

Report on TEXPROCIL's Participation at Japantex, Tokyo (12-14 November 2014)

Introduction

Based on the recommendation of Athena Infonomics (the independent consultants who did a market study on Korea and Japan for the Council) and with a view to promote export of Home Textiles & Interior Fabrics, besides the fact that Japan has now eliminated duties in all textile items for import from India, the Council took the initiative to organize a group participation of Indian exporters of Home Textiles & Fabrics in Japantex Tokyo, held at Tokyo Big Sight, East Hall 1, Tokyo, Japan from 12th to 14th November 2014.

Objective of organizing a group participation:

- To create “Brand India” image for Indian Home Textile products
- To take advantage of zero import duty in Japan for Home textile products under Indo-Japan CEPA

About Japantex

This year the fair was being held for 33rd time and the show is popular among representatives of many sectors such as Home textiles and home fashion, wall covering, floor covering etc. Japantex brings a combined fair concept to the Japanese medium and high end market and is hosted every year in November.

The Show is supported by the Ministry of Economy, Trade and Industry (METI), Japan External Trade Organization (JETRO), The Association of the Promotion of International Trade, Japan, The Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China, Embassy of India, Economic and Commercial Office Embassy of Spain

Exhibitor Profile

Overall there were 499 Booths representing 207 Companies / Organizations from 11 Countries and regions made Japantex and Japan Home Building Show an “all-in-one” solution for Home textile, Interior fabrics and the general home sectors.

The breakup of exhibitors is given below:

Japan 149
India 23
China 18
Taiwan 5
Spain 3
Iran, Netherland, UK – 2 each
Korea, Turkey, Portugal – 1 each

Sectors represented by the exhibitors

Bedroom textiles	:	Bed linen, blankets, pillow covers, mattresses
Bathroom textiles	:	Towels, bath mats and carpets, bath curtains, bathroom accessories
Kitchen textiles	:	linen and non-linen table cloth, table decoration
Window	:	Curtains, Upholstery, Decorative fabrics etc.
Floor Covering	:	Carpets, Rugs, Flooring material, Textile etc.
Home Fashion	:	Cushions, Interior goods, Interior lighting, Furniture upholstery etc.

Visitor Profile

Over 30,000 visitors were at the Show over 3 days which also included the collocated Japan Home Building Show. The fairground was vibrant, with buyers from around the world searching for medium and high-end design products, trends and new ideas to meet their diverse lifestyle needs. The visitors were mostly from Japan and included people from the design, manufacturing and trader / whole-seller categories.

Details of the visitor turnout on the three days are given below.

Date	JAPANTEX 2014	Japan Home & Building Show2014	Visitor from	Total 2014	Press
	Visitor	Visitor	other Exhibitions		
Nov-12	4,429	5,966	678	11,073	194
	(4,010)	(4,960)	(880)	(9,850)	(165)
Nov-13	3,539	5,882	1,222	10,643	82
	(3,276)	(4,965)	(957)	(9,198)	(77)
Nov-14	3,206	5,696	1,387	10,289	67
	(3,057)	(4,002)	(1,003)	(8,062)	(66)
Total	11,174	17,544	3,287	32,005	343
	(10,343)	(13,927)	(2,840)	(27,110)	(308)

Home, Building & Interior Week 2014

	()=2013			
	JAPANTEX	Japan Home & Building Show	Visitors from Other Exhibition	Total
Building Owner				
Developer	258	810	50	1,118
Real Estate Agent				
Architecture Design Office	1,035	1,647	149	2,831
Design Office				
Builder's Office	697	2,954	47	3,698
Home Builder				
General Contractor				
Sub Contractor	190	1,099	201	1,490
Construction Company				
Interior Finishing Store				
Wallpaper Shop & Tatami Shop	1,496	1,038	98	2,632
Remodeler's Shop				
Department Store				
Mass Merchandiser / DIY Store				
Interior Speciality Shop	1,270	547	131	1,948
Mail-order Business				
Other Retail				
Building Management	100	223	236	559
Building Maintenance				
Trading	1,697	2,810	494	5,001
Wholesaler				
Infrastructure	83	522	193	798
Communication /IT				
Building Material Manufacturer				
Housing Equipment Manufacturer	2,873	4,487	1,271	8,631
Interior Manufacturer				
Other Manufacturer				
Public Office / Association	192	643	217	1,052
Hospital / Scholastic Institution / Communal Facility				
Owner				
Consumer	1,283	764	200	2,247
Student				
	11,174	17,544	3,287	32,005
	(10343)	(13927)	(2840)	(27110)
Press				343

India Exhibitors

Council created a Brand India Pavilion to make a strong presence of Indian Home Textiles Products and to create Brand India image in Japanese market. This was the first time that the Council used the exclusive service of Sakura International in creating a seamless Indian pavilion using smart panels (non-octanorm structures). The pavilion was liked and appreciated by all the participants as well as the local Japantex stand contractors.

