

### **JETRO participated in Shoppe Object Winter 2023**

From February 5th to 7th, JETRO participated in Shoppe Object Winter 2023, which exhibited high-end lifestyle products, miscellaneous goods, interior goods, fashion goods, gifts, etc. The trade show was held in a hybrid style, in-person event and online, and this change after the pandemic made people feel easier and safer to access the event. About 500 companies participated in this exhibition. The event is the best place to discover trendy and unique products and new connections between exhibitors, many buyers, and industry people.



JETRO set up a Japan pavilion, “Showcase Japan,” and supported 26 Japanese brands, which met the strict criteria the exhibitor side required. Participants from Japanese companies promoted the appeal of their products, such as glasses, colorful textiles for daily use, candles, notebooks, hats, and so on. Each of their products is made with sophisticated Japanese craftsmanship, and many buyers could have felt the subtle beauty and warmth of Japanese tradition from the products.



For this event, SHOWCASE JAPAN carried out Online to Offline (OtoO) marketing which combines online and in-person events to promote sales. It made it possible for the buyers to touch and feel the products in the event and order online smoothly.

Buyers who visited “Showcase Japan” commented on the points that exhibitors can improve for the next time and the positive opinions. One of the buyers mentioned that the buyer hesitates to place an order because the price displayed on SHOPPE ONLINE differs from the transaction price with shipping costs added. On the other hand, positive comments against Showcase Japan stood out, such as “I enjoyed seeing a wide variety of products, and the layout of exhibitors was straightforward to see.” “It is very convenient to order the products online after checking the details and brand information in the event.”

This buyer feedback would help JETRO improve the support system for Japanese brand exhibitors. Shoppe Object Summer 2023 is scheduled to support the exhibition from August 13th to 15th. JETRO cannot wait to see the fantastic Japanese brand exhibitors and create opportunities for them this summer.