

# Press Release

October 20, 2011

For immediate release  
JIAM Desk  
Osaka International Trade Fair Commission



## Latest news about JIAM 2012, announced at CISMA2011.

On September 28, 2011, during CISMA2011 at Shanghai, the latest information was announced about Japan International Apparel Machinery Trade Show JIAM 2012, to be held in Osaka in 2012.

At the press conference about 30 media representatives, mainly from China, but also including reporters from Japan, Hong Kong, India, and elsewhere heard about the progress of preparations for JIAM 2012.

First off, JIAM 2012 Executive Committee Chairman Daido Mima outlined the features of the forthcoming JIAM 2012 which, after seven years, is once again being held in Japan (JIAM 2008 was held in Singapore). He was pleased to confirm that all the major Japanese makers, who are members of JASMA (Japan Sewing Machinery Manufacturers Association), have committed to participation in the show. Rather than going for sheer scale, these companies are focusing on bringing together the latest technology from Japan and overseas, and aiming to make the show a place where visitors can get the latest useful, high quality information.

After this, JIAM Desk covered administrative points, such as current details about show content and scheduling. It was also revealed that, in response to numerous requests from companies dealing with difficult economic and social conditions, the 'early bird' discount deadline has been extended.

True to the theme **Creative Linkage – Innovative Technology for a Prosperous and Comfortable Lifestyle**, centered on the sewing machine industry, JIAM 2012 is set to be an international trade fair that fosters new links between the apparel sector and related industries. It is being held from 19 to 22 September at INTEX Osaka.

### **Sign up soon!**

**Exhibitors are eligible for the Early Bird discount until December 31**

(mailing to be postmarked by Dec. 31)

Final full-price application deadline: March 30, 2012

More information available at <http://www.jiam2012.com>

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