JAPAN
JEWELLERY FAIR
TOKYO

Japan Jewellery Fair 2026

POST SHOW REPORT

©Japan Jewellery Fair

Connecting the jewellery industry.

Over three days, jewellery professionals from Japan and around the world gathered to discover new products, exchange ideas and explore business opportunities.







©Japan Jewellery

SHOW OUTLINE



Event Name	Japan Jewellery Fair 2026（JJF2026）
Date & Time	26–28 August 2026 (Wed–Fri)　10:00–18:00 (until 17:00 on the final day)
Venue	Tokyo Big Sight East Hall 1・2
Organisers	informa markets　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
Exhibitors	352 from 8 countries and regions, including Japan

©Japan Jewellery Fair

VISITOR PROFILE



Total Visitor Attendance

15,397

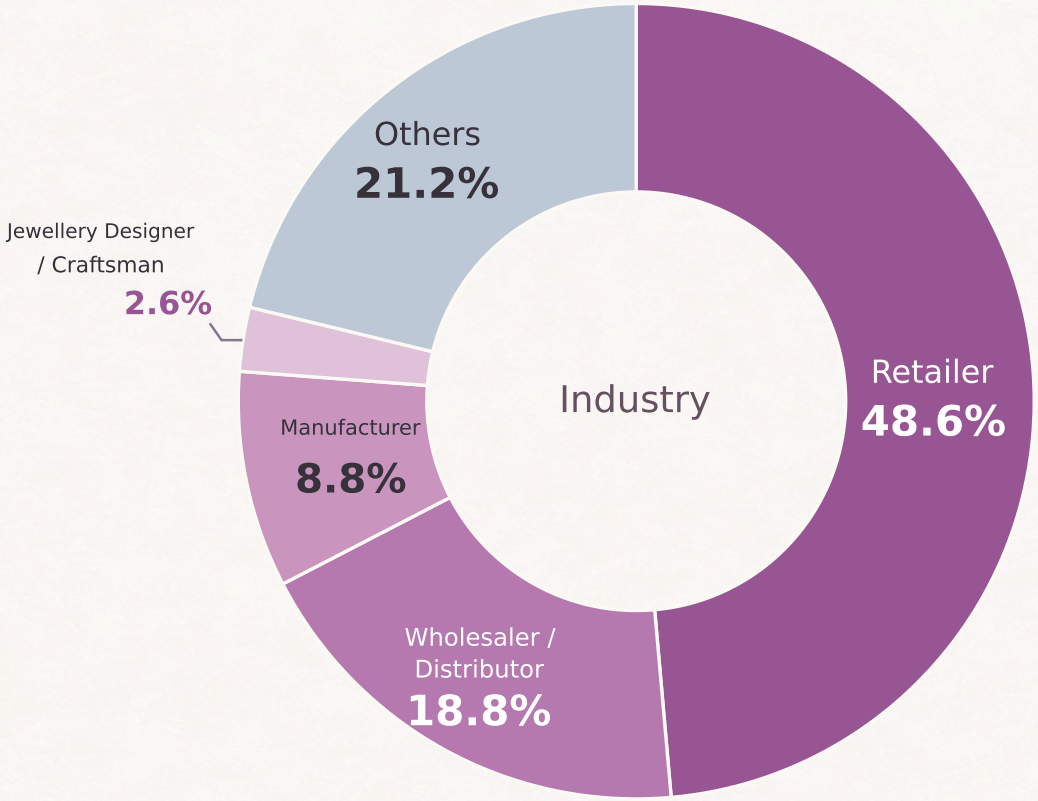


26 August (Wed)	27 August (Thu)	28 August (Fri)
Sunny	Cloudy, then rain	Cloudy
5,817	4,989	4,591



©Japan Jewellery Fair

Visitors by Industry





Retailers accounted for nearly half of all visitors

Retailers, wholesalers and manufacturers together accounted for **76.2%** of all visitors.

