



Japan Jewellery
Fair 2025

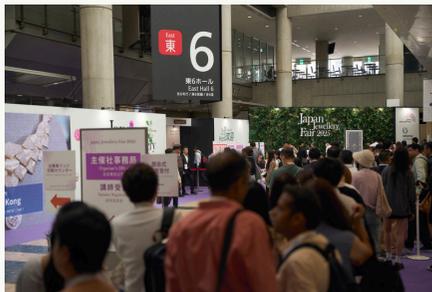
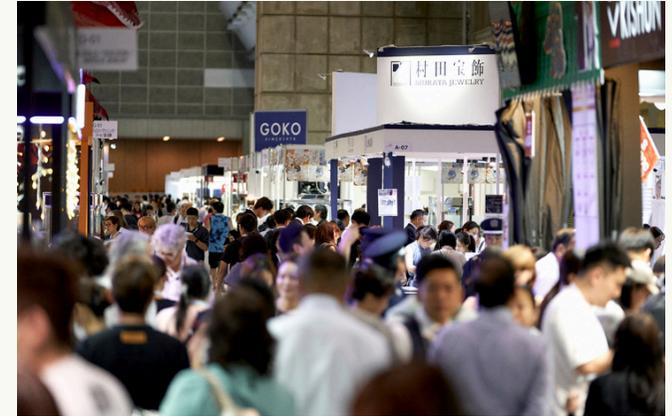
POST SHOW REPORT

8.27 - 8.29.2025 | Tokyo Big Sight



SHOW OUTLINE

- Event Name** | Japan Jewellery Fair 2025
- Date & Time** | Aug. 27 (Wed)- Aug 29 (Fri), 2025 10:00~18:00 (Last Day until 17:00)
- Venue** | Tokyo Big Sight East Hall 5・6
- Organisers** | Informa Markets Japan Co Ltd / Japan Jewellery Association
- Supporters** | Ministry of Economy, Trade and Industry • Japan External Trade Organization • The Chamber of Commerce and Industry of Japan • Japan Jewellery Designers Association Japan Pearl Promotion Society • Platinum Guild International • Japan Gold Metal Association Japan Watch Importers Association • All Japan Watch, Jewelry, and Optical Retailers Cooperative The Men's Fashion Unity • Japan Direct Marketing Association



