

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 MICHIHIRO MAEDA

Children are treasures, entrusted to us by the future of humanity. Toys are indispensable companions for children, playing a vital role in their growth and development. Through play, toys deeply influence children's development and also provide modern adults with leisure and joy, enriching life with cultural value.

To bring this cultural value to consumers, the Japan Toy Association (JTA) is committed to advancing industry standards by uniting companies in the sector.

As part of our efforts, we host the Tokyo Toy Show at Tokyo Big Sight, where we showcase new products to both domestic and international audiences, working to promote the toy industry. The second half of the event is public days, open to the public, and allows people to enjoy toys.

To ensure safety and reliability, we have implemented the Safety Toy Mark (ST Mark) project, which involves rigorous testing. This level of scrutiny is unmatched globally, and we take pride in the standards set by the ST Mark. We also promote "accessible design toys" to make play more enjoyable for children with disabilities.

Intellectual property rights such as copyrights for toys increase value of the toy industry. We will make efforts to protect intellectual property rights of Japanese toy companies, to eliminate infringing products, and thus to enhance consumer protection.

Toys have power to directly affect children who are next generation of the society.

We will make it a mission of the JTA to provide gender-neutral toys in order to contribute to empowering children who will create a new era.

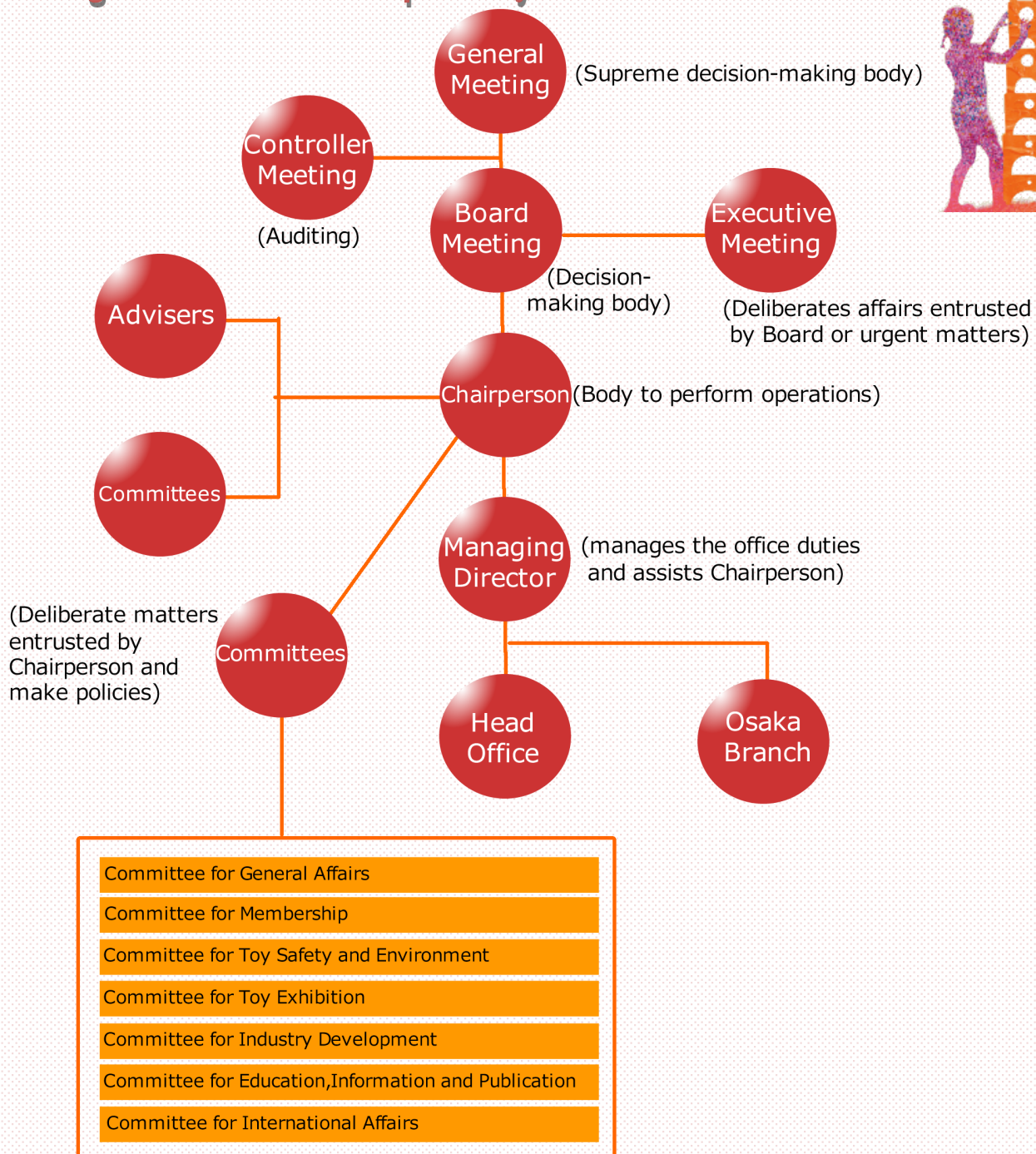


Outline of the Association



Name	The Japan Toy Association URL https://www.toys.or.jp/		
Location	5F 4-22-4 Higashi-Komagata, Sumida-ku, Tokyo, 130-8611 Japan Tel.03-3829-2513 Fax.03-3829-2510		
Number of members	176 (as of September 4, 2024)		
Chairperson	Michihiro Maeda		
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	September	Participated in the International Council of Toy Industry (ICTI).
	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
	2016	October	Exhibited the “Accessible design toys” booth at the International Home Care & Rehabilitation Exhibition
	2017	April	Import tariffs for toys were repealed
	November	The “50th anniversary book of JTA” was published	
2018	May	Decided the measures to prevent airway obstruction accidents in infants caused by toys (Revision of Toy Safety Standard)	
2019	December	The JTA was awarded “Prime Minister’s Commendation” for the contribution of promoting “Accessible design toys”	
