

CS Japan

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Distance between Tokyo and Fukushima Dai-ichi NP is 230km .
(about 144 miles)

NY - Philadelphia : about 86 miles

Los Angeles – San Diego : about 113 miles

Washington DC - Philadelphia : about 125 miles



Japan – Open for Business



- Pre-disaster weakening
- Downgraded forecasts for 2011
- Rebound expected in FY 2012

Japan Jewelry Market

Junko Namba

US Commercial Service – Tokyo



Why Japan?

Japan is a high profile market:

3rd largest Jewelry market .

16.3% of total global wealth population in 2008.

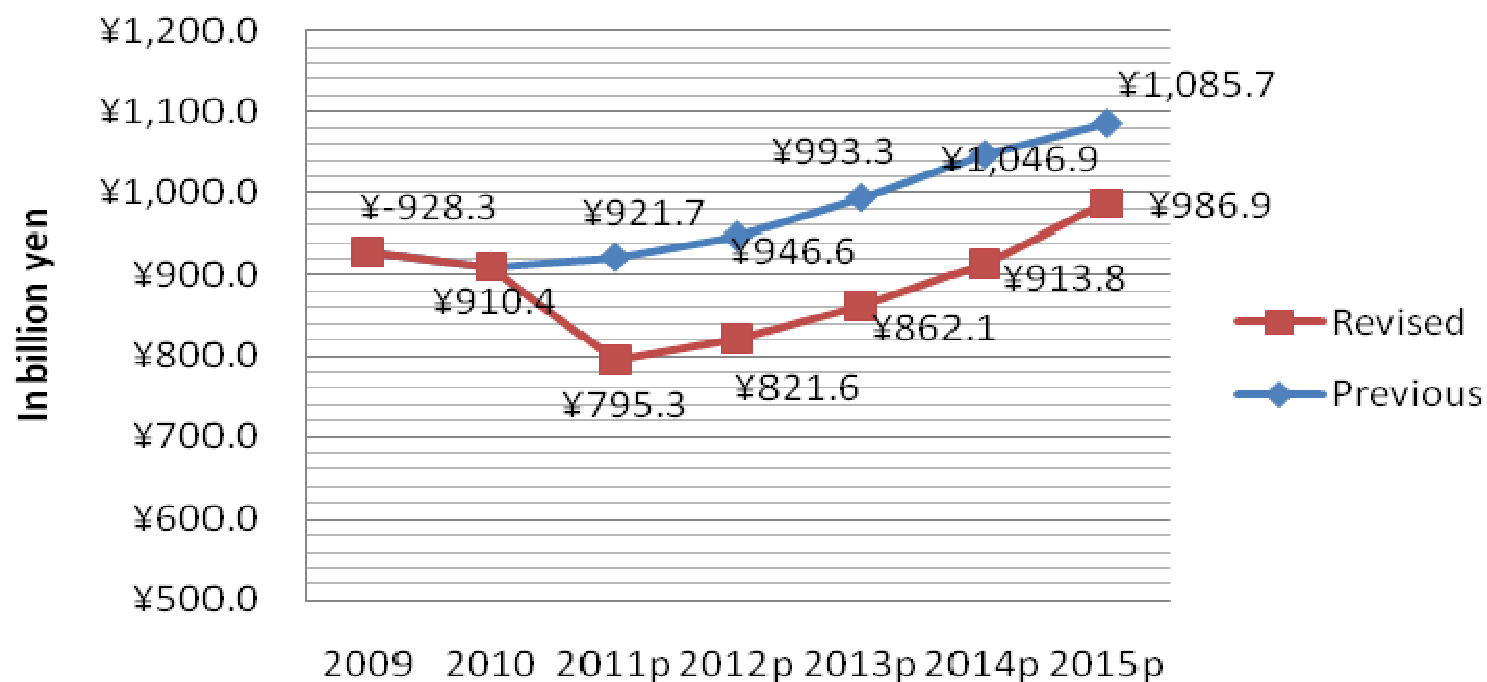
U.S. is the top supplier of Precious Metal Jewelry.

Sophisticated consumers.

“Gateway” to other Asian markets.

