



## JETRO showcases JAPAN Store at JAPAN FES in NY

The JAPAN STORE project, a US Amazon partnership initiative, set up a PR booth at the largest Japanese-related event in New York, "JAPAN Fes" (held on 10/8, 9, and 23) to support cross-border e-commerce sales of participating companies. The event aimed to attract customers from offline to online sites. Participating companies were able to expand their product awareness without the need for travel by submitting product samples and attribution tags. The display of product samples also promoted the JAPAN STORE page on Amazon.com, improving business efficiency. A total of 48 companies (119 products) participated in the event, which attracted 38,000 visitors over three days.



- Jforward Inc. hosts the largest BtoC event for Japanese food and goods in New York, with the concept of "bringing Japanese culture to local New Yorkers to enjoy" since 2016.
- The event is held 12 times a year, with an average daily attendance of 15,000 people.