

# Japan Toy Association Business Information



# 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



Japan Toy Association

Chairman KANTARO TOMIYAMA

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.

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.



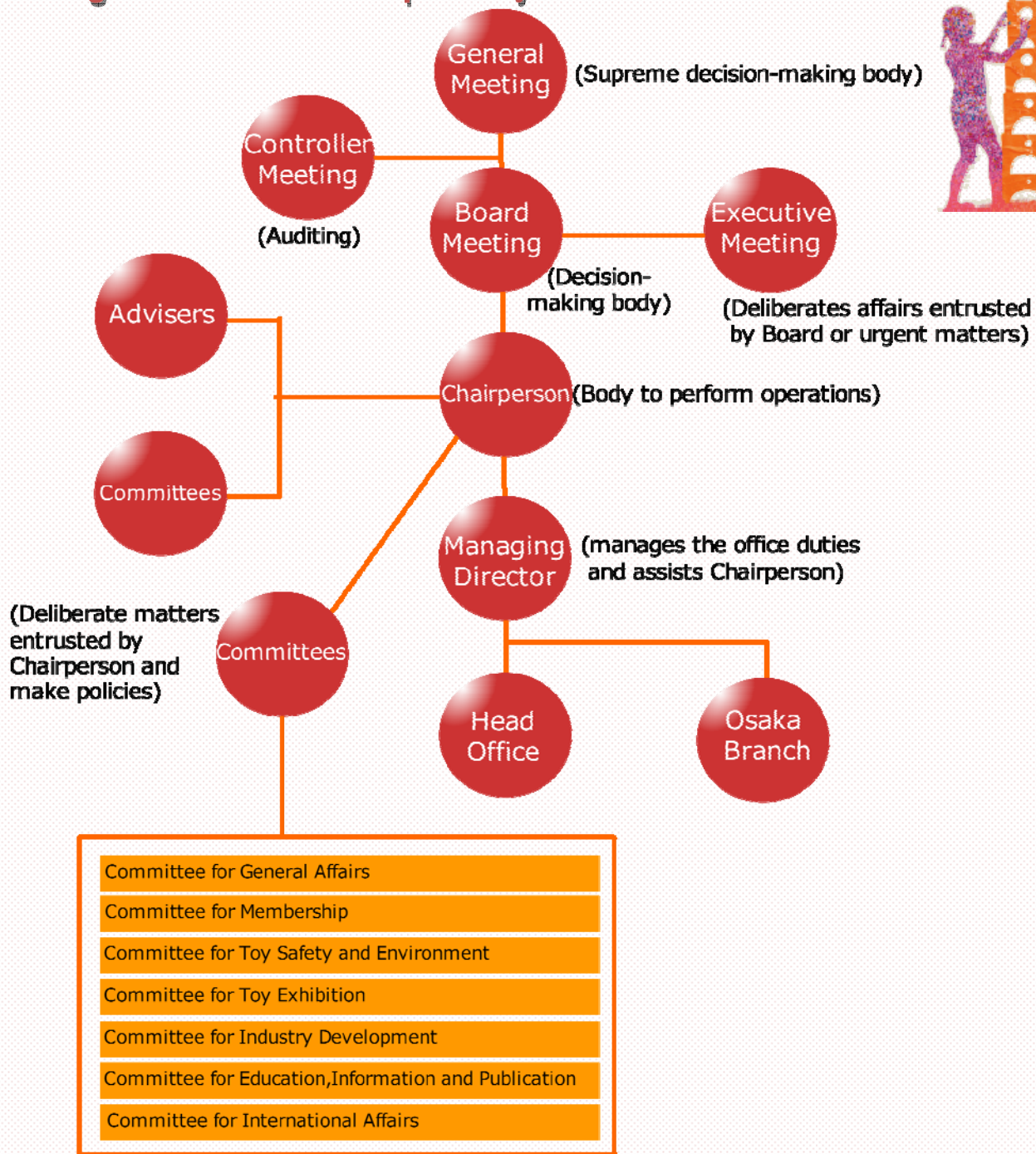
# Outline of the Association



Name	The Japan Toy Association      URL <a href="http://www.toys.or.jp/">http://www.toys.or.jp/</a>		
Location	5F 4-22-4 Higashi-Komagata,Sumida-ku, Tokyo, 130-8611 Japan Tel.03-3829-2513    Fax.03-3829-2510		
Number of	184 (as of Julyr 25, 2019)		
Chairperson	Kantaro Tomiyama		
Foundation	On August 1, 1967		
History	1962	February	“Japan International Toy Exhibition Association” was founded.
		October	The first “Japan International Toy Exhibition” was held.
	1967	August	The Japan Toy Association was founded. (Location: Kotobuki Taito-ku, Tokyo)
	1971	October	Safety Toy Mark Program was established
	1974	October	Toys General Liability Mutual Aid Project was started.
	1975	Septem-ber	Participated in the International Council of Toy Industry (ICTI).
	1977	October	Changed the name of Toy Exhibition “Tokyo International Toy Exhibition”
	1978	May	Established the honorary award for distinguished services to the development of toy industry
	1982	June	Changed the name of Toy Exhibition “Tokyo Toy Show”
	1990	March	Started the “Suggestion of Small Convexity” (The promotion project for the universal-use toys)
	1995	July	Establishment of the Toy Product Liability Center as well as Product Liability Mutual Aid Project
	2000	June	The “Japan Toy Association” merged the “Japan International Toy Exhibition Association”.
	2001	October	Started the seminar certifying the qualification of the toy advisers for department stores.
	2003	July	The open to the public event “Exhibition of Future Toys” was held at Pacifico Yokohama.
	2006	July	Resumed the “Open to the Public Event” at the Tokyo Toy Show
	2007	February	Organized “Japan Pavilion” at Int. Toy Fair Nuremberg
	2008	June	Establishment of “Japan Toy Awards”
		October	Revision of toy regulation in Japan Food Sanitation Law (Enhancement of Designated Toys, Introduction of requirement of paint coating, etc.)
		December	Organized Special PR Event for Christmas season
	2009	January	Opened “Website to search ST approved toys”.
		April	Established “Toy Community Network” for toy specialist shops
	2011	October	Promoted Tohoku Kids Expo at Sendai University
	2013	April	Moved to new legal entity status (general incorporated association)
