

ホーム・ビル&インテリアWEEK JAPANTEX2014

1 Outline

ホーム・ビル&インテリアWEEK

Interiors Using Windows To Enrich Daily Living.

APANTEX 2014 窓と暮らしを彩るインテリア

Nippon Interior Fabrics Association (NIF) 6F, Fukuda Bldg., 2-3-23, Hamamatsucho, Minato-ku, Tokyo 105-0013 Japan TEL+81-3-3433-4521 FAX+81-3-3433-7860 http://www.japantex.jp/english

Organizer Japan Management Association

3-1-22 Shiba-koen, Minatoku, Tokyo 105-8522 Japan

FAX+81-3-3434-8076 http://www.jma.or.jp/en

November 12(Wed)- Nov 14(Fri)

10:00~17:00

Tokyo Big Sight, East Hall 1 (8,700 sq meters)

3-10-1 Ariake, Kotoku, Tokyo 135-0063 Japan Tel:03-5530-1111 http://www.bigsight.jp/english

Admission Fee

JPY1,000

Her Imperial Highness Princess Takamado

Shigeki Iwai, Parliamentary Vice-Minister of Economy, Trade and Industry

Support

Ministry of Economy, Trade and Industry (METI), Japan External Trade Organization (JETRO), The Association of the Promotion of International Trade, Japan., The Economic and Commercial Counsellor's Office of the Embassy of the Peoples Republic of China, Embassy of India, Economic and Commercial Office Embassy of Spain

ホーム・ビル&インテリアWEEK Japan Home & Building Show 2014

In Conjunction with













2 Result Of Exhibition

Number of exhibitors	499 Booth, 207 Companies / Organization from 11 Counties and regions Japan 149,India 23,China 18,Taiwan 5,Spain 3,Iran 2,Netherland 2,UK 2,Korea 1,Turkey 1,Portugal 1,
Floor Space	8,700m² ("Home, Building & Interior Week" 25,700m²)
Number of booth	500 ("Home, Building & Interior Week" 1,288)

■ "Home, Building & Interior Week" Number of visitors

() is JAPANTEX2013

Date	Weather	JAPANTEX	Japan Home & Building Show	Visitors from Other Exhibition	Total	Press
November 12 (Wed.)	Cloudy	4,429 (4,010)	5,966 (4,960)	678 (880)	11,073 (9,850)	194 (165)
November 13 (Thu.)	Fine	3,539 (3,276)	5,882 (4,965)	1,222 (957)	10,643 (9,198)	82 (77)
November 14 (Fri.)	Fine	3,206 (3,057)	5,696 (4,002)	1,387 (1,003)	10,289 (8,062)	67 (66)
Total		11, 174 (10,343)	17,544 (13,927)	3,287 (2,840)	32,005 (27,110)	343 (308)

■ "Home, Building & Interior Week" Visitors Specificatio in 2014

	Ocupation	JAPANTEX	Japan Home & Building Show	Total
Α	Building Owner		810	1,118
	Developer	258		
	Real Estate Agent			
В	Architecture Design Office	1,035	1,647	2,831
	Design Office	1,055		
c	Builder's Office	697	2,954	3,698
	Home Builder	097		
D	General Contractor		1,099	1,490
	Sub Contractor	190		
	Construction Company			
	Interior Finishing Store		1,038	2632
E	Wallpaper Shop and Tatami Shop	1,496		
	Remodeler's Shop			
	Department Store			
	Mass Merchandiser / DIY Store		547	1,948
F	Interior Specialty Shop	1,270		
	Mail-order Business			
	Other Retail			

	Ocupation	JAPANTEX	Japan Home & Building Show	Total
G	Building Management	100	223	559
	Building Maintenance	100		
Н	Trading	1,697	2,810	5,001
	Wholesaler	1,097		
I	Infrastructure	83	522	798
	Communication/IT	03		
J	Building Material Manufacturer		4,487	8,631
	Housing Equipment Manufacturer	2,873		
	Interior Manufacturer	2,073		
	Other Manufacturer			
	Public Office/Association		643	1,052
K	Hospital/Scholastic Institution/ Communal Facility	192		
	Owner		764	2,247
L	Consumer	1,283		
	Student			
Vi	sitors from Other Exhibition	3,287		
Total				32,005

