



**INDIA TREND FAIR (ITF) ,
TOKYO, JAPAN
27-29, September, 2017**



REPORT

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ABOUT 'India Trend Fair (ITF)', Tokyo, Japan

Economic relations between India and Japan have vast potential for growth, given the obvious complementarities that exist between the two Asian economies. Japan's interest in India is increasing due to variety of reasons including India's huge and growing market and its resources, especially the human resources. The signing of the historic India-Japan Comprehensive Economic Partnership Agreement (CEPA) and its implementation from August 2011 is expected to further accelerate growth of trade, economic and commercial relations between the two countries.

AEPC participated in India Trend Fair (ITF) during the year 2015 and 2016 successfully. The third edition of India Trend Fair was held from 27-29th September, 2017 in collaboration with Japan India Industry Promotion Association (JIIPA) which is a Tokyo based NPO affiliated by Tokyo Metropolitan Government to enhance apparel trade between Japan & India.

FAIR VENUE:

Belle Salle, Shibuya Garden, B1F/1F
Sumitomo Fudosan Shibuya Garden Tower,
16-17 Napeidaicho, Shibuya-ku, Tokyo Japan

	26 th Sept., 2017 : 08:00am to 08:00pm (Set up day)
Fair Days	27th to 29th Sept.2017 : 10 AM to 6.00 pm (all fair days)

EXHIBITORS' PROFILE:

- Spring/Summer Men's Wear
- Women's Wear
- Ladies high fashion garments
- Evening wear / Night wear
- Cotton & blended knitwear
- Fashion Accessories
- Scarves of rayon
- T-shirts kids
- Shawls.
- Denim Jeans, Home furnishings, mats, linen, cushions etc

DETAILED DAY WISE REPORT

Set Up day on 26th September, 2017

On the set up day on i.e. 26th September, 2017 all participants came and displayed their goods. Interior of fixtures were all provide as per specifications and to the requirement of the participants.

Inauguration on 27th September, 2017 :

All the participants reached the venue before the time of inauguration and set up their stalls. Mr. Raj Kumar Srivastava, Deputy Commissioner of Mission, Embassy of India, Tokyo and Ms. Hiromi Sugiura, Director for information affairs and technology, MIB, Ministry of Economy, trade and industry, Japan inaugurated 3rd India Trend Fair (ITF), 2017.



After the inauguration, Mr. Raj Kumar Srivastava in his remarks conveyed that in the last few years there has been an exponential increase in our political, trade, academic and cultural interaction. Our bilateral economic interaction is set to grow following the signing of a Comprehensive Economic Partnership Agreement that came into effect from August 1, 2011. CEPA has been good for the Textile Sector in a particular, as tariff duty on textile products came down to zero from the 1st of August, 2011. This is the right time for Japanese importers to take advantage of CEPA and the many strengths of the Indian textiles sector, such as easy and abundant availability of raw material like Cotton, silk, polyester and silk, a vast pool of cheap and talented workforce, and top-call designers using the latest technologies. He mentioned that the next five years should see a lot of growth in Indian Apparel Export to Japan. With a number of Japanese settlements increasing in India, we can optimistic about a redefi8ned interest in Indian garments in Japan.



SECOND DAY at the India Trend Fair, Japan on 28 September 2017

FOOTFALL/ REGISTRATION OF BUYERS/ BUYING AGENTS-

- **Total on 27 September 324**
- **Till 2 pm on 28 September- 296**



The second day kicked off well with a good footfall of Buyers on the rainy morning as soon as the show opened. Dinos, Moririn, Tokyo Kankan, Sumi Tex, Titicaca, Cross plus, Itochu, Bussan, Blooming, Pent, Rose bud and Ron Herman were among the many Buyers who are at the show today. Mitsgu Koshi Isetan and Seibu also visited the fair.



The Press has covered the event extensively. Yasuaki Yokoyama from WWD publications of Japan conducted an interview with Mr. Ravi Poddar, EC member, AEPC. He wanted to understand the future of Indian Apparel exports into Japan. He also enquired about the problems faced by Indian Exporters in conducting business with Japan. He expressed a desire to visit the next edition of IIGF as a part of invited team from Japan. Sen I news, Senken Shinbun, Home Living, Business news and many other leading newspapers and

magazines of Japan covered the event. On the first day, the inauguration ceremony and fashion show attracted a lot of media.



