



September 01 (Tue) to 02 (Wed), 2020 TOC Gotanda Messe/ 10:00 to 19:00 PM

Organizer **JIIPA** Japan India Industry Promotion Association

Special Support  Ministry of Textiles, Government of India
Embassy of India, Japan

Co - Organizer    

Supported by   



Japan India Industry Promotion Association (JIIPA), a non- profit organization in Japan will be organizing **India Tex Trend Fair in Tokyo from September 01-02, 2020** at TOC Gotanda a popular center for holding trade shows, fashion shows, seminars in Tokyo.

Understandably, participating in overseas exhibitions and meeting with clients & partners has become a real challenge in these pandemic times. This has also led to a huge impact on business opportunities. We have been connecting with Japanese Buyers and they are willing to see Physical samples and conduct Virtual Meetings with the Indian Exporters. Considering this, we are planning to organize **Physical + Virtual event**. The exhibition will take place as usual; the products will be displayed at the venue and buyer visit to each booth however meetings will be conducted virtually as Japan has banned entry to visitors from India.

India Tex Trend Fair is an exclusive Business Matching Event, which gives an opportunity to exporters to showcase their products, and supply capabilities of value added products with special emphasis on the products designed to suit Japanese fashion trends and requirements.

FACT SHEET

Event Name	India Tex Trend Fair 2020
Date	01/09/2020 (Tue) ~ 02/09/2020(Wed) 10:00 to 19:00 PM JST
Venue	TOC GOTANDA MESSE
Exhibit Profile	<ul style="list-style-type: none"> • Apparel: Ladies wear, Men's wear, Baby / Kids, Inner cloth, Casual Wear, High Fashion Garment, Occasional Wear, Sportswear, Yoga wear, ethical fashion, Fashion Accessories, Stole, Scarf, Socks, Fur, Leggings , Tights, Gloves, Belt, Hat / Cap, Tie • Home Furnishings and Handicrafts: Home Furnishing and made ups, Cushion covers, Floor mats, Carpet, Rugs, Tableware, Bed linen/bed cover/spreads, Interior goods, Handcrafted Garments , Decorative Articles & Giftware, Ethnic Crafts.
Organizer	Japan India Industry Promotion Association (JIIPA)
Co-organizer	Apparel Export Promotion Council (AEPC), Export Promotion Council for Handicraft (EPCH), The Cotton Textiles Export Promotion Council of India (Texprocil), Handloom Export Promotion Council (HEPC)
Secretariat	Japan India Industry Promotion Association (JIIPA) TEL : +81-3-5733-5068; Email : info @ npo-jiipa.org
Visitors Profile	Wholesalers, Importers, Trading companies, Retailers, Designers, CEO, Managing Director, General Manager, Chief, Manager, Sales, Marketing, Planning, Department, Engineer, Technician, Consultant, Coordinator, Supervisor.
Visitors (Expected)	Visitor : 2000 Exhibitor : 100
Website	http://india-trend-fair.tokyo

