

Business Information on the Japan Toy Association

Ideal

Toys are the “friends” which children encounter first.

Toys are good friends who shed light on children’s five senses and foster their minds.

Toys represent each race and nation and are a measurement of cultural wealth.

By providing enjoyable, safe and affordable toys, we are creators of culture who grant plenitude and lights to people’s livelihood from babies to the elderly.

Then, we, the people providing toys, promise to contribute to society proudly.

Greeting of Chairman

Children are the treasure which is entrusted to us by the future of humanity.

And toys are their friends and treasures which are essential to their growth.

We, at the Japan Toy Association, hope for the healthy development and growth of all children, take pride in engaging in the toy industry, and promote various businesses such as safety ensuring, development of industry, and international exchange which brings together the power of the industry.

Especially, we conduct the safety toy mark (ST Mark) program in order to ensure the safety of children which is a parent’s greatest concern, whereas we promote “the universal-use toy” in order to enable handicapped children to enjoy playing with toys with ease.

And we hold the toys exhibition “Tokyo Toy Show” at Tokyo Big Sight to introduce new products and convey information about the toy industry worldwide.

Due to the fact that opportunities children have to contact directly with and enjoy toys are gradually decreasing, we are pleased to open the latter half of the Show to the public as the public event days in Tokyo Toy Show 2006 and 2007.

The Japanese toy market is the second largest after the United States.

We will endeavor to introduce new toys from this market to the world.

