

MEDIA RELEASE N 16



May, the 3rd, 2005

The Yomiuri Shinbun at the Tunisian Pavilion

Yukiko Abe, Staff Writer (News section) at The *Yomiuri Shinbun*, one of the most printed daily news came to the Tunisian Pavilion on April 30th to know more about the activities of our space. Many issues have been discussed with the Reporter such as peaceful Tunisia architecture of supports, the simultaneously and the related organized in Tourism's visit, Minister of Communication the World Society (WSIS) in constitute one of the relation between the Tunisian theme (green and and the Aichi expo theme (wisdom of the nature), the the Pavilion, the visits occurring by Tunisian events (notably the parallel with the as well as the future Technologies of and the lodging by Summit of the November 2005, the under-themes utilized by the pavilion). Yukiko Abe asked also some questions about the Media Release that we are publishing. Finally a Perfume bottle has been offered to a Japanese lady who was associated to the interview with her husband and their little daughter (who was not so cooperative!) knowing that the family came from SOPPORO in the North of Japan after 19 hours of shipping to see the Expo !).

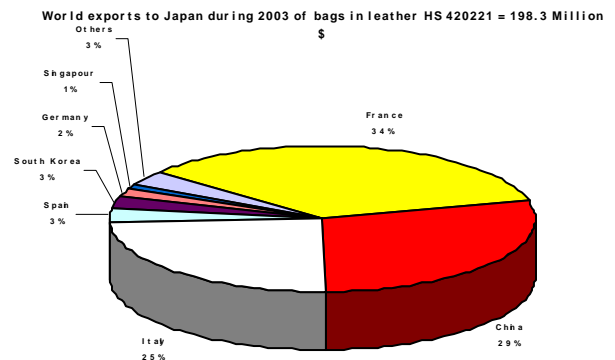


Tunisian leather bags for the Japanese market



The Japanese imports figures of Japan in 2003 by country supplier for the product: HS 420221 **Hand Bags in leather of all kinds** show that Japan represents 8% of world imports for this product which reached the same year, 198.3 Millions \$. At a global level, Japan ranked 3rd among importing countries. France is the first Japan supplier of this product with 35.1% of the total, followed by China with 28.5%. However the Values/Quantities ratio between these two top suppliers is clearly in favor of China. Tunisia has exported in 2004 for a value of 15 Millions of \$ (20.1% of total exports in leather except Shoes). On Japanese Market our country has exported the same year for a value of 115 thousand \$ (0.06%). As this picture shows the quality of Tunisian bags is very acceptable but a market research has to be undertaken to identify obstacles and barriers on the Japanese market for this product.

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