To All Press & Media

Informa Markets, the organizer of the world’s largest jewelry fair, the Hong Kong Jewellery & Gem Fair, will hold the Japan Jewellery Fair (JJF) at Tokyo Big Sight Exhibition Center on 28-30 August in partnership with the Japan Jewellery Association. For buyers, this is a not-to-be-missed trade show and the last chance to make purchases of jewellery before a hike in consumption tax in Japan. As in previous years, Japan Jewellery Fair 2019 features a variety of programs including exhibitor showcases, stage events and seminars for the industry.

Japan Jewellery Fair 2019

More than 400 exhibitors from Japan and around the world

Last chance to buy before hike in consumption tax

JBF has an established position in Japan as the ‘jewellery show for professional buyers.’ More than 400 exhibitors from Japan and 11 countries and regions including China, Hong Kong, Taiwan, South Korea, Thailand, and Germany will participate in this year’s exhibition.

The Japan Jewellery Fair is perfectly timed for jewellery retailers to place purchase orders for the upcoming Christmas and New Year retail season and before the increase in consumption tax in October. This year the exhibition will feature the largest-ever Japan Pearl Pavilion, which will take pride of place in the atrium space at the entrance to the exhibition. Occupying 2,000 square meters of space, the pavilion features a wide range of the high-quality pearls and pearl jewellery produced in Japan that is in high demand by overseas buyers.

A key feature of Japan Jewellery Fair are the spectacular events on the stage, such as the announcement of the Japan Jewellery Association’s Jewellery Design Awards, various jewellery fashion shows, and the announcement of the "Woman of the Year" personality.
The Japan Jewellery Fair forms part of the “June-August-September” series of events linking the event with the June and September Hong Kong Jewellery & Gem Fairs, facilitating buyers to inspect, place orders and receive delivery across their visits to the three shows. Japan Jewellery Fair will hold a special seminar for Chinese buyers to enable them to better understand various types of Japanese jewellery. The fair will also be visited by numerous buyer delegations from leading groups of overseas retailers.

Seminar on synthetic diamonds

A full program of professional seminars will be held alongside the exhibition, including a panel discussion organised by the Japan Jewellery Association with senior buyers from department stores and retailers talking on the topic ‘creating new customers for a jewellery store.’ Synthetic diamonds are a product category that is generating a lot of discussion in the industry and will be the focus of several seminars. One seminar asks the question ‘are they jewellery or accessories?’ In another seminar entitled ‘An Introduction to Synthetic Diamonds and Latest Trends’ Ms. Shoko Odake, a research scientist from GIA Tokyo, will explain how to synthesize diamonds and how to appraise them. In ‘What to learn now! The Latest Jewellery grading system’ a seminar held by the Association of Gemmological Laboratories Japan, Mr. Hajime Uesugi, Chairman of the Diamond Committee in AGT Gem Laboratory, will explain about the grading of synthetic diamonds.

"Understanding the latest trends and development is essential for doing business and I hope that this year’s seminars will provide invaluable information for attendees" comments Mr. Christopher Eve, Managing Director of Informa Markets UBM Japan.
Actress Tao Tsuchiya chosen as “Woman of the Year 2019”

Each year the Japan Jewellery Association and Informa Markets UBM Japan present an award to an outstanding personality chosen from the worlds of culture, entertainment, and sports. This year the highly popular actress Tao Tsuchiya was chosen. An award ceremony and a talk show will be held on a special event stage at the venue on 29 August (Thursday).

Other events:
Japan Jewellery Association Jewellery Design Awards
Jewellery Coordinator Competition
Jewellery Fashion Shows

On the opening day there will be a fashion show parading the Japan Jewellery Association’s Jewellery Design Awards 2019 winning pieces, as well as a fashion show featuring the latest pearl jewellery collections.

On the second day the Japan Jewellery Association will hold their Jewellery Coordinator Competition. The competition is aimed at finding and rewarding sales staff with exceptional customer service skills for the sale of jewellery. Visitors can learn various customer service skills from the six finalists. This program is highly recommended for retailers and salespersons.

About Japan Jewellery Fair
Event Name: Japan Jewellery Fair 2019 (JJF 2019)
Parallel Events: Japan Jewellery Association Jewellery Design Awards 2019
Jewellers' Choice "The Woman of the Year" Award, JJF Business Seminars
Date: 28-30 August 2019, 10:00 to 18:00 (*closes at 17:00 on August 30)
Venue: Tokyo Big Sight Exhibition Center, West Halls 1 & 2 and Atrium
Organizer: Informa Markets UMB Japan Co Ltd, Japan Jewellery Association
Sponsors: Ministry of Economy, Trade and Industry; Japan External Trade Organization (JETRO); Japan Chamber of Commerce and Industry; Japan Jewellery Designers Association; Japan Pearl Promotion Society; Platinum Guild International; Japan Gold Metal Association; Japan Watch Importer's Association; JOW-Japan Association; Men's Fashion Unity; Japan Direct Marketing Association
Number of exhibitors: Approximately 400

For inquiries or information about the article:
* Press release Vol.1 is available on the page for the press on the official website.
http://www.japanjewelleryfair.com (Search "jjf2019")
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