I. 10:15~10:45  Round Table Conference

II. 15:30~15:45  ASABO Speech
   (1) Today’s perception of linen in Japan
   (2) Expected perception of linen for the future
   (3) ASABO current status
   (4) ASABO 2011/2012 key actions
   (5) ASABO expectations from CELC

"ASABO"
Japan Linen, Ramie & Jute Association
In daily life, use of linen has developed over the ages as a source of coolness and comfort during Japan’s hot, humid summers. Nowadays, use of linen is spreading across various aspects of life, including apparel, bed sets and towels.

In the field of religion, since ancient times, priests in Shintoism, the natural religion unique to Japan, have worn linen clothing when performing divine rituals and ceremonies to worship God, ward off evil spirits and purify malevolence.
Round Table Conference (II)

(MEB) In Europe, etymologically, linen as yarn or as fabric created a whole vocabulary, such as “line” or “lingerie”… What about in Japan?

(Mr. Iida)

- In Japan, no particular etymological development was observed in the word "hemp" expressed in its Chinese character.
- However, it is often contained in a girl’s given name, reflecting the wishes of the parents that their daughter grow up with charm and loveliness.
- As in the case of the French poem, "La fille aux cheveux de lin", a maiden's sweet brightness and gentleness may be expressed also in Japanese by “flaxen hair”, or the color of flax.
(1) Today’s Perception of Linen in Japan

- Linen clothing is truly valued as indispensable for comfort during Japan’s hot and humid summers.

- For linen consumption, Japan continues to be the No.2 market in the world, after the U.S.
(2) Expected Perception of Linen for the Future

- Linen is an environmentally friendly material, appreciated in Japan as a high quality natural fiber.
- As in western countries, there is a growing recognition in Japan that linen contributes comfort and richness to daily life.
- Senior Citizens are expected to become the driving force as consumers of linen products, because;
  - The proportion of seniors in Japan, which is already the highest in the world, continues to grow; and,
  - Wealthy senior citizens, who have time and cash to spend, appreciate a high quality of life.
- Our mission is to develop high quality, well-accepted linen products in order to expand the role of linen in the Japanese high quality lifestyle.
(3) **ASABO Current Status**

- Reorganized the previous spinners-only association to include all other types of business engaged in linen.

- Membership: expanded to 127 companies following the reorganization.

- Objectives are twofold:
  - Firstly, to play an important role as a base for close communication and exchange of views among member companies; and,
  - Secondly, to enhance its function as an information center for linen.

- By pursuing these two objectives, ASABO supports the sales promotion activities of its member companies.
(4) ASABO 2011/2012 Key Actions

- Regular activities:
  - New Year's greetings party (Jan 2012)
  - Annual general meeting (May 2012)

- International activities:
  - Linen Tour to Europe (Jul 2011)
  - Linen International Forum in China (Sep 2011)

- Domestic activities:
  - Fully supported NHK, the representative broadcasting company in Japan, in producing a TV program called “Aesthetic Jar - The Mark of Beauty“, which was transmitted to the whole world, demonstrating the beauty of linen to the viewing public (Jun 2012).
  - Held “Linen Fair” at major department stores
  - Disseminated information on the Web Site where the URL linkage was expanded, resulting in increased traffic.
(5) **ASABO Expectations from CELC**

- Information transmission related to European linen.
- Collaboration with ASABO in promotion throughout Japan.
- Fostering interaction among various categories of company (spinners, weavers, dyers, sewers, etc.).
- Installation in Tokyo of a “Linen Dream Lab”.
- Support the participation of Japanese companies in overseas trade shows, including Premiere Vision.

→ Now, please enjoy the 10 minutes’ video show, “Aesthetic Jar - The Mark of Beauty“.

→ Due to time pressure, the video had to be re-edited into the length of 1/3 of the original show. Thank you.