

Programme Schedule

■ Date	September 07, 2015 (MON) 18:00 - 21:30 (Reception open from 17:30-)
■ Program	<p>18:00-18:05 Welcoming remarks by HEPC Representative 18:05-: 18:10 Greetings by Yasui Shigemaro, Chairman, JIIPA 18:10-18:40 Business opportunities and market entry strategies by Mr. Koji Shimada (Asia Development producer)</p> <ul style="list-style-type: none"> ➤ Characteristic of the Japanese market of Tokyo and Osaka. ➤ Method to display in an exhibition of Japan and to succeed (incl. images) the exhibition/Instructions of the exhibition in Japan/Preparations before the exhibition/Correspondence for the exhibition/Practical presentation techniques/Tips for successful product sale in Japan/Store VMD/Catalogue and homepage in Japanese/Securing of contact information in Japan/After-follow services after the exhibition. <p>18:40-19:20 Japan's Fashion Forecast by Mr. Seiji Inoue (Designer)</p> <ul style="list-style-type: none"> ➤ About a fashion trend and a fashion market ➤ Two reasons to make successful sales (choice method of a design and a textile) <p>19:20-20:00 Workshop & One to one meeting with designer (All the Participants are requested to bring their samples to get advices from Japanese Designers) 20:00-21:30 Cocktail & Networking Dinner</p>
■ Location	The Residency Hotel, 179 Allwin Nagar, Coimbatore Main Road, Karur-639002
■ Organizer	The Handloom Export Promotion Council (HEPC), Japan India Industry Promotion Association (JIIPA)
■ Entrance Fee	Free of charge
■ Attendees	100 persons (On a first come, first served basis)
■ Application	Deadline for Applications: Sep. 6, 2015 Email To hepc@hepcindia.com
■ Enquiries	The Handloom Export Promotion Council (HEPC) Mr. P. Rangasamy :+91-44-28278879

Reply Form

Name:		Contact phone number:
Company/Office:		
Address:		
Attendance	Yes/No	If attending, number of people:

PROFILE OF SPEAKERS



Koji Shimada (Asia Development producer)

Entered World co., Ltd in 1983. After working as knit brand sales, “Chantal Thomas” shop manager, producing “Jin Abe”, Plan merchandiser section manager of same brand, temporarily transferred to Fashion industry personnel training mechanism foundation (IFI) and became the section manager of school affairs department in 1998. Returned to a World co., Ltd. in 2002, became the project leader of sports & resort brand in a new business development division and left World co., Ltd. in 2003 after working as planning and development section manager at WJ co., Ltd. Established outfitting development laboratory in 2003. Showed great ability in various fields as duties reform consultant of the mail-order firm, brand produce of the manufacturing industry, uniform design of "FamilyMart," net marketing of foreign capital cosmetics, fashion producer in China, internet business producer and etc. Have a lot of lecture careers such as serialization writing at “Sen-i-news,” Nihon Unisys, JETRO, Chinese companies, Korea fiber newspaper, IFI business school, International fashion center co., Ltd., Tokyo knit industrial guild, Beijing CHIC, Institute of culture clothes, Aoyama Gakuin University and etc. Established business development laboratory co., Ltd. in 2007. A business development producer who makes full use of marketing and the internet based on “times-related,” “marketability,” “visitor layer,” “design,” “merchandising,” and “price” that the fashion business features, creates business model by new communication in the cut end including other types of industry and makes full use of a multi-



Seiji Inoue (Fashion Designer)

Profile □ Graduated from University of Tokai School of Humanities and Culture, Graduated Bunka Fashion College Design Course. After experience working in the HIROKO KOSHINO DESIGN OFFICE and a licensed brand for French women apparel, started the INOUE DESIGN LABORATORY from 2003. From producing total designs as a dress designer to direction, his creative work is diverse and extends within and outside the country.

Became freelance after working at Koshino Hiroko Design Office, participated in the start-up of the factory brand and a display at a workshop in Paris. Designed Family Mart uniform. After working as chief designer at Chinese major apparel, became specialized in designing in lifestyle field.

<http://sejiinoue.com/>

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