



## **JETRO participated in Shoppe Object Summer 2022**

From August 14th to 16th, JETRO participated in Shoppe Object Summer 2022, an exhibition sponsored by Shoppe Object, at the exhibition hall in Pier 36, NYC. This trade show was JETRO New York's first in-person showcase since Covid-19 and attracted the audience with its new style of joint exhibition.

About 500 companies participated in this exhibition, which exhibited high-end lifestyle products, miscellaneous goods, interior goods, fashion goods, gifts, etc. The floor was crowded with many buyers and industry people.

JETRO set up a Japan pavilion, "Showcase Japan," and supported 25 Japanese brands, exhibiting a wide range of products such as clothing such as socks and hats, children's goods, tableware, brushes, and candles, promoting the appeal of Japanese products. In addition to exhibiting at Shoppe Object, each brand set up a virtual page on the B2B online platform "ShoppeOnline" to post products. At the exhibition venue, more effective business negotiations, such as taking orders from buyers on "Shoppe Online," were apparent. Participation in this event contributed to the improvement of Japan's presence and led to support for market development for Japanese businesses aiming for the North American market.

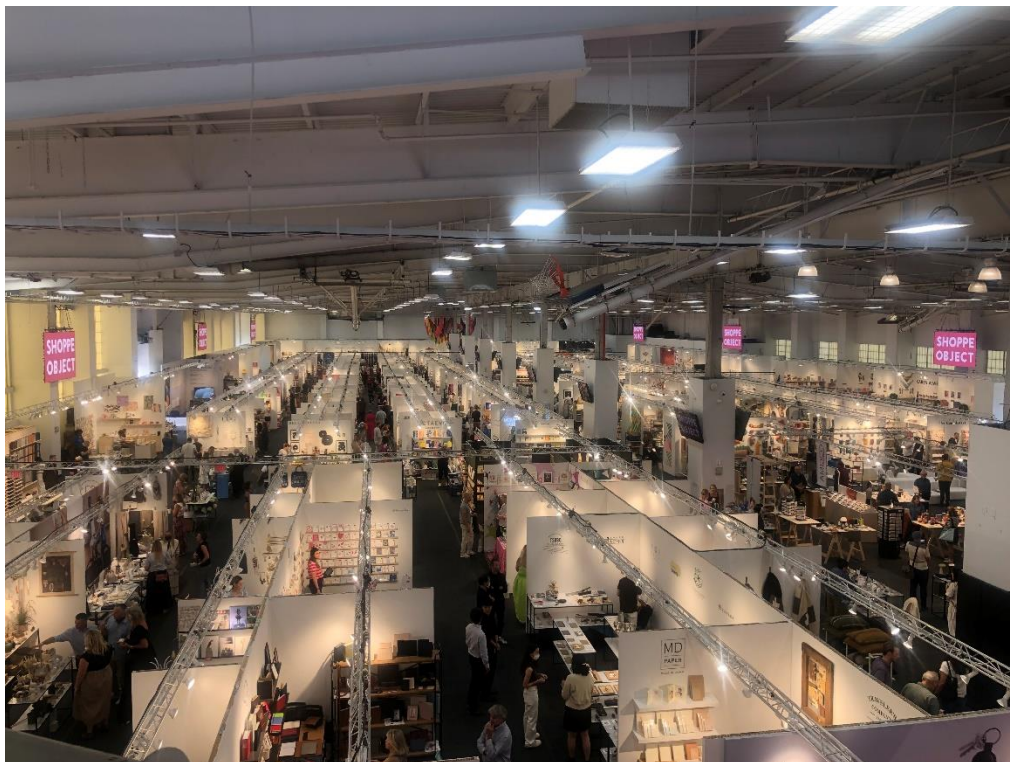
Buyers who visited "Showcase Japan" commented many positive opinions, such

as "The layout of the exhibitors was straightforward to see, and it was a truly wonderful show." "I found a new vendor and was inspired. I also felt the vibrancy and energy of the exhibitors."

Also, the satisfaction of the exhibitors was high. Positive opinions stood out, such as, "It was great that I could participate again. This show has evolved the design community and maintained the community's growth," stood out. Other comments like, "It was great to attend a wonderful show, which led to the development of sales channels in the United States. The community and camaraderie moved me among vendors built through Shoppe Object." were provided.

Shoppe Online started service on August 1st and will continue until January 31st, 2023.

In addition, from February 5th to 7th, 2023, Shoppe Object Winter 2023 is also scheduled to support the exhibition.



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