Subscribers Press 343

Opening Ceremony November 12 (Wednesday), 2014

In the presence of Her Imperial Highness Hisako, Princess Takamado, and Shigeki Iwai, Parliamentary Vice-minister of Economy, Trade, and Industry, the opening ceremony got under way, on an especially constructed stage, at 9:00 a.m. on November 12 (Wednesday), 2014.











Ichizo Yoshikawa, chairman of the Nippon Interior Fabrics Association, delivered an opening address. This was followed by an address by Masami Nakamura, chairman of the board of the Japan Management Association; a congratulatory address by Parliamentary Vice-minister Shigeki Iwai; an explanation of the show by Takeshi Nishida, Chairman of the Executive Committee of JAPANTEX; and remarks by Princess Takamado. The three days of the exhibition were officially initiated by a tape-cutting by Princess Takamado. A joint JH and BS reception began in the reception hall at 17:30 on the same day.

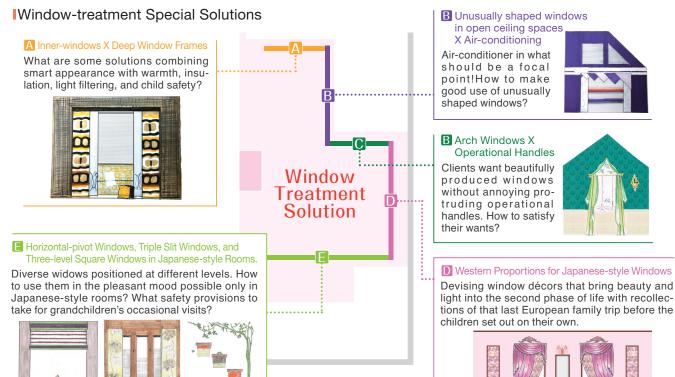


An Exhibition on the Theme "Interiors That Enhance Windows and Living." A Must-see for Décor-planners!! Window-treatment Special Zone

Window-treatment Special Street

A street introducing top domestic and overseas window-décor brands. This exhibition presents to window-décor professionals outstanding products from firms producing fabrics, rolling screens, blinds, tassels, curtain rails, related items, carpets and wallpapers.





- Hosted by a number of leading creators of interior industry Interior Seminars and Talk sessions All seminars are free.
- * This seminar and chat-session [with the exception of (9)] broadcast live on the internet.
 - ■Textile designs that become key points of the interior décor.



☑ The changing world of interior decorations—Décor possibilities of digitally printed wallpapers.



Operational know-how useful to window-décor planners.



Interior Premium Salon Salon members have plenty of topics they are eager to discuss: interior décor, makeover and renovation, architecture, urban renewal, and so on.







5 "Where we are today." Life-size talk among three interior coordinators. Business-style motto: "Clear, Correct, and Lovely Interiors!"



6 A Must-see for window-décor planners! Houses that interior-styling professionals actually live in: "Let us show you what we are picky about."











☑ Recruit Sumai Company Foreseeing the Coming Interior-fabrics Market. "The Latest on the expanding role of DIY and customizing in the property market."



Architecture and Market Theory. IC is changing the Japanese way of life-House-vision Japan is altering the Asian way of life.



