

# Fashion World Tokyo

■ Sept. 30- Oct.2 2015

A report by Raja Basak, Asst. Export Promotion Officer, CLE

**F**ashion World Tokyo, 2015 (Autumn) is one of the largest trade shows for the fashion industry in Japan.

This show comprises of 7 specialized fairs namely, 4th Tokyo Bag Expo, 4th Tokyo Shoes Expo, 2nd Tokyo Men's Fashion Expo, 6th Tokyo Fashion Jewellery Expo, 3rd Tokyo Fashion Wear Expo, 1st Textile Tokyo, and 1st OEM/Sourcing Expo including Plus+ High Fashion Zone. It was held from September 30 to October 2, 2015 at Tokyo Big Sight, Ariake Bay, Tokyo. The venue offers smooth and diversified access not only from central Tokyo and all other regions of Japan, but from around the world as well. It is close to major airports, only about 60 minutes journey from Narita International Airport and about 25 minutes journey from Haneda Airport. Total 720 exhibitors have showcased their products out of which 310 exhibitors representing 30 countries were from overseas. Around 30,000 visitors comprises of importer, wholesaler, fashion store, general store, specialty boutique, departmental store, mass retailer, online store, gift shops, sports shops and manufacturer of various products have attended this show. The exhibition provides abundant trading opportunities and good potential for business activities. It is the ideal platform to find reliable distributors/agents in Japan and take orders for spring/summer collections from a large number of retailers

Japan is one of the third largest single country for apparel and fashion accessories markets in the world worth 113 billion USD in 2012. With the recovery of the Japanese economy, Japan's import market for fashion increased by 20.3% in 2013 compared to the previous year. Fashion World Tokyo has captured the attention of the fashion industry around the world. It has been organized by M/s. Reed Exhibitions Japan Ltd. - the largest trade show organizer in Japan which gathers a wide range of womenswear, menswear, bags, shoes, fashion accessories, jewellery, textiles and OEM/ODM products. The show is held twice a year in Spring (April) and Autumn (September) and provide the fashion industry with abundant opportunities to expand their business in Japan & Asia. It expands its size every year, proving itself as a successful business platform for the exhibitors. By exhibiting at both the shows - Spring & Autumn one can achieve maximum results to expand their business into the Japanese market. The show provides the best opportunities for on-site purchasing and active business meetings besides price negotiation.

Fashion World Tokyo, 2015 holds several conferences and seminars to stimulate the fashion market in Japan. These seminars were conducted by "Advisory Committee" which consists of the opinion leaders of the Japanese fashion industry. By holding these events with the support from industry leaders, the event attracts a wide

range of industry professionals and becomes the business platform in the Japanese fashion industry. A Special Seminar titled "How To Maximize Onsite Business Results" was organized by fair authority for the Overseas Exhibitors. It was well attended by overseas participants which covers the areas like - Overview of Fashion World Tokyo, 2015, Tips to approach Japanese buyers effectively, Tips to get into deeper business with buyers, Tips to attract more buyers to the booth and How to build long-term business.

The following products are displayed at the 4th Tokyo Bag Expo(100 exhibitors) and 4th Tokyo Shoes Expo(130 exhibitors) :

Bags : Handbag, Backpack, Men's bag, Business bag, Tote bag, Suitcase, Purse, Shoulder bag, Travelling bag, boston bag, Clutch bag, Party bag, Eco-friendly reusable bag including Purses both for men and women and Wallet.

Shoes: Pumps, Loafers, Men's Shoes, Leather Shoes, Sandals, Sneakers, Boots Party Shoes, Baby/Kids Shoes, Comfortable Shoes, Business Shoes, Training Shoes, Running Shoes and Sport Shoes.

