

**Report on Participation in 10th edition of India Trend Fair, Tokyo, 20-22nd July 2022 by
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India Trend Fair is an exclusive flagship event of the Indian Apparel & Home Furnishing sector, through which we have been building bridges of partnerships between the Indian Manufacturing and Exporting community and Buyers of Japan. The display profile of India Trend Fair features a wide range of value-added products with special emphasis on the products designed to suit Japanese fashion trends and requirements. The event is organized by Japan- India Industry Promotion Association (JIIPA) under the guidance and cooperation of related Ministries in Japan.

Market Overview

Japan is the 3rd largest importer of Textile and Apparel (T&A) in the world with an import value of US\$ 37.14 billion in 2019. Japan's T&A imports have grown from US\$ 35.37 billion in 2015 at a CAGR of 1.2%. On the other hand, T&A exports of Japan stood at US\$ 7.74 billion in 2019, slightly lower than US\$ 7.84 billion in 2015 at a rate of 0.3%.

The top five suppliers of Japan account for about 80% of the total Japanese T&A imports. China dominates with a 56% share, accounting for a value of US\$ 20.7 billion. Vietnam follows China at a distant second with a share of 14%. Indonesia, Bangladesh and Myanmar closely compete with each other with a share of 4%, 3% and 3%, respectively. Apparel is a dominating category in the Japanese T&A imports with a share of 75%. This is followed by Other textiles (which include home textiles and other textile material not made up of Cotton or MMF), Man-made (MMF) textiles, Cotton textiles, and Carpets with a share of 10%, 9%, 4%, and 2%, respectively. Jerseys, pullovers, cardigans, waistcoats, and similar articles made up of cotton and manmade fibres are the top imported categories by Japan.

India is the 9th largest supplier of textile and apparel products to Japan with total exports worth US\$ 0.49 billion in 2019 and has registered a growth of CAGR of 3% over the last 5 years. While India's share in Japan's imports remained constant at 1% over the last 5 years, China's share for the same has increased from 37% to 40% over the same period. With respect to Indian exports, apparel was the most imported category with a share of 57%, followed by Cotton Textiles, Others, Man-made Textiles and Carpets having a share of 21%, 10%, 7%, and 5%, respectively.

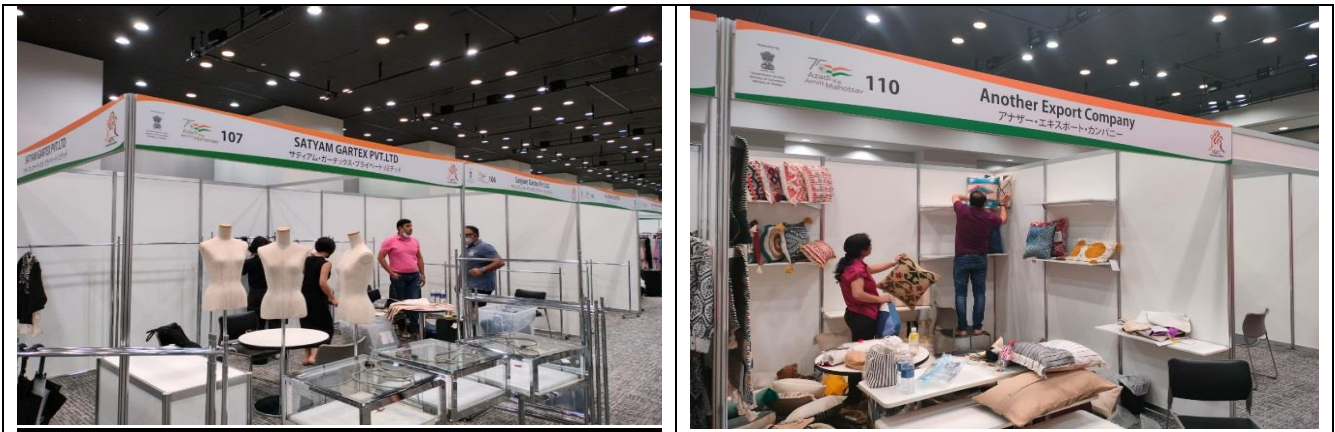
The major categories exported from India to Japan are Cotton Jerseys, Cotton T-shirts, Cotton Shirts, Jackets, and Cotton Dresses. As mentioned above, Japan is the third largest apparel importer even though the population of this island nation is comparatively small when compared to other key global markets. Moreover, Japan is also the third largest economy after USA and China. Given the high per capita expenditure and consumption of apparel, Japan poses itself as a huge apparel market for India. Japan imports a fair share of both cotton-based as well as MMF based apparel. While Indian manufacturers have more or less mastered the skill of exporting cotton-based apparel, the same is not true for MMF-based apparel. A high market potential awaits Indian apparel manufacturers in the form of MMF-based garments.

