

Generating the great deal of the business opportunity, JFW International Fashion Fair has come to the final day.

Today is the final day of JFW-International Fashion Fair (JFW-IFF), the largest fashion exhibition organized by Senken Shimbun. This edition hosted 756 companies (1,120 booths) from 14 countries and regions not only Japan but also from around Asia, the United States, and Europe, drawing 8,382 visitors on the first day (13th), 9,478 on the second day (14th), and 3,608 as of 1:00 pm on the final day (15th).

Live Displays and Events Proved Popular with Buyers!



During the 3 days of this edition, the exhibitors with the need to expand their sales channels throughout the country exhibited their products and craftsmanship in various ways to the buyers at this year's JFW-IFF. The Kobe fashion booth brought together shoes and accessory companies and designed their booths just like a sales space in the ground floor of a department store to demonstrate how their products would be seen in an actual sales space, which caught the interest of buyers. A miniature leather work shop was set up in the booth of the Seiban Chiiki Jiba Sangyou

Shinkou Center to allow visitors to watch craftsmen making actual products. As for overseas exhibitors, the organization exhibit from Bangladesh, even though this was the first time for organization to exhibit at JFW-IFF, has proven the potential that they could possibly become one of the China Plus One countries for the buyers looking to diversify their product procurement sources.

In addition, on the first day of the fair, the NIPPON MONO ICHI – CREATION SPIRITS, which is a market-oriented hands-on venture sponsored by the Ministry of Economy, Trade, and Industry and the Organization for Small & Medium Enterprises and Regional Innovation, Japan, arranged for Jupiter Shop Channel, which is a TV shopping company, to come and do a live show on a specially built stage to present the products of exhibiting companies.





JFW INTERNATIONAL FASHION FAIR

This resulted in many items selling out and the lively atmosphere brought a good effect on the rest of the fair. During the fair, skilled reporters from the Senken Shimbun Editorial Department as well as outside instructors came and held seminars. The fair gathers close to 800 companies and 30,000 retail buyers and other visitors each year.

Next JFW-IFF to be held July 21-23 at Tokyo Big Sight West Exhibition Hall!

The next JFW-IFF will be held July 21-23, 2010 at the same location, Tokyo Big Sight West Exhibition Hall. We will continue to strive to make the fair useful to the exhibitors and visitors as well as the Japanese fashion industry. Don't miss the next JFW-IFF!

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We thank the members of the press for their continued support of JFW-IFF.