Japan's total import of Leather & Leather Products was about US \$ 8608.52 Million during 2012, Footwear being the major item with imports at about US \$ 5512.95 Million. However, India's export of Footwear to Japan was only US \$ 23.3 Million in 2013-14. Similarly, although the import of Leather Goods into Japan was US\$ 2331.87 Million (2012), India's export of Leather Goods to Japan was only US\$ 15.41 Million (2013-14). Hence there exists considerable opportunities to further increase India's export of Footwear and Leather Products to Japan.

Considering the potential market for Leather Footwear, Bags and Leather goods in Japan, the Council organized the participation of member-exporters in the Fashion World Tokyo 2015 during the Autumn edition. It is for the first time that the Council has participated in this important and specialized fair in Japan under Market Development Assistance Scheme. The Council has organized B2B Meetings during the fair days for the exhibiting companies under the CLE pavilion. The organizer has extended their helping hands towards each and every participant up to their level best.

Altogether, 14 member-exporters all over India have participated in this show with their latest sample collections of leather wallets, purses, bags, belts, small leather goods and shoes thus offering an ideal platform for getting to know new business partners. The location of the CLE stands was in the prominent area. Each company was provided with a fully constructed stand of 8.1

sq. mtrs. with name board, partition walls, lighting and display accessories as per their product of display. The stand was constructed in a professional manner giving due care to accommodate all the specified need of the exhibitors. The stands were laid-out with ample passage and the open space was converted into meeting point for buyers. Besides, there was a CLE Information booth displaying publicity materials and attractive designed posters. The exhibitors appreciated the construction pattern and co-ordination of the event by Council.

The excellent display arrangements were perfect for interaction of the Indian exhibitors with the Japanese buyers. The Japanese buyers were able to get an idea of the new products being offered by the India manufacturers. As per the feedback received from our participants, 134

business meetings were held during the event. Most of them not only received good number of serious business enquiries, many of the exhibitors also booked spot orders. Spot orders comprises of 3,150 pieces of leather goods including leather footwear are recorded during the show, the total value of which is amounting to 51,197 USD. Further, future orders to the tune of 55,500 pieces are received by the participants whose total value will be around 2,32,000 USD. The Embassy of India in Japan lent a helping hand to the Council to invite the potential importers of leather and leather products in Japan. With their good efforts a high turnout of importers made the fair lively. The Council is thankful to the Indian Embassy as their support at every stage benefitted the Indian as well as Japanese leather industry.

List of Indian Participants under CLE Pavilion

SL No.	Name of Exporter	Product of Display	Booth No.
1	Amity Leather International, Mumbai	Footwear, Bags and Belts	18-24
2	Arwin Exports Pvt. Ltd., Kolkata	Leather Wallets, Bags, Coin Cases, Card Holders, Other Small Leather Accessories.	15-26
3	Elegant Fashion Accessories Pvt. Ltd., Kolkata	Footwear, Bags and Belts	15-31
4	Indkraft Exports, Meerut, U.P.	Scarves & Shawls	4-35
5	Leiner Shoes Pvt. Ltd., Agra, U.P.	Vanilla Moon Spring Summer 2016 collections flat slip-on and wedge sandal.	18-17
6	New Leather Belts Company India Pvt. Ltd., Mumbai	Leather Handbags Leather Belts Beaded & Embroidery Bags Cel Phone Cases Scarves, Stoles & Shawls	3-28
7	Om Leather Artdeco Pvt. Ltd., Kolkata	Leather Handbags, Purses, Wallets, Weekender Bags, Mens folios, Belts and other Personalized Products.	15-28
8	Peerless International, Panipat, U.P.	Bedroom Slippers, Cushions, Chair pad, Bags and Multi covers	18-22
9	Pristine Leather Fashions, Kolkata	Leather Handbags, Leather Wallets and purse	15-35
10	Ritex Industries, Kolkata	Genuine Leather Messengers, Briefcases, Satchels, Duffle Bags, Wallets, Folders, Diary Covers, Organisers, Pen Holders & Small Leather Goods	15-32
11	Sheela Overseas Pvt. Ltd New Delhi	Garments and Leather Goods	15-37
12	Siddharth Exports, Noida	Footwear	18-15
13	Unique International Pvt. Ltd., Kolkata	Wallets, Purses, Key Case, Card Case, Bags for Men and women	15-25
14	Ziss Enterprises Private Limited, Chennai	Ladies Leather Bags, Men's Leather Bags, Small Leather Goods & Accessories	15-29



