

**As visitors will increase significantly, the next show will move to PACIFICO YOKAHAMA with new show dates!**

**New Show Dates: October 26th (Wed) – 28th (Fri), 2016**



New Show Venue : PACIFICO YOKOHAMA

It is decided that 4<sup>th</sup> International Jewellery Tokyo AUTUMN (IJT AUTUMN 2016) will be held at a new show venue with new show dates. We, the Show Management, have been trying to find a new show venue which is requested by many exhibitors and have just secured one at PACIFICO YOKOHAMA in the suburb of Tokyo. In addition, the show period will move to 26th-28th October which can make the buyers' participation in the show easier. By this new situation, it is certain that the next IJT AUTUMN shall become a greatly more dynamic trade show than ever! Followings are the merits of this movement.

**1) Visitor numbers shall increase by convenient YOKOHAMA and the new show dates of End of October**

PACIFICO YOKOHAMA is only 30 minutes away from Shibuya, Shinjuku and Tokyo Station and 13 minutes from Shin-Yokohama. There are many hotels and restaurants nearby. In addition, it is an attractive fashionable city close to a beautiful sea port. Also with the new show dates which are very ideal for the year-end sales, the number of visitors will surely increase.

## 2) Number of overseas buyers shall be doubled from 670 to 1,500

As the new dates will be away from the Chinese National Day holiday (October 1<sup>st</sup> – 7<sup>th</sup>), a huge number of buyers from China, Hong Kong, Taiwan etc. will visit the show. Moreover, it will be held one month after September Hong Kong Fair and one month before November Hong Kong Fair and, therefore, more overseas buyers will visit IJT AUTUMN than ever.



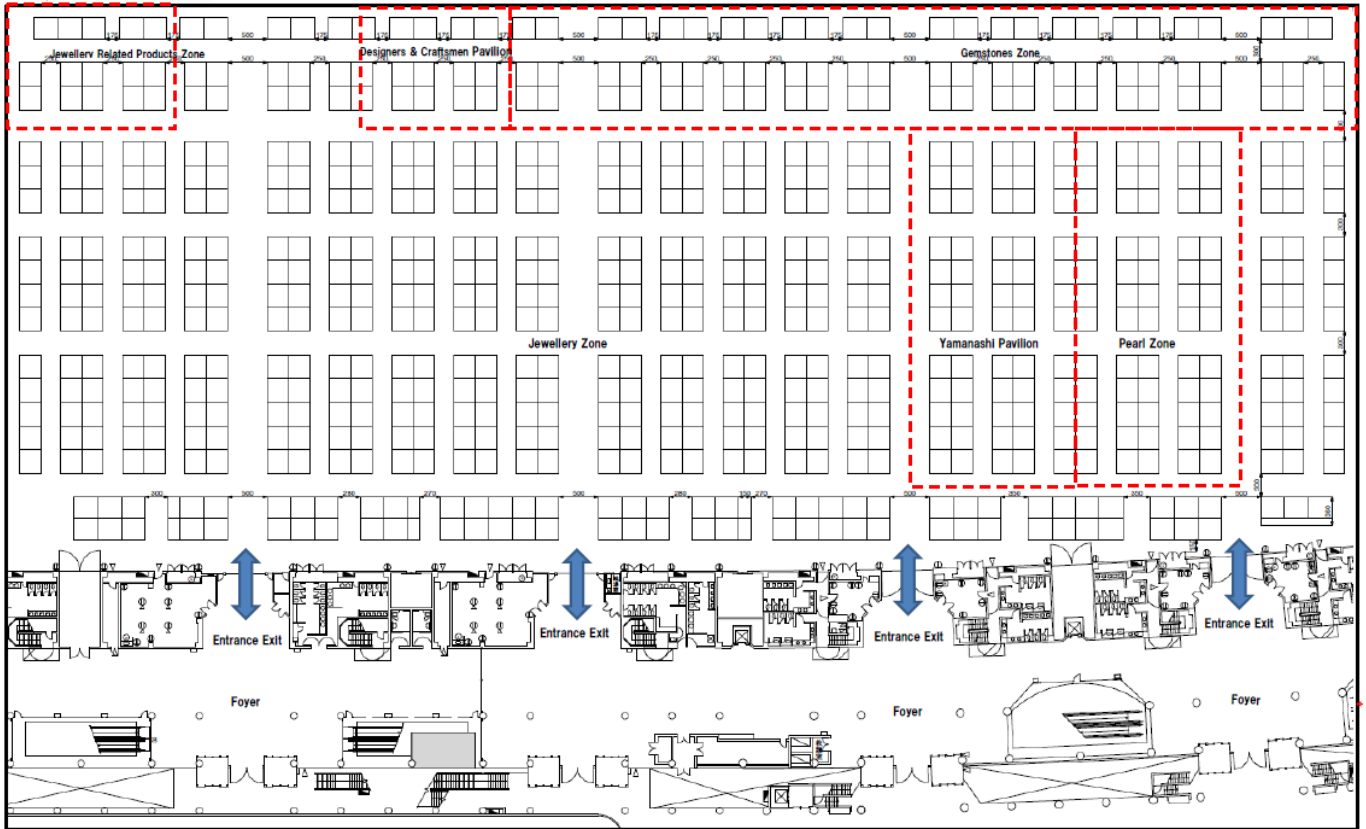
Scene from IJT 2016: Overseas premium buyers arrived in droves to the venue. Same situation is expected at IJT AUTUMN 2016.

## 3) The new venue is easy to visit all the booths as it has one huge floor

Both visitors and exhibitors of IJT AUTUMN were complaining that the old venue (Sunshine City in Ikebukuro, Tokyo) was very hard to visit the booths as it had 5 separate halls on 3 floors. The new venue will bring more on-site sales/orders to exhibitors as visitors can visit all the booths easily.

## 4) IJT AUTUMN will be much more attractive as the total size of the new venue is 70% larger than the old one

The old venue was already fully occupied. On the other hand, the new venue is 70% larger in total. The show can expand its size and welcome new companies which were on the waiting list. Through the expansion, the show will be much more attractive and visited by an increased number of buyers.



All the booths located in one huge floor at the New Show Venue.

For the reasons above, it is certain that the IJT AUTUMN 2016 will be attended by 15,000 buyers which significantly exceed the former target of 12,000. Already, many of the current exhibitors have decided to expand their booth size at IJT AUTUMN 2016 as well. This year, IJT AUTUMN will surely have a greater success than ever!

**[For more information]**

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