

LONDON JEWELLERY exports.....

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Company name and contact details:

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Name and location of show:

Showcase at the British Embassy Tokyo

Showcase at the Ritz Carlton Hotel in Osaka

Pre-Show arrangements:

Briefing at UKTI in London, which was very useful as well as a briefing at the British Embassy in Tokyo before the showcase

Setting up at the show:

Tokyo - We had 2 hours to set up, each company had a table (app 70cm x 1.5m) lunch was provided

Osaka – as above

Show opening and after:

Tokyo – one day only

Osaka – one day only

Experience with buyers and visitors:

Tokyo - The embassy staff worked very hard to delegate the relevant buyers to each company. Translators were at hand when needed. The buyers were generally difficult to gage.

Osaka – much fewer visitors. It was probably not worth the trip from Tokyo to Osaka

General impressions of show:

It was very good first step into the Japanese market but it also made it clear that tackling the Japanese market is a long-term venture. I learned

a lot about business etiquette, relations, the overall market and the potential of the Japanese market.

Did it result in sales or good contacts:

I have taken some orders and have made good contacts. Furthermore I feel that the trip/showcase has enabled me to deal with any Japanese clients better. I have taken a substantial order since at another show in Europe, which was partly due to my knowledge of Japan