

JFW Textile Div. - Future business plans in fiscal year 2012 -

< Overseas business >

■ Intertextile Shanghai < Japan Pavilion 2012 >



Name of exhibition: Intertextile Shanghai Apparel Fabrics

Show period: Oct. 22-25, 2012 (Mon. – Thu.)

9:00 – 17:00 (* last day / 9:00 - 14:00)

Organiser:

Messe Frankfurt (HK) Ltd.

The Sub-council of Textile Industry, CCPIT

Venue: Shanghai New International Expo Centre

Exhibiting area: Hall W2



□ < Japan Pavilion 2012 >

Overall structure:

- Japan Trend & JETRO PR booth:

(joint booth / 108 m²)

- Business corner (Group of negotiation booths):

(100 standard booths + 168m²)

Total: 130 standard booths (unit/9m²)

- No. of exhibitors: 39 (41 companies/associations)

- Organisers: Japan Fashion Week Organization

Japan External Trade Organization (JETRO)



The previous year, the 'Intertextile Shanghai' fair recorded 62,000 visitors and 3,100 exhibiting companies from 23 countries/regions, marking a record-breaking 10% increase in the number of exhibitors/visitors. Both figures are expected to be exceeded this year, particularly with the participation of Milano Unica.

A joint booth featuring JFW & JETRO, < Japan Pavilion 2012 > will be installed in a prime location within the exhibition venue, upscaled by 20% compared with the previous year,

comprising leading Japanese fabric companies, promoting Japanese textile trends featuring < Japan Quality > and facilitating efficient promotion.

< Business support for exhibitors >

- Fabric display in the trend corner (INDEX)
 - Advertisements in local papers
 -
 - PR/introduction in the guide book (Chinese/English)
 - Distribution of 'Manual of textile market development in China'
 - Provision of marketing strategy/updated local info.
 - Arrangement of business meetings with major buyers
- (* semi-closed business negotiation space – to be provided)



Japan Pavilion2012 Exhibitor Name
ASAHI KASEI FIBERS CORPORATION
CHORI CO., LTD.
DAIICHI ORIMONO CO., LTD.
DOKOH SHOJI CO., LTD.
G.Q.T CO., LTD.
HAYASHIYO CO., LTD.
TAKAHASHI RENSEN CO., LTD. / HISAYAMASENKO CO., LTD.
ICHIMURA SANGYO CO., LTD.
JOINT BISHU BRAND
KAGEYAMA CO., LTD.
KOBE LEATHER CLOTH CO., LTD.

KOMATSU SEIREN CO., LTD.
KOWA CO., LTD.
KUMAZAWA SHOJI CO., LTD.
KURABO IND LTD.
LECIEEN CORPORATION / ZHEJIANG JIAXING LECIEEN TEXTILE CO., LTD.
MAEDA CO., LTD.
MORIKIKU CO., LTD.
MORIRIN CO., LTD. / SHANGHAI MORIRIN TEXTILE CO., LTD.
MURAKAMI SHOUTEN CO., LTD.
MURATA MACHINERY, LTD.
N.I. TEIJIN SHOJI CO., LTD.
NISHIMURA SHOJI SHOTEN CO., LTD. / KOKKA CO., LTD.
NISSHINBO TEXTILE INC.
SAIEI ORIMONO CO., LTD.
SAKAI OVEX CO., LTD.
SUNWELL CO., LTD.
TAKISADA-NAGOYA CO., LTD.
TAMURAKOMA & CO., LTD. - PREMIUM LINEN
TEAM GIFU
TOMITA SHOJI CO., LTD.
TORAY INDUSTRIES, INC.
TOYOBO CO., LTD.
TOYOSHIMA & CO., LTD.
TOYOSHIMA & CO., LTD. TOKYO DEPT. 13
TS COMPANY CO., LTD. / SHANGHAI STORCEZON GARMENT CO., LTD.
UNI TEXTILE INC.
YAGI & CO., LTD. / PROGRESS (SHANGHAI) CO., LTD.
YAMANASHI PREF. SILK AND RAYON INDUSTRIAL ASSOCIATION

< Domestic business >

■ **JFW JAPAN CREATION 2013** (Total textile trading fair)

Dates: Nov. 20 – 21, 2012 (10:00-18:00)

Venue: Tokyo International Forum / Hall 1 (3,000 m²)

Visitors: Buyers and invited visitors, textile business-related visitors, students

<Admission> JPY2,000 (same day ticket)

JPY1,000 (discount ticket for students, pre-registration)

‘JFW-JC’ is the only textile fair in Japan bringing most fabric makers/companies in domestic textile regions together, not only providing a business hub, but also the perfect venue for promotional activities. This means exhibitors can promote both techniques and products to new customers and exchange views and information on future directions; eventually developing unique and ultimate creations.

