

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.



The Japan Toy Association

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

Address	5F 4-22-4 Higashi-Komagata, Sumida-ku, Tokyo, 130-8611 Japan Tel.03-3829-2513 Fax.03-3829-2510
Members	200 (as of October 20, 2018)
Chairman	Kantaro Tomiyama(Chairman of Tomy Company Ltd.)
Date of	August 1, 1967

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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

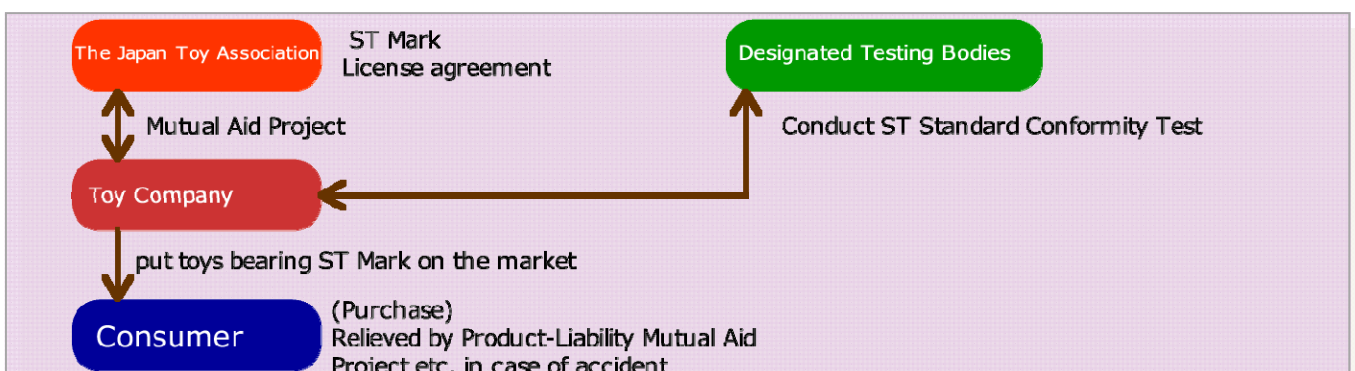
Toys are tested to make sure whether harmful substances are not used in the materials of toys.

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 7-10, 2018 attracted 160,190 visitors for four days exhibition (18,981 visitors for the Buyers’ Days (first 2 days) and 141,209 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 Accessible design 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)
 - 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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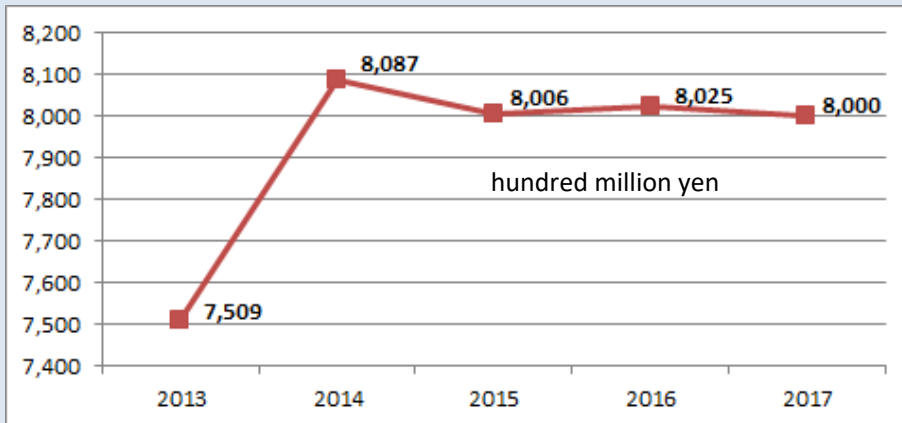


Provision of information

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	107.7%	99.0%	100.2%	99.7%
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	Y2013	Y2014	Y2015	Y2016	Y2017
Import	1,999	2,191	2,205	2,181	2,443
Export	276	343	354	385	413

1US\$ = 110yen(2018.10)

