

JFW Textile Div. – Future business plans

< Domestic business >

■ JFW JAPAN CREATION 2015

- ◇ Dates : Nov. 5 – 6, 2014 (Wed. – Thu.) (10:00-18:00)
- ◇ Venue : Tokyo International Forum / Hall 1 (3, 000 m²)
- ◇ Visitors : Buyers and invited visitors, textile business-related visitors, students
- ◇ Admission : JPY 2,000 (same day ticket)
JPY1,000 (discount ticket for students, Pre-registration)
- ◇ Supporters : Ministry of Economy, Trade and Industry
Organization for Small & Medium Enterprises and
Regional Innovation, Japan
Japan External Trade Organization (JETRO)
Japan Apparel-Fashion Industry Council
The Japan Textiles Importers' Association, Japan Textile Exporters' Association

JFW
JAPAN
CREATION
2015



JFW Japan Creation (JFW-JC), the sole textile fair in Japan uniting most fabric makers/companies in domestic textile regions, will again be held at the International Forum this year. Thanks to the synergy of the concurrent 'PTJ' fair, awareness of which has rocketed, no less than 20,000 visitors packed in last year, filling to capacity at record speed and leading to numerous waitlisted applications. We anticipate even more visitors this time around.



□ Exhibitors :

	No. of applications / companies	No. of standard booths
Domestic exhibitors	72 / 228	178.4
Overseas exhibitors *	12 / 41	41
Total	84 / 269	219.4

* Overseas exhibitors : Korea (1/ 19 booths), Taiwan (5 / 19 booths), China (2 / 2 booths),
Thailand (1 / 1 booth)

* Please refer to the website for detailed exhibitors' list. www.japancreation.com

□ Trend & Index Corner

A perennial visitor favourite thanks to its elaborate construction. This time, it will grace the JFW-JC venue entrance; allowing free access by visitors to the PTJ. Highlighted fabrics submitted by exhibitors of both shows will be displayed alongside index items of the JFW-JC fair in this corner; based on the JFW Textile View trends.



- Scented Splendour -



- Playful Collage -



- Time Slips -



- Chic-Kawaii Essence -



□ Related programmes

< Forum (seminars) >

Leading industry lecturers discuss current Japanese textiles, fashion and market, centring on updated information and themes. This time, a total of 4 sessions are planned featuring current topics.

< Academic-industrial collaboration > - 8th FORM PRESENTATION –

— Textile Theme : ‘ Evolution of Wool 3 ‘ — Fashion Theme : ‘ Urban Military’

An academic-industrial collaborative programme; aiming to capitalise on textile knowledge and foster next-generation human resources. Thanks to constant cooperative support from Japan’s standard-setting woolmaker, ‘NIKKE’ (THE JAPAN WOOL TEXTILE CO., LTD.), fresh potential to elicit the creative value of wool has been sought out and developed. Under the fashion theme; < Urban Military > linked to the colours of one of the themes; <Playful Collage>, JFW Textile View2015AW, innovative forms/designs inspired by military / workwear and a smattering of masculine & feminine tastes have been applied. Garments created by students from nine selected groups, which have passed jury tests through several procedures e.g. site visits, acquiring original fabric-making techniques and final item creation, will be presented/displayed at the JFW-JC venue entrance gallery, where numerous professionals are expected to attend.

➤ **Display :** JFW Japan Creation2015 <FORM PRESENTATION> Corner (Nov.5-6, 2014)

- Organiser : Fashion Business and Education Council
- Special support : Japan Fashion Week Organization
- Supporter : UA ZENSEN
- Support : NIKKE (THE JAPAN WOOL TEXTILE CO., LTD.)

■ Premium Textile Japan 2015 Autumn/Winter

2015 AUTUMN WINTER



Premium Textile
J a p a n

- ◇ Dates : Nov. 5 – 6, 2014 (Wed. & Thu.) (10:00-18:00)
- ◇ Venue : Tokyo International Forum / Hall 2 (2,000 m²)
- ◇ Visitors : Buyers & invited visitors only [Admission free]
- ◇ Exhibitors : Strictly selected exhibitors by screening system (documents/fabric samples)
(Participation by groups/associations not allowed)
- ◇ Supporters : Ministry of Economy, Trade and Industry
Organization for Small & Medium Enterprises and Regional Innovation, Japan
Japan External Trade Organization / Japan Apparel-Fashion Industry Council,
The Japan Textiles Importers' Association, Japan Textiles Exporters' Association

The Premium Textile Japan (PTJ), which aims to unite top buyers and market providers of authentic brands/products with leading makers of high-quality, added-value textiles now celebrates its 8th anniversary. Building on a successful track record of seven shows held to date, this fair has also achieved unprecedented numbers of applications and visitors each year. The 'PTJ' fair held in May attracted some 5,800 visitors (108% compared with last year's season) including a buyer ratio of up to 89.7%. Drumming home the fact that the PTJ fair is a must-go business salon for the textile industry, amid increasing acquisition challenges for both exhibitors /visitors at other textile/apparel fairs.



