



Building on the Success of Its Japan Pavilion, VirtualExpo Group Renews Partnership With JETRO.

Marseilles, March 31, 2022 - VirtualExpo Group and JETRO, the Japan External Trade Organization, have just signed a contract extension until February 2023. This decision was made in the light of their fruitful collaboration over 2020/2021. Driven by a common commercial goal, this renewed partnership comes as a unique opportunity at a point when Japanese manufacturers are calling for digital transformation through overseas collaboration.

With its 6 specialized marketplaces connecting buyers and sellers around the world, the French Group generates strong appeal at a time marked by the resolute shift towards the globalization of digital services. **VirtualExpo Group offers Japanese manufacturers a highly relevant commercial showcase** that acts as a true gateway to the Western market and beyond.

In return, the Group sees in JETRO a strong ally that can help polish VirtualExpo Group's international reputation as a strong player in the digital realm. Concerned with intensifying technological exchange with the rest of the world and helping Japanese SMEs maximize their global export potential, **JETRO seeks to pinpoint valuable sales channels abroad**. Within this framework, VirtualExpo Group has developed a dedicated **Japanese pavilion** at the heart of its corporate website. This pavilion shines a spotlight on the Japanese manufacturers sponsored by JETRO, along with their product portfolios. Since the original contract was signed between both parties back in 2020, the number of companies featured on the pavilion has increased by an impressive 234%, with 97 manufacturers now displaying over 1,000 products.

Such meaningful figures illustrate the importance of developing synergy between the French and Japanese markets.

ABOUT JETRO

JETRO, the 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 innovation through direct investment in Japan and helps SMEs 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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