There were 23 exhibitors from India, including the Council's stall as well as the Carpet Export Promotion Council's stall. 21 companies participated of which 14 were from Carpets and 6 member companies of TEXPROCIL were present, showcasing products made from cotton, silk, wool and other categories. 1 member was from the Silk Council.

'TEXPROCIL' Information Stall

The Council had a 9 sq mt stall at Japantex, Tokyo and the response was not as expected given that the Fair was for home textiles and interior fabrics. A total of 9 trade enquiries were received at the stall with the visitors requiring Home Textiles and fabrics.

Feedback from the participants through the Council

This was the first time that Texprocil was participating in the Japantex Exhibition. The feedback generally was that there is a need to market and publicise the India pavilion well in advance as Japanese visitors and buyers require to see the Indian participants more often to develop a trust factor. A few participants benefitted by meeting with their existing customers as well as new prospective importers. Most of them were of the opinion that we need to participate in this fair for at least another year to establish Brand India image in Japanese market.

Visit of the Japanese Princess to the India pavilion

The Show was inaugurated by Her Imperial Highness, Princess Takomado. She visited the India Pavilion and met with the Ambassador of India to Japan, H.E. Ms. Deepa Gopalan Wadhwa. A souvenir was handed to her Imperial Highness in the presence of the Ambassador.

Visit of the Ambassador to the Show

The Indian Ambassador to Japan H.E. Ms. Deepa Gopalan Wadhwa visited the Fair on 12th November 2014 and interacted with all the participants. Many of them sought assistance for appointing Agents and also meeting Buyers. All of them expressed confidence that they would be able to increase their sales in Japan in view of the Zero duty benefit as China the main competitor continued to have duties on home textiles.

The Ambassador appreciated the products on display and assured them of all cooperation from the Indian Embassy in their efforts to increase their exports. The Ambassador said that Texprocil needs to come to Japan every year and make its presence known in more than one Fair and that she would extend all assistance in getting approvals from the Ministry in this regard. She also complimented Texprocil for the wonderful India pavilion which had a vibrancy of colours.

Meetings with Japan Textile Importers Association:

A meeting with the top management of the JTIA was held in the Texprocil booth on 12th November at 2 pm. The members from JTIA included the newly appointed Director Mr. N Mori; Mr. Yoshiaki Kamiyama, Senior Researcher; and Mr. Makiyama Takao.

Mr. Kamiyama mentioned that Indian participants need to come every year to make their presence known in the Japanese market as Japan wishes to reduce its high overdependence on China. He also said that regular interactions through Seminars or delegations will help bridge the gap between the suppliers and buyers and will instill a comfort factor in the Japanese buyers who are otherwise very reserved while approaching exhibitors at a Fair. He also liked the quality of the goods on display.

India has a negligible share in the import of cotton fabrics into Japan. Almost half of the supply is from China. A few ASEAN nations and countries from Europe supply fabrics to Japan.

Recommendations:

- 1) As the Japanese people believe in advance planning it is suggested to market and publicise the participation of the India pavilion about 4 months prior to the Show. The mobilization of participants can also start early by March / April 2015
- 2) Bring a designer from Japan to inform the trade about the latest trends and patterns in Home Textiles and making use of different types of fabrics like jacquards etc.
- 3) Organise a visit of a delegation from India to visit the top retailers in Japan and showcase the products
- 4) Organise a seminar on the sidelines of the Interior Lifestyle Show in June 2015 inviting 2-3 leading Japanese importers to speak at the event. This will help provide a build up to India's presence at Japantex
- 5) Arrange a store promotion week in the locations of one of the top retailers in Japan
- 6) Use the help of the local Indian Chambers to market the India pavilion as they are aware of the Japanese buyers interested in Indian products.

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