

PRESS RELEASE

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JAPAN WAVE PAVILION REVERBRATES 'YOKOSO'

There are frequent sites of bonhomie and friendship between Indian and foreign exhibitors. Bowing and smiling Japanese in their traditional wears express 'Yokoso' means 'welcome to world family' at the ongoing the 33rd India International Trade Fair at Pragati Maidan, New Delhi. Occupying a prime place in the fair, Japan as a 'Partner Country' is looking for joint ventures with Indian companies.

As a welcome gesture, Mrs. Rita Menon, Chairperson and Managing Director, India Trade Promotion Organisation(ITPO) hosted a dinner to the Japanese delegates yesterday i.e. November 15, 2013. She expressed her happiness over meaningful participation of the Japanese companies at the fair. In her meeting with Mr. Sheigmaro Yasui , Chairman of Japan India Industry Promotion Association(JIIPA), the organiser of Japanese participation at the fair, she discussed the current status of Indo – Japanese trade relations and enhancing promotional events in both the countries.

Mr. Shigemaro Yasui pointed out that Japan's techno-commercial appeal and India's huge market would play a wave for greater economic partnership between the two countries. He informed that the JIIPA has organized participation of over 35 leading companies at the 'Cool Japan Pavilion' in the on-going IITF, featuring the very best of Japan cool merchandise including fashion garments, tourism, technology, architecture, energy and environment, art and food.

He further added that Japan's traditional music would enthrall visitors with a mesmerizing performance by a world renowned 'Shamisen' exponent, Hiromitsu Agatsuma. 'Shamisen' is a traditional music instrument used for providing music to the background folk dances. During discussions, Mr. Yasui assured that Japan will have participation at a larger scale in the next edition of IITF.