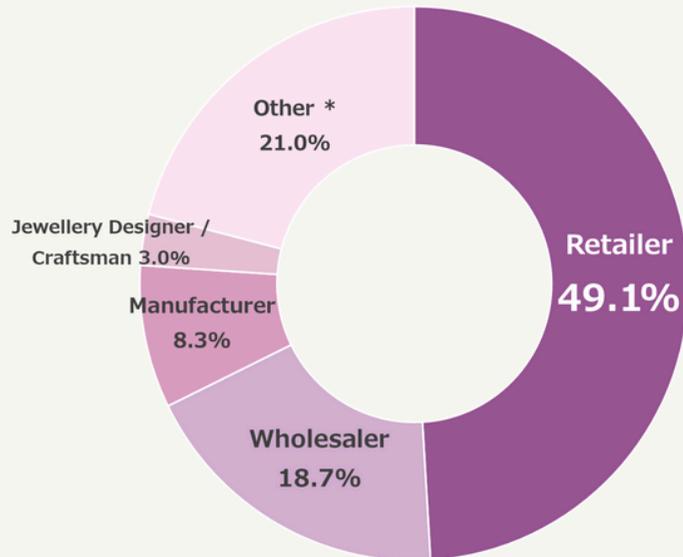
VISITOR PROFILE

Visitors per day

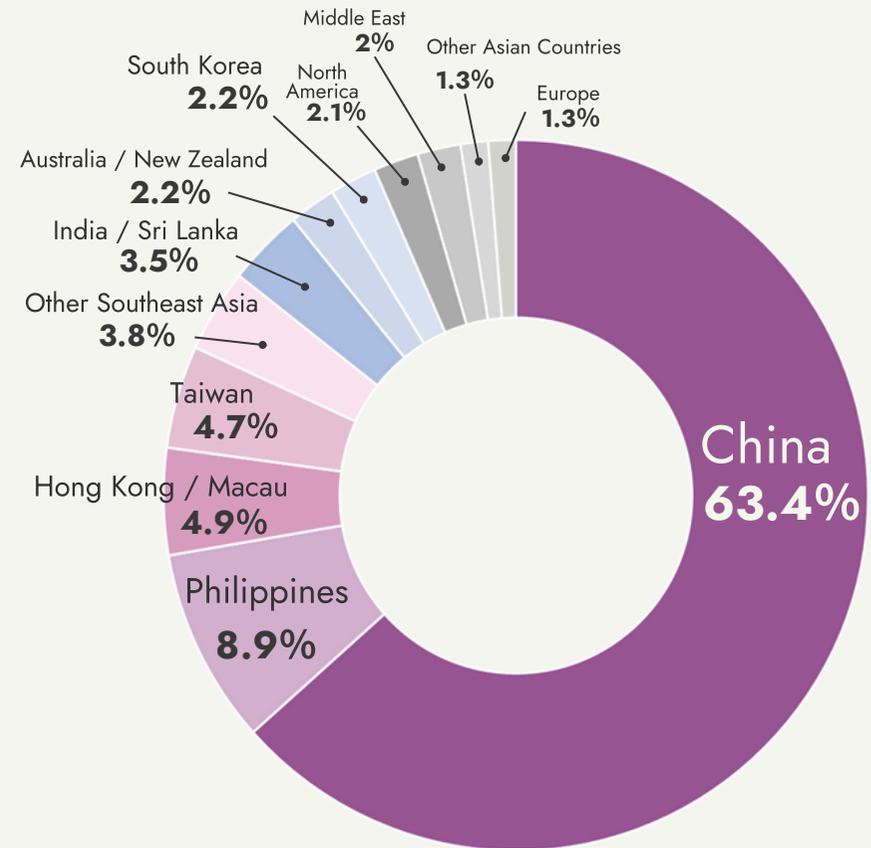
Total **14,369**

Date	Weather	Visitors
Aug 27th (Wed)	Sunny	5,611
Aug 28th (Thurs)	Mostly Sunny	4,680
Aug 29th (Fri)	Sunny	4,078

