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**The Best of Traditional & Modern Design to be Unveiled at
Two Japanese Pavilions at the
2013 International Home + Housewares Show**
Featuring 19 Japanese Exhibitors with Unique Products for Everyday Use

Chicago - **February 22, 2013** - Visitors to the [Japan Pavilions](#) at the [International Home + Housewares Show](#), taking place March 2-5, 2013 at Chicago's McCormick Place, will experience first-hand how Japanese creations - combining rich art and craft-making traditions with the best of modern design - can fit synergistically into Americans' kitchens, homes and lifestyles.

This year, two Japan Pavilions, sponsored by the [Japanese External Trade Organization \(JETRO\)](#), expand into the south (Dine + Design) and north (Clean + Contain) halls for the first time to accommodate the increased number of exhibitors and products. The Pavilions will feature 19 companies with unique products who will introduce the best of Japanese design and innovation to U.S. buyers at the world's premier housewares marketplace.

Whether seeking vintage or contemporary, visitors to the Japan Pavilions will find an incredible array of 'Made in Japan' homegoods whose designs successfully merge tradition, culture and modernity. According to Mio Kawada, Executive Director, JETRO New York, "The desire for high-quality products appears to be a consistent trend in the U.S. homegoods and housewares marketplace. People seek products that are useful

yet unique, and Japanese imports can satisfy the desire for one-of-a-kind, practical products. The uniquely Japanese products on display will help retailers expand and differentiate their product offerings.”

The Pavilions will feature dozens of products from categories ranging from tabletop, kitchen essentials and accents to bath and home décor. Some of the attention-getting products include a stylized i-Phone dock, created with a distinct combination of straight lines and curves. Layered with different textures of wood, metal and resin, the [i-Phone dock](#) comes in a number of different colors that add a touch of life and elegance to the home. In addition to the i-Phone dock, there is an innovative wooden design [tablet stand](#) and desk organizer. Also on display at the Pavilion will be [traditional sake sets](#) created from a unique wood and lacquer process as well as one-of-a-kind [glasses](#) and glassware handmade by craftsmen. There is also a selection of cast iron cookware and unique home storage items. Retailers and distributors/representatives can review the exhibitors’ products in greater detail, and make appointments with them before the Show, by utilizing Housewares Connect 365 on the Show’s website at www.housewares.org.

About the Japan External Trade Organization

The Japan External Trade Organization (JETRO) is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. JETRO has seventy-three offices in fifty-five countries, as well as six branches in the United States, located in Atlanta, Chicago, Houston, Los Angeles, New York and San Francisco. Established in 1958 to promote Japanese exports, today JETRO's mandate includes encouraging overseas businesses to bring their operations to Japan, thereby stimulating healthy competition, providing new employment opportunities, and helping to improve Japan’s overall economy. For companies in the US looking to expand or differentiate their product offerings, JETRO showcases premium goods that are uniquely Japanese. For additional information please visit www.jetro.org.

About the International Housewares Association

The International Housewares Association is the 75-year-old voice of the housewares industry, which accounted for (US)\$305.5 billion at retail worldwide in 2011. The not-for-profit, full-service association sponsors the world's premier exposition of products for the home, the International Home + Housewares Show, and offers its 1,700 member companies a wide range of services, including industry and government advocacy, export assistance, State-of-the-Industry reports, point-of-sale and consumer panel data through *Housewares MarketWatch*, executive management peer groups, a unique Web-based community at www.housewares.org and group buying discounts on business solutions services.