2023	June	Resumption of public access at the Tokyo Toy Show, which had been suspended due to the coronavirus pandemic.	

The Organization of the Japan Toy Association



The task 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, 2024

Position	Name	Company Name	Position
Chairperson	Michihiro Maeda	EPOCH Co., Ltd.	President
Vice Chairperson	Harumasa Saito	Masudaya Corporation	President
Vice Chairperson	Masanobu Todokoro	AGATSUMA Co., Ltd.	President
Vice Chairperson	Hiromasu Matsuura	Combi Corporation	Chairperson
Vice Chairperson	Kazuhiro Kojima	TOMY Company, Ltd.	President
Vice Chairperson	Kazuhiro Takenaka	Bandai Co., Ltd.	President
Managing Director	Masaru Kanke	The Japan Toy Association	Ex-Official, The Small and Medium Enterprise Agency
Executive Director	Yoshifumi Ito	Hakuhinkan Co., Ltd.	Chairperson
Executive Director	Junichi Onda	Onda Enterprises Ltd.	President
Executive Director	Hajime Kato	Maruka Corporation	President
Executive Director	Akihiro Sato	MegaHouse Corporation	President
Executive Director	Naoko Miyazaki	SEGA FAVE CORPORATION	Executive Vice President, Director of the Board
Executive Director	Tokubei Yamada	Yoshitoku Co., Ltd.	President
Director	Yasutoshi Okano	Marusho Co., Ltd.	President
Director	Yoshimitsu Ogoshi	TOMY MARKETING COMPANY, LTD.	President
Director	Toshio Kashima	Tenyo Co., Ltd.	President
Director	Hideki Kamishita	Beverly Enterprises Inc.	President
Director	Chizuko Kiribuchi	People Co., Ltd.	Honorary chairperson
Director	Kazuhiro Kumamoto	Kumamoto Co., Ltd.	President
Director	Takeshi Kodaira	PILOT CORPORATION	Director, Senior Executive Officers
Director	Kunihiro Kobayashi	Hanayama Co., Ltd.	President
Director	Masakazu Kobayashi	Kawada Co., Ltd.	President
Director	Keita Sato	Japan Plastic Toy Manufacturer's Association	Chairperson
Director	Miyuki Suzuki	TOYCO LTD.	President
Director	Masahiro Takaya	Sanyo Pleasure Co., Ltd.	President
	Takayuki Nakano	JJ Inc.	President
Director	Koichi Nakamura	Ishikawa Toy Co., Ltd.	President
Director	Jun Nomura	JoyPalltte Co., Ltd.	President
Director	Hideki Hayakawa	Konami Digital Entertainment Co., Ltd.	President
Director	Hisashi Fujisawa	The Japan Toy Association	Ex-Official, Ministry of Economy, Trade and Industry
Director	Toshiyuki Mizutani	Happinet Corporation	Executive Officer
Director	Kuniyasu Muraoka	Osaka Toy Industry Association	Director
Director	Seiichi Yano	Yanoman Corporation	Chairperson
Director	Junichi Yumino	TOYCARD Co., Ltd.	President
Director	Toshitaka Yoshino	SEKIGUCHI Co., Ltd.	President
Director	Lee Takashi	Toys"R"Us-Japan, Ltd.	Representative Director
Auditor	Hiroyuki Shioda	Japan Inflatable Vinyl Products Manufacturers Association	Chairperson
Auditor	Kazuyuki Shimizu	Japan Plamodel Industry Association	Chairperson