This time the fair will be held concurrently with the acclaimed PTJ fair, relocating to the Tokyo International Forum and targeting an interactive effect.

- **Exhibitors’ categorization/details:** 217 companies / 215.5 standard booths
(as of 04 October, 2012)

Zone	Exhibits (items)	No. of exhibitors/booths (unit / 6m ²)
1	Textile / Dyeing-finishing / Spinning-twisted yarns	137 companies / 124 booths
2	Textile related (info./machinery / IT) /products	11 companies / 23.5 booths
3	Leather, fur	49 companies / 44 booths
4	Supporting industry, accessories	20 companies / 24 booths
Incl. no.	Overseas (Korea, Hong Kong, Taiwan, Thailand)	34 companies / 34 booths

* Please refer to Exhibitors’ List >>> www.japancreation.com

□ **Related programmes**

- Index corner
- Forum

Leading industry lecturers discuss the current Japanese textiles and markets, centring on updated information and themes. This occasion features a range of seminars, offering topics such as ‘overseas market development’ related to the PTJ special exhibition ‘East Japan Reconstruction Assistance Corner’, as well as the theme of ‘ecological fabrics’ for the academic-industrial collaboration.



>>> Academic-industrial collaboration – Ecological fabrics related programme

- Nov. 20, 11:00 -
‘New colours on Lenzing Modal’
Speaker: Lenzing Fibers (Language: English / * consecutive interpretation available)
- Nov. 21, 11:00 -
‘Importance of Lenzing Supply chain marketing’
Speaker: Lenzing Fibers (Language: English / * consecutive interpretation available)

>>> The East Japan Reconstruction Assistance Programme <J Factory > Seminar

- Nov. 20, 14:00 -
‘Why ‘Made in Japan now’?’
Speaker: Takashi Kataoka (Takashi Kataoka Design Office)
- Nov. 21, 14:00 -
‘Overseas market development: Here is the business chance for Japan products !’
Speaker: Koji Shimada (Representative Director, Institute of business development Co.,Ltd.)

- **Academic-industrial collaboration programme < 6th FORM PRESENTATION >**

—Theme: New age ecological fabrics

Expanding awareness towards ecology derived from natural environmental protection. Focusing on the topic < What is the ecology required by textiles ? >, which can be the basis of the fashion industry, we strive to cultivate human resources, seeking creativity for enlightenment, by presenting forms out of fabrics, featuring new age ecological material and most cutting-edge of next generation fabrics, 'tencel&modal'.



< Eco-textile University > Workshop/lecture programmes:

Osaka: Sept. 19, 2012 (Wed.) 13:30-16:00 Venue: Daiori Kenpo Hall

Tokyo: Sept. 21, 2012 (Fri.) 13:30-16:00 Venue: TEPIA Hall

< Study on-site > Visiting spinning, weaving/knitting, dyeing/finishing/processing factories & Companies.

- Oct. 17, 2012 (Wed.): Bishu Region (25-30 participants expected)

Visiting companies: Shinnaigai Textile Ltd. / Naigai Textile Co., Ltd./ Sotoh Co., Ltd. Mill No. 1 / Sotoh J-TEC Co., Ltd., & others

Organiser: Fashion Business and Education Council

Special support: Japan Fashion Week Organization

Sponsors: (planned) UI ZENSEN, LENZING FIBERS

○ **PIGGY'S SPECIAL** – Pigskin Fashion Show -

(Organiser: Tokyo Metropolitan Government, Tokyo District Conference of the Tanning Industry)

The 'PIGGY'S SPECIAL' show, an all-time attraction, involves the selection of young designers representing Tokyo each time. Fashion shows featuring specialized Tokyo schools will be held on the 2nd day. This time, the runway will be installed in the Hall 5 of the Tokyo International Forum, providing 4 shows in total (2 shows/day).