The following reports have been published across various newspapers and magazines in Japan

1. <http://www.seni-news.co.jp/seninews/viewArticle.do?data.articleId=322206&data.bannerId=10000081&data.newskey=3b73d9ada6c74f3413bdc95bd36aace9&data.offset=>
2. https://www.google.co.jp/amp/news.livedoor.com/lite/article_detail_amp/13589896/
3. <http://yogafield.net/archives/2966>
4. https://www.google.co.jp/amp/s/fashion-j.com/word/ビジネス/2015/09/india_trend_fair_itf/amp/
5. <https://www.cocode-design.com/2017/08/15/itf-india-trend-fair-tokyo/>

Buyers are walking in post lunch hour and the fairground is buzzing with activity.



THIRD DAY REPORT at the India trend fair, Japan on 29 September 2017



FOOTFALL/ REGISTRATION OF BUYERS/ BUYING AGENTS:

- Total on 27 September 324
- Total on 28 September 573
- Till 4 pm on 29 September- 873

The Fair has been very busy today with a far better Buyers turnout than expected on the last day of an event. Buyers have been walking in throughout the day. Most stall owners have been busy with buyers. While few Wholesalers were seen, a lot of Chain stores, retailers and boutique Buyers visited the fair in the last three days

Some important Buyers and Buying agents who visited the event today are: Onward, Crayon, Sanyo Shokai, Adventure, Teijin, Yagi, Nisshimbo, Can, YKK, Titikaka, Sumitex, MK Fashion, Toyoshima, Bigi and others. Buyers are still coming in, probably after attending their office work in the morning. This has been the busiest day of the fair for most exporters.

Feedback forms have been distributed and most of them have been collected. The feedback by Exhibitors is largely very positive and all of them have spoken about having made contact with new Buyers. Some have suggested shifting of dates of the event such that it may not clash with any other similar event and be more suitable to the market cycles.

Two exhibitors Pearl Intimates and Mary fashions did not exhibit their products due to non receipt of goods till the second day of the event. The stall space was however used for display of goods by other exhibitors to avoid an empty stall.

VISITORS' PROFILE & FOOTFALLS TO THE SHOW:

The 2nd India Trend Fair held at Belle Salle Shibuya Garden during September 27-29, 2017 attracted a total number of 1628 professional visitors. The segment-wise break up of the visitors is as given below:

DATES	27-September	28- September	29- September	Total
Traders & Importers	103	147	242	492
Wholesalers	108	131	191	430
Manufacturers	57	112	173	342
Retailers	56	183	267	506
Total	324	573	873	1770

The majority of the visitors were buyers or from trading offices, supplying large Japanese stores. The visitors from a cross-section of companies, including a few leading ones in Japan e.g. Dinos, Moriring, Tokyo Kankan, Sumi Tex Titicaca, Cross plus, Itochu, Bussan, Blooming, Pent, Rose bud and Ron Herman, Onward, Crayon, Sanyo Shokai, Adventure, Teijin, Yagi, Nisshimbo, Can YKK, Titikaka, Sumitex, MK Fashion, Toyoshima, Bigi, Mitsukoshi-Isetan, Isetan, Tokyu-hands, Actus, Ryohin Keikaku (Muji), Takashimaya, Marubeni, Daimaru, Aeon, Sanyo, Seibu, Tobu, Keio, Sogo, 7-Eleven, 7 & I Holding, Marui, Ito-Yokado, Nitori, Teijin, Tore, Adventure International Co., Ltd, Onward, Asahi Kasei Trading Service Co., Ltd., Itokin, Itochu, BEAMS, United Arrows, World, Aba House, Mitsui Bussan, Marubeni Fashion Planning, Hitachi, Mitsubishi, Sumitomo, sumitex, Jun, Comme Ca Lsm, Living Design Center, Sogo & Seibu, Kokubu, Nisshinbo, Nishikawa, IRIS, Yamamotosada, Gunze, Converse, Kowa, Yuzawaya, Yushima, Yagi, Accent, Yamato, Lanhua, Bandai, Nishikawa Living, Melrose, Sazabi, Accent, Dinos Cecile, Home Center Valor, Sumikin, Fashion.Net, Misses Tushin, Takihyo, Moririn, Hirota, Eddie Bauer, Bigi, Fukusuke, Toyo, Renown, Kawashima Selkon Textiles Co., Ltd., Lixil, Daiwabo, Takisada, R, Boycrews, Luxa, Tomen, Passport, AIC, KIYOHARA & CO., LTD., Koizumi Apparel Co., Ltd., Senshukai Co., Ltd., Toyota Tsusho Corporation, TOYOTSU TEXTILE CORPORATION and many others sent representatives. Most of the major store groups sent representatives but there were also smaller independent stores and agents.