STANDS IN CLE PAVILION



Shri Raja Basak, Asst. Export Promotion Officer, CLE at CLE Information Booth

**Export of Leather & Leather Products from India**

As per officially notified DGCI&S monthly export data, the export of Leather and Leather products for the financial year April-March 2014-15 touched US\$ 6494.41 mn as against the performance of US\$ 5937.97 mn in the corresponding period of last year, recording a positive growth of 9.37%. In Rupee terms, the export touched Rs. 397091.55 mn in April-March 2014-15 as against the previous year's performance of Rs. 359246.15 mn registering a positive growth of 10.53%. Export of different categories of Footwear holds a major share of about 45% in India's total leather & leather Products exports with an export value of US\$ 2945.15 mn. This is followed by Leather Goods & Accessories with a share of 22%, Finished Leather 21%, Leather Garments 9% and Saddlery & Harness 3%.

**Country-wise Analysis**

- The major markets for Indian Leather & Leather Products are Germany with a share of 12.32%, USA 11.83%, U.K. 11.57%, Italy 7.76%, France 5.72%, Hong Kong 6.50%, Spain 5.41%, Netherlands 3.46%, China 2.99%, Denmark 1.29%, UAE 4.3%, Vietnam 1.78%, Belgium 1.68%, Australia 1.30 %, Korea Republic 1.05%, Portugal 1.05%, Canada 0.91% and Japan 0.87%
- These 18 countries together accounts for nearly 82% of India's total leather& leather products export.
- European Union accounts for 56% of India's total export of leather and leather products.
- Export of leather & leather products to major markets have shown positive growth during April-March 2014-15.



**Trend in India's Export of Leather & Leather Products to different countries during April-March 2014-15 vis-à-vis April-March 2013-14:** (Value in million USD)

Country	TOTAL		Percentage change	Share in Total Export
	April-March 2013-14	April- March 2014-15		
GERMANY	765.56	800.20	4.52%	12.32%
U.S.A.	680.22	768.06	12.91%	11.83%
U.K.	664.92	751.33	13.00%	11.57%
ITALY	518.04	504.26	-2.66%	7.76%
FRANCE	354.72	371.75	4.80%	5.72%
HONG KONG	471.61	422.11	-10.50%	6.50%
SPAIN	308.07	351.27	14.02%	5.41%
RUSSIA	51.58	49.96	-3.14%	0.77%
NETHERLANDS	218.55	224.92	2.92%	3.46%

AUSTRALIA	78.73	84.66	7.53%	1.30%
NEWZEALAND	9.66	12.11	25.38%	0.19%
DENMARK	89.38	83.90	-6.12%	1.29%
GREECE	12.01	14.22	18.40%	0.22%
CANADA	51.66	59.24	14.69%	0.91%
SWITZERLAND	32.82	37.05	12.89%	0.57%
SWEDEN	50.62	46.48	-8.18%	0.72%
S. AFRICA	48.16	55.04	14.28%	0.85%
AUSTRIA	40.06	35.48	-11.44%	0.55%
BELGIUM	95.73	108.88	13.74%	1.68%
JAPAN	48.76	56.21	15.28%	0.87%
PORTUGAL	51.84	68.39	31.93%	1.05%
CHINA	153.63	194.26	26.45%	2.99%
SINGAPORE	19.77	22.14	11.97%	0.34%
U.A.E.	180.54	281.07	55.68%	4.33%
INDONESIA	27.22	28.95	6.37%	0.45%
KOREA REP.	58.30	68.47	17.46%	1.05%
VIETNAM	86.34	115.57	33.86%	1.78%
SAUDI ARABIA	38.67	47.42	19.11%	0.73%
OTHERS	730.82	831.01	13.71%	12.79%
TOTAL	5937.97	6494.41	9.37%	100.00%