Outline of the Association

Name: The Japan Toy Association

Location: 5F 4-22-4 Higashi-Komagata,
Sumida-ku, Tokyo, 130-8611 Japan

TEL: 03-3829-2513

FAX: 03-3829-2510

URL: <http://www.toys.or.jp>

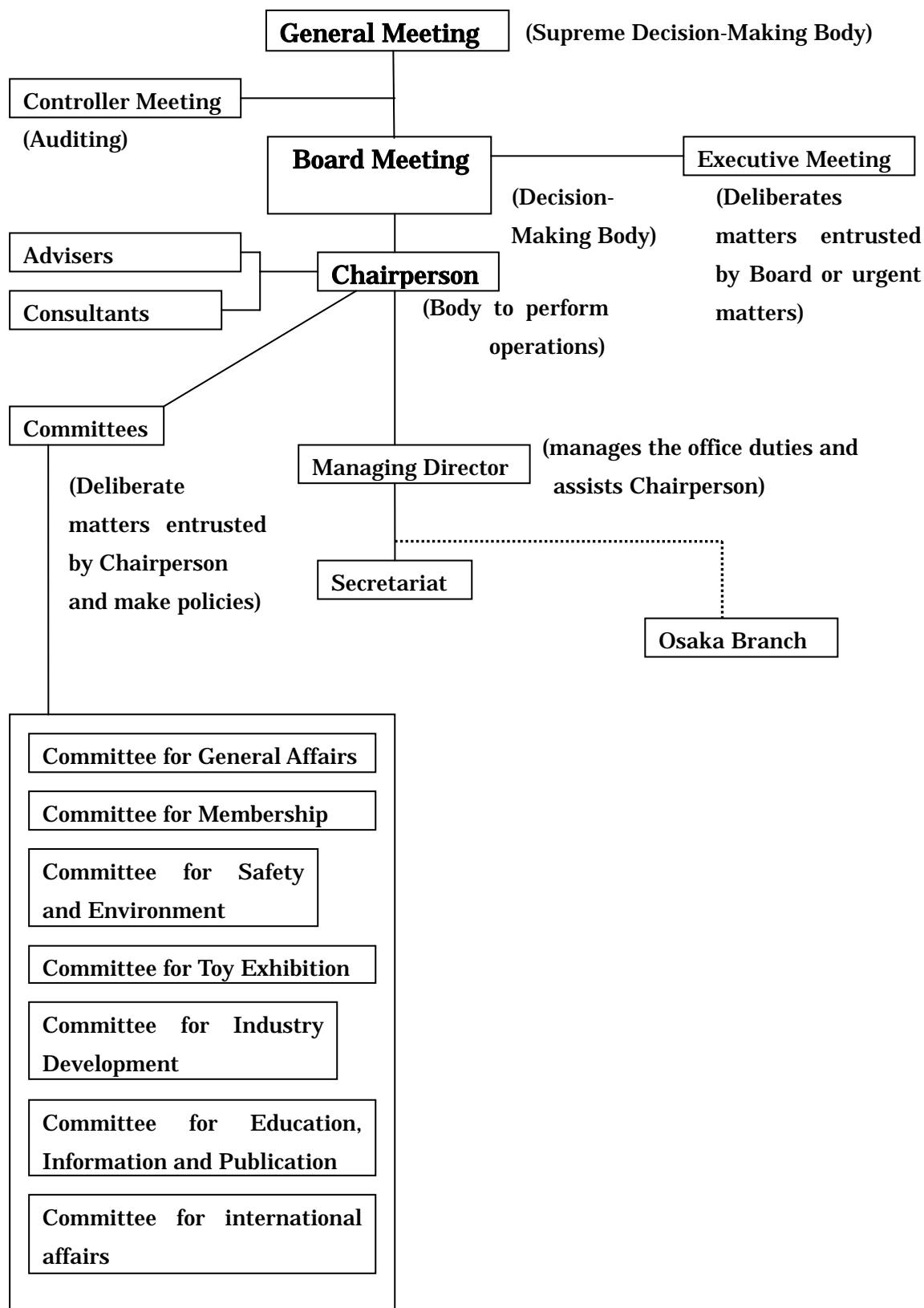
Chairperson: Takeo Takasu

Foundation: on August 1, 1967

History:

February 1962	"Japan International Toy Exhibition Association" was founded.
October	The first "Japan International Toy Exhibition" was held.
August 1967	The Japan Toy Association was founded. (Location: Kotobuki Taito-ku, Tokyo)
October 1971	Safety Toy Mark Program was established
October 1974	Toys General Liability Mutual Aid Project was started.
September 1975	Participated in the International Council of Toy Industry (ICTI).
October 1977	Changed the name of Toy Exhibition "Tokyo International Toy Exhibition"
May 1978	Established the honorary award for distinguished services to the development of toy industry
June 1982	Changed the name of Toy Exhibition "Tokyo Toy Show"
March 1990	Started the "Suggestion of Small Convexity" (The promotion project for the universal-use toys)
July 1995	Establishment of the Toy Product Liability Center as well as Product Liability Mutual Aid Project
June 2000	The "Japan Toy Association" merged the "Japan International Toy Exhibition Association".
October 2001	Started the seminar certifying the qualification of the toy advisers for department stores
July 2003	The open to the public event "Exhibition of Future Toys" was held at Pacifico Yokohama
July 2006	Resumed the "Open to the Public Event" at the Tokyo Toy Show

The Organization of the Japan Toy Association



The task and chairperson of committees

Committee	Tasks	Chairperson
General affairs	Management of rules, budget and accounting, asset management, operation of General Meeting and Board Meeting, supervision of the head office	Koichi Endo
Membership	Extension of membership, relationship among members, honor of industrial contributors	Chizuko Kiribuchi
Safety and Environment	Planning and management of ST Mark program, Establishment and maintenance of toy safety standard	Kazunori Ueno
Toy Exhibition	Affairs relating to planning and implementation of Tokyo Toy Show (including the Open to the Public Event)	Hidehiro Kamishita
Industry Development	Intellectual property rights, customer services, universal-use toys, supervision of the Mutual Aid Projects	Masashi Tsujimoto
Education, Information, and Publication	Holding seminars for Board Directors, Provisions of information to the public and members, operation of the website	Tatsuyoshi Hirano
International affairs	International activities of ICTI and ACTI(including CARE Process)	Hiromasa Matsuura