Speaker

Fumio Konno, Asami Oba, Miki Kitahara, Tsutomu Ida, Seijiro Togo (Textile Design Association of Japan) / Eiji Honda (Interior Culture Institute), Tomoko linuma (DECO'R), Mayumi Takada (ailes creation, inc.,) / Hideki Nishigaki (decorators) / Manjo Shimahara (NEXT Co.,Ltd.) / Yohei Shimada (Lion Architects Co., Ltd.) / Sachiko Kimura (Fabric Magic.) / Yumi Terada (Manoir) / Sumiko Mori (Interior Networks Inc.,) / Yoichi Koshikawa (aube international Co., Ltd.) / Shima Arai (CHIC INTERIOR PLANNING) / Natsuko liduka (Interior Design Soleil) / Rika Miyake (interiorworks jay blue) / Yoichi Ikemoto (Recruit Sumai Company , Ltd.) / Sadao Tsuchiya (Sadao Corporation) / Koyu Asanuma (WGSN) / Kurashi Bokko

The Age of Relationshipretailing. "Attention-grabbing Stores and How They Do It.



Kurashi-bokko Plan. "Dancing with Colored and Patterned Fabrics."



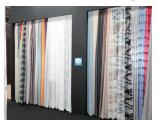
Interior-décor Professionals Select Products To Recommend.

In this contest, qualified widow-décor planners and such other professionals as interior coordinators selected and voted for the exhibited products they would recommend to clients. The three winners—gold, silver, and bronze—were announced on the exhibition final day. The gold prize went to Kawashima Selkon Textiles Co.,Ltd for its filo Archive Collection FF4557—4602. The silver prize went to Sangetsu Co.,Ltd for its Nihon no waza. And the bronze award went to the Suminoe Textile Co.,Ltd. for its Suminoe Curtains mode S, Vol. 7. Michiharu Tanaka, JAPANTEX Deputy Secretary General presented each winner with a commendation shield and, as an extra prize, an invitation for one per firm, to the Maison et Objet 2015 exhibition. In addition, as

the result of strict selection, from among the interior-décor professionals voted upon, the JAPANTEX executive committee awarded an invitation to Maison et Objet 2015 to a female interior coordinator (female) from Aichi Prefecture. Presenting 98 products, 45 firms entered the competition.







■ The Eleventh Interior-design Contest 2014 Exhibition and Awards







Exhibition of rewarded works of the 7th and 8th "Heya Mite Posting Award"







■ Presentation Time: Introducing the Latest Technology, Materials, and Products Location: Especially constructed stage.

A program briefly outlining interior decoration today and giving exhibitors a chance to present their products and technological characteristics and their appeal to the public.















Project for the Vitalization of Window Treatment (WTP)

Seminar: Professionals'
Customer-reception Abilities

Panel Discussion:
Planners of Appealing Window Décor

Seminar: Windows and Health





Special Lecture by Sue Timney from UK

Chat Session: "Interior Design from the Hospitality Viewpoint"

First Japan Interior Decorators Association Forum on the Next Generation

Paradigm Changes for Growth—An Interior-decoration World Where Future Generations Shine"

- Seminar for Coming Managerial Generations "Improving Manager Awareness Is the Key to Growth"
- 2Report on Future Activities of the Japan Interior Decoration Association
- Serious Study Breeds Self-reliant Managers" and "Points for Success in the Renovation Business"

■The Minami Sanriku Mishin Kobo (Minami Sanriku Sewing-machine Studio)

An introduction to the studio's work and achievements. JAPANTEX donated the entrance fees (¥418,000) to the Minami Sanriku Mishin Kobo on December 12.