Source : DGCIS

**India's Export of leather & leather products to different countries – 5 years**

(Value in million USD)

COUNTRY	2010-11	2011-12	2012-13	2013-14	2014-15	% Share 2014-15
Germany	575.38	731.00	631.23	765.56	800.20	12.32%
Italy	455.76	528.35	438.53	518.04	504.26	7.76%
UK	505.20	543.00	606.02	664.92	751.33	11.57%
USA	348.13	439.54	526.13	680.22	768.06	11.83%
Hong Kong	325.20	359.47	441.45	471.56	422.11	6.50%
Spain	247.99	296.06	267.17	308.07	351.27	5.41%
France	280.04	303.84	320.81	354.72	371.75	5.72%
Netherlands	155.43	198.70	189.74	218.55	224.92	3.46%
U.A.E.	74.27	109.28	126.52	180.54	281.07	4.3%
Portugal	39.62	46.55	38.35	51.84	68.39	1.05%
Belgium	80.89	113.06	92.97	95.73	108.88	1.68%
China	75.48	124.75	124.36	153.57	194.26	2.99%
Australia	51.81	67.84	74.16	78.31	84.66	1.30%
Denmark	57.75	74.18	89.65	89.37	83.90	1.29%
Sweden	31.36	44.33	45.91	50.61	46.48	0.72%
Canada	29.32	40.02	45.71	51.43	59.24	0.91%
Korea Rep.	29.04	31.31	38.21	46.77	58.17	0.98%
South Africa	32.14	41.18	36.07	48.16	55.04	0.85%
Switzerland	25.02	33.54	30.30	32.82	37.05	0.57%
Austria	27.01	38.43	36.46	40.06	35.48	0.55%
Greece	10.05	10.96	8.41	12.01	14.22	0.22%
Saudi Arabia	22.14	41.68	42.37	38.67	47.42	0.73%
Japan	21.74	33.04	38.70	48.73	56.21	0.87%
Russia	19.99	33.04	28.54	51.57	49.96	0.77%
Indonesia	20.15	25.24	26.82	27.17	28.95	0.45%
New Zealand	5.98	7.29	7.23	9.66	12.11	0.19%
Others	399.45	521.14	572.69	725.25	968.72	15.75%
<b>Total</b>	<b>3968.54</b>	<b>4873.53</b>	<b>5015.41</b>	<b>5937.97</b>	<b>6494.41</b>	<b>100.00%</b>

Source: DGCI&amp;S

Japan is known as the 'Land of Rising Sun' is a part of a long chain of mountains running from South East Asia to Alaska. It comprises of over six thousand islands. It has long rocky coastline with many small and excellent harbours, numerous valleys, rivers and lakes. Mountainous and hilly areas account for over 75% of total area with 532 mountains over 2,000 meters high. Mt. Fuji is the highest mountain rising up to 3776 meters. Being located on the Pacific Ring of Fire, Japan is prone to tremors and earthquakes. Japan is a constitutional monarchy. The Emperor is the symbol of the State and of the unity of people. He performs his constitutional duties on the advice and with the approval of the cabinet. Japan follows parliamentary democracy with separation of legislative, executive and judicial branches.

The economy of Japan is the third largest in the world by nominal GDP, the fourth largest by purchasing power parity and is the world's second largest developed economy. Japan is the world's third largest automobile manufacturing country, has the largest electronics goods industry, and is often ranked among the world's most innovative countries leading several measures of global patent filings. Facing increasing competition from China and South Korea, manufacturing in Japan today now focuses primarily on high-tech and precision goods, such as optical instruments, hybrid vehicles, and robotics. Besides the Kanto region, the Kansai region is one of the leading industrial clusters and manufacturing centres for the Japanese economy. Japan is the world's largest creditor nation, generally running an annual trade surplus and having a considerable net international investment surplus.