EXHIBIT PRODUCTS

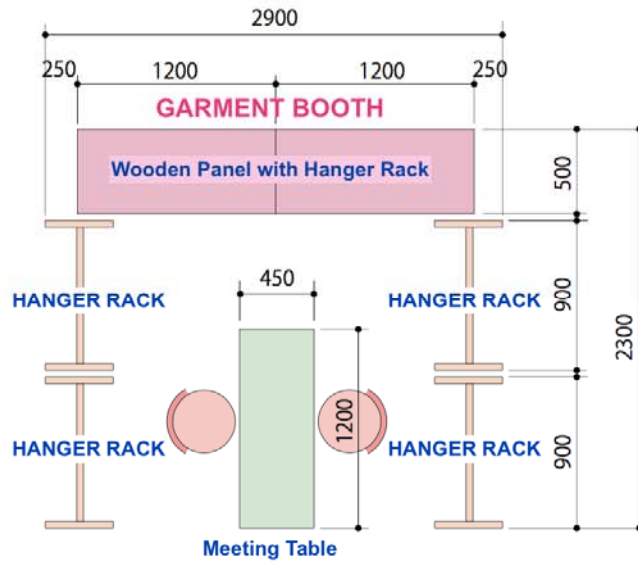
Exhibit Products

<p>Apparels & Fashion, Knit & Textile Items</p> <ul style="list-style-type: none"> • Ladies wear • Men's wear • Baby / Kids • Inner cloth • Casual Wear • High Fashion Garment • Occasional Wear • Sportswear • Stole • Nite 	<p>Wool</p> <ul style="list-style-type: none"> • Hat • Scarf • Sweater • Coat • Gloves 	<p>Leather</p> <ul style="list-style-type: none"> • Jacket • Pants • Shoes • Belt • Purse • Sandals • Bag • Other small items
<p>Home Furnishings and Handicrafts</p> <ul style="list-style-type: none"> • Home Furnishing and made ups, • Cushion covers • Floor mats • Carpet • Rugs • Tableware • Bed linen/bed cover/spreads • Interior goods • Handcrafted Garments • Decorative Articles & Giftware • Ethnic Crafts 	<p>Accessories</p> <ul style="list-style-type: none"> • Fine Finished Jewelry • Fashion Jewelry • Gemstones • Fashion Accessories • Stole • Scarf • Socks 	<p>Bags & Shoes</p> <ul style="list-style-type: none"> • Handbag • Backpack • Business bag • Traveling bag • Purse • Party shoes • Sports shoes • Business Shoes

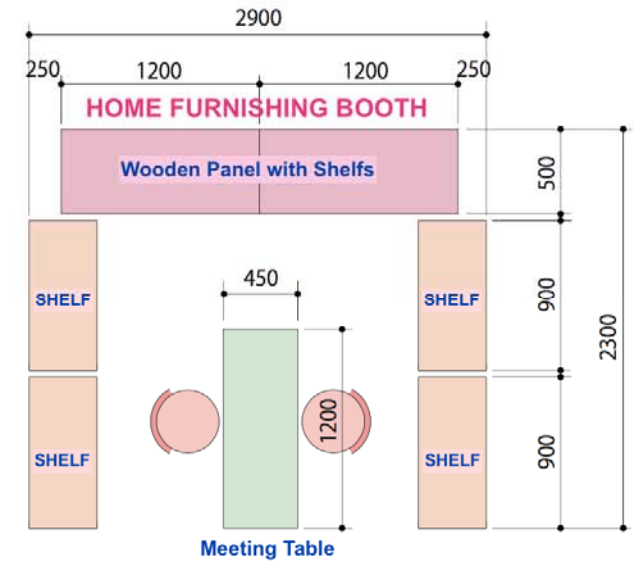
WHY INDIA TREND FAIR

- Virtual Exhibition with Physical display
- Pre-fixed meetings with the buyers of Japan
- Cost effective sales tool during and after COVID 19.
- ITF has become a one-stop platform for Indian exhibitors to showcase their trends and products in Japan market.
- To generate leads with business-to-business companies for Indian Products.
- China Plus advantage after Pandemic.
- More than 2000 professional visitors expected at ITF 2020.
- Digital tool to connect to all stake Holders
- Increase the number of contact with potential customers / Strengthen relationships through after-marketing.

Booth View



1. 6 Sqm open display booth without walls
2. 6 Sqm Hanger Rack
3. Lights
4. Fascia
5. Exclusive Interpreter
6. IPAD for connecting with Buyer
7. 150 Samples per company
8. Pre-fixed meetings with the buyers of Japan



1. 6 Sqm open display booth without walls
2. 6 Sqm Shelf
3. Lights
4. Fascia
5. Exclusive Interpreter
6. IPAD for connecting with Buyer
7. 150 Samples per company
8. Pre-fixed meetings with the buyers of Japan

Booth image will be like this without walls. Interpreter will be present at the booth to connect with Buyer & Exporter virtually.

