



*Embassy of the People's Republic
of Bangladesh
Tokyo*

Press Release

20 October 2022, Tokyo

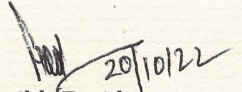
**Bangladesh participated in Fashion World Tokyo (FaW), Autumn, 2022 held from
October 18- 20, 2022**

Bangladesh participated in Fashion World Tokyo (FaW), Autumn, 2022, Ambassador of Bangladesh to Japan Mr. Shahabuddin Ahmed inaugurated Bangladesh Pavilion on 18th October, 2022 at the Tokyo Big Sight, Japan. This is the largest trade show for the fashion industry in Japan gathering all kinds of fashion wear, apparel, bag, shoes, textile, leather, fashion accessory and fashion sourcing from all over the world, with around 600 exhibitors. Under the market development initiative of the Export Promotion Bureau (EPB), Ministry of Commerce, Bangladesh, 30 (thirty) reputed exporters belonging to the apparel industry as well as leather goods are participating in this fair. RX Japan Limited, one of the world's reputed event organizers, is organizing the event. H.E Ambassador along with other Embassy Officials visited Bangladeshi booths while Dr. Ariful Haque, Minister (Commerce) of the Embassy accompanied and introduced Bangladeshi companies as well as NRB exhibitors. Bangladeshi exhibitors got good responses from the Japanese buyers.

In the evening on 18th October, Embassy of Bangladesh, Tokyo organized Bangladesh FaW Networking Event at Conference Tower of Tokyo Big Sight with the participation of Bangladeshi exhibitors, Japanese companies, NRB Exhibitors and invited guests from Japanese entities. Ambassador Mr. Shahabuddin Ahmed gave welcome remarks and requested NRB Businessmen to help Bangladeshi exhibitors to expand their business in Japan market. The other speakers include Ms Toshinaga Ikue, from UNIDO ITPO Tokyo, Mr. Nishizawa from Japan Chamber, Mr. Hajime Suzuki, Chief Director, International Sales, RX Japan, Mr. Mohammad Hatem, Executive President, BKMEA and Embassy Officials. The Networking Event was moderated by Dr. Ariful Haque, Minister (Commerce) of the Embassy.

This is to note, Japan is the 11th largest export destination of Bangladesh. In FY 2021-22, Bangladesh exported goods worth US\$ 1353.85 million to Japan which is 14.38% higher than the previous financial year. EPB has been participating in the fair with a good number of exporters along with leading sector players for over a decade. To retain the prevailing market share and augment Bangladesh's export to Japan market, Fashion World Tokyo will play significant role.




20/10/22
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