



P R E S S R E L E A S E

Munich, 23 December 2009

Japanese vitality - j-village® at ispo 2010

j-village® is the first joint stand of young Japanese companies at ispo in Munich. They will be showcasing a whole array of innovative products.

On 7 February 2010 the world's leading trade fair for the sporting goods industry will be opening its doors to visitors at the New Munich Trade Fair Centre for the 40th time. Present for the first time will be j-village®, a joint stand of companies from Japan organised by Sa:Su Network GmbH.

"The main aim of the project is to support young and dynamic Japanese companies who haven't yet had the chance to establish business contacts in Europe," says Satomi Suzuki, managing director of Sa:Su Network GmbH.

The Japan Pavilion covers an area of 130 square metres in hall A3. This prominent position is an ideal presentation platform for innovative products. The products on display are extremely diverse and range from a new type of ski stick and ultra-light cookware to headgear that provides a cooling effect and Samurai style body protectors.

The companies exhibiting at the stand include Ebisu Knit (body protectors), Evernew (camping equipment), Matsuoka Glove (gloves), Nippon Sigmax (athletic support bandages), Shin Network (headgear), Sinano (ski sticks) and Stream Graphix (sportswear).

On 8 February 2010, the second day of the trade fair, "j-village®-night" will be taking place at the stand. The press, buyers, retailers and anyone else who is interested, are invited to come to the event. Since space is limited, we recommend that you pick up an invitation during the day from stand A3.116/219 or send an email to info@j-village.net to request an invitation. "j-village®-night" will provide a great opportunity to enjoy Japanese specialities and establish business contacts in a relaxed atmosphere.

For further information visit www.j-village.net

About Sa:Su Network GmbH

Sa:Su Network GmbH is headquartered in Munich and specialises in the provision of support services for Japanese companies and institutions. The services provided by this full-service agency include the planning and execution of trade fair stands, marketing and PR activities, interpreting and hostess services, and event and promotion services. This internationally operating agency has as its clients small and medium-sized Japanese companies, large corporate groups, public institutions and government ministries.

For further information visit www.sasu-network.com

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On publication we would be pleased to receive a copy of your article.
The “j-village®” logo can be sent on request.

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