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

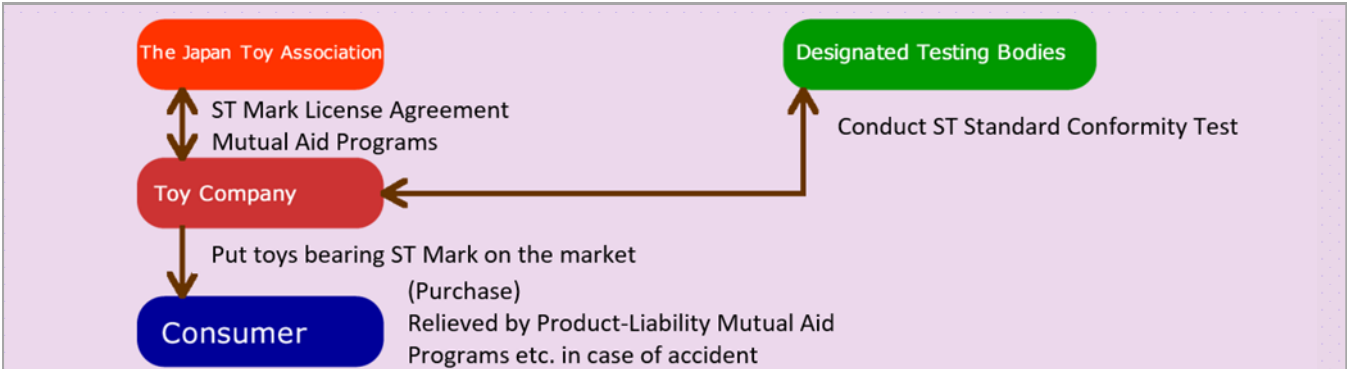
Toys are tested to make sure whether harmful substances are not used in the materials of toys.



The indemnification of damages caused by toys bearing ST Mark

The JTA sets Mutual Aid Programs to indemnify ST licensees for losses or damages suffered by accidents caused by ST Mark licensees are obliged to join the Toys General Liability Mutual Aid Program and the Product Liability Mutual Aid Program run by the JTA.

The covered benefits (maximum amount) are 100 million yen for physical injury, 20 million yen for property damage, and 100 thousand yen for consolation payment.





Toys Exhibition (The Tokyo Toy Show)



The 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 the toy business.

Every year the JTA holds the “Tokyo Toy Show,” the largest toy exhibition in Japan. It has provided opportunities to introduce new products and to develop business relationships.

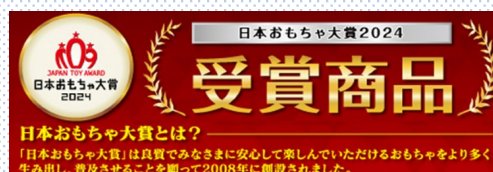
The Tokyo Toy Show 2024 was held for four days from Thursday, August 29th to Sunday, September 1st, 2024 at the Tokyo Big Sight West Exhibition Halls 1, 2, and 4, and the Atrium, with 193 exhibitors (120 domestic and 73 overseas). The number of visitors was 84,411.



Since 2008, the JTA has been presenting “Japan Toy Awards” to encourage the development of high-quality toys with market relevance. In 2024, 44 Grand Prize and Excellence Award-winning works from nine categories, as well as one Hit Sales Award, two Special Awards, and one Global Success Award were exhibited at the Award corner during the show, attracting the attention of visitors.

■Japan toy Award 2024 winner products list

(https://www.tokyotoyshow.com/event/8682/module/web_page/264272/0)





Accessible design toys



A barrier-free society in which people with disabilities can enjoy a normal life without barriers is required to be realized. The "universal design" movement is being promoted in product planning and manufacturing to realize the barrier-free society.

As part of the toy industry's contribution to society, the Association is promoting "Accessible design toys" (formerly "Small Convex" proposal), a universal design for toys.

"Accessible design toys" refers to toys that have been designed with "considerations"* so that children with visual or hearing difficulties can play with them in the same way as normal children.