>>> Professional Section: participating maisons / designers

Atsushi Nakashima (Atsushi Nakashima)

DRESSEDUNDRESSED (Takeshi Kitazawa / Emiko Sato)

>>> Student Section: No. of participating schools – 10

■ **PIGGY'S SPECIAL** < Pigskin Fashion Show > Profiles of designers

Atsushi Nakashima - by Atsushi Nakashima

2001 Graduated from a fashion specialized school, and continued working at a sewing factory till 2003, acquiring the fundamentals for clothes making.

2003 Won the 20th Onward Fashion Grand Prix, attracting the attention of the then jury, Jean Paul Gaultier, and flew to France.

2004 Inaugurated as assistant designer of Jean Paul Gaultier.

2009 Served as a responsible person for the second line (casual) Men's/Women's wear.

2010 Established his own brand 'PLOR' while working for Jean Paul Gaultier.

2011 Renamed his brand name from 'PLOR' to 'ATSUSHI NAKASHIMA', his namesake.

2012 Released his collection, 2012 AUTUMN WINTER DEBUT COLLECTION at the Mercedes-Benz Fashion Week TOKYO.

DRESSEDUNDRESSED - by Takeshi Kitazawa / Emiko Sato

2006 Set up a select shop 'CANDY' in Tokyo. Became independent having served as the

opening director and buyer at the shop.

2009 Established a brand 'DRESSEDUNDRESSED', marking a debut from the Spring/Summer Collection show the same year.

2011 Participated in the 'TRANOI SHOWROOM' held in Paris under the A/W TOKYO EYE project.

2012 Released the first RUNWAY show at the A/W Mercedes-Benz Fashion Week TOKYO.

2012 Selected as 'Show Case Designer' introducing a designer attracting global attention, at the Singapore Fashion Week 'Blue Print', gaining an opportunity to participate in the show during the closing ceremony, as well as the exhibition.

>>> PIGGY'S SPECIAL : Pigskin Fashion Show / Participating schools (10) :

Fashion College Sakuragaoka

Bunka Fashion College, Dressmaker Gakuin

Oda Fashion College

Hana College of Fashion

Tanaka Chiyo Fashion College

Omori Kasei Technical School

Tokyo Fashion Institute

Koto Fashion High School

Tokyo Mode Gakuen College of Fashion & Design

Aoyama Fashion College

■ JFW Textile Trend Corner (Tokyo International Forum / Lobby gallery)

Presenting newly developed fabrics submitted by the PTJ/JFW-JC exhibitors on display based on the JFW Textile View - Trend Direction for 2013/14 A/W, originating from Japan, guiding visitors to exhibitors' booths.

* including the support industry corner

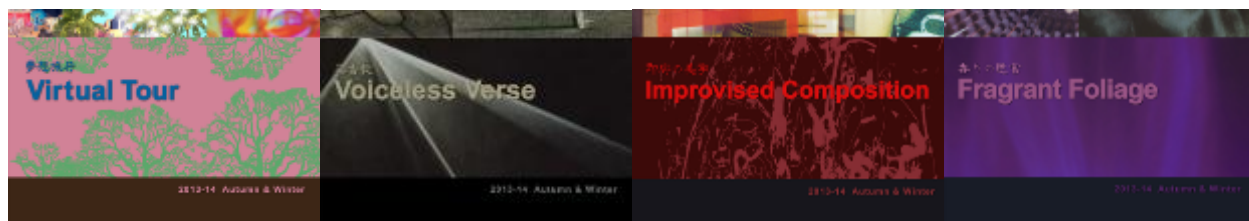
•2013-14 A/W Overview < The Decisive Moment >

◇ Virtual Tour

◇ Voiceless Verse

◇ Improvised Composition

◇ Fragrant Foliage



■ Premium Textile Japan 2013 Autumn/Winter

(Textile Business Negotiation Salon)

Dates: Nov. 20 – 21, 2012 (10:00-18:00)

Venue: Tokyo International Forum / Hall 2 (2,000m²)

Visitors: Buyers & invited visitors only <Admission free>

Exhibitors: Strictly selected companies having passed documentary inspections
as well as fabric samples (No participation by group/association permitted)