Visitors by Industry



International Visitors by Country/Region

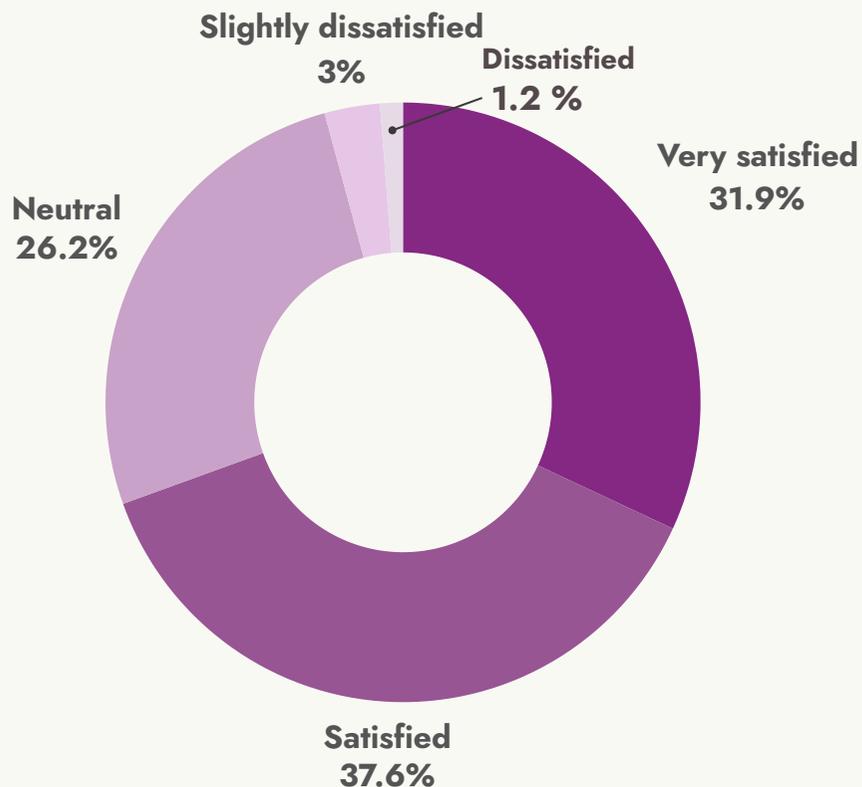


VISITOR SURVEY

Regarding Satisfaction

Valid responses : 566

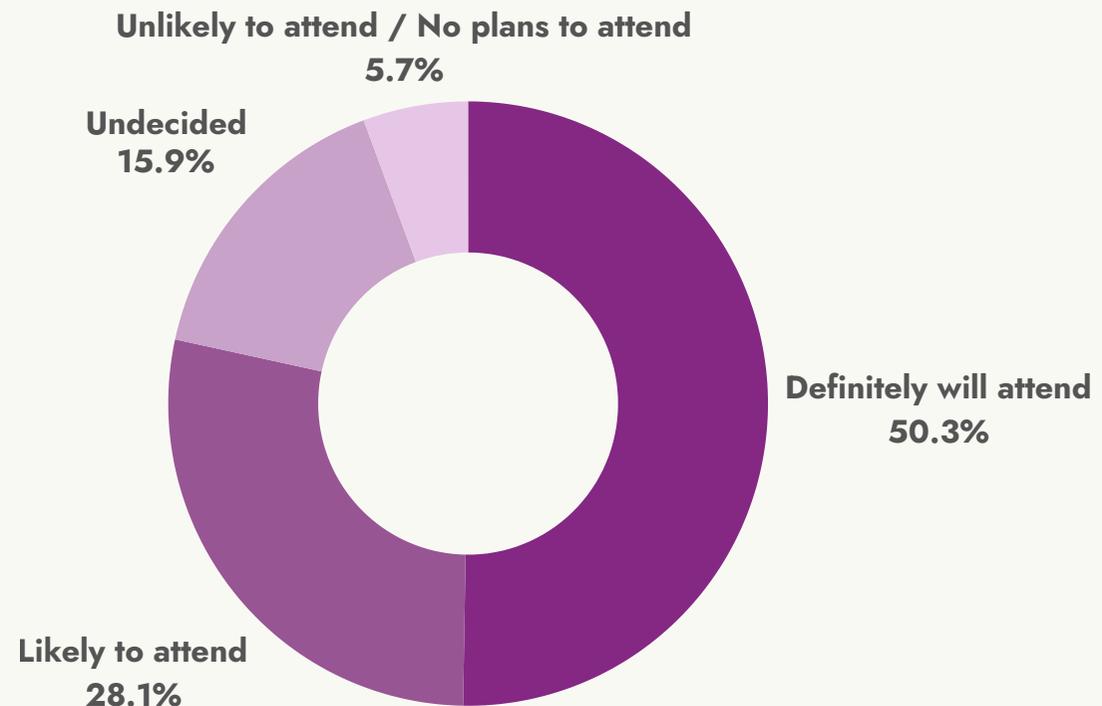
70.4 % Responded
"Very satisfied" or
"Satisfied"



Will You Attend Next Year?

