

WORLDWIDE GOLD BAR EXHIBITION

TOKYO – JAPAN
OCTOBER 2009

STAGED BY
TANAKA KIKINZOKU KOGYO K.K.

LOCATION

Tanaka Kikinzoku Kogyo K.K., the leading gold refiner and bar manufacturer in Japan, staged a **Worldwide Gold Bar Exhibition** in Tokyo from 10th until 18th October 2009.

The venue was **Ginza Tanaka**, the company's prestigious precious metals retail jewellery and bullion outlet in Ginza, the world-renowned shopping district of Tokyo.

The spectacular Exhibition, viewed by 2,547 visitors, included 515 standard, unusual, innovative and historical gold bars from more than 100 manufacturers and issuers in 35 countries.

MEDIA COVERAGE

Dentsu Public Relations Inc, Japan's largest PR company, was responsible for the publicity campaign.

According to the company, the Exhibition was covered in 38 TV reports, 45 newspapers and 5 magazines in Japan, as well as on 123 Internet news sites.

TOKYO GOLD WEEK

The Exhibition coincided with **Tokyo Gold Week**, which is organised by Tanaka in October each year to support the gold industry in Japan.

Other major events included:

- **Press Conference.** To launch Tokyo Gold Week.
- **GFMS Gold Seminar.** Presentations by GFMS Limited (London) on the international precious metals market at The Industry Club of Japan. Attended by members of Japan's precious metals industry.
- **Tokyo Gold Session.** Presentations by the World Gold Council and Tanaka at the Tokyo International Forum. Attended by members of the public with an interest in gold investment.
- **20th Anniversary of the Austrian Mint's Gold Bullion Coin Series.** Extensive commemorative display of Japan's most popular gold investment coins, as an adjunct to the Worldwide Gold Bar Exhibition.
- **10th Japan Gold and Silver Works Exhibition.** Examples of modern jewellery and ornaments manufactured by fabricators in Japan. Staged at Ginza Tanaka after the Worldwide Gold Bar Exhibition.
- **Gold Restaurants & Cafés.** Customers at 8 outlets in the Ginza district were able to purchase desserts and meals that included gold leaf provided by Tanaka.



The Worldwide Gold Bar Exhibition was a highlight of Tokyo Gold Week in October 2009.



The Exhibition was held at Ginza Tanaka in Tokyo's most fashionable shopping district.



The Exhibition enabled 2,457 visitors to view the diverse range of gold investment bars manufactured in 35 countries.



THE INDUSTRY COLLECTION OF GOLD BARS WORLDWIDE

The Worldwide Gold Bar Exhibition displayed bars from **The Industry Collection of Gold Bars Worldwide**, which was established in 1993 to support the promotion of gold.

The Founder was **N.M. Rothschild & Sons (Australia) Limited**, associated with N.M. Rothschild & Sons Limited, London. The Custodian and Official Location is **The Perth Mint**, wholly owned by the Government of Western Australia. The Curator is **Grendon International Research Pty Ltd** (GIR).

Exhibitions of the Industry Collection have now been staged in 10 countries, previously held in the USA, Canada, Brazil, Dubai, Singapore, Thailand, Australia, Germany and the United Kingdom, where the Exhibition was staged at the Bank of England Museum in London.

The Industry Collection, the world's largest gold bar collection, contains over 1,000 bars.



The Exhibition attracted much publicity, covered in 38 TV reports, 45 newspapers and 5 magazines in Japan.



Osamu Ikeda, General Manager of Tanaka's Precious Metals Division, speaking at the Exhibition's media launch, attended by 22 TV and press journalists.



Tanaka Kikinzoku Kogyo K.K., founded in 1885, is the leading gold refiner and bar manufacturer in Japan.



The Exhibition displayed over 500 standard, unusual and historical gold bars from the Industry Collection in 52 categories.





A showcase, containing 41 different kilobars, aroused the interest of many visitors.



Standard small cast bars from around the world.
One of 22 large showcases at the Exhibition.



This historical 400 oz London Good Delivery bar was manufactured by the United States Mint in 1949.

The bar, displayed as representative of bars held by central banks over the past 80 years, was obtained with the support of **Credit Suisse** (Zurich) and **JP Morgan Chase** (London).





Visitors were able to lift and touch a London Good Delivery 400 oz bar manufactured by Tanaka.



Exhibition visitors received a sample of gold bonding wire to illustrate the remarkable ductility of gold.

The annual worldwide production of gold bonding wire, mainly for the electronics industry, normally exceeds 100 tonnes. Tanaka is the world's largest manufacturer.



During Tokyo Gold Week, restaurants and cafes in the Ginza district were encouraged to incorporate gold leaf into meals and desserts.





The Exhibition included displays commemorating the 20th Anniversary of the Austrian Mint's Vienna Philharmonic gold bullion coin series.



The Austrian Mint issued a limited edition of Vienna Philharmonic gold bullion coins, containing 1000 oz (31.1 kg) of fine gold, in 2004.

They were the largest gold coins ever minted at that time.



The Vienna Philharmonic is the most popular gold bullion coin in Japan.

Tanaka is the sole primary distributor of the coin in Japan.



Tanaka Kikinzoku Kogyo K.K. is the largest retailer of gold investment products in Japan – through the company's retail outlets in Tokyo, Yokohama, Osaka, Fukuoka and other cities, 131 jewellery stores, 44 department stores, 8 banks and 3 security houses.



Tanaka Kikinzoku Kogyo K.K. (in 1978) was the first gold refiner in Japan to manufacture 400 oz (12.5 kg) bars that were accepted as London Good Delivery.

Refer to disclaimer on website: www.goldbarsworldwide.com

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