Society)

f) Number of Exhibitor's Directory distributed : 500 copies

List of Exhibitors of ASEAN Showcase-Thailand

No.	Name of Exhibitors
1	Bijoux De Vie Co.,Ltd.
2	Brilliance Jewelry Co., Ltd.
3	Choon Jewelry Co., Ltd.
4	Duang Kaew Jewelry Manufacturer Co., Ltd.
5	Galassia Co., Ltd.
6	Grace of Art Co., Ltd.
7	Lenya Jewelry Co., Ltd.
8	Marvel Jewelry Co., Ltd.
9	Max Sim Co., Ltd..
10	Millennium Gems International
11	P.K.L. Silver & Gold Co., Ltd.
12	Pranda Jewelry Public Company Ltd.
13	Sphere Jewelry Manufacturing Co., Ltd.
14	TET Design Co., Ltd.
15	VBP International Co., Ltd.

II. Results of Business Meetings (November 26 and 27, 2014)

a) Business Meetings

Date: November 26 (Wed) to 27(Thu), 2014

Time: 10:00 a.m. – 5:00 p.m.

Venue: ASEAN-Japan Hall of the Centre

b) Number of Participating Companies: 15

c) Number of Mission Members: 27 (including 1 TPO official)

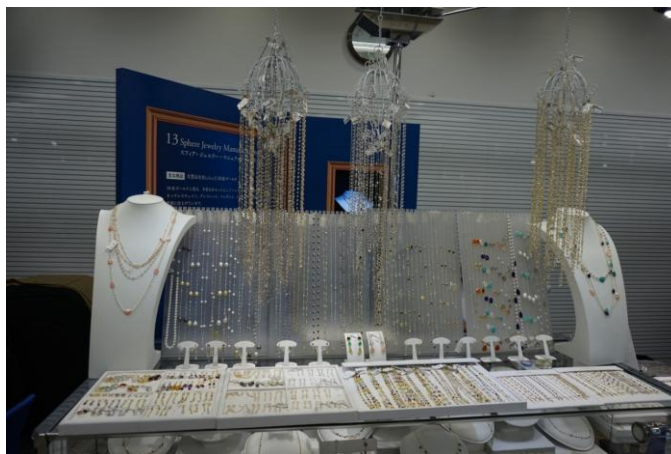
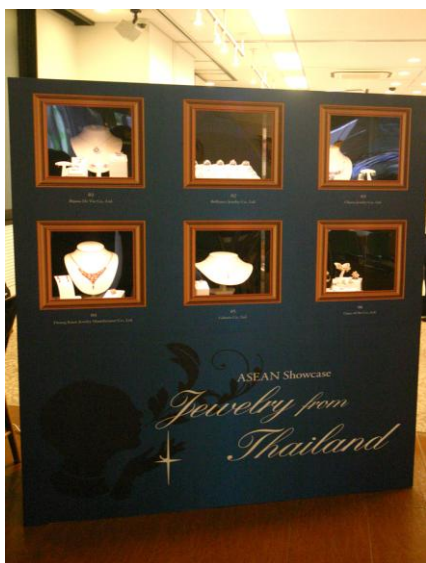
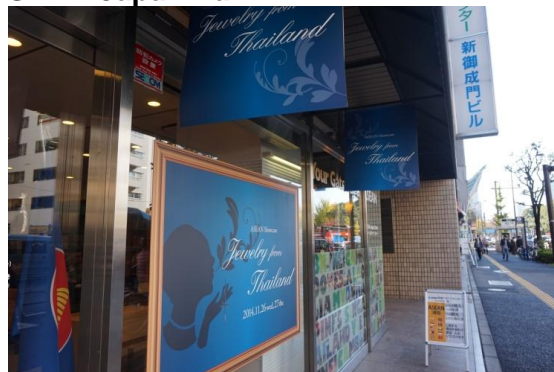
d) Number of Visitors: 450 (2 business days)

e) Number of Business Meetings: 120

Orientation meeting on November 25, 2014



Display of ASEAN Showcase-Thailand at the ASEAN-Japan Hall





Business meetings (November 26- 27, 2014)