Board Members

Position	Name	Company	
		Name	Position
Chairman	Takeo Takasu	NAMCO BANDAI Holdings Inc. Agatsuma Co., Ltd.	President
Vice Chairman	Kantaro Tomiyama	TOMY Company, Ltd.	President
Vice Chairman	Hiroshi Kawai	Happinet Corporation	Chairman
Vice Chairman	Isao Kokubun	SEGATOYS Co., Ltd.	President
Vice Chairman	Michihiro Maeda	EPOCH Co., Ltd.	President
Managing Director	Hiroshi Tsuda	The Japan Toy Association	Ex- Director General Japan Patent Office
Executive Director	Kazunori Ueno	Bandai Co., Ltd.	President
Executive Director	Koichi Endo	Apollo-sha Co., Ltd.	President
Executive Director	Hidehiro Kamishita	Beverly Enterprises Inc.	President
Executive Director	Chizuko Kiribuchi	People Co., Ltd.	Executive Officer
Executive Director	Masashi Tsujimoto	Kawada Co., Ltd.	Advisor
Executive Director	Tatsuyoshi Hirano	Toys “R” Us-Japan Ltd.,	Vice President & CFO
Executive Director	Hiromasa Matsuura	Combi Corporation	President
Director	Takehiro Abe	The Pilot Ink Co., Ltd.	Executive Director
Director	Takeshi Igarashi	K.K. Igarashi	President
Director	Iwao Ito	Hakuhinkan Co., Ltd.	Chairman
Director	Hideo Iwai	Iwai Co., Ltd.	President
Director	Shuji Iwata	Aichi toy wholesale cooperative union	Chairman
Director	Etsuhiro Uchida	Japan Plamodel Industry Association	Chairman
Director	Siryo Okuaki	TakaraTomy Sales Co., Ltd.	President
Director	Yojiro Kudo	Konami Digital Entertainment Co., Ltd.	COO
Director	Harumasa Saito	Masudaya Corporation	President
Director	Koichi Shiba	Shiba Co., Ltd.	President

Director	Eichi Takahashi	Ishikawa Toy Co., Ltd.	Managing Director
Director	Nobushige Tanaka	Yujin Co., Ltd.	President
Director	Masanobu Todokoro	Agatsuma Co.,Ltd.	President
Director	Hisataka Toyoshima	Tenyo Co.Ltd	President
Director	Shinji Nakajima	Nakajima Corporation	President
Director	Kosaku Nakamichi	MegaHouse Corporation	Vice President
Director	Koichi Nakamura	Gakken Toys Co.,Ltd.	President
Director	Koichi Nomura	Toho Co., Ltd.	President
Director	Seiichi Yano	Yanoman Corporation	President
Director	Tsunehiro Yamagata	Tokyo Toy & Doll Wholesalers Co-operative Association	Managing Director
Director	Takashi Yamaguchi	The Japan Toy Association	Ex-Deputy Director Ministry of Economy, Trade and Industry
Director	Tokubei Yamada	Yoshitoku Co., Ltd.	President
Controller	Harutaka Mashimo	Tokyo Paper Toys Manufacturer's Association	President
Controller	Zenji Matsuba	Osaka Toy Industry Association	President

1. Toy Safety (ST Mark)

The first priority of parents is the safety of the toys with which their children play.

The safety of toys in Japan is assured by the ST Mark program operated by the JTA.

The JTA established “Toys Safety Standard” in 1971, in consultation with the authorities concerned, academic experts and representatives of consumers.

Based on the agreement between toy companies and the JTA, the toys which have been approved by the designated testing bodies of the ST standard are allowed to put the ST Mark on their products or packages.

“ST Marks” on the toys show that the Association ensures that the toys were carefully manufactured in the safety aspect.

Toy Safety Standard (ST Standard)

(1) Mechanical and Physical Properties

The standard stipulates the necessary shape and strength of toys and conformity tests shall be conducted in order to prevent children from being injured.

(2) Inflammability

Stuffed toy, toy tent, toy house, toy that children wear shall be tested to make sure whether the prohibited materials such as Celluloid are not used, or whether the materials of toys are within the scope of inflammability or not.

(3) Chemical properties

Toys are tested to make sure whether harmful substances are not used in the materials of toys.

