



90% of booth space booked at JIAM 2020 Osaka

Japan Sewing Machinery Manufactures Association (JASMA) is delighted to announce that 90% of the exhibition space of the Japan International Apparel Machinery & Textile Industry Trade Fair "JIAM 2020 OSAKA" is booked. The fair will take place from 20 - 23 May 2020 under the theme of 'the forefront of the future technology and master craftsmanship collaboration' at INTEX OSAKA. As of 8th November, Sixteen existing exhibitors (Eleven domestic, five overseas) have expanded their exhibition space and 17 companies (seven domestic, ten overseas) will be joining the fair for the first time. The total exhibition space from JASMA member companies increased by 6%.

Since exhibitor registration opened in May 2018, JASMA has actively promoted JIAM 2020 OSAKA to industry stakeholders at related trade shows in Japan and overseas, such as DTC in Dongguan (China), Texprocess in Frankfurt (Germany), ITMA in Barcelona (Spain), CISM in Shanghai (China) and TITAS in Taipei (Taiwan). The show will welcome overseas exhibitors from nine countries and regions, including Australia, China with Hong Kong and Macao, Germany, Greece, India, Taiwan, Thailand, and UK for now. In addition, Germany will participate with a pavilion of over 100sqm by the VDMA German garment and leather technology association. The figures express high expectations towards the show as an international business platform.

Special seminars

Various special seminars will take place throughout the four exhibition days. Mr Susumu Inarida of specially appointed committee member Japan Modelist Association / Professor emeritus of Bunka Fashion Graduate University (BFGU), whose seminar gathered an audience of over 200 visitors in 2016, will show his master craftsmanship. In addition, Mr Yoshio Suzuki of GINZA YAMAGATAYA will introduce men's ready-made clothes tailor techniques during a skills training seminar. Addressing future technology, Mr Koshiro Yokota, president of Toyotake Industry Co Ltd, will talk about an IoT case example for manufacturing factories.

The most popular panel discussion of the last edition, hosted by ASIA-APPAREL PRODUCTION NETWORK (AAP), will return and discuss 'The forefront of Asian apparel, 10 years fight of Japanese sewing companies and the future'. Taking part in the discussion are Mr Kazuya Masai, President of Yumine Co., Ltd., Mr Masayuki Tsunekawa, President of SANTEI CO., LTD., Mr Kazuo Iwai, President of Japan Rocks Co., Ltd, Mr Takashi Ishiguro, President of Kojima Iryo Co., Ltd and Mr Kazuo Furushima, President of FASHION CLOTH FURUSHIMA CO., LTD. Mr Hiroshi Wada, Director / Executive Secretary of AAP, will act as moderator. 'A proposal project on monozukuri (manufacturing) from Japan' will be on stage again to

discuss 'Made-in-Japan to challenge the world'. Mr Yoshio Sadasue, Chairman of Maker's Shirt Kamakura Co Ltd; Mr Masaki Sato, President of Sato Seni Co LTD and Mr Masahiro Shiraishi, President of Fashion SHIRAISHI, will take part, together with moderator Mr Nobuyuki Kume, Adviser of KUME Co Ltd.

Home Sewing Zone

Home Sewing Zone, catered for B2C, will be installed at JIAM 2020 OSAKA, featuring sewing machines and related accessories for end users. This zone will be a platform that provides suggestions on how to enjoy home sewing machines. Another highlight will be the presentation of the works of excellence award recipients of JASMA's 40th home sewing competition for elementary, middle and high school students, published in 'The supporting goods and costumes for sports'.

With the upcoming Tokyo Olympics 2020, JIAM 2020 has decided its exhibition theme as 'JIAM 2020, the forefront of the Future technology and Master craftsmanship collaboration'. The show will provide solutions catering to each and every need, by combining existing high-level skillsets that have survived drastic market changes in the past with the latest technology built on knowledge and history. The 2020 edition will showcase products in which 'state-of art-technology' and 'master craftsmanship' come together. ♦