- Exhibitors' categorisation/details : 64 companies covering 85 standard booths
(* Please refer to Exhibitors' List .>>> www.ptjapan.com)

Zone	Exhibits (items)	No. of exhibitors / booths. (unit / 8m ²)
A	Staples (cotton / linen / wool / blends)	21 companies / 27 booths
B	Filaments (man-made/silk/functional/blends)	10 companies / 1 booth
C	Dyeing / finishing / prints / embroidery–lace / leather)	12 companies / 13.5 booths
D	Supporting materials / accessories / knits / twisted yarns	11 companies / 13 booths
A~D		53 companies / 74 booths
J. Factory	Textile zone	11 companies / 11 booths

- Business support programme**
- **Business matching programme**

A business matching system for exhibitors and VIP buyers will operate during the fair.

We will further strive to make this programme a centrepiece of the 'Premium Textile Japan'.

< Apparel / Retail companies >

Jun Co., Ltd.: Product Development Division

Sanyo Shokai Ltd.: allegri, EPOCA, EPOCA UOMO

Ito-Yokado Co., Ltd.: 'MADE IN JAPAN' Project Team and others

Takashimaya Co., Ltd.: Catalogue/online sales 'I-3 (trois)' team and others.

< Designers / Maisons >

everlasting sprout (Keiichi Muramatsu)

HISUI (Hiroko Ito)

SOMARTA (Tamae Hirokawa)

THEATRE PRODUCTS (Akira Takeuchi / Tayuka Nakanishi)

- **Business matching with invited overseas buyers**

⇒ Invited buyers – currently under examination/adjustment by JETRO.



- **Index corner**

Presenting newly developed/highlighted fabrics submitted by the exhibitors on display guiding visitors to exhibitors' booths.

■ **Premium Textile Japan**

Special Exhibition East Japan Reconstruction Assistance Project 'J. Factory '

J. FACTORY
MADE IN JAPAN

◇ Dates : Nov. 20 – 21, 2012 (10:00-18:00)

◇ Venue: Tokyo International Forum

Factory zone & main concept display: 14 standard booths (expected)
(on the lobby gallery)

Textile zone: 11 standard booths (expected) >>> (in the PTJ venue)

* Space for the PTJ business matching will separately established apart from the special exhibition setting. (60m²: estimated)

◇ Visitors: Overseas and domestic buyers / invitees

◇ Exhibitors: Sewing factories as well as textile related companies, with offices (head office, branch office, factory, warehouses etc.) in the following prefectures:
Aomori / Iwate / Miyagi / Akita / Yamagata / Fukushima / Ibaraki / Chiba,

and financially disadvantaged due to harmful misinformation following the disaster.

- ◇ Participating companies: 27 (* Ref.: attached file No. 1 >>> Exhibitors' list)
- ◇ Organiser : Organization of Small & Medium Enterprises and Regional Innovation Internationalization Support Centre
- ◇ Support : Japan External Trade Organization (JETRO)

Amid the market globalisation, the demand for < made in Japan > products is newly highlighted, underlining the potential for a new business opportunity via distinguished production and a strategic escape route, to develop a global market stemming from the strength / know-how of the production systems. The great disaster on March 11, 2011, decimated the Tohoku region in particular, where the majority of sewing factories are based, despite such favourable tendency. The majority of reputed and high technicity sewing companies based in the region have been affected financially due to harmful rumours stemming from the aftershock of the devastating disaster. This is caused, in turn, by consequential nuclear power accidents and puts them in a constantly unpredictable situation.

With the above in mind, a special exhibition, < J. Factory > will be showcased as part of the reconstruction supporting programme, inviting and featuring sewing companies alongside textile-related companies from the Tohoku region and providing 'business matching' opportunities in the < Premium Textile Japan > fair.

This special programme aims to recognize and rediscover the productive basis of the < **Made in Japan** > structure; paving the way for high-value production as well as providing ideal opportunities for global business development, to all overseas and domestic visitors, namely apparel/retail companies and designers. To make such constant and continuous achievement possible, rather than temporary promotional activity, we appoint specialised coordinators to cover global business development, offering consulting and an advisory service for improved presentation/production and targeting further sales network expansion.

