



The Japan Pride

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Press Release

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Release
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FIRST B2B TRANSACTION CONDUCTED

Kurashiki, November 10, 2023:

We are pleased to announce that we have conducted our first B2B transaction with JAMS.TY of Australia.

we have delivered a denim apron (made in Kojima, Kurashiki) and a sake bag (jinkichi bag) to the "Australian Sake Festival" hosted by JAMS.TV

We also accepted the international transportation of 900 Minoyaki sake cups, armor, an electric ice-shaving machine, and traditional crafts from several Nara Prefecture businesses to be exhibited at the festival organized by JETRO Nara (about 600 items in total), which were safely delivered to the venue.

We would like to continue our efforts to create overseas sales channels for small and medium-sized enterprises in various parts of Japan, while repeating "trust and challenge" from Kurashiki, and to energize Japan from the local community.

We look forward to your continued support.

[Melbourne]

Date: Saturday, July 1 and Sunday, July 2, 2023

Venue: Queen Victoria Market

[Sydney]

Date: Saturday, September 30 and Sunday, October 1, 2023

Venue: Carriageworks

Vendors: Sake brewers, brewing companies, importers/exporters, wholesalers/retailers, food and beverage related businesses, local governments, government related organizations, tourism related businesses

Australian Sake Festival Secretariat (Organizer: JAMS. TV PTY LTD)

About JAMS.TV

JAMS.TV was launched in September 2004 as a portal site to provide real-time local information to Japanese people living in Australia and people living in Japan who are interested in Australia. It has grown to become the largest Japanese-language information site in Australia, providing users with a wide range of information closely related to daily life in Australia, including classifieds information on housing, for sale and for sale, jobs, local news in Japanese, events, gourmet food, beauty and fashion, and more. The site has grown to become the largest Japanese-language information site in Australia.



Denim front hanging

(denim produced in Kojima, Kurashiki)



Jinkichi bag (Eco bag) for holding alcohol

(made in Japan)

[Reference]

<https://shop.sake-festival.com.au/>

https://www.youtube.com/watch?v=xB_FjiRhbp4

<https://www.youtube.com/watch?v=goh9vCJyILw>

<https://www.youtube.com/watch?v=TigEfv6Wlpk>

<https://newsdig.tbs.co.jp/articles/-/752219?display=1&mwplay=>

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