



## Learn the Secrets to the Success and Popularity of the Hankyu Hawaii Fair!

- Gain Insight on How to Succeed in the Japanese Market -

The Dept. of Business, Economic Development & Tourism (DBEDT) is very pleased to partner with the Honolulu Japanese Chamber of Commerce (HJCC) on this seminar, where you will learn the latest Japanese consumer preferences and upcoming trends in fashion, food and gifts. The annual Hankyu Hawaii Fair attracts over 250,000 Japanese consumers over 7 days in July, to purchase food, apparel, and gift and jewelry items that are made in Hawaii. Hear directly from the Hankyu Hawaii Fair organizers on the Japanese market trends that guide them on selecting Hawaii brands for their successful promotion.

Immediately following the seminar, DBEDT will hold an invitation-only trade show for the Hankyu Fair organizers to review select Hawaii companies for the Hankyu Hawaii Fair in Umeda, Osaka in July 2019. If you would like to be considered, please contact Lyle Fujikawa, DBEDT, [lyle.h.fujikawa@hawaii.gov](mailto:lyle.h.fujikawa@hawaii.gov) for details.

### SEMINAR DETAILS

- DATE: Friday, November 9, 2018
- TIME: registration begins at 8:00AM; breakfast buffet will open at 8:00AM; seminar: 8:30AM to 10:15AM
- VENUE: Manoa Grand Ballroom, 5<sup>th</sup> Floor, Japanese Cultural Center of Hawaii, 2454 South Beretania Street, Honolulu, HI 96826; parking in the JCCH parking structure is \$8.00 with validation, credit card only
- COST: \$30.00 for seminar; register and pay online at <https://hjcc.memberclicks.net/japan-market-seminar>. No refunds after November 1, 2018. No-shows will be billed.
- DEADLINE TO REGISTER is Thursday, November 1, 2018.
- NOTE: the seminar will be in English (simultaneous interpreting of Japanese speakers)

### SPEAKERS

**Akihiro Miyatake**, General Manager, Marketing Department, Hankyu Umeda Main Store

**TOPIC: "How the Hawaii Brand Helps Hankyu Umeda Main Store Sales"**

Akihiro Miyatake was recently promoted to the General Manager position overseeing all promotion for the Hankyu Umeda Main Store, which includes management of the year-long schedule of events held in their iconic Festival Plaza (comprised of the 9<sup>th</sup> floor event space, gallery and performance hall), as well as planning and production of their Main Window on the 1<sup>st</sup> floor. Previously, Mr. Miyatake was responsible for all sales promotion, including planning and oversight of all various Hankyu World Fairs, including UK, New York, Italy, France, Scandanavia and Hawaii Fairs.



**Yuri Sawada**, Manager, Sales Promotion Department, Hankyu Umeda Main Store; Hawaii Fair manager; Valentine's Fair Manager

**TOPIC: "Latest Japanese Fashion Trends and Consumer Preferences"**

Yuri Sawada is the manager in charge of the Hankyu Hawaii Fair, currently planning her 2<sup>nd</sup> Hawaii Fair in 2019. She previously worked for 4 years in sales in women's fashion, then transitioned to event planning to oversee the Bread Fair and Okinawa Fair, as well as Hankyu's major revenue creating Valentine's Day Fair. Ms. Sawada strives to find products that resonate within one's heart, and to share them with as many customers as possible.



**Yuichiro Nishimura** Manager, Sales Promotion Department, Hankyu Umeda Department Store; UK Fair manager, New York Fair manager

**TOPIC: "Latest Japanese Consumer Trends in Food and Gift Items"**

Yuichiro Nishimura is the manager responsible for the New York Fair and the UK Fair, celebrating its 50<sup>th</sup> anniversary this year. Previously he managed the Hawaii Fair for 4 years, successfully growing its size and revenue. Mr. Nishimura started in men's fashion, working for 2 years in the Hankyu Men's Department Store in Osaka, then supported the opening of the Hakata Hankyu Department Store.



Questions? Call 587-2774 for Seminar and Trade Show details.