Market Prospects

Japan Jewelry Market



Source: Yano Research Institute

Sales by Category

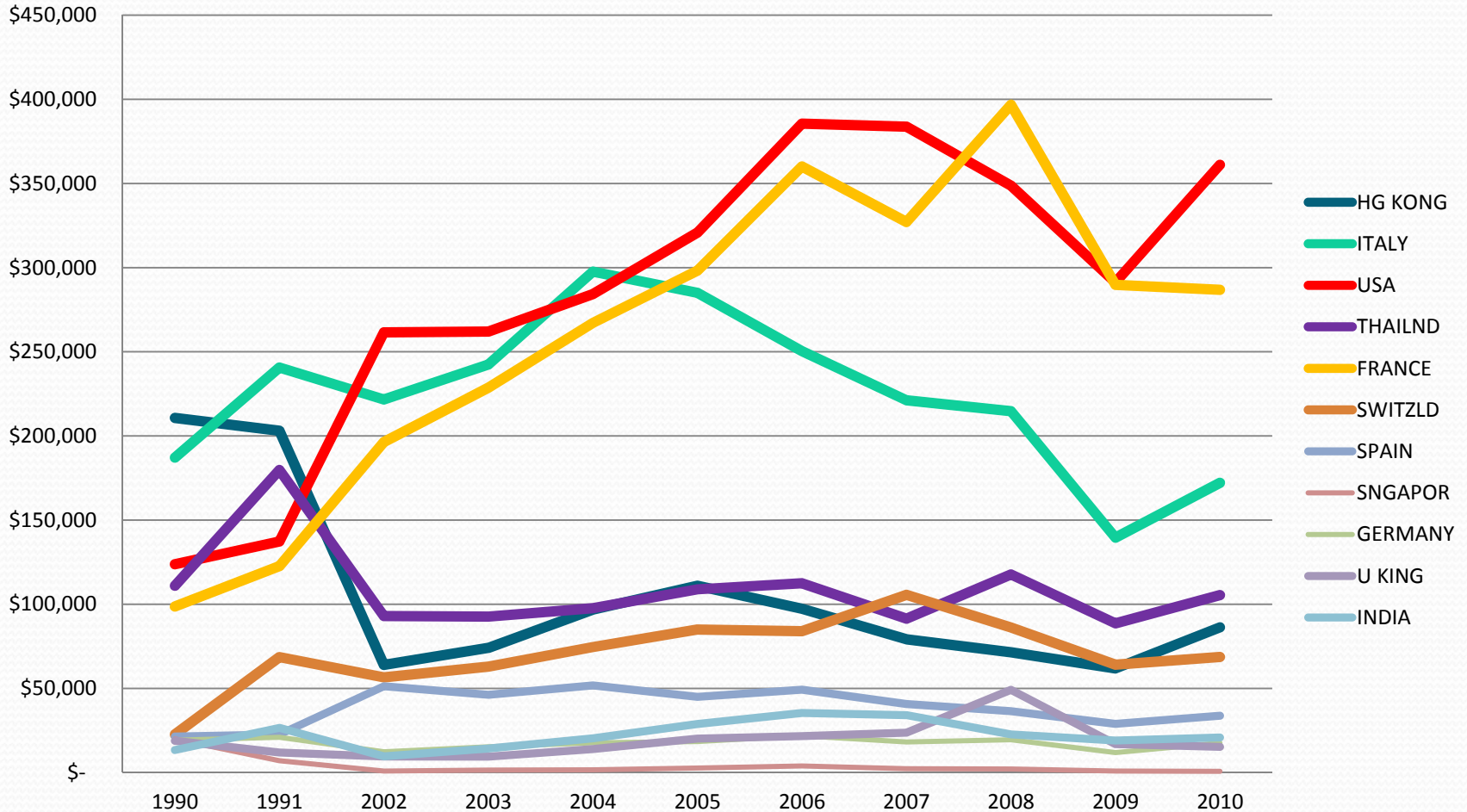
(In Billion Yen)

	2006	2007	2008	2009	2010
Diamond Jewelry	632	592	498	442	436
Color Gem Jewelry	289	266	230	199	190
Pearl Jewelry	190	186	171	153	152
Metal Jewelry	162	155	155	134	133
Total	1,273	1,199	1,054	928	910

Jewelry Retail Share – 2010

Diamond Jewelry	Color Gem Jewelry	Pearl Jewelry	Metal Jewelry
47.8%	20.9%	16.7%	14.6%

Precious Jewelry Imports



Source: Japan Tariff Bureau (by HS 7113)

USA has been the top supplier of precious metal jewelry products.

