The First All Japan Virtual Event In Asia



Kuala Lumpur, Jun 1, 2020 (Issuewire.com**)** - The much-awaited JAPAN EXPO MALAYSIA 2020 (JEMY 2020) is set to come back with the same vigour on a virtual platform from 18th (Saturday)-19th July(Sunday) this year.

After more than 3 consecutive years of unremitting efforts, JEMY has become Malaysia's largest Japanese trade fair with comprehensive commodities and exposure to the rich Japanese art and culture," said Yupharet Eakturapakal, the CEO of G-Yu Creative Co., Ltd. "JAPAN EXPO MALAYSIA 2020 GOES VIRTUAL" in lieu of a physical exhibition. In line with government's call to embrace the new normal and maintain social distancing, JEMY 2020 is set to go online to ensure the safety of our exhibitors, artistes, staff and visitors," added Yupharet. This is both a pragmatic response to the current situation and a major initiative for participants to reach out to a global audience. The event will be creating history as the "THE FIRST ALL JAPAN VIRTUAL EVENT IN ASIA".

Last year 's inaugural event was a star-studded affair that drew more than 180,000 crowds to Pavillion, Kuala Lumpur. The floor was abuzz with fans cheering for the worldwide viral sensation, AKB48 and 75 other Japanese artistes. The shoppers were entertained with a perfect blend of Japanese culture, martial arts, cosplay, food, travel and education.

Organized by G-Yu Creative Co., Ltd, JEMY 2020 is committed to boost unfettered trade for Japanese

products and foster a good relationship between Malaysia and Japan. The pandemic has caused a major shift for the worldwide business community with many being unable to resume normal business operations during the lockdown. It brought travel to a standstill. Amid the ongoing changes, this virtual event will be an opportunity for the business fraternity to reach more customers and gain revenue. The online international trade provides a platform of quality and specialty products that covers 6 major categories, such as anime, art & fashion, F& B, travel, and education.

In addition, JEMY 2020 allows cross-border e-commerce activities allowing exhibitors to explore new possibilities to connect to a worldwide audience from Malaysia, Japan, Thailand, etc. The expo will be broadcasted live on JEMY's Facebook and Youtube pages enabling a mass reach of 1 million audiences. This includes 15 minutes live stream slot for exhibitors.

The audience will be able to immerse themselves and experience Japanese traditions, culture and art through a virtual sensory journey. Cosplay and fashion parade, manga, origami, kyudo will be among the exciting activities. In addition, JEMY 2020 will enable buyers to communicate directly with exhibitors on their official website or other platforms deemed convenient for both parties.

Since staying in is the new going out, we have mobilized all forces to ensure that the star-studded concert is hosted online and fans still get to stream the brilliant performances of their favourite artiste. "With a unique message "TOGETHER WE ARE ONE, we want to help people to take their minds off the massive challenges faced now," explained Yupharet.

"We are continuously improving technology and supporting services to enhance the online experience of all exhibitors and visitors. We vow to hold a memorable JEMY 2020 with significance through special measures in this unprecedented time. We welcome all Japanese and local exhibitors with Japanese products to leverage on the flexible virtual event," added Yupharet.

Exhibitors who are interested to participate may contact japanexpo@gyucreative.com or 03-79605055 for further information. Registration closes on or before June 20, 2020.

JEMY LAUNCH VIDEO:

https://youtu.be/VdePiOcycus

JEMY 2020 Goes Virtual at:-

FACEBOOK

https://www.facebook.com/japanexpomalaysiaa/

YOUTUBE CHANNEL: JAPAN NAVI

https://bit.ly/JapanNavi

For More Information:-

www.japanexpomalaysia.com

www.gyucreative.com

About Japan Expo Malaysia(JEMY)

JAPAN EXPO MALAYSIA is a platform to showcase technological and unique Japanese products or services to Malaysian businesses and consumers. The expo is aimed at sharing new innovations, promoting progress and enhancing the latest knowledge to the public. J-Pop entertainment is a major Japanese export where G-Yu Creative is taking a lead role in promoting the industry to strengthen ties between Japan and other nations in Asia. Not only music is a form of relaxation but it enhances cross-cultural ties as well.





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