

FASHION WORLD TOKYO 2018 OCTOBER

FASHION WEAR EXPO TOKYO
FASHION JEWELLERY EXPO TOKYO

BAG EXPO TOKYO
MEN'S FASHION EXPO TOKYO

SHOES EXPO TOKYO

FASHION WORLD TOKYO FACTORY 2018 OCTOBER

TEXTILE TOKYO

FASHION SOURCING TOKYO

The Solemn Declaration of No Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

1. Fundamental Philosophy of the Visitor Number Announcement

The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors. As such, we do not inflate the numbers whatsoever.

2. The Principle of the Counting Method

The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors. As such, we do not inflate the numbers whatsoever.

3. Verification of the Number Announced

After the exhibition, a certified public accountant will verify that the number of the business cards collected at the registration is equivalent to the number that is announced by the organiser, and to telephone visitors at random to verify their authenticity.

1. On-Site Registrants

- Only those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

2. VIP Registrants

- Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

3. Special Guests

- Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

VISITOR FIGURES				
	Oct. 22 [Mon]	Oct. 23 [Tue]	Oct. 24 [Wed]	Total
1) On-site Registrants	4,470	5,064	5,040	14,574
2) VIP Registrants	1,749	1,851	1,749	5,349
3) Special Guests	27	2	0	29
FASHION WORLD TOKYO Total Number of Visitors (Sum of above 1 – 3)	6,246	6,917	6,789	19,952

All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

	Oct. 22 [Mon]	Oct. 23 [Tue]	Oct. 24 [Wed]	Total
Number of Seminar Attendees	3,310	2,912	2,326	8,548
Number of Press Registrants	44	37	21	102

* These figures are preliminary and they are subject to change after being certified by an official institute.

* Numbers of seminar attendees and press registration are not included in the total number of visitors.



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