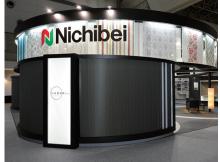
4 Pictures of Exhibitors















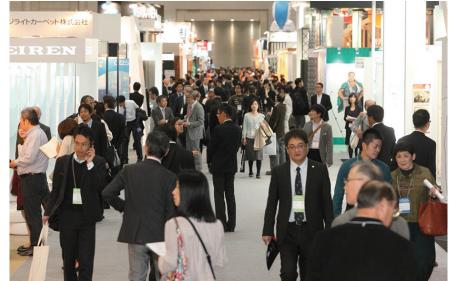








4 Pictures of Exhibitors

















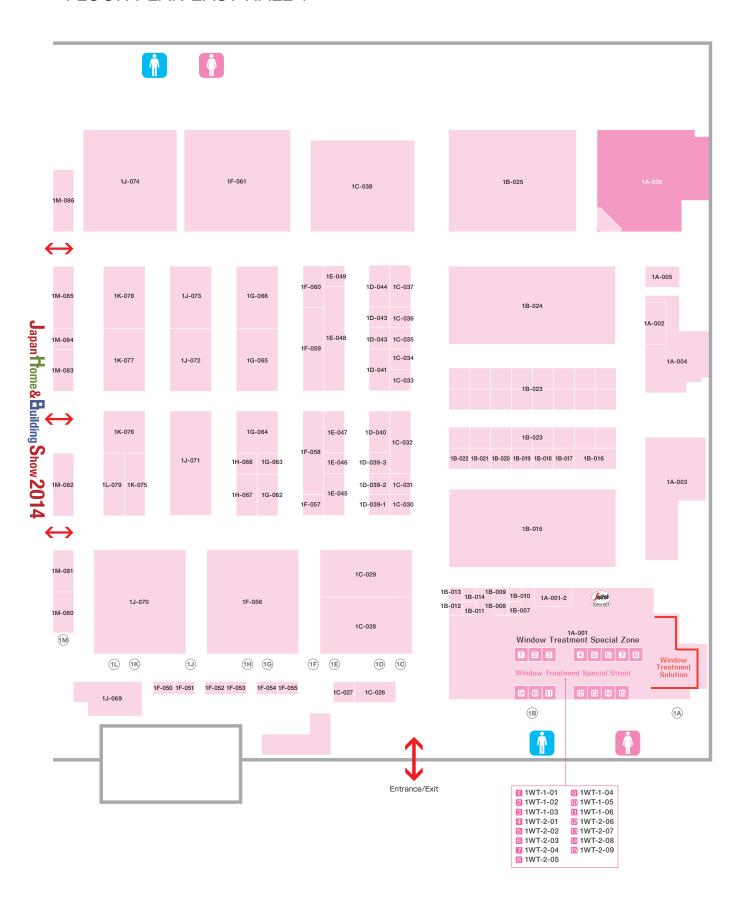






5 Map

FLOOR PLAN EAST HALL 1



6 JAPANTEX 2014 Exhibitors List

A ACOUSTIC ADVANCE, INC Akigami Interior (KURASHIBOKKO)

ALBORZ CO., LTD

Al DECO (bp international tokyo inc.)

AMASS INTERNATIONAL

(The Cotton Textiles Export Promotion Council)

AMBER HOME (The Cotton Textiles Export Promotion Council)

ANHUI HONREN CO.,(GROUP)LTD

Anshin Project Japan Inc.

Aqua Clean (bp international tokyo inc.)

Arai Co., Ltd. (THE TEXTILE DESING ASSOSIATION OF JAPAN) Asahi Textile Co., Ltd (Gifushi Habitat Textile Association) ASSIST CO.,LTD

ASWAN Corporation

B BAHAR Trading Co., Ltd BAKUMA INDUSTRIAL CO.,LTD

BALD HELD (KURASHIBOKKO)

BALMORAL INTERNATIONAL (TEXTILES FRAU PEREZ S.L.)

BANDEJJIA & BROTHERS
(The Cotton Textiles Export Promotion Council)

BELK CO.,LTD

BELC CO.,LID.

BIL CONTINENTAL LTD.,
(The Cotton Textiles Export Promotion Council)

BINZHOU ORIENT CARPET CO., LTD. (CHINA ARTS
INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.)

bp international tokyo inc.

BRITISH WOOL MARKETING BOARD (JAPAN CARPET MANUFACTURES ASSOCIATION)

bute (bp international tokyo inc.)

C CALIPHIL ENTERPRISE CO., LTD.

