

# Press Release

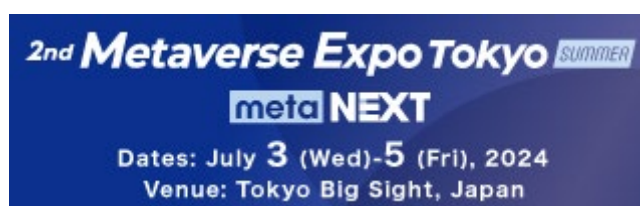


June 25, 2024  
transcosmos inc.

## transcosmos debuts at 2nd Metaverse Expo Tokyo Summer Show with EbuAction and takes part in special seminar

### Holds daily seminars inviting key person from 3 leading Metaverse platforms at exhibition booth

transcosmos hereby announces that the company and EbuAction will together participate in the 2nd Metaveres Expo Tokyo Summer Show, which will run for three days from July 3 (Wed) to July 5 (Fri) 2024 at Tokyo Big Sight, Japan. The companies will also take part in a special seminar panel session co-sponsored by Metaverse Japan.



Throughout the three-day 2nd Metaverse Expo Tokyo Summer Show, industry-leading experts will hold seminars where visitors can learn about the latest Metaverse trends and case studies. From 15:00 on July 5 (Fri), Jin Mitsuda, Department Manager of Metaverse Promotion Department at transcosmos will take the stage to talk about the metaverse under the theme of Embracing the Metaverse for Business.

**2nd Metaverse Expo Tokyo SUMMER**  
**meta NEXT**

**2024. 7. 5 Fri 15:00~15:45**  
**Tokyo Big Sight, Japan**

**Embracing the Metaverse for Business**  
**—Goals, Benefits and Co-created Values with Creators—**

			
<b>Louis Okazaki</b> Department Manager in charge of Digital Business Development, DX Promotion Department, Daimaru Matsuzakaya Department Stores Co., Ltd.	<b>Jin Mitsuda</b> Department Manager Metaverse Promotion Department transcosmos inc.	<b>Keita Noda</b> CEO, EbuAction / Representative, BORDER -- a metaverse production studio	<b>Shinko Osada</b> Representative Director, Metaverse Japan/Director & Secretary General, Future Design Shibuya

Event: 2nd Metaverse Expo Tokyo Summer Show, Metaverse Japan co-sponsor session (3)

Date & Time: 15:00-15:45, July 5 (Fri), 2024

Theme: Embracing the Metaverse for Business —Goals, Benefits and Co-created Values with Creators—

Taking specific real-world metaverse use cases using global platforms such as VR Chat, Fortnite and Roblox, industry experts validate and discuss the business impact of the metaverse and ways to co-create values with creators.

Venue: West Hall, Tokyo Big Sight, Japan

Organizer: RX Japan Ltd.

【Panelists】\*Titles omitted, listed in random order

Louise Okazaki: Department Manager in charge of Digital Business Development, DX Promotion Department, Daimaru Matsuzakaya Department Stores Co., Ltd.

Jin Mitsuda: Department Manager, Metaverse Promotion Department, transcosmos inc.

Keita Noda: CEO, EbuAction / Representative, BORDER—a metaverse production studio

Shinko Osada: Representative Director, General Incorporated Association Metaverse Japan / Director & Secretary General, General Incorporated Association Future Design Shibuya

Register for the seminar here (no translation available): [https://biz.q-pass.jp/f/9145/ctmt24/seminar\\_register?rf=visit-feature&\\_gl=1\\*ih4rhe\\*\\_ga\\*MTg3NTkzMTA1Ny4xNzE4NTkxMTI0\\*\\_ga\\_11VHV0GZC8\\*MTcxODYwMTgxMi4yLjAuMTcxODYwMTgxMi42MC4wLjA](https://biz.q-pass.jp/f/9145/ctmt24/seminar_register?rf=visit-feature&_gl=1*ih4rhe*_ga*MTg3NTkzMTA1Ny4xNzE4NTkxMTI0*_ga_11VHV0GZC8*MTcxODYwMTgxMi4yLjAuMTcxODYwMTgxMi42MC4wLjA).

■【Seminar】 Seminars take place throughout the expo at exhibition booths

At the transcosmos x EbuAction booth, visitors can hear business use cases on the three leading metaverse platforms, a new marketing approach targeting Gen Z and Gen alpha. In addition, key members at Fortnite, Roblox and ZEPETO—the leading metaverse platforms attracting Gen Z and Gen alpha—will host a seminar at the booth during the three day event.

Date	Time	Theme	Speaker	Company/Title
July 3	11:00-	About ZEPETO by Yuichi Kashima, Head of Japan ZEPTO Business	Yuichi Kashima	Head of Japan Business, NAVER Z Corporation
July 4	11:00-	Making the most of Roblox by ShoyaTomita, publishing various contents on Omochi Studio	Shoya Tomiya	Sumitomo Corporation
July 5	11:00-	About Fortnite by Yanosu, a Fortnite World Creator	Yanosu	Fortnite World Creator
July 5	16:00-	Making the most of Fortnite by Metaverse Japan Representative Director Shinko Osada & Jin Mitsuda at transcosmos	Shinko Osada Jin Mitsuda	Representative Director, Metaverse Japan Department Manager, Metaverse Promotion Department, transcosmos inc.



7/3 Y. Kashima



7/4 S. Tomita



7/5 Yanosu



7/5 S. Osada / J. Mitsuda



\*The schedules above are subject to change without prior notice. Please check the details at the exhibition booth.

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

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

**About transcocos inc.**

transcocos 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. transcocos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 181 bases across 35 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcocos 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

**Contact for Media Inquiries**

transcocos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)