

**Press Information**

**With regard to holding of  
Tokyo Toy Show 2005**

**From July 19<sup>th</sup> to July 21<sup>st</sup>  
at the Tokyo Big Sight**

**Japan Toy Association**

Dear Sir on Madam,

We would like to express our thanks for your courtesies.

The Japan Toy Association will hold "Tokyo Toy Show 2005" where ingenious toys of domestic and foreign exhibitors are gathered.

Tokyo Toy Show puts together the newest toy information nurturing people's dream and ranging wide category in which from a baby to an old person can entertain. It is attracting strong interest of related parties as the site playing a role of facility to offer information aiming a world toy market.

Tokyo Toy Show 2005 will be held for 3 days from July 19<sup>th</sup> to 21<sup>st</sup> 2005 at Tokyo international exhibition hall "Tokyo Big Sight" in Ariake, as the trade show for sales talk.

Based on 43 times experience of holding the show from 1962, we will furthermore enrich and develop the trade show always freshly putting people, goods, information together.

Owing to the cooperation of media organizations, we can start the Tokyo Toy Show 2005 without any trouble.

Your continued support will be greatly appreciated.

Best Wishes,

June 2005

The Japan Toy Association  
Chairperson Masatoshi Todokoro  
Exhibition Committee  
Committee Chairperson Isao Kokubun

## The introduction of holding Tokyo Toy Show 2005

【Session】	3 days from July 19 <sup>th</sup> (Tue.) 2005 to July 21 <sup>st</sup> (Thu.)
【Site】	Tokyo Big Sight (Tokyo International Exhibition Hall) East Exhibition hall (Hall 2~Hall 3)
【Organizer】	The Japan Toy Association
【Joint Hosting】	Tokyo Metropolitan Government
【Auspices】	Ministry of Economy, Trade and Industry
【Promotion word】	“Stimulate the epoch, activate the market”
【Number of exhibiter】	domestic 104 companies foreign 10 companies 【2 companies from Hong Kong, 2 companies from Taiwan, Italy, Australia, United States, Korea, Slovenia, China】 The list of Exhibiter can be checked at the association’s web site <a href="http://www.toys.or.jp/">http://www.toys.or.jp/</a>
【Characteristics of this year】	The Tokyo Toy Show have come back to Tokyo Big Sight after 2 years’ absence. The venue is conveniently located. Fascinating new products and ingenious booth design intending to be easy for related person to go around will be exhibited.
【Number of exhibition】	Toys in general approximately 15,000 (jigsaw puzzle, game, action toy, playing house, radio control, doll, plushie, childcare toy, model for riding, model of toy blocks, article for Christmas, play equipment, books, etc.)
【Organizer corner】	As one of the activity of the Japan Toy Association, toys in common use (toys which can be shared with a person who has a disability in his/her eyes or ears) is exhibited for public relations.

**【 Access to the venue 】 Rinkai line**

5 minutes walk from Kokusai-Tenjijo station

Yurikamone line

3 minutes walk from Kokusai-Tenjijo seimon station

Water bus

2 minutes walk from Ariake passenger ferry terminal

Route bus

1minutes walk from Tokyo Big Sight bus stop

**When you come to Tokyo Big Sight, please use public transport as much as possible.**

**【 Admission charge 】 charge-free 【 invitation system 】**

Because the show is for the exhibition for sales negotiation, General public(including students) and those who are with a child can not enter the venue

**【 Concerning reception of coverage 】**

- For those who come to collect news data, reception of coverage is set up at the reception in front of east hall 2. After necessary information is completed, a pass is handed. (valid during the period)
- Concerning photographing inside the booth of exhibitors, it would be grateful if you get permission of photographing from each exhibiter.
- Please be forewarned that parking space will not be prepared in the venue.  
(Toll parking lot in the venue may be used.)
- Please consult with the organizer previously with regard to the use of a relay mobile.
- Those who would like to interview with the organizer can be accepted at “Press Center” in the venue.

**Inquiry concerning this issue can be made to**

**The Japan Toy Association**

**Tokyo Toy Show organizer**

**TEL 03(3829)2513**

**E-mail address : [otoiawase2005toys.or.jp](mailto:otoiawase2005toys.or.jp)**

**Web site : <http://www.toys.or.jp>**

## **Reference**

### **The report of Tokyo Toy Show 2004**

<b>【Session】</b>	<b>June 15<sup>th</sup> ~June 17<sup>th</sup> 2004    9:00~17:00</b>
<b>【Site】</b>	<b>Tokyo Metropolitan Industry and Trade Center</b>
<b>【Organizer】</b>	<b>The Japan Toy Association</b>
<b>【Joint Hosting】</b>	<b>Tokyo Metropolitan Government</b>
<b>【Auspices】</b>	<b>Ministry of Economy, Trade and Industry</b>
<b>【Number of exhibiter】</b>	<b>91 companies (domestic only)</b>
<b>【Number of exhibits】</b>	<b>approximately 10,000</b>
<b>【Attendance】</b>	<b>11,454</b>