



## PRESS ALERT

### JETRO places its trust in VirtualExpo once again!

Marseille, May 31, 2024

[VirtualExpo Group](#), a creator of specialized online exhibitions, and [JETRO](#), the Japan External Trade Organization, are delighted to announce the **renewal of their partnership**. After four years of fruitful business collaboration, this renewal brings new energy and drive to the partnership.

#### Japanese manufacturers harness the digital expertise of a French group

Since the start of their collaboration in 2020, JETRO and the French VirtualExpo Group have been working hand-in-hand to take business relations between Japan and the rest of the world to new heights. VirtualExpo Group's **e-commerce tools** are a real asset for Japanese manufacturers seeking a digital platform that best supports their export ambitions. For them, working with VirtualExpo is a chance to:

- **display their products on a virtual stand accessible 24/7**
- **gain global visibility**
- **access more business opportunities**

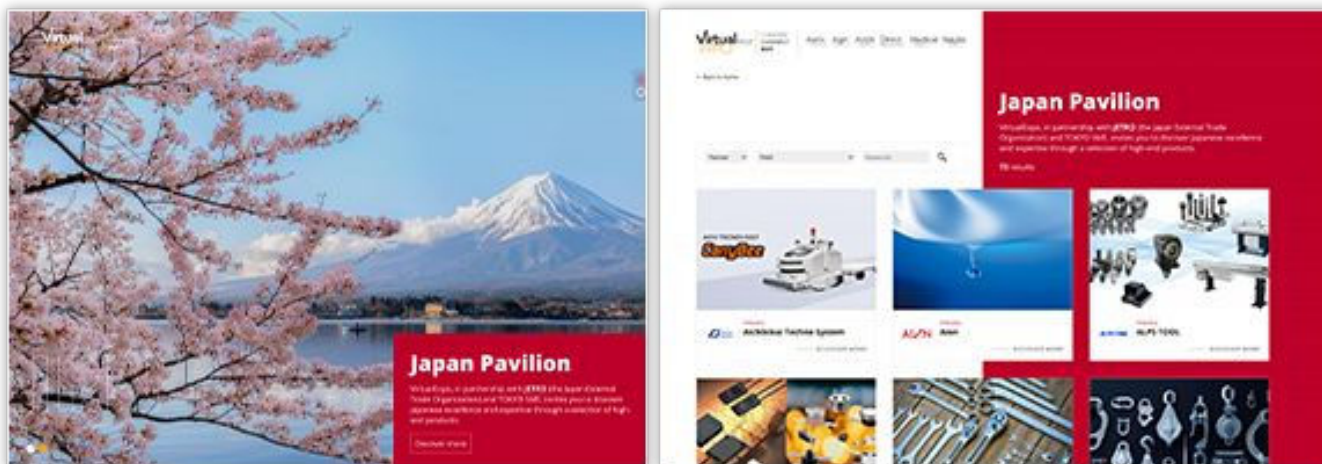
#### JETRO's recognition of VirtualExpo further validates the group's excellence

As a governmental organization representing the interests of Japanese companies, JETRO has recognized the **added value of the sales channels provided by VirtualExpo Group**. Through the renewal of this partnership, JETRO reaffirms its commitment to VirtualExpo and demonstrates its confidence in the French group's ability to help manufacturers maximize their export potential. Having the support of a distinguished organization in the trade sector like JETRO further bolsters the group's credibility and solidifies its standing among the industry leaders in specialized international marketplaces.

*"We are delighted to renew our partnership with JETRO for the fifth consecutive year," said Guillaume Mallein, Marketing Director of VirtualExpo Group. "The extension of this partnership demonstrates the significant value of our services for Japanese manufacturers seeking to increase their exports. Our determination to innovate and continually adapt to their performance needs has yielded significant results."*

#### The Japan Pavilion: A showcase of Japanese excellence

As part of this partnership, VirtualExpo Group developed the [Japan Pavilion](#) within its corporate website, aimed at enhancing the sales endeavors of JETRO-sponsored Japanese manufacturers and **showcasing their products in an optimized digital environment**.



The continued loyalty of Japanese exhibitors year after year, coupled with the remarkable **125% increase in the number of companies showcased in this Pavilion since 2020**, is a testament to the effectiveness of this collaboration. More than **2,000 products** are already on display to date. As for the future, the Japan Pavilion will continue to reflect VirtualExpo Group's thirst for innovation.

## About [JETRO](#)

The Japan External Trade Organization, JETRO, is an institution 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 Japanese companies expand abroad.

## About [VirtualExpo Group](#)

VirtualExpo Group is made up of four shops dedicated to professionals in the industrial sector ([Shop Germany](#), [Shop Spain](#), [Shop France](#), [Shop Italy](#)) as well as six online exhibitions 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. Its six online exhibitions list a total of over 1 million products and receive 9.5 million visitors per month. Find out more about VirtualExpo: <https://www.virtual-expo.com>

Dear journalists, please do not hesitate to contact us if you require any further information or to arrange an interview.



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