CARPET EXPORT PROMOTION COUNCIL, (The Cotton Textiles Export Promotion Council)

Carpet Gallery co.,ltd

CHANGSHU QUNYING KNITTING MANUFACTURE CO., LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.) CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.

CHINAR INTERNATIONAL (The Cotton Textiles Export Promotion Council) Clarke & Clarke

CLASICA Co., LTD. (Theme exhibition)

Coblin Inc.

CROWN INTERNATIONAL (The Cotton Textiles Export Promotion Council) CxS Corporation

Daiwabo Neu Co.,Ltd. (THE TEXTILE DESING ASSOSIATION OF JAPAN)

DecorMaison (bp international tokyo inc.)

DEKORTEX (TECIDO & CO.,LTD.) DEONATHPUR OVERSEAS

(The Cotton Textiles Export Promotion Council)

DuPont Kabushiki Kaisha (JAPAN CARPET MANUFACTURES ASSOCIATION)

F F&H Farhadian OHG. (MEIWA INTERNATIONAL CORP.) Fine Art Inc.

Fuji Paper Mills Cooperative

FUJIE TEXTILE CO.,LTD

FUJII DESIGN FACTORY

FUJILIGHT CARPET CO.,LTD.

Fukuvi Chemical Industry Co., Ltd. (INTERIORFLOOR INDUSTRIAL ASSOCIATION)

Fullness co.,LTD

Furumaki Hyougu Interiorten (Tokyo Hyougu Kyouji Naisou Bunkakyoukai)

FUSOGOSEI Co., Ltd. (INTERIORFLOOR INDUSTRIAL ASSOCIATION)

G.A. WANI & SONS
(The Cotton Textiles Export Promotion Council)
GANCEDO (TECIDO & CO.,LTD.)
GAOMI SUNRISING HOMETEXTILES CO., LTD.
(CHINA ARTS INTERNATIONAL EXHIBITION (BEUING) CO., LTD.)

GHCL Ltd. (The Cotton Textiles Export Promotion Council) Gifushi Habitat Textile Association

Giso Co.,Ltd (Gifushi Habitat Textile Association) Glass Studio URUGA. (KURASHIBOKKO)

Goyo Shoji Co.,Ltd (Gifushi Habitat Textile Association)

H H&S FABRICS (HARDY / SEAMOOR) (TECIDO & CO.,LTD.) Hama Naiso (KURASHIBOKKO) HASETORA SPINNING CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

HERITAGE EXPORT CO.
(The Cotton Textiles Export Promotion Council)

HIRAKU SPINNING CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

Horisyou Co.,Ltd (Gifushi Habitat Textile Association) HOSOBA DESIGN

HOTTA CARPET CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

I.D.TANAKA(Tokyo Hyougu Kyouji Naisou Bunkakyoukai) IDYLLIC CREATIONS PVT. LTD., (The Cotton Textiles Export Promotion Council)

IICRC JAPAN (JAPAN CARPET MANUFACTURERS ASSOCIATION) INOMA Corporation

Interior Design STRASSE (bp international tokyo inc.)

Interior Jouhoukikaku Ltd.
INTERIORFLOOR INDUSTRIAL ASSOCIATION

INTERMARKET (INDIA) PVT. LTD.
(The Cotton Textiles Export Promotion Council)

Ishii Sandayuu Hyouguten(Tokyo Hyougu Kyouji Naisou Bunkakyoukai)

JAPAN CARPET CO.,LTD.(JAPAN CARPET MANUFACTURES ASSOCIATION) JAPAN CARPET MANUFACTURERS ASSOCIATION JAPAN CONSTRUCTION INTERIOR COOPERATIVES FEDERATION JAPAN INTERIOR DECORATION ASSOCIATION JAPAN INTERIOR INDUSTRIAL ASSOCIATION JIANGSU XINLONG FEATHER & DOWN CO., LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.)

Kananax Limited.