The indemnification of damages caused by toys bearing ST Mark

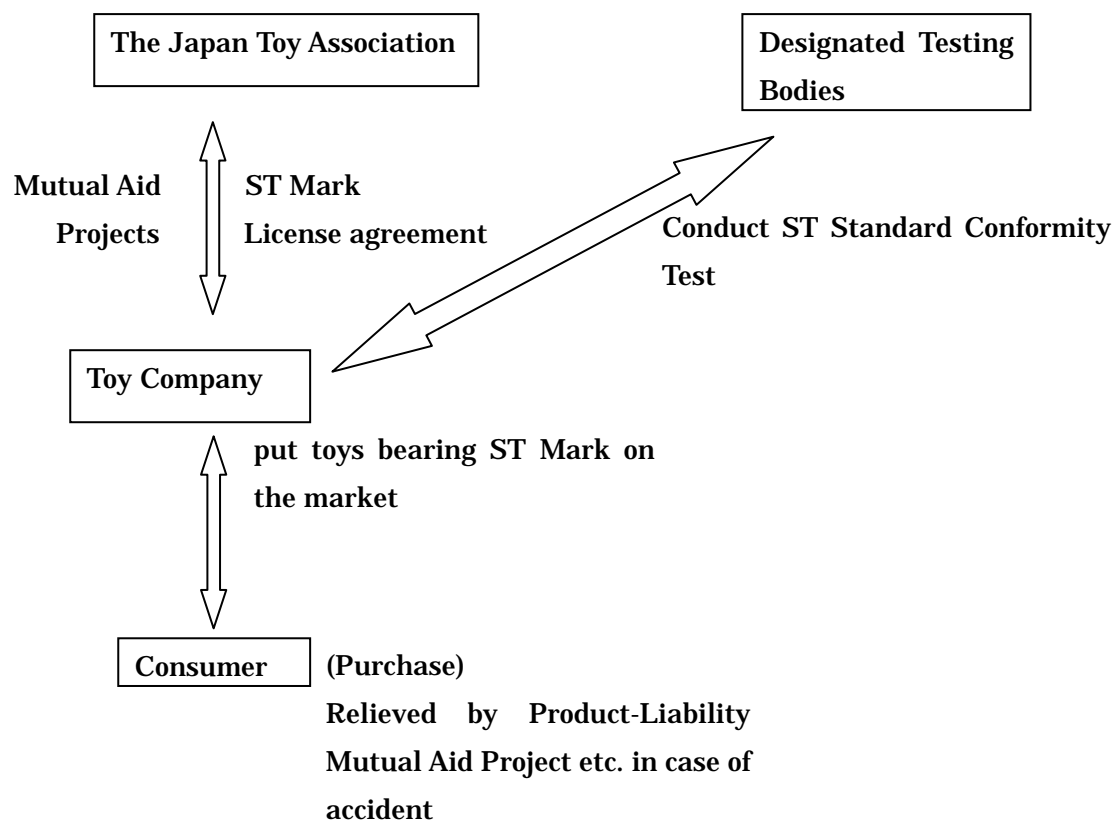
The Japan Toy Association sets the Mutual Aid Projects to indemnify ST licensees for losses or damages suffered by reason of accidents caused by a defect of toys bearing ST Mark.

ST Mark licensees are obliged to join Toys General Liability Mutual Aid Project and Product Liability Mutual Aid Project run by the Association.

The covered benefit (maximum amount)

100 million yen (physical injury), 20 million yen (property damage),

300 thousand yen (consolation payment)



2. Toys Exhibition (the Tokyo Toy Show)

Japanese toy market is the second largest after the United States, and many toy retailers and wholesalers as well as manufacturers are engaged in toy business.

Every year the Japan Toy Association holds the toy exhibition the "Tokyo Toy Show" which is the largest toy exhibition in Japan.

It has provided opportunities to introduce new products and to develop business relationships, thus attracting many toy retailers, distributors, and other toy-related business people.

The Tokyo Toy Show 2007 held on June 28-July 1, 2007 was a great success.

On the business days, in first the half of the session(June 28 and 29), we had 18,325 visitors, an increase of 2,696 from the previous show.

In the last half of the session(June 30-July 1), the Open to the Public Event attracted 93,294 users of toys, which come close to the big 100,000 marks.

We are very pleased as organizer to reconfirm the fascinating nature of toys which attracted many visitors who held vigorous sales discussions and a number of mass media who reported the Tokyo Toy Show.

The Tokyo Toy Show 2008 which will be held on June 19-22, 2008 will provide a very effective opportunity for exhibitors and visitors to promote their business.

