

20 December, 2022

Japan Sewing Machinery Manufacturers Association (JASMA)

## JIAM 2022 OSAKA concludes successfully; new technological and business dominate agenda

Japan International Apparel Machinery & Textile Industry Trade Show (JIAM) has wrapped up four successful days of business at INTEX OSAKA. From 30 November – 3 December 2022, a total of 10,452 visitors found their way to the fairground. Assembling again for the first time since the pandemic began, 150 exhibitors (domestic: 112, overseas: 38) from 11 different countries and regions welcomed visitors with an extensive and diverse selection of products. Buyers from Bangladesh, India, Sri Lanka, South Korea, and Pakistan constituted the top five visiting countries (excluding Japan), compensating for a drop in visitors from China this year due to COVID-19 travel restrictions.



JIAM 2022 OSAKA attracted many visitors from South Asia

Under the theme of "It all connects at JIAM – the forefront of technology and master craftsmanship", the 2022 edition showcased apparel manufacturing solutions catered to each and every need, combining high-level skillsets and time-tested knowledge with the latest modern-day technology. At the opening ceremony, Mr Shinsuke Uchinashi, Chairman of the Japan Sewing Machinery Manufacturers Association (JASMA), commented, "In the new normal, there is growing demand for new technological advancements, productivity improvements, and greater quality control. In addition to solving these pain points, this edition's exhibitors are also showcasing various innovations in response to automation, IoT, and networking."

A wide variety of special seminars held in Hall 4 were well received. Highlights included a skills training seminar hosted by an emeritus professor and panel discussions by leading companies in the manufacturing industry. SDGs, examples of IoT in industrial sewing machines, and upcycling initiatives were also on the agenda, with visitors gathered around the presented items taking notes.

The Home Sewing Zone led by three machine manufactures and JASMA held daily workshops where

visitors could learn about upcycling using scraps, and take a break at the café with "cup sleeves" of their own making. Ms Kazuko Mizuochi of JASMA said, "We had a great attendance from the very first day. We were able to familiarize participants with sewing machines and also promote upcycling activities."

**Exhibitor comments**

"After six years since the last exhibition, we had a lot of new products to showcase. Promoting Japan's technological strength to the world is just as important as selling products, so we all worked together to prepare for the show. We also appointed as many people as possible to staff the booth and actively incorporated their ideas. Thanks to these efforts, we were well received by visitors from overseas."

Mr Hiroyuki Okamoto, Executive Officer, PEGASUS SEWING MACHINE MFG. CO., LTD.

"We were prepared for a decrease in the number of visitors due to COVID-19, but received more visitors than expected, not only from Japan but also from India and Bangladesh. This year, we showcased not only individual sewing machines but also solutions that improve production line productivity, which proved to be very popular."

Mr Koichi Naganuma, General Manager, BROTHER INDUSTRIES, LTD.

"We had many visitors to our booth, both domestic and international. JIAM 2022 OSAKA made us realize that we were not as well known in the apparel industry as we thought, and it was a good opportunity for us to raise our exposure. We are positive about the next show."

Ms Ami Akuzawa, Special Sales Planning Department, Epson Sales Japan Corporation

"Visitor numbers were definitely better than we expected. Most exhibitors we talked to are satisfied and we noticed many visitors from South Asia. We have decided to work closely with JASMA to bring more German exhibitors to future shows."

Director Marketing, Textile Care, Fabric and Leather Technologies, VDMA, (German Pavilion)

Japan International Apparel Machinery & Textile Industry Trade Show has been held since 1984 as one of Japan's largest sewing machinery manufactures industry trade fairs. The next edition will take place from 27 – 30 November 2024 at INTEX OSAKA Hall 2, 3, 4 and 5.

<Inquiries>

Official site: <https://jiam-show.com/en>

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