Website View

India Trade Fair 2020

JAPAN INDIA
B2B Match Making Event

The 6th INDIA TREND FAIR 2020

Enter Event

Apparel & Home Fashion

第6回 インドトレンドフェア東京2020 | 2020/2/12(水)・13(木)・14(金)

主催 JIIPA 日本国際商業振興協会 後援 インド政府繊維省 在日インド大使館 共催/サポーター WOOD & WOOLLEN 株式会社 五反田メッセ 10:00~18:00

home Home

Exhibitor Exhibitor

Buyer Registration Exhibitor Registration

Thank you for visiting the 6th India Trend Fair Tokyo 2020.
The next event will be held from July 1st (Wednesday) to 3rd (Friday), 2020, at about 160 exhibitors at Belsar Shibuya.

Website View: Registration Form

India Trade Fair 2020

JAPAN INDIA
B2B Match Making Event

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home Home Exhibitor Exhibitor Buyer Registration Exhibitor Registration

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Ticket Buyer

First Name *
Last Name *
Email *

Ticket Holder's Information

Ticket Holder 1

First Name *
Last Name *
Email *

Same as Ticket Buyer

After completing the registration, the QR code will be send to their respective mail id

Website View: Enter Event

India Trade Fair 2020

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B2B Match Making Event

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会場 五反田メッセ 10:00~18:00


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Directs to the Booth Map

Booth Map

India Trade Fair 2020 Visitor Name 




Booth Map

Directs to Millett booth page


Booth Page

India Trade Fair 2020 Visitor Name 

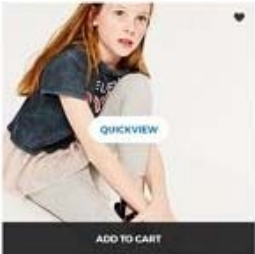
Millet Millet is a French-based company specializing in outdoor equipment such as backpacks and sleeping bags, owned by Lafuma They also offer a wide variety of other equipment, earning comparisons to United States-based companies such as Timberland

Type : Subsidiary,
Industry : Textile
Founded : 1930
Products : Apparel, Backpacks, Garments, Sportswear
Website : www.millet-mountain.com
Email : info@millet.com