## Indo-Japan Relations

The friendship between India and Japan has a long history rooted in spiritual affinity and strong cultural and civilization ties. The modern nation states have carried on the positive legacy of the old association which has been strengthened by shared values of belief in democracy, individual freedom and the rule of law. Over the years, the two countries have built upon these values and created a partnership based on both principle and pragmatism. Today, India is the largest democracy in Asia and Japan the most prosperous.

Prime Minister Shri Narendra Modi visited Japan from 30 August – September 3, 2014 for the 9th Annual Summit Meeting with Prime Minister Shinzo Abe. The visit commenced in Kyoto. Prime Minister Shinzo Abe received PM Modi in Kyoto and hosted a private dinner. During the visit, the two sides decided to upgrade the relationship to a 'Special Strategic and Global Partnership' and launched an India-Japan Investment Promotion Partnership under which Japan announced its intention to invest in India approximately USD 35 billion over the next 5 years.

Economic relations between India and Japan have vast potential for growth, given the obvious complementarities that exist between the two Asian economies. Japan's interest in India is increasing due to variety of reasons including India's huge and growing market and its resources, especially the human resources. The signing of the historic India-Japan Comprehensive Economic Partnership Agreement (CEPA) and its implementation from August 2011 is expected to further accelerate growth of trade, economic and commercial relations between the two countries. The Indo - Japan CEPA has provided opportunities for the Indian leather sector as Japan has provided duty concessions for many items.

Japanese ODA, for long the backbone of the bilateral relationship, still continues to provide long-term loans for India's infrastructure development. New Delhi metro network has been realized with the Japanese assistance which helped to conceptualize and execute the prestigious Delhi Metro Project. The Western Dedicated Freight Corridor (DFC), the Delhi-Mumbai Industrial Corridor with eight new industrial townships, the Chennai-Bengaluru Industrial Corridor (CBIC) are all mega projects on the anvil which will transform India in the next decade. Japan has been extending bilateral loan and grant assistance to India since 1958. Japan is the largest bilateral donor to India. Japanese ODA supports India's efforts for accelerated economic development particularly in priority areas like power, transportation, environmental projects and projects related to basic human needs.

In FY 2013-14, Japan-India bilateral trade reached \$16.31 billion, which is 11.89% lower than \$18.51 billion in the previous fiscal year. The fall in the total trade is mainly due to reduction in Japanese exports by 23.53%. However, India's exports have risen by 4.36% in 2013-14. The share of the India-Japan bilateral trade has been hovering around 1% of Japan's total foreign trade, while it was in the range of 2.2 to 2.5% of India's total trade

in the last couple of years. Total bilateral trade was US\$ 12.11 billion during April-December 2014.

India's primary exports to Japan have been petroleum products, iron ore, gems and jewellery, marine products, oil meals, ferroalloys, inorganic/organic chemicals, clothing & accessories, iron & steel products, textile yarn, fabrics and machinery etc. India's primary imports from Japan are machinery, transport equipment, iron and steel, electronic goods, organic chemicals, machine tools, etc. The trade balance is likely to continue to be in favour of Japan in the future, given the past trends. The share of the India-Japan bilateral trade has hovered in the range of 2.21 to 2.46 of India's total trade during the last five fiscal years. This is quite small considering the size of the two economies.

### Leather Industry in Japan

There are several tanning areas in Japan which spread throughout the country. Bovine and horse leather are produced in Hyogo, Nagano, Yamagata and Wakayama areas while pig skin, sheep, goat, deer, fur and reptile skins are produced in Nara and Kanto areas. Local governments in both Taito and Sumida wards – the two districts in Tokyo with a strong history of leather work – are trying to revitalize local crafts and small scale manufacturing. To the north of Asakusa Station is the Asakusa Manufacturing Studio and Taito Ward Industrial training Centre, which provides facilities for local leather workers and creators. The domestic leather industry is working to incorporate added value into its products and services. Considering recent ecological trends, the industry is making a genuine effort to produce eco leather that is both environmentally and human friendly.