KANU EXPORTS (The Cotton Textiles Export Promotion Council) KARAN EXPORTS (The Cotton Textiles Export Promotion Council) KARIMOKU FURNITURE INC. (KURASHIBOKKO)

KAWASHIMA SELKON TEXTILES CO.,LTD KAWASHIMA SELKON TEXTILES CO.,LTD (JAPAN CARPET MANUFACTURES ASSOCIATION)

KESHARI EXPORTS
(The Cotton Textiles Export Promotion Council)

KHODAY SILK STREAMS
(The Cotton Textiles Export Promotion Council)

KOWA (KURASHIBOKKO)

Kuanging Industrial Co., Ltd. KUWA DESIGN STUDIO

KYOKUTO SANKI CO., LTD. (Theme exhibition)

L'VEIL (Theme exhibition)

Leading curtain CO.,LTD

Lee Design Studio LI PENG ENTERPRISE CO.,LTD / Lea Lea Enterprise Co., Ltd.

LILYCOLOR CORPORATION

LINTEC SIGN SYSTEM, INC. Lonseal Corporation (INTERIORFLOOR INDUSTRIAL ASSOCIATION)

MA-DO CO,.LTD. (KURASHIBOKKO)

Machida Tent Shokai (Theme exhibition)

MAHAJAN OVERSEAS PVT. LTD. (The Cotton Textiles Export Promotion Council) MANAS TRADING INC.

Marusa Co.,Ltd (Gifushi Habitat Textile Association)

Marusu Suzuki Co.,Ltd (Gifushi Habitat Textile Association)

MC Pioneer OLED Lighting Corporation

MEGASOFT,INC.
Meirin (KURASHIBOKKO)

MEIWA INTERNATIONAL CORP.

MIMAKI ENGINEERING CO.,LTD.

Minamisanriku sewing club

MODERN INTECH CO., LTD.

Morisima Souge (Gifushi Habitat Textile Association)

Mortazavi Carpet Group MURAKAMI CARPET CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

NAGASE HIROSHI (MC Pioneer OLED Lighting Corporation) Nara Yamato Co.,Ltd (Mehrali Carpet)

Neo TAPIS i:nu NICHIBEI CO.,LTD.

Nicole Co., Ltd.

Nihon Seizuki Kogyo Co., Ltd.

NIHON SHINSO SHINBUN CO., LTD.

NIHON SHORYOKU CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

NINGBO LIYANG CURTAIN COMPANY LIMITED (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.)

NISSHIKI CO.,INC. (JAPAN CARPET MANUFACTURES ASSOCIATION)

NISSIN CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

NOPE PAZARLAMA

NOZAKI SENSYOKU CO.,LTD. (THE TEXTILE DESING ASSOSIATION OF JAPAN)

O OHNO INC.

OHNO INC.(JAPAN CARPET MANUFACTURES ASSOCIATION) olku(Tokyo Hyougu Kyouji Naisou Bunkakyoukai) Opera the 🕸 chocolate-boutique (KURASHIBOKKO) ORION ENTERPRISE Co., Ltd.

Ota Textile Co.,Ltd (Gifushi Habitat Textile Association)

PAMPOSH INTERNATIONAL (The Cotton Textiles Export Promotion Council)

QINGDAO BAOLI TEXTILES, EMBROIDERY & DRAWNWORK CO., LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.)

RAHEEM & SON (SHAH MOHAMMAD) (The Cotton Textiles Export Promotion Council) REYNALDO (TECIDO & CO.,LTD.) RUNON CO.,LTD.

S SAKATA INX CORP.

Sakurai Suikou(Tokyo Hyougu Kyouji Naisou Bunkakyoukai) Sangetsu Co.,Ltd

Sankvo Co., Ltd (Gifushi Habitat Textile Association) SAVA INTERNATIONAL PVT. LTD.

(The Cotton Textiles Export Promotion Council)

SFIREN Co., LTD Sekisui Seikei, Ltd.

Senken Shimbun Co.,Ltd

SHANDONG QINGZHOU SHUNFA EMBROIDERY CO., LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.)