■ Exhibitors' categorization / details 68 entries / 93 booths

(* Ref. Previous year PTJ2014AW : 64 / 90 booths)

- < Zone A > Staples (cotton / linen / wool / blends) : 25 entries / 30.5 booths
- < Zone B > Filaments (synthetics / silk / functional / blends) : 19 entries / 31 booths
- < Zone C > Dyeing, finishing/prints/embroidery, lace/ leather : 15 entries / 16.5 booths
- < Zone D > Supporting materials / accessories / knits / twisted yarns : 9 entries / 15 booths
- * incl. overseas exhibitors : 2 companies / 2 booths (Hong Kong / India)
- * incl. newly applied / returned exhibitors : 12 companies / 12 booths
- * Please refer to the website for the exhibitors' list : www.ptjapan.com

□ Business matching programme

A business matching system for exhibitors and VIP buyers will operate during the fair from the 1st edition as the centrepiece of the PTJ. Eager invited buyers will meet their choice of exhibitors for enthusiastic business dialog.



< Overseas business plans >

■ < The Japan Observatory > at Milano Unica 2016 SS

< Fair facts >

- ◇ Name of exhibition : 20 th Milano Unica
- ◇ Show period : Feb. 4 – 6, 2015 (Wed. – Fri.) 9:00 – 18:30
- ◇ Organiser : Milano Unica Secretariat
- ◇ Venue : Fiera Milano City
- ◇ Exhibiting area : Specially located area at Milano Unica (Fiera Milano City 2F/ Hall.2)

Launched in 2005 and uniting multiple Italy-based exhibitions, < Milano Unica > (hereafter MU) is considered one of the world's most prestigious fabric exhibitions alongside what is often believed to be the top global fabric fair < Première Vision > (hereafter PV) – collectively the top two branded fairs in Europe, which attract fabric buyers from all over the world. MU has solely accepted Europe-based companies, ultimately helping Italy reclaim its crown as the master textile manufacturer, in comparison with PV, which accepts diverse exhibitors from around the world.

Finally, September 2014 saw Japan make its debut as the first non-EU country under the appellation <The Japan Observatory> at Milano Unica, uniting 29 Japanese companies/associations under a Japan Pavilion. This event was a focal point for and fuelled the expectations of both MU-related members and domestic/overseas media, even before the show started, heralding the start of the 'Japanese Textile Year'. As is well known, MU includes many European exhibitors, who pride themselves on uncompromising production, while European apparel and designer maisons are constantly seeking something innovative; to differentiate their products. Given the current yen depreciation, for those keen to enhance exports, now is considered an unmissable chance to promote high-quality Japan fabrics and thus expand business.

Exploiting this momentum, the 1st <Japan Observatory> at Milano Unica attracted considerable attention while also highlighting the internationality in the MU venue, which proved tremendously successful beyond all expectations in September and is set to fuel further expectation in the next edition 2016 S/S.

◆ < The Japan Observatory > Japan Pavilion at MU 2016SS

Organiser : Japan Fashion Week Organization

Supporters : Japan External Trade Organization / Japan Textile Federation

■ < Intertextile Shanghai Japan Pavilion 2015 Spring Edition >

< Fair facts >

- ◇ Name of exhibition : Intertextile Shanghai Apparel Fabrics Spring Edition 2015
- ◇ Show period : Mar. 18 – 20, 2015 (Wed. – Fri.) 9:00 - 17:00
- ◇ Organiser : Messe Frankfurt (HK) Ltd. The Sub-council of Textile Industry, CCPIT, China Textile Information Centre (CTIC)
- ◇ Venue : National Exhibition and Convention Center (SHANGHAI)
- ◇ Exhibiting area : Within the International Hall

The Intertextile Shanghai Spring Edition is a new feature, which was launched in March 2014. Amid increasing demand for high-quality fabrics in local Chinese markets, the fair's popularity, such as the 'Salon Europe' area and including prestigious Milano Unica participation, has been highly acclaimed. The coming autumn edition will see the Japan Pavilion organised by JFW celebrate its 6th participation, following year after year in the spotlight thanks to its stylish unified booth design, ultimately boosting the rate and total of visitors and a business achievement outstripping the record of the previous year. The next spring edition will be housed at a relocated venue, on a globally unrivalled scale and having further evolved. Japan Fashion Week Organization will organise the < Japan Pavilion 2015 Spring Edition > amid much applause, expectation and a growing tendency for Chinese apparel buyers to seek distinguished, high-quality fabrics, now is a golden opportunity to promote premium-quality Japan fabrics.

◆ CHINA EXPO COMPLEX – New venue –

Location: Hongqiao Economic & Technological Development Zone (10 min. by car to/from the Hongqiao International AP or Hongqiao Railway Station, also connected to the highway. 3 subway lines – planned to run)

Foundation: Partial operation from March 2015 and full-scale operation from June 2015

Scale: Interior 400,000 m² / exterior 100,000 m² = Total: 500,000 m²

(>>> 2.5 times larger than Shanghai New Shanghai International Expo. Centre)

This exhibition facility will be the world's largest class exhibition venue, exceeding even Hannover Fairground, Germany upon completion and making it the equal-largest architectural construction in China. The Intertextile Shanghai 2015SS fair will occupy approx. 100,000 sqm. of the whole area (corresponding to 2/3 of the A/W show)

◆ Japan Pavilion 2015 Spring – Fair facts -

Organiser : Japan Fashion Week Organization

Venue : Business corner (Business negotiation booths) + Japan Trend Corner