

**Creative Linkage**

—Innovative Technology for a Prosperous and Comfortable Lifestyle—



**Japan International Apparel Machinery Trade Show**



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**Inquiries and correspondence to JIAM DESK**



## Japan International Apparel Machinery Trade Show

# JIAM 2012

Theme

## Creative Linkage

—Innovative Technology for a Prosperous and Comfortable Lifestyle—

### ◆ Upcoming JIAM to be held in Japan in Autumn 2012

Held every three years since 1984, JIAM is an international trade show where major sewing equipment makers present their latest technology to the world. Offering opportunities for people in the industry to come together and see the way forward, the series continues in 2012 with a new show.

The last JIAM was held in Singapore in 2008. As an international trade show with the power to attract leading global technology, the tenth show is coming back to Osaka.

### ◆ Concept of JIAM 2012

To be held in 2012, this latest international tradeshow in the JIAM series will be a 'New Look JIAM' where sewing equipment makers and service providers, especially from Japan and overseas, can show their latest advanced technologies and provide news about breakthroughs, and information about new textiles, fibers, and other products. Bringing together people from all over the world, 'New Look JIAM' will be an international tradeshow that circulates information, the lifeblood of business.

This time around the JIAM theme is Creative Linkage – Innovative Technology for a Prosperous and Comfortable Lifestyle. Besides exhibits of new equipment and innovative products, including new materials and treatments, special displays at JIAM 2012 will explore collaboration concerned with materials and the equipment for processing them. 'New Look JIAM' is going to be a place where visitors can discover the keys to unlock new business potential. As a premier tradeshow, JIAM will again be a platform for the textile and fashion industry.

### ● Originating in Japan, the catalyst to revitalize the world

Although Japan was struck by catastrophic earthquake in March 2011, while the local situation remains severe in certain parts of northern Japan, economically, the rest of the country is strongly recovering. This is especially true in Western Japan, a powerhouse of social, cultural, and economic influence.

Well situated close to the headquarters of companies involved with sewing machinery, apparel business and fashion, in September 2012 JIAM will be held in Osaka, the heart of the industrial economy of Western Japan. By demonstrating creative linkage, the show will act as a catalyst to help revitalize the world.

## ◆ Growing list of major Japanese makers committed to exhibiting!

Including the famous names listed below, a growing list of Japanese makers have committed to participation in JIAM 2012. Already, more than half the 1300 booth spaces in the special exhibition area have been reserved.

### JASMA members and other businesses that have booked space at JIAM 2102

(Alphabetical order) Brother Industries, Ltd.; Hashima Co., Ltd; (KM Impress); Hirose Mfg. Co., Ltd.; Janome Sewing Machine Co., Ltd.; Juki Corporation; Mitsubishi Electric Corporation; Organ Needle Co., Ltd.; Pegasus Sewing Machine Mfg. Co., Ltd.; Sabun Industrial Co., Ltd.; Tajima Group; Towa Industrial Co., Ltd.; Yamato Sewing Machine Mfg. Co., Ltd.



## ◆ Early bird discount deadline extended to 31 December

Responding to strong requests from overseas companies who want to take advantage of lower fees for booking exhibition space ahead of the final deadline, the early bird discount deadline has been extended three months. The former special discount deadline of September 30, 2011 has now been extended to December 31, 2011.

- **Early bird discount** – Valid for reservations sent (postmarked) before or on December 31, 2011
- **Final deadline** (non-discounted) – We need to receive all reservations by March 30, 2012

## ◆ Heavy overseas promotion

Both in Japan and overseas, JIAM Desk has actively promoted JIAM 2012. In March, a presentation was given at an apparel show in Dongguan, China. In May, promotion was carried out in Taiwan, and at Texprocess in Frankfurt, Germany. In every location, this effort has brought many inquiries from interested businesses.

## ◆ **New-look JIAM**

JIAM 2012 will be a concentration of equipment, materials, products, and information!

Determinedly future oriented, displays will be organized to stimulate the business imagination of anyone involved with processing of textiles and apparel.

### **(1) One-stop for information about leading innovation for advanced textile and apparel processing**

‘New Look JIAM’ is the place to see the birth of next-generation concepts and equipment to do with textile and apparel processing. Set in textile city Osaka, JIAM 2012 is the place to find out about technical innovation.

### **(2) Throng of visitors coming from Asian heart of the global sewing industry**

Along with visitors from Japan, 6,000 overseas visitors attended each of the last two JIAM shows held in 2002 and 2005 in Osaka, close to the heart the global sewing industry in Asia.

Among all the major trade shows held in Japan, JIAM always attracts an exceptional number of overseas visitors, especially from Asia. In terms of its drawing power, JIAM has regularly proven to be a truly world-class tradeshow. The members of JASMA are the driving force in the sewing machinery industry and they take pride in organizing compelling shows that are rewarding for those who make the overseas trip to Japan. They regard JIAM as an extremely important and effective platform from which to attract the interest of customers from Asia, and as a vehicle for doing business.

### **(3) Collaboration and integration with other industrial sectors for developing the apparel industry**

‘New Look JIAM’ aims to reach beyond the conventional limits of the apparel and textile processing industry. Committed to the ongoing evolution of the textile and apparel industry value chain, along with technology from new and allied fields, JIAM 2012 also aims to demonstrate how Creative Linkage can occur through, for example, further collaboration and fusion between the materials and parts sector and the distribution sector.

### **(4) Innovative technology to promote a safe, secure, and comfortable global environment**

‘New Look JIAM’ will encompass factors and conditions that are still leading to wide-ranging innovations and product development. The spotlight will also be on CSR (corporate social responsibility), especially advanced technology that helps, while promoting the prosperity and comfort of people, to make the global environment more safe, secure and comfortable.

### **(5) Full program of events that will prove attractive to participants and visitors**

In line with the theme of JIAM 2012, international symposiums, seminars, and other events will be held.

## ◆ **Presenting the ‘Strengths of Japan’ in special exhibitions**

At the forefront of the world technology related to textiles, Japan is acknowledged to have some distinctive cultural traits. JIAM 2012 will showcase these for Japanese and overseas visitors and show what makes ‘Made in Japan’ such a mark of excellence.

With joint input from industry, government, and academia, four special exhibitions, each occupying its own corner of the Intex Osaka exhibition hall, are being planned: ‘Advanced Technology Information Corner,’ ‘People-Friendly Corner,’ ‘Cool Japan Corner,’ and ‘Sports & Sew Corner.’ Osaka’s mid and small sized businesses will also have a space to display their world-beating expertise and meet customers who need their services. A number of consulting corners to promote business are being set up, too.

## ◆ Numerous symposiums and seminars centered on links between different industrial sectors

Exploring all aspects of 'Creative Linkage,' to bring people and ideas from different sectors together, wide appeal to the varied people who visit the show, a broad range of seminars will be held.

The first day will cover things mainly from the maker's side. After that focus will be on sewing machine manufacturers and the sewing industry. Experts from Germany and China will be among those giving presentations and conducting seminars. In particular, with the emphasis on Asia, featuring experts and leaders in the field of apparel and secondary materials, on the second day, a symposium will be held.

Meanwhile, to emphasize linkage between the various sectors, there will be seminars centering on IT, fashion, business strategies, and other topics. The special exhibits will have related seminars discussing themes such as 'Cool Japan' and new textiles. Over the entire course of JIAM 2012, we are confident that the full program of seminars will strongly appeal to visitors from across the range of sewing-related industries.

### Sponsor

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