14 Products Found Clear all




Stretch High Top Sneakers
\$125.00 ~~\$139.00~~




QUICKVIEW
ADD TO CART
Fuscau Leggings
\$99.00





Stretch High Top Sneakers
\$420.00




Drawstring Backpack
\$125.50





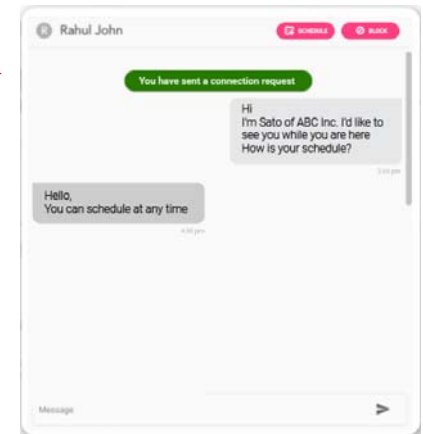




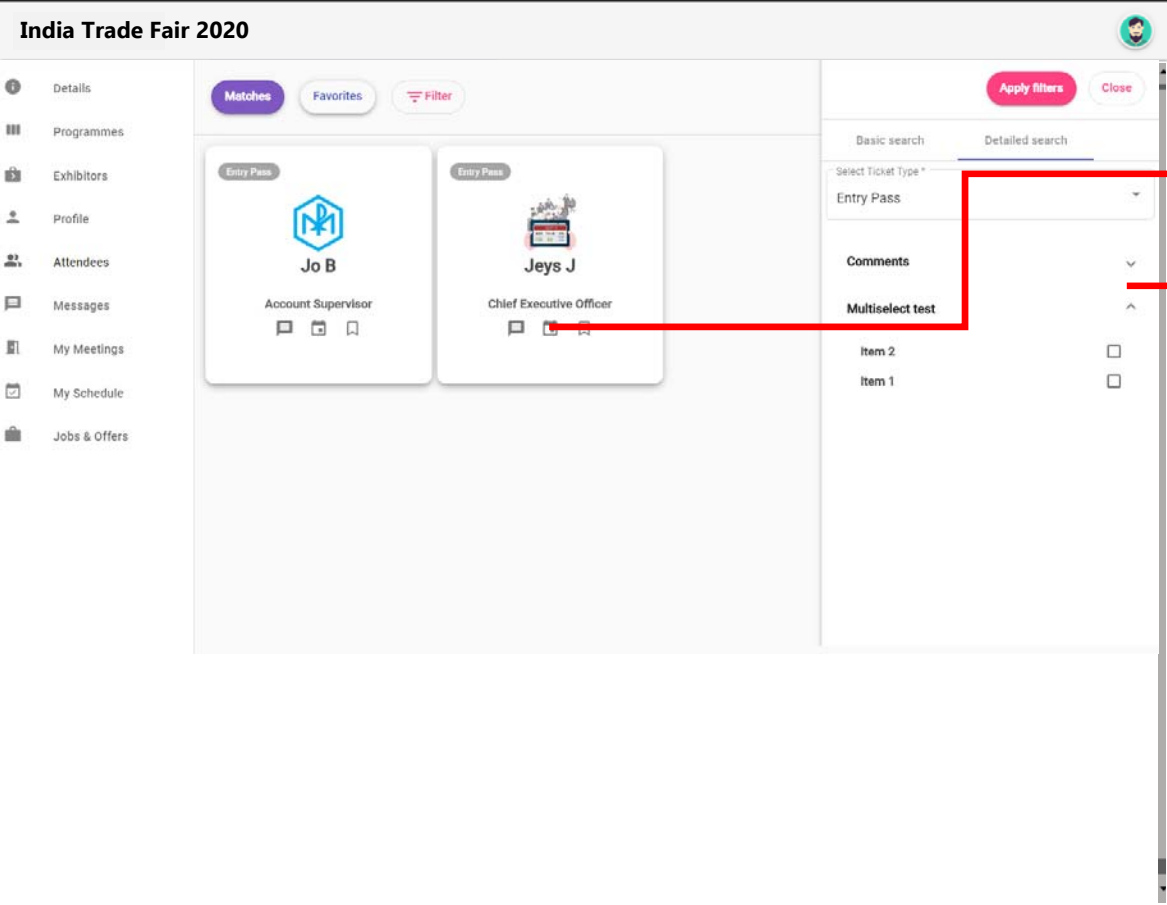
Chat With Us

Call Us

Redirects to
Calling Link (Meet/Zoom)



Matchmaking Tool



Schedule the Meeting

Filter the attendees according to the requirements

Attendee Schedule

India Trade Fair 2020 English

My Schedule

Meetings Programmes

< > NEW **February 2020** month week day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5 12:00 - 13:05	6 10:00 - 13:00	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

The meeting will be scheduled and the individual can join the meeting by clicking on the icon

Exhibitor Benefits

JIIPA have a huge numbers of Japanese buyers interested in Indian textiles. 5000 plus buyers will be contacted with Japanese emails

1

Visiting buyers list

2

MARKET ANALYSIS

While doing the marketing with Automation tools , we will analysis the behavior of mail , social media etc to reflect customer interested to get more conversion

Event tools support 2 level of networking. 1. planned meeting before the event by searching and AI recommendation. 2 live meeting from booth to exhibitor

4

Networking


3

Hybrid Event

As this event is happening in hybrid mode , Japanese buyers will get a real touch and feel of each products and from booth tool will allow them to connect with manufacture

Exhibitor Benefits

Dedicated booth page of each exhibitor, detailed product details, company brochures etc can be set with easy contact details

5

Custom booth pages

6

Dedicated product pages

Each product can have there on dedicated pages, this will help buyers to know more about each product

Using Salesforce Automation tools, we do automated marketing to increase opportunity

7

In-depth marketing support

8

Live event Analysis

After the event, exhibitor get in depth analysis about buyer's behavior during event, cross analysis report will tell them about how long they spent time in booth and in product pages , which product have more interest etc

Exhibitor Benefits

Exhibitor can decide their own communication tool during event call [based on exhibitor interest they can set tool for video calls (JIO, ZOOM, GOOGLEMEET, etc.)

