

## Outline of Online Business Matching in Collaboration with Reed Exhibitions Japan

### FASHION WORLD TOKYO March 23 (Tue) -25 (Thu), 2021

#### Objective:

For three days from March 23 to 25, 2021, the Japan External Trade Organization (JETRO) will hold online business matching meetings for exhibitors and overseas buyers at "FASHION WORLD TOKYO," organized by Reed Exhibitions Japan, Ltd. at Tokyo Big Sight.

FASHION WORLD TOKYO is Japan's largest fashion trade show which consists of 6 specialized shows. Not only as the best gateway to the Japanese market, FASHION WORLD TOKYO is also growing to serve as a new Asian hub for the fashion industry. If you are interested in meeting with Japanese exhibitors for procurement, we highly encourage you to take advantage of this opportunity.

#### 1) Outline:

Title	FASHION WORLD TOKYO
Date	March 23 (Tuesday) to 25 (Thursday), 2021
Venue	Tokyo Big Site
Organizer	Reed Exhibitions Japan, Ltd.
Online exhibition	<p>This exhibition is comprised of "FASHION WEAR EXPO", "BAG EXPO", "SHOES EXPO", "TEXTILE TOKYO", "FASHION SOURCING TOKYO", and "SUSTAINABLE FASHION TOKYO". Also there will be Antivirus Zones (Items &amp; Materials) and Accessories Sourcing Zone in "FASHION WEAR EXPO", and Apparel Machinery &amp; Technology Zone in "FASHION SOURCING TOKYO" as SPECIALIZED ZONES.</p> <p>The previous show, FASHION WORLD TOKYO 2020 October was held successfully as a hybrid exhibition, attracting 12,528 visitors to the show ground at Tokyo Big Sight. 350 exhibitors showcased their latest brands/products both physically and virtually.</p>
Online	The online business matching meetings will be held between

business matching meetings	exhibitors and overseas buyers recommended by JETRO. Staff members from Reed Exhibitions and JETRO, carrying tablets connected online with overseas buyers, will individually visit exhibitor booths and arrange meetings. Interpreters will be also arranged by JETRO.
URL	<a href="https://www.fashion-tokyo.jp/en-gb.html">https://www.fashion-tokyo.jp/en-gb.html</a>

## 2) Procedures:

- We request buyers to please read the exhibition outline provided by JETRO beforehand, and if interested in individual business talks, to fill out the attached form and send it to the nearest JETRO office.
- Once JETRO has received your application, JETRO will select and share with Reed Exhibitions information such as preferable dates and times and exhibitors and fields in which you are interested. Reed Exhibitions will then contact exhibitors and arrange individual online meetings.
- Three hours will be available for meetings for each buyer, and within that timeframe, around five to six meetings will be arranged beforehand on a priority basis. In addition, we will arrange walk-in visits to the booths of exhibiting companies and other activities in support of meetings within the designated time. JETRO and Reed Exhibitions will use “Zoom”, a cloud platform for video conference for online business meetings.
- This event will be jointly held by Reed Exhibitions and JETRO. In line with this, your information will be shared with Reed Exhibitions as well as exhibitors in order to make appointments with exhibitors. JETRO has concluded a non-disclosure agreement with Reed Exhibitions which stipulates that the buyer information shared between JETRO and Reed Exhibitions will not be used outside of this event.
- As the time until the start of the event is limited, applications will be accepted on a first-come-first-served basis and closed as soon as capacity is reached. We strongly encourage buyers who are interested in this project to apply as soon as possible.

## 3) For further information:

Please contact your nearest JETRO office.