The Japanese have long been known as a people for whom quality and attention to detail matter a great deal. Leather is used throughout the Japanese bag production world. Many of Japan's leading leather bag, wallet and purse manufacturers are based in the Northeast of Tokyo in the area between Ueno and Asakusa. These areas offered high quality products of different colours, sizes and designs all over the country in department stores and top range stores such as ACE Hibiya Store, Bag Liore, Celencee, Inden-ya and Kiyokawa. ACE also runs the World Bag Museum in Asakusa – one of the world largest bag museums, with hundreds of bags from 50 nations around the world.

All regardless of age though will at one time or another have in their mind's eye, the classic in leather shoe designs, as worn by men and women that Regal have specialized since they are founded in 1902. What is though that has made Regal shoes the household in Japan, an even some locations in Europe, is the skill and manner in which the shoes are produced. The use of "Goodyear Welt" stitching pattern on large number of shoes gives them an advantage that they are very proud of. This type of stitching around the sole / leather join is very effective to double seal the shoe to enhance durability and overall appearance. Diana, Ginza Kanematsu, Ginza Futabaya, Ginza Washington, Ginza Yoshinoya, Ginza Scotch Grain, Matsudo Shoes and Ginza Taiga Kutsu Kobo are the oth-

er famous footwear stores in Japan.

### Import Market Share in Japan

As for articles of leather, imports make up a large part at over 90% of the Japanese market. Since 2000, low-end import products from China have been rapidly growing, resulting in a sharp drop in domestic production. As for articles of fur, some farmed mink and fox are domestically produced, but most other products are imported. Japan relies on imports for over 90% of total consumption. The premium brand products are imported from European Union which accounts to 38% while Asian countries supply low price products to Japan.

In the bag market, inexpensive products from China and high-end products from Europe are doing very well, while domestic products are struggling. Related Japanese manufacturers have been shifting production and finishing bases to China and South-East Asia, resulting decrease of domestic manufacturing. Currently, imports make up more than 70% of the Japanese bag market.

The same applies to footwear & shoes. Share of imports is growing annually, and this trend is especially strong for sports shoes. Popular brands such as Nike and Adidas are manufactured in Asian countries like China, after which they are imported to Japan. Japanese brands are also able to cut costs as a result of overseas production. Except for a few products, most Japanese brands are imports. Imports make up over 80% of the footwear and shoes market.

### Articles of leather

The leather market has mostly been dominated by Italian and French luxury items, and has tended to be more for middle-aged and elderly persons. But since 2000, low-end casual products made in China have been flowing into Japan in large volume. More affordable to consumers, they are used extensively by young girls, etc. Articles of leather (fur and leather) are now regaining popularity as daily fashion items, not as symbols of status, as was common in the past, where owning these items meant a high social status.

Among apparel materials, leather is imported mostly from the United States, which accounted for 40.5% in terms of volume. Leather includes raw hides, tanned leather etc., but raw hides make up most of the imports in both volume and value. Since raw hides are by-products in the slaughtering and processing of beef cattle etc., the largest imports come from the U.S., the top meat producer in the world. Furthermore, although recent imports of leather from China have been on the decline in terms of volume, they have been on the rise in terms of value, and trading prices have remained high. Most imports of leather from China used to be raw hides, but imports of value-added tanned leather are increasing due to an improvement in the tanning techniques under technical guidance from Japanese corporations.