9


Custom communication channel

10

Exhibitor portal

Live feedback at the back –end, Each exhibitor will get console and from there they can see how many online visitors and can initiate communication to them

Online event can be extended to n number of days to increase lead generation

11

More event days

12

Multiple sales agent

Multiple sales agent : Exhibitor can setup many sales agent to engage visitors at the same time

Promotional Activities

Advertisements in industry publications

Media	Media Issue Date/Placement Date
Sen I News	Daily (Monday to Friday)
Senken Shimbun	Daily (Monday to Friday)
Living Biz	Monthly
Home Living	Three times each month (5, 15, 25)
Interior Business News	Twice each month (10, 25)
Asian Textile Business	Monthly

Banner ads on industry publication websites

Media	Media Placement time
Sen I News	2 months
Senken Shimbun	2 months

Direct mail and direct e-mail

Send direct mail and e-mail targeting 10,000 people:

JIIPA database + external open database

< Number of recipients >

Current Database

+

New targets

=

5,000 people

Media	Media Description
Direct mail	<ul style="list-style-type: none"> ◆ Frequency = Once (one mailing to 10,000 recipients) ◆ Time = One and a half months before the event ◆ Contents = One A4 sheet of paper and envelope ◆ Information <ul style="list-style-type: none"> ◆ Summary of event • Greeting from organizer • Location • Exhibitors
Direct e-mail	<ul style="list-style-type: none"> ◆ Frequency = Five times (to all 10,000 recipients at once) ◆ Time = Every other week starting two and a half months before the event ◆ Contents = e-magazine format ◆ Information <ul style="list-style-type: none"> • Products exhibited • Detailed information about programs other than exhibits • A variety of topics • Link to official event website • Link to Facebook fan page • Other information and information updates <p>In general, information that will make people want to attend the event and visit the official event website</p>

Telemarketing

We will call direct mail recipients to ask them to visit the event. By directly contacting targets, we can explain the benefits of attending this event to people one by one.

< Number of recipients >

Current Database

+

New targets

=

5,000 people

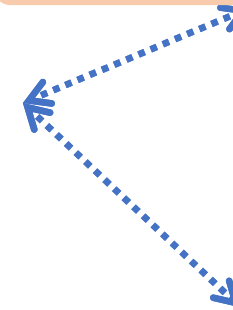
Periodic calls three times after direct mail goes out

Collect information



- Data sheet
- Script
- FAQ

Build good relationships with targets



Answer questions, raise awareness of benefits of attending



- ◆ Answer questions individually to eliminate points that are unclear.
- ◆ Explain the benefits of attending to targets one by one.
- ◆ Collect information from targets that can be used to make the event better.



DM
Invitations



E-Mail



Facebook



twitter



Web



Tokyo International Forum

***Promotions effectively through SNS by creating symbolic items!
Produce an unforgettable image of the event.***

Exhibitors Schedule

JULY 23
WEBINA
R

JULY 23-31
Discussion
Period

AUG 1-5
Application
Period

AUG 5-10
Create own
Booth Page on
ITF website

AUG 10-15
Announcement of the floor plan
Exhibitors Manual / order forms
/ Exhibitor kit sent to exhibitors

AUG 15-30
Business Matching
Set up with
registered buyers on
ITF Website

AUG 20
Dispatch
Your
Samples

SEPT 1-2, 2020

**INDIA TEX TREND
FAIR**

Buyer Profile

Importers, Distributors, Wholesalers, Mass retailers, Department stores, Lifestyle shops, Select shops, Specialty stores, Stationary shops, Gift shops, Manufacturers and more

◆ List of Major Buyer Visited At The Event:

●Apparel & Home Furnishing Trading Companies

Itochu Corporation
Sumitomo Corporation Kyusyu
Toyota Tsusho Fashion Express Ltd.
Sumitex International Company Ltd.
Mitsui Bussan I-Fashion Ltd.
Mitsubishi Corporation Fashion Co., Ltd.
Marubeni Corporation
Teijin Frontier Co., Ltd.
Itokin Co., Ltd.
Teijin
Toray Alphart Co.
Takiho Co., Ltd.
Tamurakoma & Co., Ltd.
Koizumi Apparel Co., Ltd.
Toyoshima & Co., Ltd.
Kawashima Selkon Textiles Co., Ltd.
Yamamoto Sada Co., Ltd.
Manhyo Co., Ltd.
Moririn Co., Ltd.
Takisada-Nagoya Co., Ltd.
Manhyo Fashion Create
Yagi & Co., Ltd.
World
Sanwa
Stylem
Sanyo Shokai
Sanei International
Asahi Kasei

