

PRESS RELEASE

Japan Sewing Machinery Manufactures Association (JASMA)

For media inquiries, contact:

Reed Exhibitions Pte Ltd

Ms Jeanie Sim

(65) 6780 4671 / jeanie.sim@reedexpo.com.sg

Extension of Early Bird Application for JIAM 2008

JIAM 2008 (International Apparel Machinery Trade Show 2008), themed "The Gateway to Advancing Technology from JIAM to the World" will be held from 13-16 May 2008 at Singapore Expo.

To date, JASMA is pleased to announce that JIAM 2008 has confirmed a total of 577 booths, comprising both domestic and international companies. Due to the many enquires and interest expressed, JASMA will be expecting an additional 800 booth bookings from our potential exhibitors in the coming months.

In response to the overwhelming participation, JASMA is pleased to announce the extension of the "Early Bird Specials" privileges from 30th June 2007 to **31st August 2007**. This will ensure that companies participating in JIAM 2008 will continue to enjoy the "Early Bird Specials" privileges if they sign up before 31st August 2007. Do not miss your chance - hurry and sign up today to enjoy all these exclusive privileges!

Applications for JIAM 2008 have already been received from many Japanese companies, taking their lead as manufacturing leaders in the field. International participation has been positive as well, with participation already logged from countries/region such as China, Germany, Italy, Hong Kong, Taiwan, Thailand and Singapore. Manufacturers we spoke to in the region are very positive and supportive of the exhibition, especially applauding the decision to relocate the event to Singapore. Singapore is well connected to the rest of the world, easily accessible and strategically located, this will add ease to reach out to rising markets such as India, Bangladesh, Pakistan, Vietnam, Cambodia, and the other newly industrialized countries (NICs) in South Asia and South-East Asia. The relocation is also expected to exceed JIAM 2005 event in terms of exhibitor participation, which delivered 1,288 booths and JASMA is optimistically expecting some 15% increase in terms of booth participation in JIAM 2008.

"We are indeed thrilled and excited that booth sales are progressing so well, considering we are ten months away from the event proper." commented Shogo Kondo, Chairman of JIAM 2008 committee. "This allows us to focus on our regional visitor promotion, enhancing customer experience such as the much-anticipated theme zone and symposium, and to improve on the overall execution to make it a memorable and rewarding event for participants and visitors alike."

JASMA encourages all interested exhibitors who have not signed up yet to do so soonest in order not to miss out the exclusive privileges for early bird applicants.

For more information, visit www.jiam2008.com or call Mr Joel Lee @ +65 67804614 or e-mail him at joel.lee@reedexpo.com.sg

**◆ List of confirmed companies as at 31 July 2007
(Alphabetical Order)**

No.	Company Name	Country
Domestic Companies		
	ADGER KOGYO CO., LTD.	Japan
	APPAREL MACHINE SERVICE &CO., LTD.	Japan
	ASAHI CORPORATION ※	Japan
	BROTHER INDUSTRIES, LTD. ※	Japan
	BROTHER INDUSTRIES, LTD. P. & H.COMPANY ※	Japan
	ELIZE INCORPORATED ※	Japan
	HASHIMA CO., LTD. ※	Japan
	HIROSE MFG. CO., LTD. ※	Japan
	JANOME SEWING MACHINE CO., LTD. ※	Japan
	JUKI CORPORATION ※	Japan
	KAWAKAMI CO., LTD. ※	Japan
	MIZHO CHEMICAL CO., LTD.	Japan
	NAOMOTO CORPORATION	Japan
	NAOMOTO INDUSTRY (SHANGHAI) CO LTD	Japan
	NIKKA DENSOK LIMITED	Japan
	NIPPI KIKAI CO LTD	Japan
	ORGAN NEEDLE CO., LTD. ※	Japan
	PEGASUS SEWING MACHINE MFG.CO., LTD ※	Japan
	QUEEN LIGHT ELECTRONIC IND., LTD	Japan
	SABUN INDUSTRIAL CO., LTD. ※	Japan

	SANKO ELECTRONIC LABORATORY CO., LTD.	Japan
	SEIKO SEWING MACHINE CO., LTD. ※	Japan
	SUN FASTENING SYSTEMS CO., LTD.	Japan
	TAJIMA INDUSTRIES LTD.	Japan
	TOHKI INDUSTRIAL CO., LTD.	Japan
	TOKAI INDUSTRIAL SEWING MACHINE CO., LTD. ※	Japan
	TOWA INDUSTRIAL CO., LTD. ※	Japan
	YAMATO SEWING MACHINE MFG.CO., LTD. ※	Japan
	YKK CORPORATION	Japan
	YSM INTERNATIONAL CO., LTD.	Japan
	YUHO SEWING MACHINE CO., LTD. ※	Japan

Remarks: ※JASMA members

No.	Company Name	Country
	International Companies	
	AATPR INDUSTRY CO., LTD	Thailand
	EASTMAN-C.R.A. (HONG KONG) LTD./伊士曼香港有限公司	Hong Kong
	GROZ-BECKERT KG	Germany
	H & H ASIA LTD	Hong Kong
	MACPI SPA PRESSING DIVISION	Italy
	NEW PADS INDUSTRY CO., LTD.	Taiwan
	SCHMETZ ASIA PTE., LTD.	Germany
	SHANGHAI WEISHI MACHINERY CO., LTD.	China
	SPRAYWAY SINGAPORE PTE., LTD.	Singapore
	TWINSTAR SINGAPORE MACHINERY PTE., LTD.	Singapore
	VEIT HONG KONG LIMITED	Hong Kong
	YUEN TAI NAKAJIMA HONG KONG LTD./遠泰中島香港有限公司	Hong Kong

For further information:-

Enquiries : Reed Exhibition Pte., Ltd
The Signature, 51 Changi Business Park Central 2
#07-01, Singapore 486066
TEL: +65-6780-4624 FAX: +65-6588-3832
E-MAIL: jjam@reedexpo.com.sg

Organizer: Japan Sewing Machinery Manufactures Association (JASMA)
Fuji Building, 1-14-12 Nishi-Shinbashi, Miato-ku, Tokyo, Japan 105-0003
TEL: +81-3-3597-0470 FAX: +81-3-3597-0477

E-MAIL: info@jasma.or.jp URL: <http://www.jasma.or.jp>