### Bags

The bag market in Japan consists of different price categories; popular items priced around 1,000 to 5,000 yen, domestic brands in the 10,000 to 30,000 yen range,

overseas brands that range from 20,000 to 70,000 yen, and overseas luxury brands that exceed 70,000 yen. With popular items, imports from Asian countries like China have been dominating the market in recent years due to their inexpensive price and practicality. Expensive luxury brands are growing in sales as well, and between these two product groups are the mid-price range products made in Japan, which are declining in popularity, resulting in a clear-cut polarized structure. China is the largest exporter of bags with an overwhelming share in terms of volume, supplying numerous low-end products. On the other hand, in terms of value, imports from Italy and France that supply high-end products such as Gucci and Louis Vuitton have presence. The import bag market is divided into China's low-end products and Italy's/France's high-end products. However, since 2008, demand for high-end bags in Japan has been dramatically decreasing due to the recession. As a result, Italy's/France's share of all imports has been declining, while China has been becoming increasingly competitive.

### Footwear

In terms of volume, most leather shoes are imported from China, Cambodia, Myanmar, and Bangladesh. India, Spain, France, UK, Romania and Vietnam are other supplying countries. In the past, Japanese leather shoe manufacturers were dependent on China for low-cost production. However, an increasing number of Japanese manufacturers started to relocate their production sites to other low-cost manufacturing countries such as Cambodia or Myanmar, and currently there is a large volume of leather shoe imports from other Asian countries besides China. By value, Italy had a high share (24.4%), followed by China (21.6%), and Cambodia (12.4%). The import leather shoes market is divided into the low-end products of Asian countries and high-end products of Italy. However, with low-end products, price competition is intensifying between countries. In recent years, China's predominance has been conspicuous, but other countries are also gradually showing competitive edge.

### Scope of Leather & Leather Products export to Japan

Japan is the seventh major importer of leather and leather products in world markets. The domestic production of leather and leather products is on the decrease particularly in view of high production cost. Hence there is scope for further increase in imports of leather products.

Japanese consumers have loyalty to branded products, particularly from Italy. They basically believe that the quality of the products is automatically ensured in the branded products. Since China and Italy are the major exporting countries to Japan, while Italian export to Japan meets the higher segment of the Japanese market whereas the China's export meets the lower segment. Japanese buyers are impressed by the quality of Indian leather footwear and leather goods, any switchover from Italian products to Indian products depends on the consistent marketing efforts of Indian exporters. Price factor of Indian products is found to be very attractive to the Japanese buyers. Japanese buyers take long time to get convinced about the product of a particular country or of

a manufacturer and once they are convinced they keep a long time loyalty. That is to be kept in mind by the Indian manufacturers, even small volume orders would start in Japan. Even if higher cost is involved in producing best quality product, it will not be a constraint in the Japanese market. It is observed that Indian leather goods and footwear have vast market potential in Japan.

There is enormous scope for increasing the export of branded leather goods, garments and footwear to Japan as the consumers are keen to procure branded products. The Japanese market offers great scope for export of middle price ranges of shoes, garments and other accessories because the higher and lower segment are met by Italy and China respectively. Supply of quality branded products backed with consistent marketing efforts would go a long way in capturing a substantial market in Japan.

### Japan Leather And Leather Goods Industries Association(JLIA)

JLIA is a comprehensive organization founded in 1986 for the purpose of working towards the overall promotion and development of and solidarity reinforcement for leather industries while simultaneously contributing to the development of Japanese industries and the advancement of the livelihood culture of the Japanese people. The organization carries out these objectives through conducting the likes of total co-ordination of various policies, the development of technology, and promulgation and enlightenment activities as they pertain to the production, distribution and trade of leather and leather goods. In 2009, JLIA settled on JES labeling(Japan Eco Leather standards certification) for articles of apparel, articles of leather, bags, footwear & shoes, and other apparel products, as well as apparel materials. Currently, 26 leather-affiliated entities are active members of Japan Leather and Leather Goods Industries Association.

