



VirtualExpo Group in Partnership with JETRO Unveils its Japan Pavilion

Marseilles, January 21, 2021 – VirtualExpo Group joins forces with JETRO (Japan External Trade Organization) and unveils its new Japan pavilion on its marketplaces.

For several years now, France and Japan have favored partnerships to encourage the development of new synergies between their respective markets. One of the economic players involved in this enterprise is JETRO, which aims to facilitate and intensify technological exchange and commercial partnerships between Japan and the rest of the world.

The arrival of Covid-19 in 2020 pushed the business world to reinvent itself and really consider digitalization. It was in this context that the partnership with JETRO was born. This partnership means that VirtualExpo Group gives Japanese companies the opportunity to open up to the Western market and develop economic relations and partnerships with the whole world. VirtualExpo Group, on the other hand, will be able to increase its reputation as a major digital player in Japan.

The fruit of this collaboration is taking shape with the Japan pavilion. This is bringing together a collection of products from the main manufacturers sponsored by JETRO. Currently, 29 renowned Japanese companies are featured on VirtualExpo Group's marketplaces. About 40 more will be added by the end of February.

ABOUT JETRO

JETRO, Japan External Trade Organization, is an agency of the Japanese Ministry of Economy, Trade and Industry whose mission is to promote the development of economic relations between Japan and the rest of the world. It supports the creation of innovation through direct investment in Japan and helps young companies expand abroad.

ABOUT VIRTUALEXPO GROUP

VirtualExpo Group is made up of six marketplaces specializing in different sectors: AeroExpo for aeronautics; AgriExpo for agriculture; ArchiExpo for architecture and design; DirectIndustry for industry; MedicalExpo for medical devices and NauticExpo for boating and the maritime sector. VirtualExpo Group's mission is to help everyone with a B2B project make the right purchasing decision. The six marketplaces list a total of over 1 million products and receive 9.5 million visitors per month.

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