The Association's Committee for Industry Development certifies "Accessible design toys." Over the past 30 years, more than 4,000 accessible design toys have been certified.

In addition, the Association has created a catalog of accessible design toys and distributed it to schools for the blind, toy retailers, and wholesalers throughout Japan.

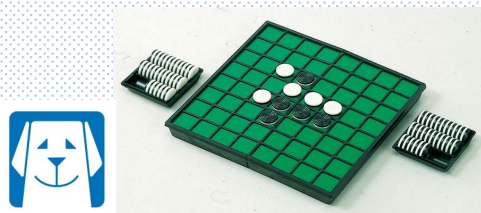
At the end of December 2019, the Association was awarded the Prime Minister's Commendation in the "Distinguished Service Award for the Promotion of Barrier-Free Universal Design " for its achievements in promoting accessible design toys for 30 years.

* The term "considerations" in the context of accessible design toys refers to such innovations as adding "small convex" to toys, such as the protrusion ("convex") on the "5" of a touch-tone phone. These innovations allow people with visual difficulties to play with the toys. Our goal is to make toys into "common-use products" that can be used by people with and without disabilities.

Toys designed with "considerations" for people with visual difficulties are marked with a "Guide Dog Mark" featuring a Labrador Retriever, which serves as a guide dog for people with visual difficulties.

Toys designed with "considerations" for people with hearing difficulties are marked with a "Rabbit Mark" featuring a rabbit design.

The International Council of Toy Industry (ICTI: 17 participating countries) held in Australia in 1992 approved these marks as "international common marks." In 1993, the United Kingdom, the United States, and Sweden also started the "accessible design toys for people with visual difficulties" activities.



Othello.



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Mutual-Aid Program

The JTA runs various Mutual Aid Programs at a reasonable premium by making use of the scale merits of the Programs.

Product Liability Mutual Aid Program

Overseas Product Liability Mutual Aid Program

Mutual Aid Program for Product Recall

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

Mutual Aid Program for Distribution (the general transport insurance of distribution of toys, the marine insurance of out-ward voyage cargo)

Note 1: The JTA provides the Toys General Liability Mutual Aid Program 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 Program

Note 2: Among the Mutual Aid Programs of the Association, the Toys General Liability Mutual Aid Program is managed and operated by the JTA. Concerning other Mutual Aid Programs, the JTA has contracts with insurance companies to secure the sustainable operation of these Mutual Aid Programs.



Promotion of International Relationship

The JTA promotes international relationships.

- ① Participating in the activities of the ICTI (International Council of Toy Industries)* and the ACTI (Asia Council of Toy Industries). The activities include ICTI's establishment of the "Code of Business Practices **."
- ② Participating in the development of the international standard for toys safety as the National Committee to ISO/TC181 (Technical Committee for toys safety).
- ③ Relating with toy associations in other countries.

* ICTI (International Council of Toy Industry)

The ICTI (International Council of Toy Industry) is the international council which consists of Associations of the toy industry around the world.

It was established in 1974 for the improvement of toy safety and promotion of development for the toy industry.

The participating nations are: Argentina, Australia, Austria, Brazil, Canada, China, Taiwan, Netherlands, France, Germany, Hong Kong, India, Japan, Mexico, Spain, Great Britain, and United States.

The current chairman is Mr. Ulrich Brobeil (Germany).

**Code of Business Practices

Many worker's death after fires at toy factories in Thailand and China in 1993 leads 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 to start the drafting work. The ICTI adopted all documents relating to the Code of Business Practices till June 2002.



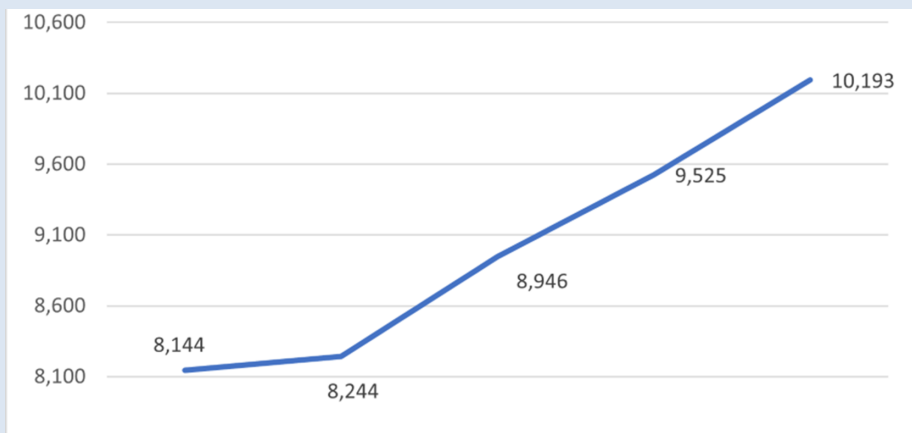
Provision of information



The JTA provides the public with information on the toys and toy business through its website.

