

Press Release

May 7, 2019
transcosmos inc.

transcosmos launches global multilingual ad operations services in Malaysia

Formed alliance with eMnet Japan to meet the rising needs for ads for inbound tourism and foreign workers

TRANSCOSMOS(MALAYSIA) SDN BHD (Headquarters: Kuala Lumpur, Malaysia; Managing Director: Toshio Tozaki; transcosmos Malaysia), a Malaysian subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), formed a business alliance with eMnet Japan Co., Ltd. (Headquarters: Tokyo, Japan; President and CEO: Shinichiro Yamamoto) and launched global multilingual ad operations services.



Now that international travelers to Japan exceed 30 million, local governments, accommodation businesses and restaurant businesses across Japan welcome foreign travelers. At the same time, labor shortage in Japan has become a more acute social problem, increasing the number of businesses that need labor from abroad. As a result, the need to run digital promotions overseas is on the rise in various areas.

Recognizing this, transcosmos Malaysia and eMnet Japan formed a business alliance with the aim of enhancing activities to sell digital advertising services that include digital advertising services for inbound tourism, global recruiting advertising services, and more. transcosmos Malaysia opened a “Global Digital Marketing Center” in its Kuala Lumpur center that opened in October 2016. The new center delivers multilingual ad operations services, creative production services, social media operations services for the local market in English, Chinese and other ASEAN languages.

Shinichiro Yamamoto, President and Representative Director of eMnet Japan commented;

“Many regional, small and medium-sized enterprise clients came to us in order to execute advertising initiatives that target inbound tourism from before. With this alliance, we can now deliver creative content and advertising as part of our service lineup for the tourism industry, restaurant industry and distribution industry across Japan that will be well-received by the locals. We are also delighted to have the ability to offer services that fit each country’s specific advertising business and culture that go beyond mere translation. Going forward, not only responding to the inbound needs, we will deliver global recruiting advertisements to the global market including Japan, in compliance with the revised immigration law.”

Toshio Tozaki, Managing Director of transcosmos Malaysia commented;

“Being a multiethnic, multilingual country, Malaysia is an optimum area for a global operations base. As digitalization accelerates globally, we have been looking for ways to apply unique characteristics of this area to the digital advertising business. Combining eMnet Japan’s initiatives that aim to meet inbound demands with our abilities to execute multilingual

ad operations and creative production, we strive to assist regional revitalization efforts whilst helping small and medium-sized enterprises create new profit sources. We are confident that our “Global Digital Marketing Center” will exceed our clients’ expectations, offering services that solve both linguistic and digital challenges they face.”

Supported languages: English, Chinese (both Simplified and Traditional Chinese), Vietnamese, Thai, Malay and Korean

* Please contact us for languages other than above.

As a multilingual contact center, transcosmos Malaysia delivers diverse services not only to the Malaysia local market but also to the global market with 200 workstations. The services include contact center services, digital marketing services, and more. transcosmos continues to enhance its business in the ASEAN region through the expansion of services in Malaysia, a market that shows strong growth potential.

■ eMnet Japan Co., Ltd. Overview

Name: eMnet Japan Co., Ltd.
Representative: President and Representative Director: Shinichiro Yamamoto
Location: 10F, Nittochi Nishi-Shinjuku Building, 6-10-1 Nishi-Shinjuku, Shinjuku, Tokyo, 160-0023, Japan
Founded: April 22, 2013
Number of employees: 81 (as of June, 2018)
Business: Internet advertising

■ TRANSCOSMOS(MALAYSIA)SDN BHD Overview

Name: TRANSCOSMOS(MALAYSIA) SDN BHD
Representative: Managing Director: Toshio Tozaki
Location: Level 20, Menara Shell, No.211 Jalan Tun Sambanthan, KL Sentral, 50470 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MALAYSIA
Founded: 2014
Number of workstations: 200
Business: Contact center services, digital marketing services, and e-commerce one-stop services

* transcosmos is a trademark or registered trademark of transcosmos inc. In Japan and other countries.

* Other company names and product or services names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 171 locations across 31 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients’ excellent products and services in 49 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

<https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp