

From June 30th to July 4th, 2011, CELC welcomes the Japanese organization ASABO and 18 Japanese textile companies for a European Linen tour in France and Belgium.

In its 2007 study, « Consumption of Quality Linen in Japan », the IFM - Institut Français de la Mode - identified this mature market's strong potential by strategic axes of :

- Stimulating retail sales and brands
- Stimulating local consumption and imports.

The key players in Japan's economy mostly import linen fibers which are « Made in Europe », since this linen is recognized for its suppleness, finesse, regularity and high quality.

Also known as « woven wind » in Japan, linen's European connotation will be reinforced by a promotional campaign dissociating ramie from linen. European Linen is identified as « quality linen » that corresponds to Japanese values of hedonism and sensoriality for this textile which is perceived as sensual. A noble fiber, it perfectly follows the LOHAS (Lifestyles of Health and Sustainability) trend with its natural qualities « in harmony with nature ».

Over 4 days, the CELC organizes a complete program of information covering all stages of fiber transformation. In Normandy : a visit to a flax field, a scutching factory and the *Festival du Lin et de l'Aiguille* (Linen and Needle Festival). In Belgium's Courtrai region : besides a visit to the Linen Museum, a visit to a spinner is planned. Finally, new retail trends are a must to explore, meaning visits to the Parisian concept stores « Gambs » and « Merci ».

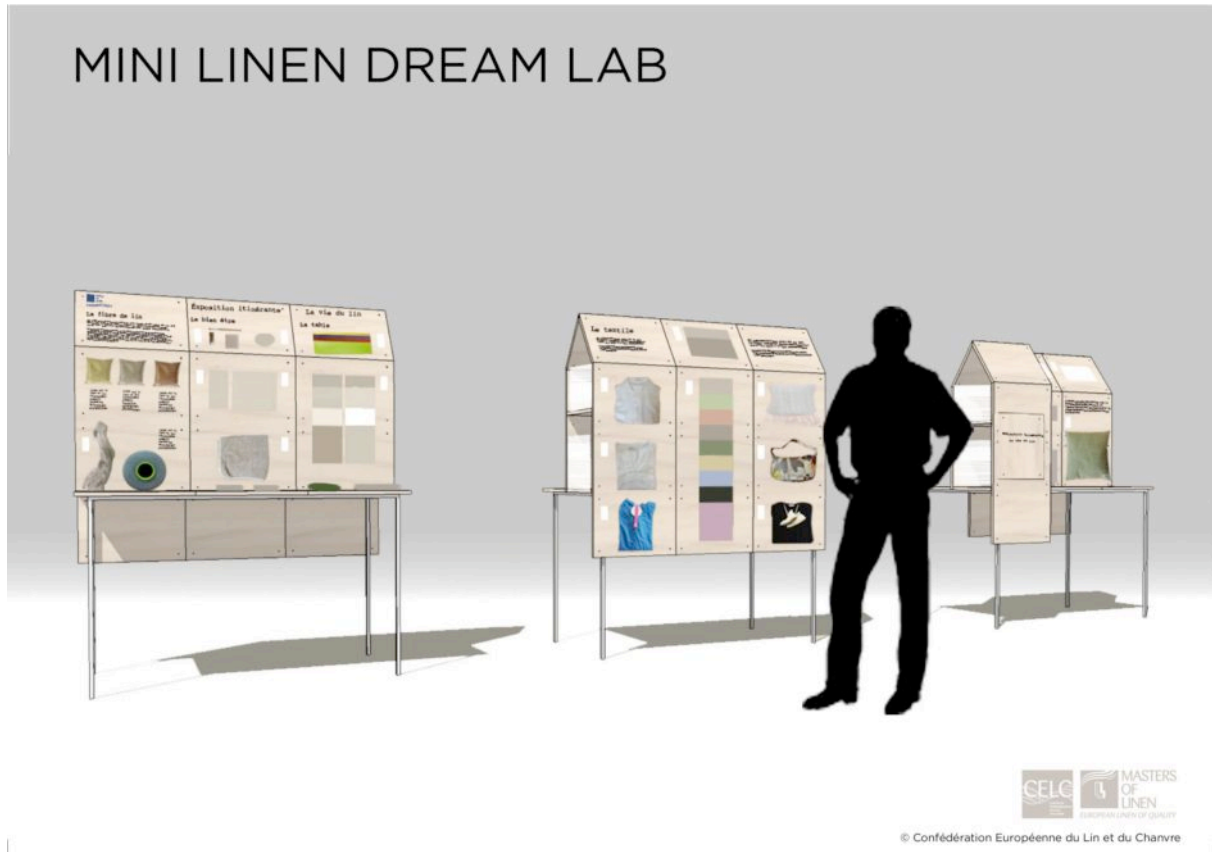
The first event will be formalized in Paris on June 30th, 2011 : A protocol agreement will be signed by the presidents of the 2 organizations, M. Frédéric Douchy for the CELC and M. Tokiaki Iida for ASABO.

The agreement's key points are :

- exchanging information and statistics on the Japanese market and its evolution.
- mutual sharing of promotional tools developed by the CELC for fashion and lifestyle industries plus developments of new materials and eco-construction products.
- creation of a mini Linen Dream Lab in Tokyo based on the same approach : linen creation and innovation using the European fiber.

The protocol agreement concretizes many years of a cordial relationship between the 2 European and Japanese organizations and, besides a better sharing of information and deeper understanding of each other's structure, it anticipates new market shares for European Linen.

The Mini Linen Dream Lab



About ASABO

The ASABO association, established in 1938, is the only Japanese organization representing the Linen, Ramie and Jute industries. Its mission is to promote these fibers both nationally and at international events plus assure links between the Japanese government, its different agencies and the 105 member companies.

For more information www.asabo.com

About CELC

The European Confederation of Linen and Hemp (CELC) is the only European agro-industrial organization federating all the stages of production and transformation for linen & hemp. It is the privileged spokesperson for 10 000 European companies and oversees the fiber's development from plant to finished product. Created in 1951, the CELC incites reflection, market analyses, industry concertation and strategic orientations. With its « CELC MASTERS OF LINEN » promotional platform, the confederation creates an ideal competitive environment for industry companies. Its actions, inscribed in an international context, stimulate innovation and rely on the value of these natural fibers with their proven environmental qualities. Through its Textile Pole, it assures the promotion of the European industry in the areas of fashion and art of living. With the creation of its Technical Pole and European Scientific Committee, the CELC helps its members move towards the future to discover new technical opportunities such as eco-construction and high-performing composite products.

The Linen Dream Lab is a showroom dedicated to creativity and to textile or technical innovations. Opened in march 2009 in Paris and in Milano in february 2010, The Linen Dream Lab offers services to innovators in the fashion, art of living and design industries : Material library, accompaniment in creation, aid in sourcing.

For more information : www.linenandhempcommunity.eu

Are participating

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OMAE Co.Ltd.	President	Mr.Kiyoshi OMAE
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