The Japanese home textile market is supported by the increase in organized retail. The changing lifestyle of people and their urge to decorate and furnish the house in the newest trend has created a high demand for home textiles. Home fashion has become a separate segment as consumer consciousness towards high-quality living has increased. To cater to the increased demand, the number of retailers entering the Japanese home textiles market is also increasing.

Preparatory Day

Due to COVID-19 crisis, the real-time exhibition activities have temporarily been suspended for many events around the world, bringing all marketing and sales activities into virtual mode VBSM (Virtual Buyer Seller Meet). To meet our exporters requirement, HEPC has been undertaking activities in providing opportunities for its member exporters through a various event across different regions around the world to help the exporters to sustain their marketing activities and also tap the new

market opportunities. In preparatory day, exporters reached safely to the exhibition hall after completing their Quarantine, RT-PCR test, etc.. The Exporters are allowed to the Hall around 1 pm and started preparing to display their products and completed the preparatory day around 7 pm with the support from the Council Official.



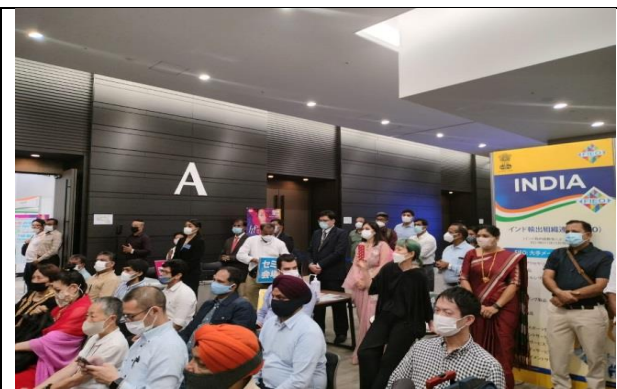
Inauguration

Inauguration of the exhibition was held on July 20, 2022 at Belle Salle Shibuya Garden, Tokyo. Chief Guest and other dignitaries were

- ❖ Mr. Mayank Joshi, DCM, Embassy of India, Tokyo
- ❖ Mr Narendra Goenka, Chairman, Apparel Export Promotion Council (AEPC)
- ❖ Dr. Arumugam Sakthivel, President, Federation of Indian Export Organisations (FIEO)
- ❖ Mr. Gopalakrishnan Palanisamy, Chairman, Handloom Export Promotion Council (HEPC)
- ❖ Mr. Sudhir Sekhri, Vice Chairman, Apparel Export Promotion Council (AEPC)
- ❖ Mr. Gautam Nair, Chairman (EP), Apparel Export Promotion Council (AEPC)
- ❖ Dr. Ajay Sahai, DSG, Federation of Indian Export Organisations (FIEO)
- ❖ Mr. Shigemaro Yasui, Chairman, Japan India Industry Promotion Association (JIIPA)

The inauguration begins with the Inagural address by Shri Mayank Joshi, Deputy Chief of Mission, Embassy of India, Japan followed the welcome address by Shri. Narendra Goenka, Chairman, AEPC, Dr. Sakthivel, President, FIEO and Shri Gopalakrishnan, Chairman, HEPC. The Vote of Thanks delivered by Shri Yosuke Yanagase, Honorary Chairman, JIIPA followed by the Ribbon cutting ceremony by all the Council’s Chairman, Presidents, Embassy officials.