In addition to “Trade fair”, the Association continue to offer the “Open to the Public Event” at “Tokyo Toy Show 2008” on June 21-22, 2007.

The shrinking of toy sales floors of department stores and decreasing of toy specialist shops reduces chances for children to contact and enjoy toys directly with their hands.

The “Open to the Public Event” will provide children with opportunities to enjoy many toys directly.

3. Universal-use toys

The JTA has promoted “Universal-use toys”, which was succeeded the movement of “Suggestion of Small Convexity”

“Universal-use toys” are the toys for which certain “consideration”* is given, “consideration” which enable deaf or blind children to play with those toys at ease.

The Association has approved “Universal-use toys” approximately 50 items every year.(500 items in total until now)

The Association publishes and distributes 15,000 brochures of “Universal-use toys” to schools for blind children, toy specialist shops/retailers.

The Universal-use toys, as the frontier of the Barrier-free movement, has had great impact to various fields of Barrier-free movement.

The JTA is willing to promote Universal-use toys until people take it for granted, not special matters.

- “Consideration” means the devices or designs on toys” like a protruding portion on the “5” key of the touch-tone.

The designs or the devices of toys are “considered” to make toys to be universal-use ones.

By such devices or designs, visually handicapped children are able to play with toys.

Toys with “consideration” for a blind person are called “Seimou-kyoyu Gangu”, and put “Seeing-eye Dog Mark” designing Labrador Retriever, a dog playing an important role as a seeing-eye dog, on their packages.

Toys with “consideration” for a deaf person carry “Rabbit Mark” designing a rabbit on their packages.

These marks were approved as “International Common Mark” at ICTI Annual Meeting (International Council of Toy Industries) held in Australia in 1992.

The activity of “Seimou-kyoyu Gangu” started in 1993 in England, United States, and Sweden.

4. Mutual-Aid Projects

The JTA conducts various Mutual-Aid Projects at reasonable premium by making use of scale merits of a party.

Product Liability Mutual Aid Project

Overseas Product Liability Mutual Aid Project

Mutual Aid Project for Product Recall

Mutual Aid Project for Credit (the credit insurance for receivables in case of bankruptcy of client companies)

Mutual Aid Project for Distribution (the general transport insurance of distribution of toys, the marine insurance of outward voyage cargo)

(Note 1)

The JTA provides Toys General Liability Mutual Aid Project, in case of an accident caused by toys bearing ST Mark.

The toy company contracting the ST Mark license agreement with the JTA shall join this Project.

(Note 2)

Among the Mutual-Aid Projects of the JTA, Toys General Liability Mutual Aid Project is managed and operated by the Association.

Concerning other Mutual Aid projects, the JTA has contracts with insurance companies in order to secure the sustainable operation of these Mutual Aid projects.

5. Promotion of International Relationships

The JTA promotes the international relationships.

Participation in the activities of ICTI (International Council of Toy Industries) and ACTI (Asia Council of Toy Industries)

The JTA has participated in the establishment of “Code of Business Practices” as a member of the ICTI.

Participation in the development of international standard for toys safety as National committee to ISO/TC181(Technical Committee for toys safety)

Relationship with toy associations in other countries

* ICTI (International Council of Toy Industry)

The international council which is consisted of Associations of toy industry around the world.

It was established in 1974 for the purpose of improvement of toy safety and promotion of

development for the toy industry.

The participating nations are Australia, Austria, Brazil, Canada, China, Taiwan, Denmark, France, Germany, Hong Kong, Hungary, Italy, Japan, Mexico, Russia, Spain, Sweden, Great Britain, United States.

The current chairman is Mr. Gary Hutchens (Australia).

****Code of Business Practices**

Many worker's death after fire at a toy factory in Thailand and China in 1993 lead the International Council of Toy Industry (ICTI) to determine to establish the Code with which a toy company should comply concerning work safety of a toy factory, and the task was started.

The total number of the documents relating to Code of Business Practices was adopted at ICTI till June 2002.

6. Provision of information

The JTA provides overall information relating to toys and toy business by its website.

Announcement of competent authorities or information relating to toy industry are shared at the members only section of its website.