	2014	April	Hosted ICTI Annual General Meeting in Tokyo



# The Organization of the Japan Toy Association



## The task and chairperson of committees

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

# Board Members

June 27, 2019

Position	Name	Company Name	Position
Chairman	Kantaro Tomiyama	TOMY Company, Ltd.	Chairman
Vice Chairman	Michihiro Maeda	EPOCH Co., Ltd.	President
Vice Chairman	Masaru Kawaguchi	Bandai Co., Ltd.	President
Vice Chairman	Harumasa Saito	Masudaya Corporation	President
Vice Chairman	Masanobu Todokoro	AGATSUMA Co., Ltd.	President
Managing Director	Hiroshi Tsuda	The Japan Toy Association	Ex-Director General Japan Patent Office
Executive Director	Yoshifumi Ito	Hakuhinkan Co., Ltd.	Chairman
Executive Director	Junichi Onda	Onda Enterprises Ltd.	President
Executive Director	Hajime Kato	Maruka Corporation	President
Executive Director	Akihito Sasaki	Segatoys Co., Ltd.	President
Executive Director	Hiromasa Matsuura	Combi Corporation	Chairman
Executive Director	Tokubei Yamada	Yoshitoku Co., Ltd.	President
Director	Tatsuo Aoki	The Pilot Ink Co., Ltd.	Executive Director
Director	Hideo Iwai	Japan Plastic Toy Manufacturer's Association	Chairman
Director	Hiroyuki Usami	T-ARTS Company, Ltd.	President
Director	Yasutoshi Okano	Marusho Co., Ltd.	President
Director	Iwao Okuyama	MegaHouse Corporation	Chairman
Director	Toshio Kashima	Tenyo Co., Ltd.	President
Director	Hideki Kamishita	Beverly Enterprises Inc.	President
Director	Chizuko Kiribuchi	People Co., Ltd.	Honorary chairperson
Director	Mikio Kudo	Mattel International	President
Director	Kazuhiro Kumamoto	Osaka Toy & Doll Wholesalers Co-operative Association	Chairman
Director	Kunihiro Kobayashi	Hanayama Co., Ltd.	President
Director	Masakazu Kobayashi	Kawada Co., Ltd.	Board Member
Director	Atsushi Suzuki	Happinet Corporation	Executive Director
Director	Tsuyoshi Suzuki	JoyPalltte Co., Ltd.	President
Director	Masahiro Takatani	Sanyo Pleasure Co., Ltd.	President
Director	Koichi Nakamura	Ishikawa Toy Co., Ltd.	President
Director	Hideki Hayakawa	Konami Digital Entertainment Co., Ltd.	President
Director	Zenji Matsuba	Osaka Toy Industry Association	Chairman
Director	Seiichi Yano	Yanoman Corporation	Chairman
Director	Toshitaka Yoshino	SEKIGUCHI Co., Ltd.	President
Director	Seiji Wada	JJ Inc.	President
Director	Takashi Igarashi	The Japan Toy Association	Ex-Deputy Director Ministry of Economy, Trade and Industry
Controller	Hiroyuki Shiota	Japan Inflatable Vinyl Products Manufacturers Association	Chairman
Controller	Mamoru Uchida	Japan Plamodel Industry Association	Chairman