Year 2010

(In \$1,000)

Country	Import value	% share
1. USA	\$361,063	27.8%
2. France	\$268,864	22.1%
3. Italy	\$172,103	13.2%
4. Thailand	\$105,464	8.1%
5. Hong Kong	\$86,236	6.6%
Other Countries / Areas	\$306,392	22.2%
Total	\$1,300,122	100%

Source: Japan
Tariff Bureau
By HS 7113

Platinum jewelry

No.1 - 51.74% share

Gold jewelry

No. 4 - 9.78% share

Silver jewelry

No.1 - 34.95% share

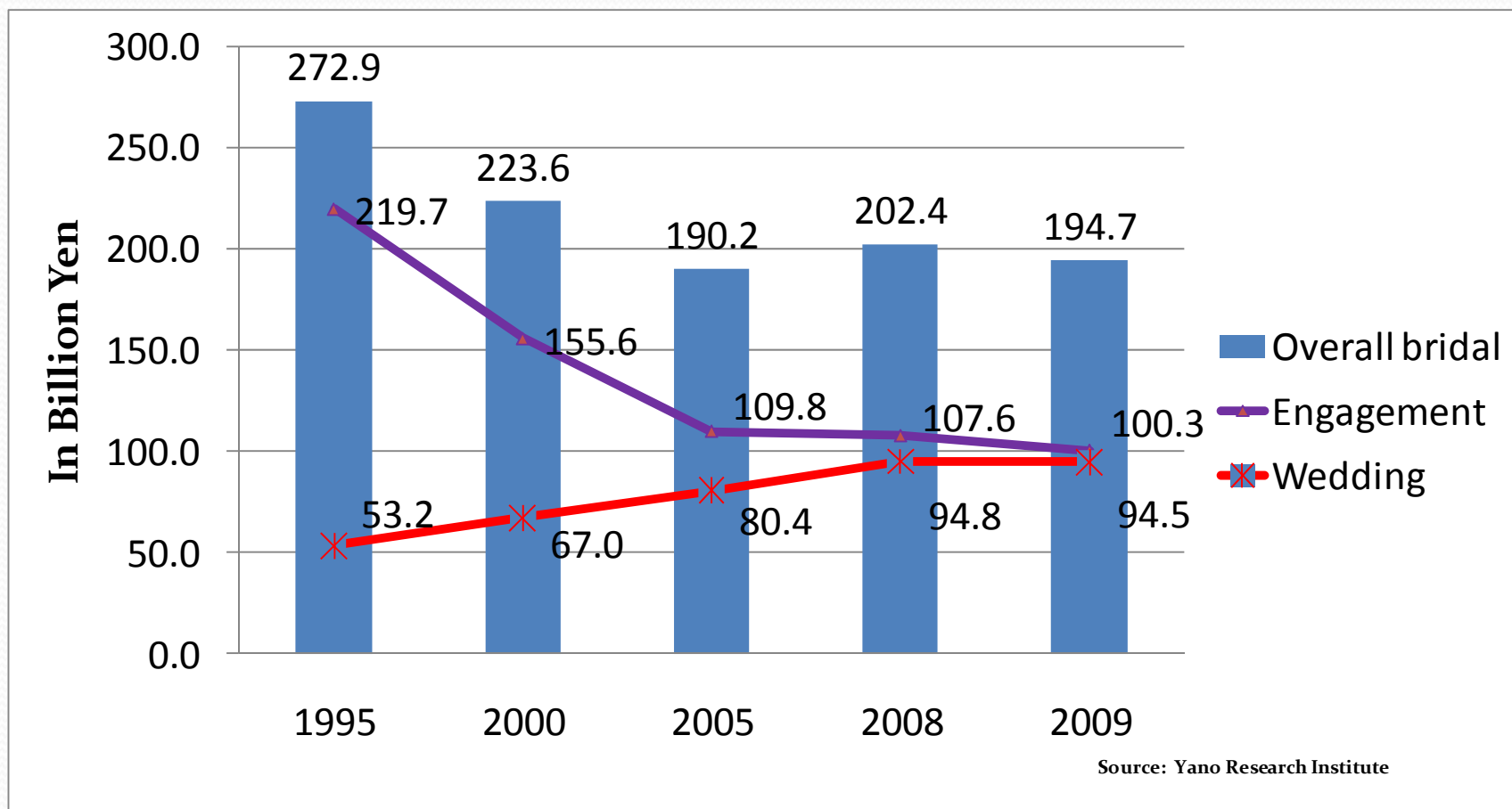
Good Prospects

Affordable brand jewelry

Love and Peace motif

Bridal/Wedding


Bridal Jewelry Market



Potential subsets of consumers with purchasing power:



- Retiring baby boomers



- Female consumers in 30s to 50s with higher income.