©Japan Jewellery Fair

VISITOR PROFILE

International Visitors by Country/Region

Other Countries and Regions
12.0%

Other Southeast Asia
4.8%

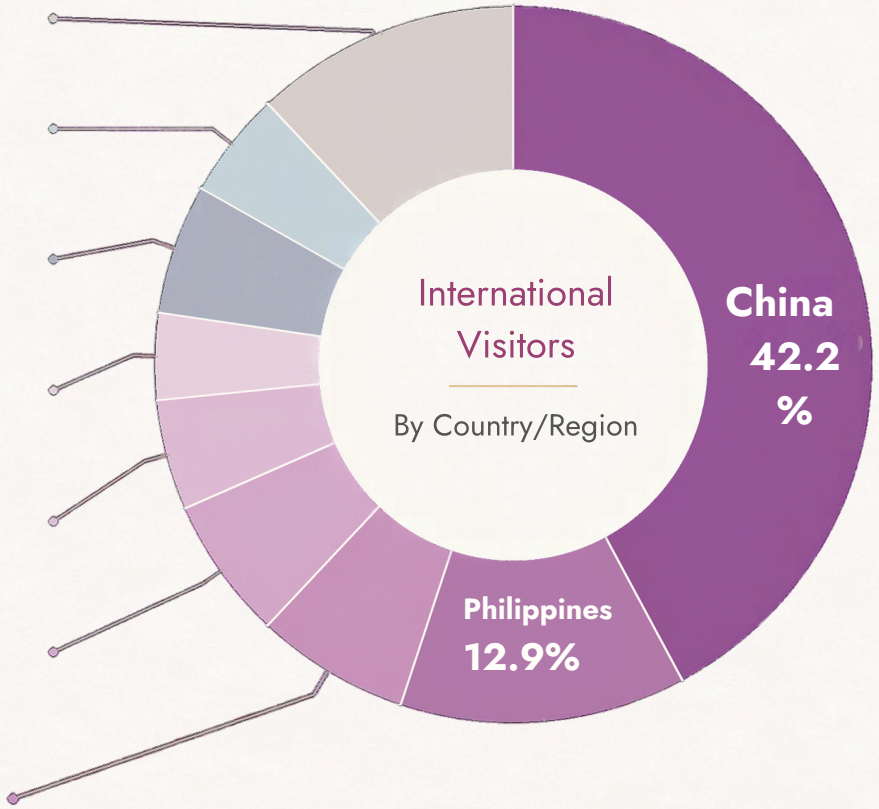
Other Asian Countries
5.9%

South Korea
3.9%

Taiwan
5.0%

India / Sri Lanka
6.4%

Hong Kong / Macau
6.9%



Year-on-Year Changes | 2025 → 2026

China: 63.4% → 42.2%
Philippines: 8.9% → 12.9%

Domestic attendance also increased compared with 2025.

©Japan Jewellery Fair

VISITOR PROFILE

Where jewellery business leaders connect.

Visitors by Job Position | Breakdown by Industry



CEO / (Vice) President / Director / GM	45.4%
Manager	11.8%
Assistant Manager	4.9%
Office Employee	5.9%
Other	32.0%

Business Leaders

45.4 %

Nearly half of all visitors were CEOs, presidents, directors or general managers.

Visitors included professionals at all levels, from business leaders to staff.

Share of Business Leaders by Industry

Retailer
50.7 %

Wholesaler / Distributor
54.7 %

Jewellery Designer / Craftsman
65.4 %

©Japan Jewellery Fair

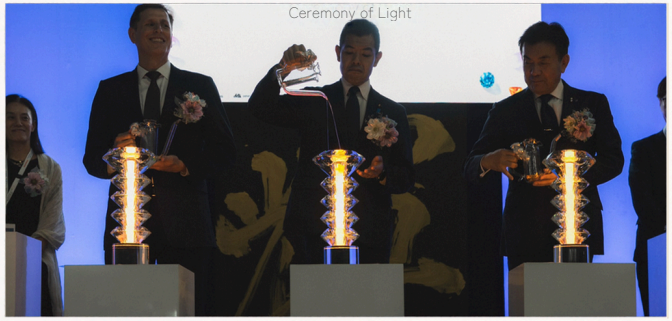
EVENT HIGHLIGHTS

An Opening Inspired by Japanese Tradition



Live Calligraphy Performance





Shamisen Performance (top) / Ceremony of Light (bottom)

CALLIGRAPHY & MUSIC

Japanese calligraphy and traditional shamisen music marked the opening of the fair. The character “輝” (radiance) reflected the brilliance of jewellery.

CEREMONY OF LIGHT

Industry representatives gathered on stage for the Ceremony of Light, marking the opening of the three-day fair.

©Japan Jewellery Fair

EVENT HIGHLIGHTS

The power to sell.
The power to communicate.
The power to shape the future.



Seminars exploring the latest industry topics





9th Jewellery Coordinator Customer Service Contest
Live Final (top) / Awards Ceremony (bottom)

SEMINARS

Seminars covered sales, materials, technology and overseas markets, offering insights into the latest developments in the jewellery industry.

CUSTOMER SERVICE CONTEST

The live final and awards ceremony celebrated customer service skills, highlighting the value of personal interaction in conveying the appeal of jewellery.

©Japan Jewellery Fair

VISITOR EXPERIENCE

Explore the fair. Expand your connections.

Initiatives across the venue created opportunities for business and networking.



Jewellery Passport





Visit by Miss International Japan (top) / Yamanashi Wine Marché (bottom)

JEWELLERY PASSPORT

Encouraging discovery

A stamp rally encouraged visitors to explore the fair and discover new business connections.

MISS INTERNATIONAL

Creating connections

Miss International Japan visited the fair, engaging with exhibitors and visitors.

YAMANASHI WINE MARCHÉ

Networking over wine

A space to sample wines from Yamanashi offered opportunities to connect between business meetings.

©Japan Jewellery Fair

JAPAN JEWELLERY FAIR TOKYO

New connections. New business.
See you in 2027.

Japan Jewellery Fair 2027

2027. 9.1 WED → 3 FRI

Tokyo Big Sight Exhibition Center East Halls 4.5

informa markets

JAPAN JEWELLERY ASSOCIATION