Valid responses : 566

78.4 % Responded
"Definitely will attend"
or "Likely to attend"



EXHIBITOR SURVEY

Numbers of Exhibitors

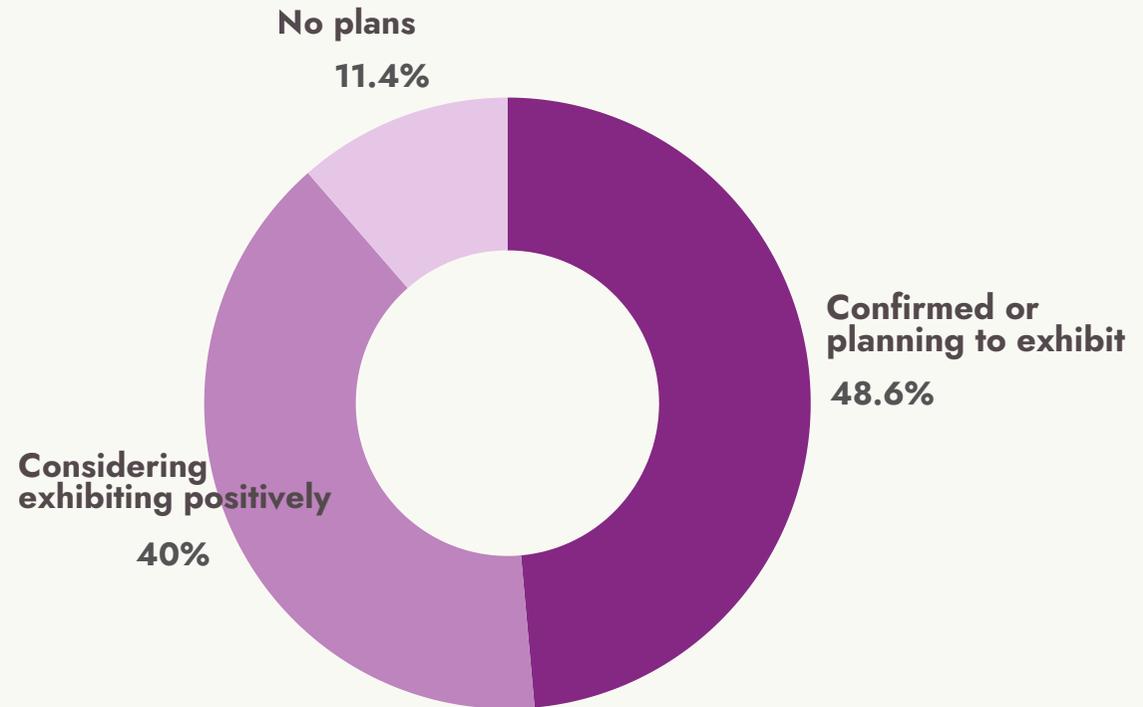
371 Companies



Regarding the next exhibition participation

Valid responses : 108

88.6 % Responded "Confirmed or planning to exhibit" or "Considering exhibiting positively"



OPENING CEREMONY

This year's opening ceremony was held in a festive yet warm atmosphere, bringing together many stakeholders. Through the ribbon-cutting and guest speeches, strong messages were delivered toward the future of the jewelry industry.

Date | August 27, 2025

Venue | Seminar & Event Stage



JJA JEWELLERY DESIGN AWARDS 2025

The JJA Jewellery Design Award, organised by the Japan Jewellery Association (JJA), is the most prestigious jewellery competition in Japan. Since its inception in 1989, the Award has aimed to communicate and promote the exceptional talents of designers and craftsmen both domestically and internationally, through distinguished works such as the Grand Prix and the Prime Minister's Award.

JJA Jewelry Design Award 2025 Ceremony

Date | August 27, 2025

Venue | Seminar & Event Stage

Grand Prix / Prime Minister's Award
Chairman's Award of the Japan Pearl
Promotion Society

Designer: Tsukasa Sawamura

Applicant: Imayo & Co.,Ltd.

Title of Work: Black & White – Observing the Invisible

Items: Bangle, Ring, Earring Set





Japan
Jewellery
Fair 2026

Next Show

Save the Date – JJF 2026

2026.8.26^{WED} → 28^{FRI}