



PRESS RELEASE

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Japan Sewing Machinery Manufacturers Association (JASMA)

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JIAM 2008 Press Conference

Greeting

Mr. Shogo Kondo

Chairman of JIAM 2008 Executive Committee

On the 13 to 16 of May next year, JIAM will make history during these 4 days with the first "JIAM 2008" in Singapore. First time held out of Japan, 2008 JIAM executive committees, steering committee and the secretariat have been earnestly preparing for it to happen in Singapore. As a result of the high exhibition sales activity during the autumn, as at December 7, 2007, we have more than 150 companies from 84 countries taking up 1,109 booths at JIAM 2008. Out of the 1,109 booths, 670 booths are from Japan and the remaining are from other countries. We are getting a lot of enquiries during the month of December 2007. We are confident that we will exceed the target number of exhibitors and number of booths at JIAM 2008 and also exceed the numbers at last showing at JIAM 2005.

We have covered almost all the main domestic (Japanese) companies when we are planning the "JETRO pavilion" by the Japan External Trade Organization (JETRO). For "JASMA pavilion", we have achieved about 90% of the target that we have set for ourselves.

On the other hand, in the exhibition sales activities for international exhibitors (other than Japan), we have an increase of about 4 times the number of international exhibitors as compared to JIAM 2005 (only 12.5% increase during JIAM 2005). JIAM 2008 will bring together several National Pavilions, there are "CSMA pavilion" <China Sewing Machine Association (CSMA)> and group exhibition from "Guangdong pavilion" <Guangdong Sewing Equipment Chamber of Commerce> "VDMA pavilion" <German Garment and Leather Technology Association (VDMA)>, "SMTAS pavilion" <Sewing Machines Trade Association Singapore (SMTAS)>, "Taiwan pavilion" <Taipei Sewing Machines Association (TSMA)> and "Korea pavilion" <Korea Sewing Machinery Industrial Association (KOSMIA)>.

We deeply appreciate the special cooperation and support from the Japan External Trade Organization (JETRO) in setting up "JETRO pavilion" for the first time and also the kind support from Singapore Tourism Board (STB). In addition, we appreciate both German Garment and Leather



Technology Association (VDMA) and China Sewing Machine Association (CSMA) for their special support at JIAM 2008 Singapore for the first time which includes taking up booth space at the event.

With the significant global changes in the textile and apparel industry, in particular, the shift of manufacturing activities to meet the challenges of the competitive global market place, Asia alone accounts for more than 70% of the global production quantity. In addition, Bangladesh, Pakistan, Vietnam and Cambodia, the sewing industry of Southern Asia / the Southeast Asia, has shown remarkable growth.

In the U.S. market, the total import for fiber and clothing in 2006 increased by 4.6% as compared with the previous year (US\$93,300,000,000), although the growth rate is less than the previous year. China has a share increase of 29% (US\$27,100,000,000) and India increase steadily with 9.0%. Although NAFTA countries, the Caribbean coast countries of clothing supplies, Taiwan, Korea and Hong Kong have a drop in their export amount last year (primarily taken by U.S.), Asian new fiber export countries such as Vietnam (17.8% increase), Bangladesh (22.0%), Pakistani (11.9% increase), Cambodia (24.6% increase), Philippines (8.5% increase) and Indonesia (26.6% increase) has increased their export to U.S. According to these facts, we easily can analyze that there is a shift to new export countries last year.

The import figures in EU are approximately similar to the U.S. The import of fiber and clothing in 2006 in EU is US\$101,900,000,000, a 12% increase during the same period last year. China maintains at US\$30,000,000,000 (29% share) with a 14% increase and an overwhelming improvement in position, and India (15% increase), Bangladesh (31% increase), Pakistan (14% increase), Indonesia (19% increase), Sri Lanka (22% increase), Vietnam (49% increase) and Cambodia (18% increase). All the countries have increased as compared with last year except for the traditional Asian countries that do import and export to EU remain unchanged - such as Morocco, Tunisia and Romania.

Fiber and clothing total import to U.S. (from January to July, 2007) has a ratio of 5.6% increase in the same period compared with last year, and U.S. import from China shows 32.2% increase and its still in high growth status. Vietnam, Indonesia, Bangladesh and Cambodia also have record high growth rate. As for the fiber and clothing total import to EU (27 countries) there is an increase during the same period (from January to June, 2007) of the previous year (ratio 14%), China growth rate increased by 32%. India, Pakistan, Vietnam, Sri Lanka and Bangladesh also record high growth. The export of Japanese industrial sewing machines from January to June in 2007 to Singapore (site of JIAM 2008) takes about 25% followed by Hong Kong (21.5%), China (16.4%), Vietnam (6.8%), America (5.9%), the Netherlands (3.7%), India (3.0%), Turkey (2.9%), Korea (1.9%) and Germany (1.8%). In the export situation of industrial sewing machines in Singapore, it reaches at 35% of Singapore and around countries, and it is 75% in the Asian whole. We believe that there is wonderful growth rate of the new fiber export country.

"JIAM 2008" will be the center of the new fiber export activities, and with easy access from every country into Singapore, the geographical advantage serve well for such a "global change of



the economic structure". The holding of JIAM 2008 is aimed at contributing to the development of the fiber and sewing industry. It is also a place to introduce sewing that made use of world advanced technology-related machinery to the sewing factories and the apparel manufacturers of these countries.

Sewing Machinery business is in the globalization stage and it is hard to differentiate between companies only in terms of cost. The new fiber export countries require "Innovation" which is the means to differentiate themselves. Manufacturers from Japan and around the world will exhibit at JIAM 2008 because this is the place to show "the world most advanced technology".

For all exhibitors, you can expect good exhibition exposure not only in building your corporate image but also your brand penetration. This will be a perfect business opportunity for your company. In addition, we are expecting JIAM 2008 to be the place for global international exchange and contribute to the expansion of the derivation effect at the same time. We also expect positive participation as we mentioned some time ago and would like all manufacturers to participate if you have not done so.

JASMA chose Singapore to hold "JIAM 2008" because its a great meeting place between Asian production region and global market. We will continue to promote JIAM 2008 to potential exhibitors and at the same time develop a strong visitor promotion campaign. The Japanese apparel and sewing industry require cooperation, reinforcement and diversification from the sewing companies in the production district. JIAM 2008 to be held in Singapore because this is the place to find out solution for any problems, meeting with business partners and also opportunity to find out the new solution!

"JIAM 2008 Singapore" is the bridge between international business opportunities for the apparel industry. We are expecting many quality visitors from all over the world.

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