AEPC's Participation in India Trend Fair (ITF) , Tokyo, Japan

Apparel Export Promotion Council participated in 'India Trend Fair (ITF) ', Tokyo, Japan from 27-29 September, 2017 with top readymade garment manufacturer exporters from the nation with an objective to improve Indian Textile exports to Japanese market and to explore new opportunities. The Council had booked 40 stalls in the show.

The show attracted buyers , manufacturers, trading houses, retailers and fashion designers etc. from Japan . The show helped advancing another step forward for enhanced Indo-Japan Apparel trade.

Publicity campaign was carried out to ensure maximum footfalls of buyers for the show.

The buyers profile included importers, agents, buying offices, distributors / wholesalers, fabric and trim buyers, product development and design teams and large volume retailers including department / chain stores, catalog / mail order companies.

The event was supported by Ministry of Textiles and Ministry of Commerce with MAI assistance which has given boost to the participants.

The vital statistics about AEPC's participation India Trend Fair (ITF) are given hereunder:

- ▶ **Number of companies** : 39 exhibitors with 40 booths
- ▶ **Business Generated**

Total business from the Show	USD 1095000
Range of exhibits	USD 2.50 to USD 50 per piece

The overall response of the fair was good.

LIST OF EXHIBITORS

A total of 39 exhibitors exhibited Spring/Summer Men's Wear, Women's Wear, ladies high fashion garments, nightwear, cotton & blended knitwear, Fashion Accessories, evening wear, scarves of rayon, T-shirts, kids and shawls etc. List of exhibitors is given below:-

Sl.	Name of Company	Location
1.	Afion International	Gurgaon
2.	Arawali Exports	Jaipur
3.	Arihant Creative Textiles	Gurgaon
4.	Ayma Creations Private Limited	Ahmedabad
5.	B.S. Apparel	Tirupur
6.	Bairaj Enterprises Pvt Ltd	Jaipur
7.	Bhatra Exports International	Jaipur
8.	Cheer Sagar	Jaipur
9.	Cotton Blossom (India) Pvt Ltd	Tirupur
10.	Cuddles India	Noida
11.	Goodwill Impex Ltd	Jaipur
12.	Grandeur Exports	Noida
13.	IKA Yoga Wear Pvt Ltd	Bangalore
14.	INKA Homecrafts	New Delhi
15.	Jaydee Exports	Delhi
16.	Kashmirstorz	Ghaziabad
17.	Maral Overseas Ltd	Noida
18.	Mary Fashion Impex	Tirupur
19.	Myco Pranav Creation	Tirupur
20.	Nipun Embroidery	New Delhi
21.	Novelty Garments	Jaipur
22.	Opera Clothing (P) Ltd	Mumbai
23.	Pacific Garments Pvt Ltd	Noida
24.	Padma Singh & Co Pvt Ltd	Jaipur
25.	Paras Fashion	Jaipur
26.	Pearlintimates	Tirupur
27.	Rama Handicrafts	Jaipur
28.	Rauny Exports	Ghaziabad
29.	Ridhi Sidhi Exports	Jaipur
30.	Ruben Overseas (India)	New Delhi
31.	Shree International	Jaipur
32.	Siddharth Organisation Ltd	Jaipur
33.	Somani Fabrics	Jaipur
34.	Subbarow Apparels PRI	Chennai
35.	Tangyrine Art Pvt Ltd	New Delhi
36.	Trigger Apparels Ltd	Coimbatore
37.	United Sales Agencies	New Delhi
38.	Upasana Design Studio	Chennai
39.	Welkin Apex	Varanasi

READYMADE GARMENT TRADE STATISTICS

Japan is an important export market for garment exports from India. The export statistics of garment exports to Japan are given below:-

Japan's RMG Import from World and India			
	2015	2016	% Change 2016/2015
Japan's RMG imports from world, (USD Mn.)	26852.3	26342.5	-1.9
Japan's RMG imports from India, (USD Mn.)	234.7	230.1	-1.9
India's Share in Japan's RMG imports from world, %	0.9	0.9	0.0
<i>Source: UN Comtrade, 2017</i>			

RECOMMENDATIONS

- Mr. Raj Kumar Srivastava, Deputy Chief of Mission, Embassy of India in Japan appreciated the overall arrangement of fair.
- The dignitaries like Hon'ble Minister of Textiles and Secretary Textiles may consider visiting in the show in future to boost the morale of the participants
- The venue of the fair was found centrally located and easily approachable by all the participants hence recommendation is made to organize the next fair at same location.
- The Ministry of Commerce may approve the proposal for future editions as well.