The inauguration ceremony was followed by Tape cutting ceremony and press conference. Ms Mona Khandar, Minister (E&C) in her opening remarks briefed to media on potential of Indian Textile Industry and the sourcing opportunities for Japanese Buyers. India offers to the world a complete value chain solution from farm to fashion giving us a competitive edge by shortened lead times to reach our buyers. She has informed about MoU between Ministry of Textiles, India and M/s Nissenken Quality Evaluation Centre, Japan, now necessary testing, Inspection & Conformity Assessment services are available in India for ensuring the quality required by Japanese buyers for boasting India's trade in to Japan Market

Visit to Exhibitors stalls



Shri. Sanjay Kumar Verma, Ambassador of India visiting HEPC Stalls



Ambassador of India visiting HEPC Stalls with FIEO team



Shri Mayank Joshi, Deputy Chief of Mission, Embassy of India, Japan visiting HEPC Stalls



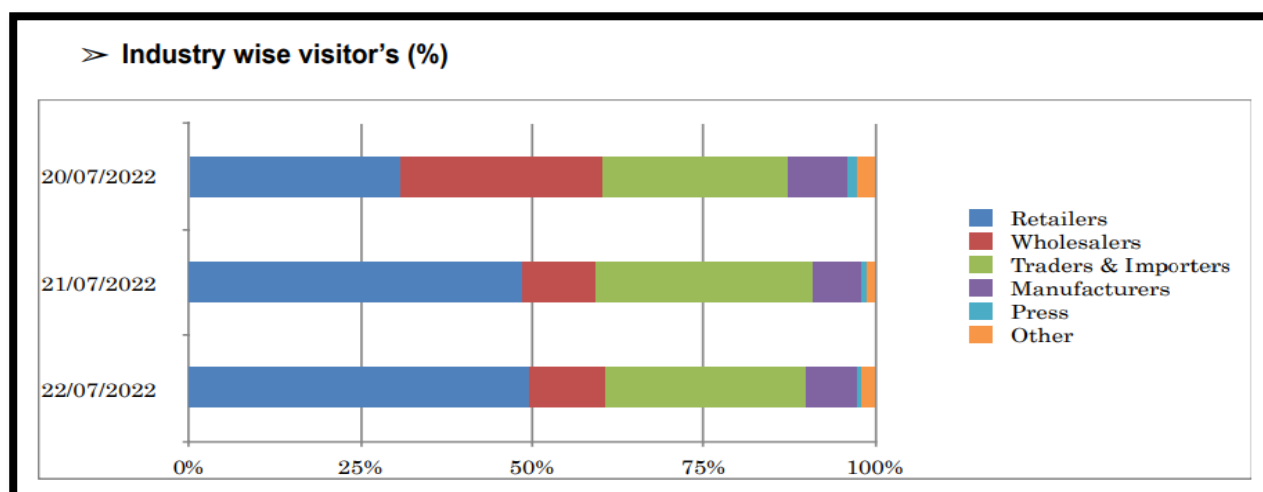
Shri. Sanjay Kumar Verma, Ambassador of India with all Council official's



H E Mr Sanjay Kr Verma, Indian Ambassador, Japan visited India Trend Fair on July 21, 2022 and was happy to see the wide range of quality products on display. He also interacted with Indian companies & assured all support to expand business in Japan. After the Inaugurations, the Guest and VIP's visited the Exhibitors stalls and interacted with all Exhibitors. Around 11 am, buyers/importers started visiting the Exhibitors stalls starting from apparel exhibitions side.

10th India Trend Fair:

The 10th India Trend Fair held at Belle Salle Shibuya Garden, Belle Salle Shibuya Garden, Tokyo was concluded on successful note. The event was held in collaboration with Apparel Export Promotion Council (AEPC), Federation of Indian Exports Organisations (FIEO), Handloom Export Promotion Council (HEPC) and Textile Committee, Government of India. India Trend Fair is the exclusive business matchmaking event for Indian apparel and home fashion trade show. The fair attracted 135 leading Indian companies displayed High Fashion Spring/Summer clothing's. Apparel Export Promotion Council (AEPC) participated with 80 exporters, Federation of Indian Export Organisations (FIEO) participated with 30 exporters, Handloom Export Promotion Council (HEPC) participated with 20 exporters and 5 Individual Exporters participated directly with JIIPA at the event. The event attracted 2,262 Buyers registered during the three days of the event. The visitors were from a cross-section of companies, including Leading Departmental Stores, Chain Stores, Retailers, Wholesalers, Trading Companies, Fashion Designers, Home Centre and VIP from the industry.