Nishikawa sangyo
Nisshin Toa
Bals Corporation
Nishikawa Living
FO International

●Fashion Interior & Home Furnishing

Nitori Holdings
Shimachu
Ikea
IDC Otsuka
Tokyo Interior Corp
Kawajun
Actus
Misawa
DCM Holdings
Lixil Group
Yuzawaya Shoji Co Ltd
Ryohin Keikaku Co.Ltd (Muji)
Tokyu Hands
Cainz
Komeri
Konan Shoji
Iris Oyama
Joyful Honda
Arkland Sakamoto
Shimamura Co., Ltd.
Izawa Towel (Towel)
Fuji Bed Industry
Tokyo Koku Cleaning Co., Ltd.

Kuwatechno Co., Ltd. (Towel)
Imawari Towel
Hakuwa Co., Ltd.
Uchino Co., Ltd. (Towel)
Fujinami Towel Service
Ikeuchi Organic Towel

●Apparel Maker

Onward
Sanyo Shokai
Itokin
Five Fox
Renown
Look

●Apparel Merchandising

Fast Retailing (Uniqlo)
Adastria
Pal
Cross Plus
Honeys

●Select Shop

United Arrows
Baycruise Group
Beams
Tomorrowland
Urban Research
Ships
ABA House International Co.
BIGI Co., Ltd.
Eddie Bawer Japan

Titicaca
Right-on
Ron Harman
Amina Collection Co., Ltd.
Pal Co., Ltd.
Socs Japan Co., Ltd.
Moonbat Co., Ltd.
Melrose Co., Ltd.
Fashion Net Inc.
Rose Bud Ltd.
Jeans Mate
Issei Miyake
Ron Harman
Sazaby League, Ltd.
H. P. France S. A.
Amina Collection Co., Ltd.

●Super Market

Aeon Co., Ltd.
Seven & I Holdings
CGC Japan
Maxvalue
Maruentsu
Izumiya

●Dollar Shop

Daiso
Seria
Can Do

●Discount Stores

Olympic Group

Don Quijote Holdings
Mr. Max

●Departmental Stores

Mitsukoshi Isetan Holdings
Hankyu Hanshin Department Stores, Inc.
Seibu Sogo Department
Marui
Takashimaya
Sogo & Seibu
Lumine
Parco
Tokyu Department Store
Tobu Department Store
Odakyu Department Store

●TV Shopping / Net Shopping

Jupiter Shop Channel
QVC Japan
Amazon Japan
Rakuten Holdings
Yahoo Japan
Start Today
Nissen
Senshukai
Dinos & Cecil
Otsukashokai
Kaunet
Biznet

Glimpses of ITF 2019



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Glimpses of ITF 2019



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Glimpses of ITF 2019



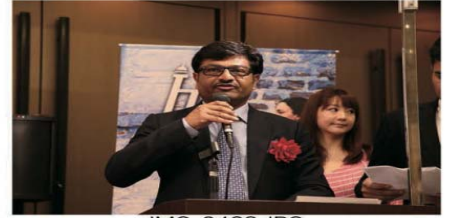
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Glimpses of ITF 2019



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Glimpses of ITF 2019



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Glimpses of ITF 2019



Exhibition hall entrance



Registration



Opening Ceremony



VIP Preview



Business Discussion



Buyers



Buyers



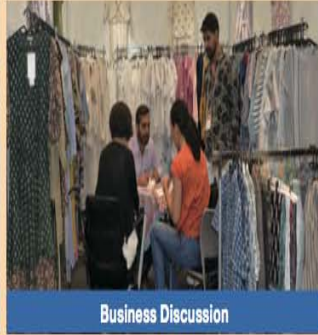
Demonstration



Business Discussion



Business Discussion



Business Discussion



We look forward for your participation in India Tex Trend Fair scheduled from September 01-02, 2020 at Toc Gotanda Messe, Japan.

JIIPA

Japan India Industry Promotion Association (NPO)

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