

Small and Medium Enterprise Agency
METI

January 22, 2007

JAPAN BRAND Exhibition

Japan has a wealth of traditional craftsmanship and distinctive materials nurtured in its history and culture. Based on such assets, a wide variety of attractive goods continues to be created in each region.

With their authentic beauty and quality guaranteed by a long tradition of craftsmanship, these goods will add new value to our everyday lives and will help create new Japanese traditions.

“Japan Brand Programme” has supported 68 projects since 2004, and 44 of them are being presented at the “Japan Brand Exhibition.” This first exhibition will show you not only these fascinating products but the stories and creative processes behind them.



INFORMATION

Venue:

Living Design Center OZONE “Park Tower Hall”

3F Shinjuku Park Tower, 3-7-1 Nishi Shinjuku, Shinjuku-ku, Tokyo

URL: <http://www.ozone.co.jp/eng/>

Date :

2007 Feb.2 (Fri) – 4 (Sun) 10:30 – 18:30

Organized by:

Japan Chamber of Commerce and Industry

Central Federation of Societies of Commerce and Industry

Supported by:

Ministry of Economy, Trade and Industry

The Small and Medium Enterprise Agency

Japan External Trade Organization (JETRO)

Living Design Center OZONE

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