HEPC Participation:

The first day was generally busy with the garments exporters with more footfall comparing the Home textile exporters. As per the feedback from the Exhibitors, since HEPC participants entry in the C gate which is the last row of the layout, most of the buyers visited through gate A and exited with gate B without visiting HEPC stall side. After discuss with JIIPA by the HEPC Official, the entry made to buyers from gate C from the Day 2 after agreed by JIIPA team.

The buyers footfall for 2nd and final day was busy for all the exporters as the interested buyers turned out again for making orders, collecting samples. New buyers also turned on the 3rd day. Most of the companies reported that they had met new buyers, that there had been substantive conversations about potential new business and some even made sales on the spot. The main focus was always on making new buyers contacts.

In general, the majority of the buyers for fashion apparel only and very few for Home goods and floor coverings, we need to impress JIIPA to invite more buyers hometextile segment from next fair onwards, Council officials also requested to JIIPA chairman and Shri Prashant to facilitate change of buyer entry gate so that every three hours for more footfalls to every exhibitor. Every exporter will get fair chance and benefits to all Exhibitors.

Most of the participants have expressed their deep satisfaction and gratitude for the opportunity to take part in the event and commented on the professional and courteous way they were treated by the buyers. Many of them made interesting and very favourable comparisons with their experience of buyers closer to home, saying that the level of knowledge about their products and the way Japanese buyers treated them was on a level which they had not encountered before from other markets.

The event attracted a total number of 2262 professional visitors (i.e) 572 on Day 1, 907 on Day 2 and 783 on Day 3. The visitors were from a cross-section of companies, including leading Departmental Stores, Chain Stores, Retailers, Wholesalers, Trading Companies, Fashion Designers and Home Centres. This year, the event elicited participation of about 135 leading India companies. Of which and 20 exporters of Handloom Export Promotion Council showcased range of home furnishing and clothing accessories products in the event. The event also had the participation of FIEO, AEPC who displayed high Fashion garments

HEPC hired a total space of 180 sq. mtrs being the participants area for 20 participants.

The participants under HEPC were from all important export centres such as Tamilnadu, Rajasthan, New Delhi, West Bengal, Haryana, Kerala and Uttar Pradesh offered diverse range of products from handloom industry. Out of 20 HEPC participants under the Council, made-up items, garments and clothing accessories are exhibited. As per the feedback received from HEPC participants, Spot order worth **Rs.5.45 crore** and business enquiries worth **Rs.10.65 crore** was generated.

Conclusion:

10th edition of India Trend Fair, Tokyo have completed with successful participation of Exhibitors and Buyers after 2 years of Pandemic. In future, HEPC may participate with more than 50 exporters/participants from Fashion accessories and garment which has scope in Japan. Hence, from next edition the minimum 50 number of participations in the Fashion garments, accessories and Home textiles segment has good potential in Japan. Also, JIIPA to invite more number of Hometextile exporters in the upcoming edition. In MAI, if possible, to admit 50 participants which HEPC has great chance to invite participants in all segments.

As per the feedback from participants, buyers informed that Japanese buyer would prefer Indian Supplying sources comparing other established supplies like China and Italy due to various reasons including outcome of the pandemic situation and the lot of restriction from China like escalated cost of production. Hence, India is the preferred destination for Japan. India Trend Fair would develop cooperative relationship on Textile sector between two countries to a new phase.

Existing market environment and CEPA agreement between India & Japan offer scope for Indian textile industry to enhance its market share in Japan's textile market. It is feasible through a continuous market exploration by availing every available opportunity to establish market linkage. India Trend fair provides a platform to meet stake holders of Japanese textile industry towards meeting this objective and it's a most successful fair in Japanese market.

The Council was represented by Shri. Sundar Murugesan, Joint Director, HEPC and Shri P. Gopalakrishnan, Chairman, HEPC also attended the event.

Photographs of the HEPC Stalls