### Japanese Association of Leather Technology(JALT)

JALT is founded in 1955 which is engaged in research program for further development of leather science and technology. Its activities involved development of ecological leather and human resource. JALT is responsible for maintaining Japanese Industrial Standard and ISO and has several publications like Leather handbook, Leather Dictionary etc. Technology Research Institute of Osaka Prefecture, Hyogo Prefectural Institute of Technology, Tokyo Metropolitan Leather Technology Centre, Industrial Technology Center of Wakayama Prefecture and Nara Prefecture are the important leather research institutes of Japan. Hokkaido University, Tokyo University of Agriculture and Technology Showa Women's University are the leather related university in Japan.

The important trade association/organizations in Japan are as follows :-

#### Japan Leather Traders Association

21PLAZA YAMAYA403,1-17-10 Kotobuki,  
Taito-ku, Tokyo 111-0042. Tel. +81 3 3845 9210  
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<http://www.nikkaku.or.jp/>



**JETRO (Japan External Trade Organization)**

Ark Mori Building, 6F 12-32, Akasaka 1-chome,  
Minato-ku, Tokyo 107-6006 Japan  
Indian Desk, Mr. Ishizuka  
Tel: 03-3582-5651  
<http://www.jetro.go.jp/>

**The Japanese Chamber of Commerce**

6F, Tokyo Shokoukaigisho Bldg., 3-2-2, Marunouchi,  
Chiyoda-ku, Tokyo 100-0005  
Tel: 03-3283-7824  
E-mail: [info@jcci.or.jp](mailto:info@jcci.or.jp)  
<http://www.jcci.or.jp/home-e.html>

**The Indian Commerce and Industry Association Japan (ICIJ)**

Office: 3rd.floor. #306 Maison du Ora  
24-2, Yamashita-cho, Naka-ku, Yokohama 231-0023.  
Tel: 045-662-1905 Fax: 045-263-8109.  
Email: [info@icij.jp](mailto:info@icij.jp) <http://www.iccj.jp/home/1>

**Future Outlook**

The Government of India had identified the Leather Sector as a Focus Sector in the Indian Foreign Trade Policy in view of its immense potential for export growth prospects and employment generation. Accordingly, the Government is also implementing various Special Focus Initiatives under the Foreign Trade Policy for the growth of leather sector. With the implementation of various industrial developmental programmes as well as export promotional activities; and keeping in view the past performance, and industry's inherent strengths of skilled manpower, innovative technology, increasing industry compliance to international environmental standards, and dedicated support of the allied industries the Indian leather industry aims to augment the production, there-

by enhance export, and resultantly create additional employment opportunities.

**Conclusion**

India's export of leather and leather products to Japan has shown a net increase in the last five years. It has been increasing in recent years and touched US \$ 56.21 Million in 2014-15 from US\$ 48.76 Million in 2013-14, registering a growth of 15.28%. As the market share of India in Japan is quite low (0.87%), Japan offers good potential for enhancing our export of value added leather products and footwear. Further, with the signing of the Indo-Japan Preferential Trade Agreement import duties for certain categories of Leather Products & Footwear will be reduced; and exporters may take advantage of this more favourable situation to make inroads into the Japanese market.

The participation of Indian exporters at the Fashion World Tokyo, 2015 in Japan was able to further reignite interest among the Japanese importers and thus strengthening the relations between the Indian and Japanese Leather industry. The exhibitors also felt that participation in this fair is needed for a few more years so that the competition from the other major supplier countries could be fought effectively. It is to be noted that the Spring edition of Fashion World Tokyo, 2016 will take place from 6th to 8th April, 2016 at the same venue.

Lastly, the thrust given by the Govt. of India to the leather industry for the employment generation potential and foreign exchange earnings provides the right platform for further growth of the industry. The leather industry will be the right choice for the foreign investors for the 'Make in India' campaign. With this background the participation of Indian exporters at the Fashion World Tokyo, 2015 offered the perfect backdrop for the event.