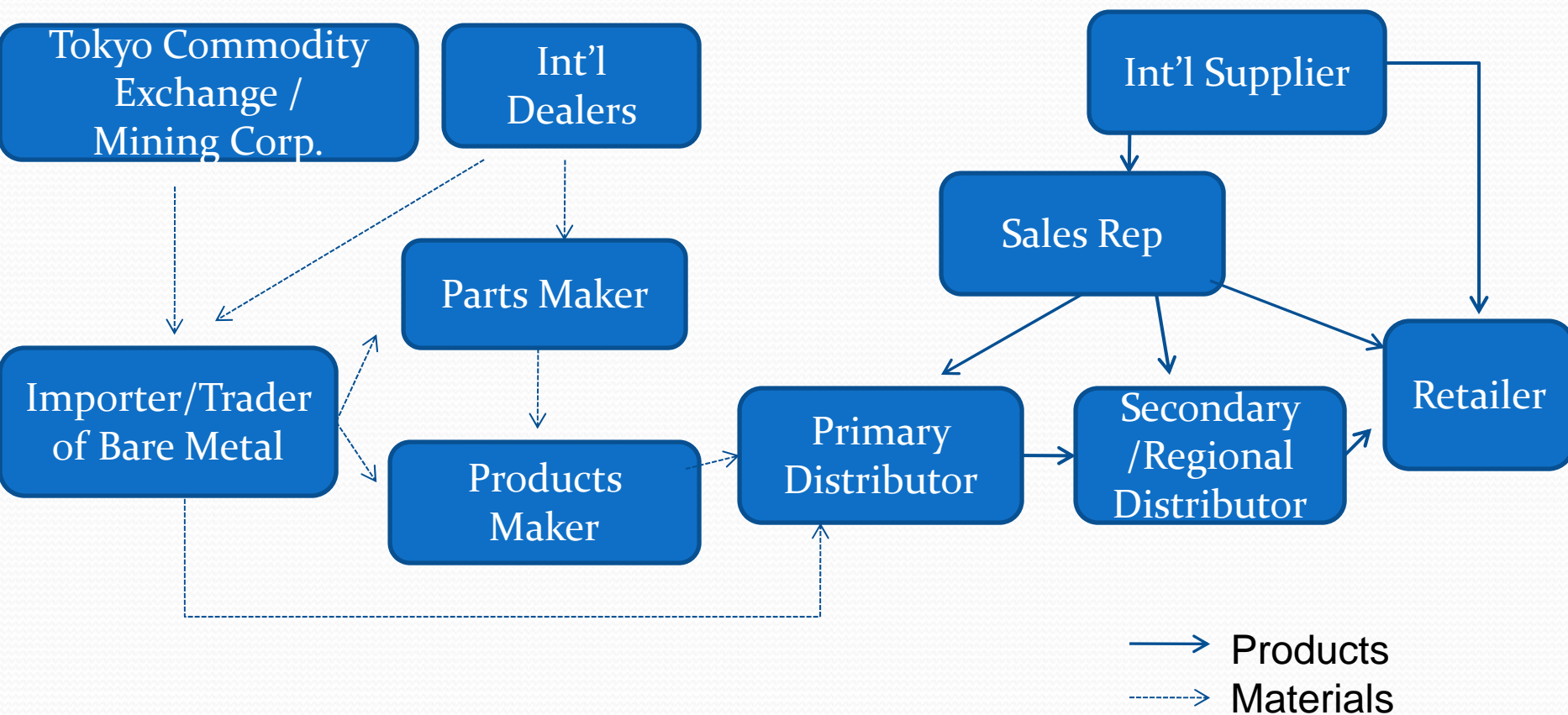


- Wealthy Asian travelers



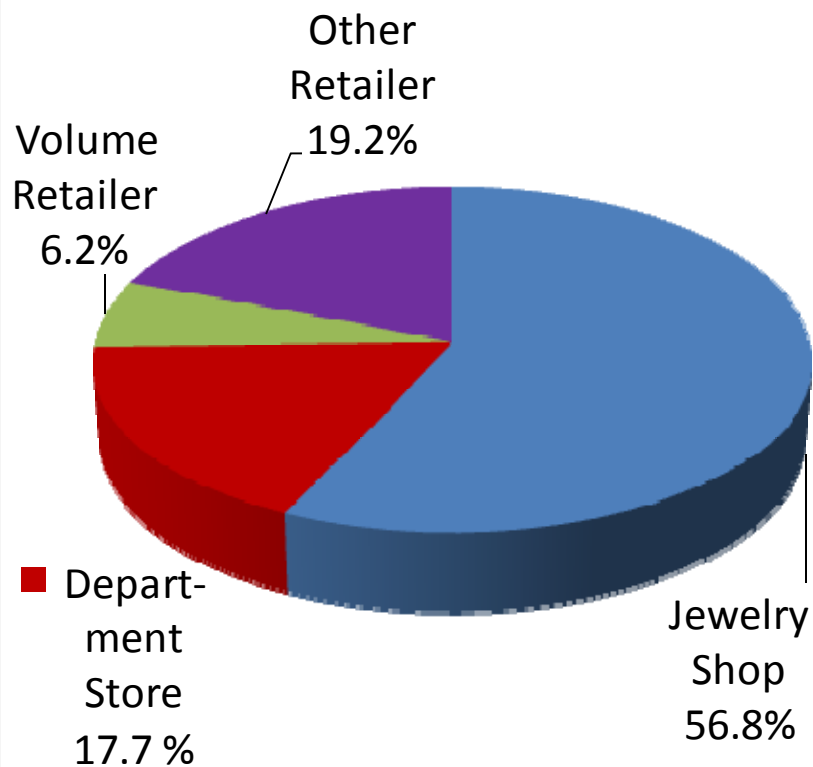
- Male consumers

Jewelry Distribution Channels

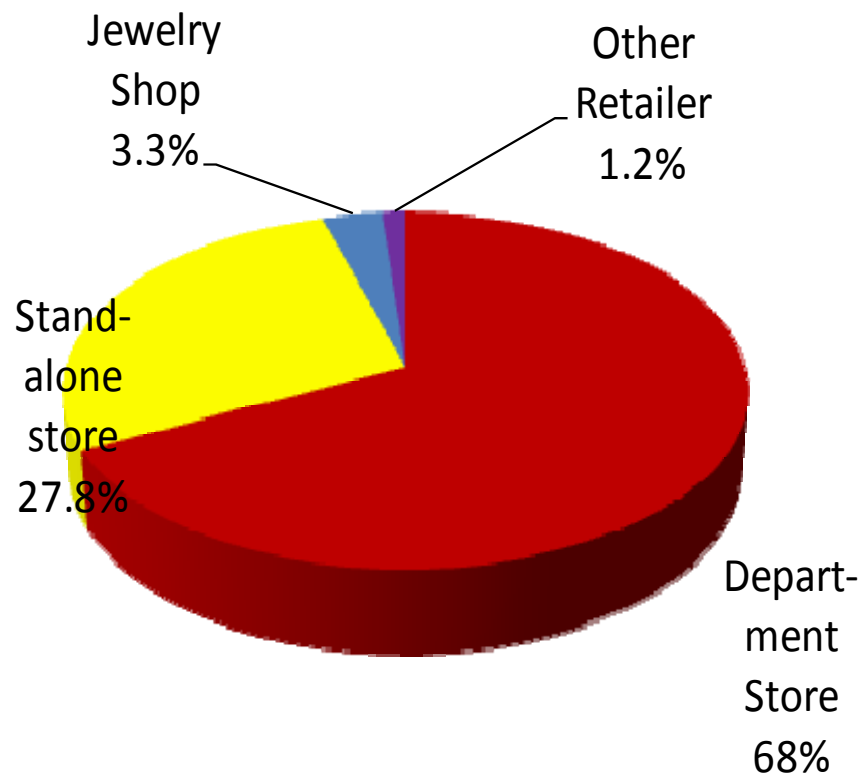


Retail Sales Channels and shares 2008

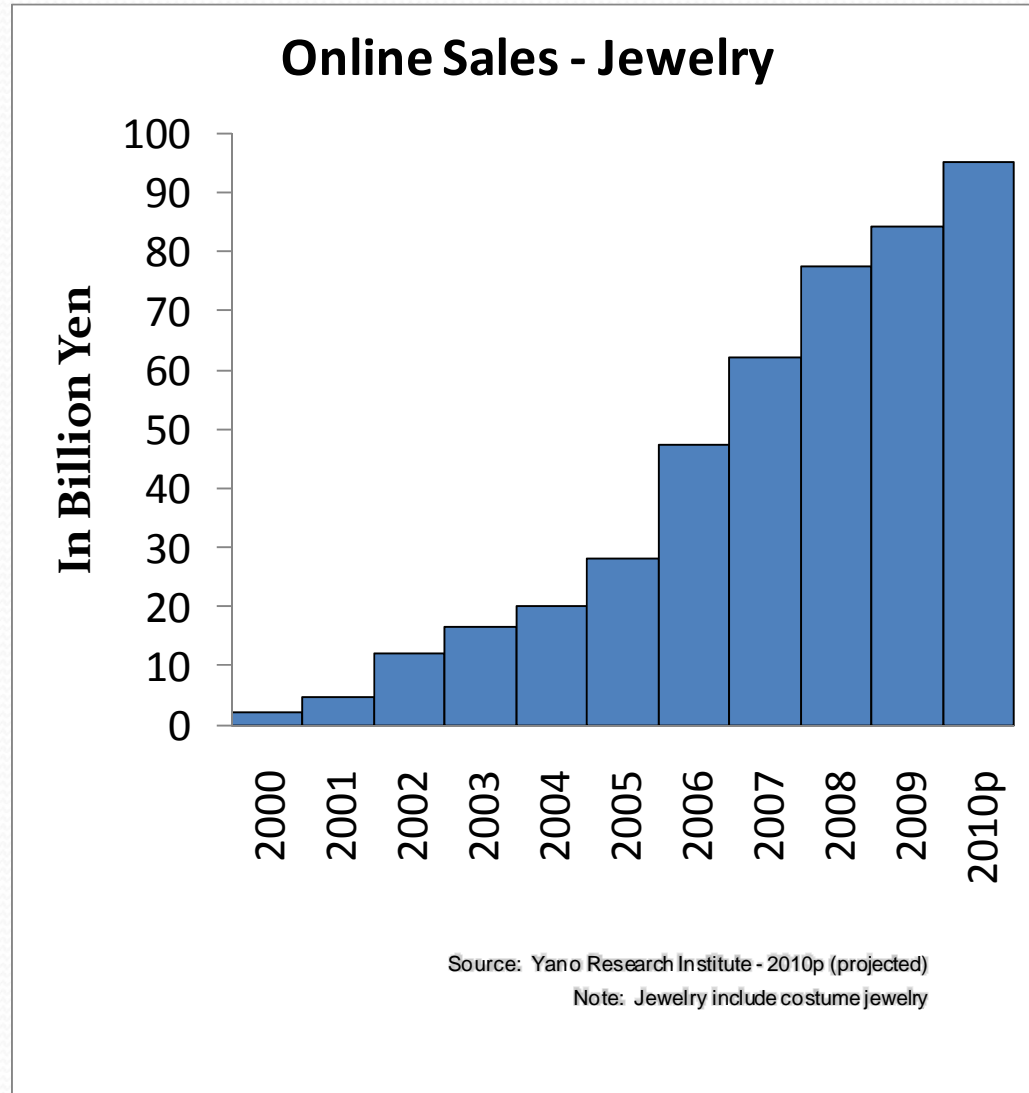
Jewelry Retail Sales



Import Jewellery



EC Jewelry Sales



Satisfying Your Japanese Clients

Flexibility

Quality
Assurance

Knowing key
Customers

Attractive
Brand Images

Timely
Supply

Market Entry Strategy

Exhibit at the major trade show/s

- Test market your products
- Outreach to key buyers
- Determine best partner
- Field research – trend, competition

Trade Events

- International Jewellery Fair Tokyo/Kobe (<http://www.ijt.jp/en/Home/>)
- Japan Jewellery Fair Tokyo
(<http://www.japanjewelleryfair.com/en/index.php>)
- USA: JCK Las Vegas
- Switzerland: Basel World

Why Japan?

3rd largest Jewelry
market .

Utilizie Local Resources

- Talk to your local Commercial Service office nearest you.

[Http://www.buyusa.gov](http://www.buyusa.gov)



Thank you very much!

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[Http://www.buyusa.gov](http://www.buyusa.gov)