Shanghai Revon Trade Co.,Ltd.

SHIMA SEIKI MFG.,LTD. (THE TEXTILE DESING ASSOSIATION OF JAPAN)

Silent Gliss Corporation (TOSO COMPANY, LIMITED)

SINCOL INTERIOR CO.,Ltd SIYA EXPORTS (SIDDHYA EXIM)

(The Cotton Textiles Export Promotion Council) SK Kaken Co.,Ltd

Suminoe Textile Co., Itd.

Suminoe Textile Co.,Ltd. (JAPAN CARPET MANUFACTURES ASSOCIATION)

SUMIYOSHI CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

Sun Regent Co., Ltd. (SUNROSE CO.,LTD)

SUNCHEMICAL CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

SUNROSE CO.,LTD

Sunyow Co. (KURASHIBOKKO)

Suzuki Hyouguten(Tokyo Hyougu Kyouji Naisou Bunkakyoukai) TACHIKAWA CORPORATION

TAJIMA,INC.(JAPAN CARPET MANUFACTURES ASSOCIATION) TAJIMA. INC. (INTERIORFLOOR INDUSTRIAL ASSOCIATION)

TAKIRON Co., LTD. (INTERIORFLOOR INDUSTRIAL ASSOCIATION) TECIDO & CO.,LTD.

TEXTILES FRAU PEREZ S I THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

THE TEXTILE DESING ASSOSIATION OF JAPAN

THE WOOLMARK COMPANYD (JAPAN CARPET MANUFACTURES ASSOCIATION)

THIBAUT (TECIDO & CO.,LTD.)

Toa cork co..ltd

TOABO MATERIAL CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

TOGEN PLANNING Co.,Ltd. Tokyo Hyougu Kyouji Naisou Bunkakyoukai

TOLI Corporation TOLI Corporation (INTERIORFLOOR INDUSTRIAL ASSOCIATION)

TOLI Corporation(JAPAN CARPET MANUFACTURES ASSOCIATION)

Tomita&co..ltd.

TONGXIANG RUIBO HOMETEXTILE CO., LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.) TONGXIANG TIANNUO HOME TEXTILE CO.,LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.)

TONGXIANG ZHOUQUAN TOWN QIANGSHENG SILK FLOSS CO. LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.) Toray Amtecs Inc.(JAPAN CARPET MANUFACTURES ASSOCIATION)

TOSO COMPANY, LIMITED Towa Co., Ltd. (Theme exhibition)

Twin Bridge Enterprises Pty Ltd. U Union Design Inc. UNIVERS Co.,Ltd

Universal Gateway Ltd WAKAYAMA SENKO CO.,LTD. (THE TEXTILE DESING ASSOSIATION OF JAPAN)

WALPA Washi-Space Co.Ltd

WIS CO., LTD World-Top Household Products Co., Ltd.

WORD-10P HOUSERIOL PROJUCTS CO., LTD.

Y YAMAMOTO INDUSTRIAL CO.,LTD.
(JAPAN CARPET MANUFACTURES ASSOCIATION)

YAMATOBOU CO.,LTD.
(JAPAN CARPET MANUFACTURES ASSOCIATION)

YAYOI CHEMICAL INDUSTRY CO.,LTD

(YAYOI CHEMICAL SALES CO.,LTD)

YAYOI CHEMICAL SALES CO.,LTD

YKK AP Inc YONEZAWA BUSSAN CO.,LTD.

YOSHIDAFUSA ORIMONO CO.,LTD. (JAPAN CARPET MANUFACTURES ASSOCIATION)

Z ZHEJIANG AIMAYLAI SILK HOME TEXTILE CO.,LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEJJING) CO., LTD.) ZHEJIANG LIZUN HOME TEXTILE CO., LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEJJING) CO., LTD.) ZHEJIANG MONCANOL HOME TEXTILES CO., LTD. (CHINA ARTS INTERNATIONAL EXHIBITION (BEIJING) CO., LTD.)