



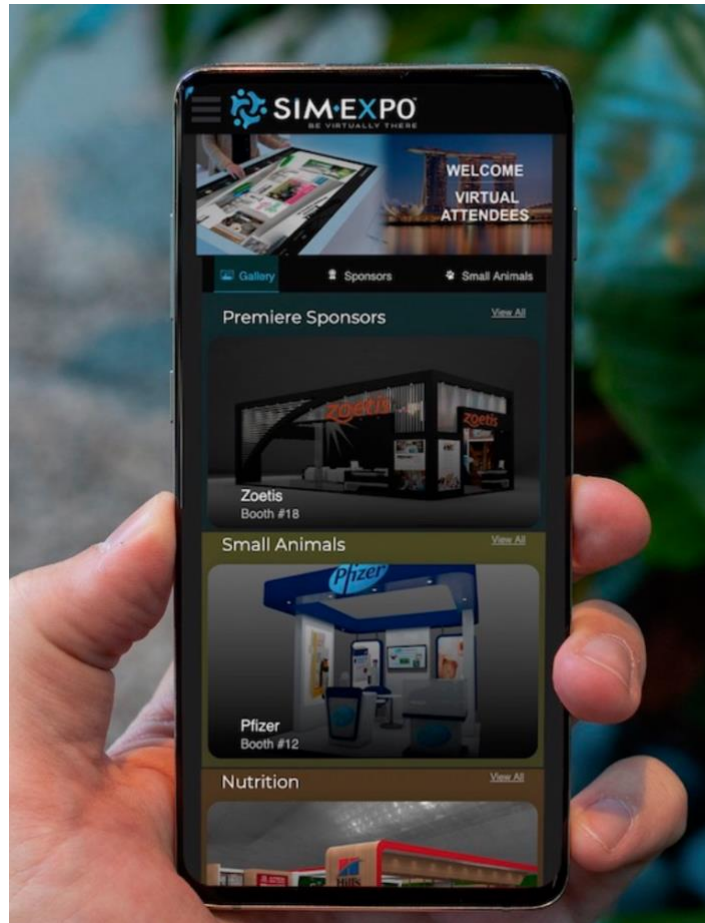
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## Arcadier Partners with Virtualization Technology Leader Simulocity to launch an integrated SIM-EXPO™ Marketplace Solution

**Singapore/Orlando, April 2020** - Arcadier, the world's leading multi-vendor marketplace builder, is delighted to announce a partnership with Simulocity, an award-winning simulation solutions provider to launch an integrated SIM-EXPO™ Marketplace Solution to be marketed by Simulocity to its customers globally.

The distribution partnership will bring together Arcadier's specialization in marketplace technology and Simulocity's deep experience in creating virtual exhibitions and shopping malls to create a holistic interactive and immersive virtual experience. The integrated platform will enable not only the virtual experience of visiting events or stores but will now enable vendors to sell their products on the accompanying online marketplace to their customers seamlessly.



*Figure: The Virtual Trade Show Platform*

“We are thrilled with the partnership with Simulocity as both solutions are highly complementary and our combined solution is truly unique in the market. SIM-EXPO™ Marketplace Solution will provide an end-to-end online user experience that enable users to explore a virtual exhibition or a virtual shopping mall to find the right products and suppliers as well as to purchase and connect. Exhibitors and stores can then assess their investment by the revenue transacted on the online marketplace.” said June Boo, General Manager, Americas and Head of Group Strategy at Arcadier.

Adding to Boo’s sentiments, Dr Manny Dominguez, Founder, Chief Executive Officer of Simulocity Inc, said, "The current COVID-19 pandemic has created heightened interest from conference organizers and shopping malls to create an online experience to augment or replace their traditional offline activities, hence this additional online marketplace feature will indeed be a value-added capability to our virtualization solution we can offer our clients."

Recently, Simulocity infused their flagship product “SIM-EXPO – The Virtual Tradeshow Platform” with a year-round marketplace. Their customers can now virtually connect event attendees with exhibitors 24/7, 365 days a year. Attendees can

interact with immersive virtual booths, purchase products, access webinars, videos and engage with exhibitors via built-in booth chats and forums.

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To see more Arcadier Affiliate Partners, visit:

[https://www.arcadier.com/affiliate\\_partners.html](https://www.arcadier.com/affiliate_partners.html)

### **About Arcadier**

<https://www.arcadier.com>

[Arcadier](#) is the world's fastest-growing online marketplace builder and is the recognized global leader of multi-vendor eCommerce marketplace technology with users from more than 170 countries. Founded in 2013 in Singapore by senior PayPal executives, it has offices in 5 countries including Singapore (HQ), Australia, Philippines and most recently the United States and the United Kingdom. Arcadier enables Large Enterprises, SMBs, Governments and Start-Ups to build their own white-labeled marketplaces efficiently and cost-effectively. Arcadier's platform supports various eCommerce models including B2B, B2C, P2P, Service & Rental across industry verticals such as retail, consumer goods, commodities, wholesale, manufacturing and services. Recently Arcadier launched its Arcadier Enterprise offering focused on enabling large corporations and multi-brand retailers to create complex marketplace experiences for their businesses.

### **About Simulocity**

<https://simulocity.us/>

[Simulocity](#) is an award-winning, technology solutions firm comprised of top innovators with PhDs, MDs, and with decades of proven results in delivering innovative and ground-breaking technologies around the globe. They develop customized simulation technologies across a myriad of industries such as healthcare, education, training and events management. Simulocity's expertise is in integrating & innovating leading-edge technologies such as virtual platforms for business, artificial intelligence, learning via gamification, business intelligence, combined with expert project management. Simulocity delivers their innovative platforms to over 80 countries across the globe.