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## **PAVILION KL EXCITES SHOPPERS WITH THE FIRST JAPAN EXPO MALAYSIA 2017**

**KUALA LUMPUR, 31 JULY 2017** – Pavilion Kuala Lumpur, Malaysia’s premier shopping destination, over the weekend celebrated the first ever 'Japan Expo Malaysia 2017', an immersive 3-day All-Japan event which gathered Japan’s most iconic cultures, music, anime, art, fashion, food, travel and live entertainment in Malaysia, right here in the heart of Bukit Bintang.

Organised by G-Yu Creative Company, the exhilarating Japan Expo Malaysia 2017 (JEMY 2017) took place from the 28th to 30th July 2017 to coincide with Tokyo Street’s 6th Anniversary celebration and the 60<sup>th</sup> Anniversary of Japan-Malaysia diplomatic relations. Many visitors and shoppers of the mall were treated to all things Japanese under one roof at Pavilion KL and Fahrenheit88 for unforgettable free entertainment and excitement all weekend.

JEMY 2017 started with a bang on Friday, 28<sup>th</sup> July 2017 when it was officially launched by Mr. Hiroyuki Orikasa, Counselor to the Embassy of Japan, Malaysia, Ms. Yupharet Eakturapakal, President of G-Yu Creative, the organizer of JEMY 2017, Puan Sri Cindy Lim, Executive Chairman of Kuala Lumpur Pavilion Sdn Bhd, and Dato’ Joyce Yap, CEO of Retail, Pavilion KL by dropping a red token into a unique vending machine. In an ode to the tremendous support from JEMY 2017 partners, representatives from JETRO Kuala Lumpur, The JAPAN FOUNDATION Kuala Lumpur, Japan National Tourism Organization, Thai Airways International PCL, Tourism Malaysia KL, Asahi, Meiji, Ayataka, LINE Friends and H.I.S Travel were invited on stage for a group photo, before continuing on with a cake-cutting ceremony to commemorate the anniversary.

“Japan Expo Malaysia 2017 aimed to incorporate all of Japan’s charm into one event, showcasing multiple genres of Japan’s originalities under one roof – from artistes, culture, fashion to food, even education. Every part of this event was a highlight in itself and we thank Pavilion KL for being great hosts for our first event,” said Ms. Yupharet Eakturapakal.

Also speaking at the event, Puan Sri Cindy Lim said, “This year, we celebrate our Tokyo Street 6<sup>th</sup> Anniversary and the 60<sup>th</sup> Anniversary of Malaysia-Japan relations with The Japan Expo Malaysia 2017, a special occasion where we celebrate togetherness, and bonding with the community. We want to thank G-Yu Creative, the Japan Embassy, key organisations, tenants and loyal shoppers for their continued support in fostering our community and creating an authentic Japanese experience for all.”

The celebrations continued over the weekend when Pop Sensation PIKOTARO, popular for his viral song, PPAP or better known as “Pen-Pineapple-Apple-Pen”, stunned the crowd of loyal fans when he performed for the first time in Malaysia on Saturday, 29<sup>th</sup> July 2017 and got up-and-personal with them during his meet-and-greet session in the mall.

Patrons of Pavilion KL were also thrilled by an exciting line up of artistes and teen idol groups from Japan, with special performances and appearances by Shigeru Matsuzaki, Maito from King Creamsoda, Ryoma Quartet, Naomichi Hanazono, PINK CRES, Haruka Yamashita and Reon Kurosaki. Cosplay fans also had a chance to rub shoulders with famous cosplayer Minori who headed the cosplayer parade at JEMY 2017 on Sunday, 30<sup>th</sup> July 2017.

Special booths promoting Japanese F&B, fashion, beauty, anime and education in Pavilion KL and Fahrenheit88 completed the ‘Infinite Japan’ experience, with food and cake sampling, Yukata dressing, Harajuku Fashion, exciting travel deals to Japan and Japanese products sold exclusively for JEMY 2017.

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# PAVILION

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KUALA LUMPUR

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**About Pavilion Kuala Lumpur**

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 550 stores and eight themed precincts. Attracting over 30 million visitors annually, this premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit [www.pavilion-kl.com](http://www.pavilion-kl.com) for updates on the latest trends, offers and events.