The members-only section of its website shares announcements of competent authorities or information on the toy industry.

Japan Toy Market

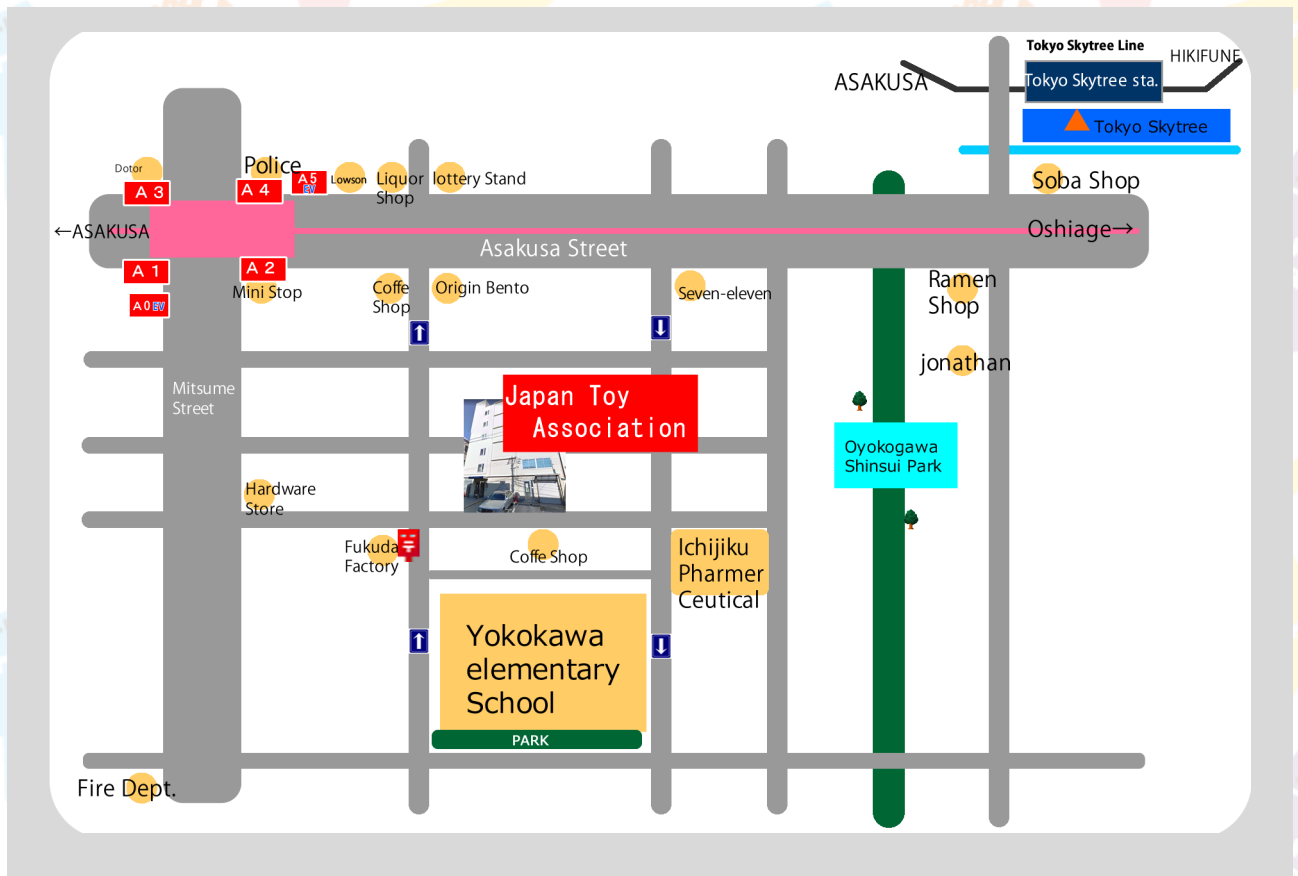


YOY	...	101.2%	108.5%	106.5%	107.1%
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(Unit: 100 million yen)

	Y2019	Y2020	Y2021	Y2022	Y2023
Import	2,433	2,333	2,802	3,864	3,848
Export	427	490	757	956	942





The Japan Toy Association

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