



## Press Release

### APPTWEAK WINS THE 11<sup>th</sup> NIPPON EXPORT AWARD

Tokyo/16 November 2022 - The *Nippon Export Award* is a biennial award attributed to a successful company exporting, importing or distributing Belgian-Luxembourg products or services into or from Japan. The event, in its 11<sup>th</sup> edition this year, is organized by the Belgian-Luxembourg Chamber of Commerce in Japan under the high auspices of the governments of Belgium and Luxembourg. This year the award is going to AppTweak, a fast-growing Brussels-based company with offices in San Francisco, Bengaluru, Tokyo, Singapore, and Seoul.

*"The jury praised the company, a leader in App Store Optimization tools (ASO), for its strong and dynamic growth over recent years, its successful implantation in Japan and its continued ambitions and investment in the country. AppTweak showcases a lesser-known aspect of Belgium as a leader in the digital industry. Its young team combines and promotes modernity, diversity, international exposure and skills, setting a good example for many others in Japan"*, said Fabrice Tilot, President of the Belgian-Luxembourg Chamber of Commerce in Japan.

Natsuhi Yasuda, Head of AppTweak Japan, commented:

*"We are extremely honored to be recognized for our significant accomplishments in AppTweak's expansion to Japan. As a young, goal-oriented team, we successfully localized our sales, marketing, and product strategy to adapt to this unique market landscape. With the tremendous support from our global team, we are proud to offer our Japanese customers the best ASO tool with actionable insights delivered through a simple interface. As the ASO leader in Japan's app marketing industry, we will continue to empower top app & game developers and establish our presence as one of the top tech companies from Belgium."*

The official announcement of the award was made at the annual Gala Dinner of the Belgian-Luxembourg Chamber of Commerce on 11 November 2022 at the Conrad Hotel Tokyo. The Award Ceremony will be held at the Embassy of Belgium in Japan on 13 December 2022.

#### **About the Nippon Export Award**

The *Nippon Export Award* was initiated in 2004 by the Belgian-Luxembourg Chamber of Commerce in Japan and aims to reward companies for significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.

Selection criteria of the *Nippon Export Award* include:

- Presence in the Japanese market and the company's significant achievements in its trade with Japan
- Vision in new niche markets and daring innovation
- Perseverance in market share growth, adaptability of products and services to Japanese tastes and standards
- Originality of approach (marketing, distribution, environment protection, design, research, etc.)
- The company's spirit (marketing, merchandising, etc.) and values.

The winner was selected by an independent jury familiar with the Belgian, Luxembourg and Japanese markets.

The *Nippon Export Award* is held under the High Patronage of the Prime Minister of Belgium and the Prime Minister of Luxembourg, and receives the support of the Belgo-Luxembourg Market Council (BLMC), the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, the

Luxembourg Chamber of Commerce, Flanders Investment & Trade (FIT) and Wallonia Export-Investment Agency (AWEX).

### **About BLCCJ**

Since its foundation in 1978, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) has been connecting Belgium, Luxembourg and Japan, fostering economic, commercial and networking interests between the 3 countries.

The BLCCJ:

- promotes and supports commercial activities between Belgium, Luxembourg and Japan
- increases awareness of Belgium & Luxembourg in Japan
- provides an active networking environment

The BLCCJ currently represents the interests of 130 members and is a founding and active member of the European Business Council in Japan (EBC).

<https://blccj.or.jp/>

### **About AppTweak**

AppTweak is the #1 ASO tool for apps and games driven by data science. AppTweak empowers +1,800 mobile leaders – such as Amazon, Jam City, Yelp, and Adobe – to grow their apps and games with actionable insights in a simple interface. AppTweak's all-in-one platform offers ASO Intelligence, Ad Intelligence, and Market Intelligence.

<https://www.apptweak.com/en>

**For more information on the Nippon Export Award 2022-2023, please contact the Belgian-Luxembourg Chamber of Commerce in Japan: Dai 10 Daitetsu Bldg. 5F, Arakicho 23, Shinjuku-ku, Tokyo 160-0007, Japan / tel: +81-3-6457-8662 / email: [info@blccj.or.jp](mailto:info@blccj.or.jp) or visit <https://blccj.or.jp/nippon-export-award/>**