# 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.

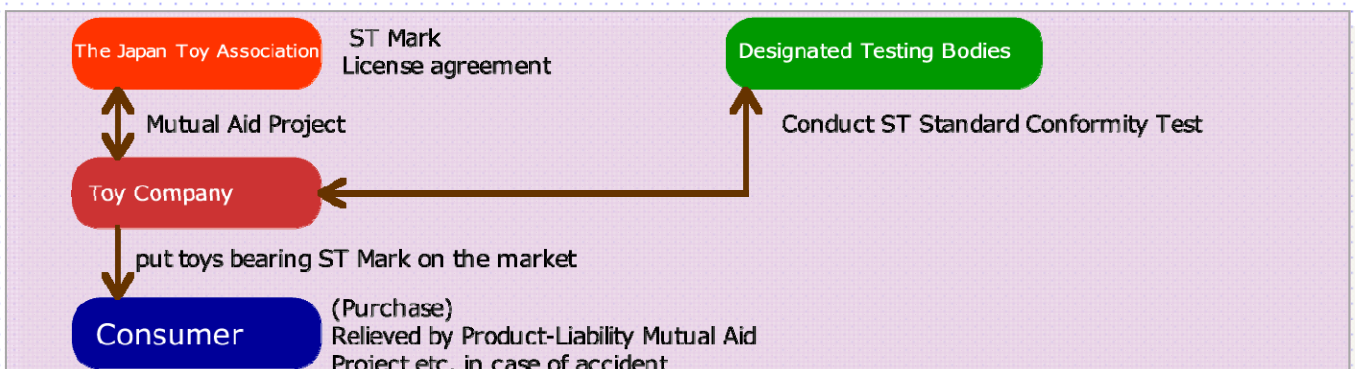


### The indemnification of damages caused by toys bearing ST Mark

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), 100 thousand yen (consolation payment)







## Toys Exhibition (The Tokyo Toy Show)



Japanese toy market is the third largest after the United States and China, 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.

In 2008, “Japan Toy Awards” were established to encourage development of high-quality toys with market relevance.

Award-winning toys and other nominated toys are exhibited at the Award corner during the show.



The Tokyo Toy Show held on June 13-16, 2019 attracted 152,409 visitors for four days exhibition (17,164 visitors for the Buyers’ Days (first 2 days) and 135,245 visitors for the Open to the Public Event Days (latter 2 days).)

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 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.







## Accessible design toys



The JTA has promoted “Accessible design toys”, which was succeeded the movement of “Suggestion of Small Convexity”

“Accessible design 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 “Accessible design toys” approximately 55 items every year.(1,299 items in total until now.)

The Association publishes and distributes 12,000 brochures of “Accessible design toys” to schools for blind children, toy specialist shops/retailers.

The “Accessible design 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.



Othello.

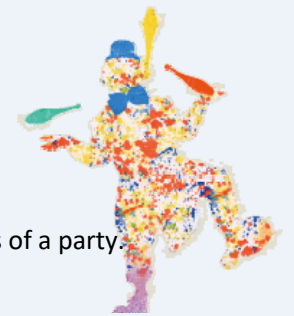


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## Mutual-Aid Projects



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.



## Promotion of International Relationship

The JTA promotes the international relationships.

- ① 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.

- ② Participation in the development of international standard for toys safety as National committee to ISO/ TC181 (Technical Committee for toys safety)
- ③ Relationship with toy associations in other countries

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\* 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 Argentina, Australia, Austria, Brazil, Canada, China, Taiwan, France, Germany, Hong Kong, India, Japan, Mexico, Netherlands, Spain, Great Britain, United States.

The current chairman is Mr. Miguel Angel Martin (Mexico).

\*\*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.



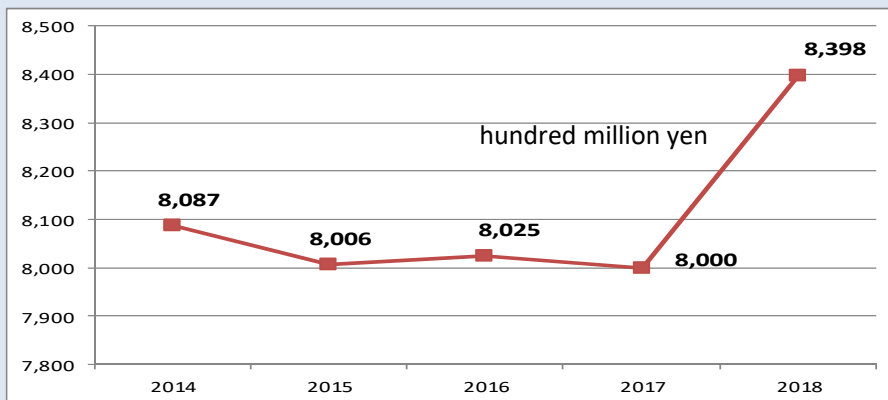
## Provision of information



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.

### Japan Toy Market



YOY	....	99.0%	100.2%	99.7%	105.0%
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	Y2014	Y2015	Y2016	Y2017	Y2018
Import	2,191	2,205	2,181	2,443	2,545
Export	343	354	385	413	460

1US\$ = 110yen(2018.10)







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