

SiGMA introduces Japanese to its multi-lingual website

Japanese will be the 10th key language offered across the SiGMA website



SiGMA has announced the launch of Japanese, making it the 10th language to be offered across the SiGMA.world website.

The Japanese language will now be an official language on the website, and follows the release of Korean and Hindi over the last few weeks. The roll out of content in key languages is part of a 2021 strategy to offer content to SiGMA's global audience in key languages across established and up-and-coming sectors of the gaming and tech industry.

Users can now find all content, including the „SiGMA News“: <https://www.sigma.com.mt/en/news?hsLang=en-mt> website, in Japanese. The latest addition to SiGMA's portfolio of languages will run alongside the recently launched Korean, Thai, Hindi, French, Russian, Mandarin, Spanish, and Portuguese content.

The language choice reflects the growing potential for development, as Japan's gaming industry continues to show long-term promises of growth following the implementation of legislation to pave the way for Integrated Resorts. The regulatory framework for Japan's casino market places it at the forefront of international casino history.

With major shows in the works, SiGMA News is designed to complement a high-growth gambling industry, as well as SiGMA's commitment to a more global and connected future.

SiGMA's upcoming event, SiGMA Asia, will unite the leading minds in this sector for a discussion on regulatory frameworks, economic development and the creation of new opportunities for businesses looking to invest across the continent.

“SiGMA is now present in „Europe“:<https://www.sigma.com.mt/en/events/europe?hsLang=en-mt>, „Asia“:<https://www.sigma.com.mt/en/events/asia?hsLang=en-mt>, „Africa“:<https://www.sigma.com.mt/en/events/africa?hsLang=en-mt>, and the „Americas“:<https://www.sigma.com.mt/en/events/americas?hsLang=en-mt>. It has morphed into more than just an events company, SiGMA is also a strong media company, with a team of content creators pushing out content 24/7 – not only in English but in multiple, relevant languages. We believe gaming is truly becoming global,” said SiGMA Group founder „Eman Pulis“:<https://www.sigma.com.mt/news/author/eman-pulis?hsLang=en-mt>.

In addition to the main site, the company also runs a comprehensive news website, „SiGMA News“:<https://www.sigma.com.mt/en/news?hsLang=en-mt>. An in-house team of writers and translators provide up-to-the-minute global coverage across all 10 languages.

The SiGMA content team is made up of highly proficient native speakers, who understand the dynamics of the language and its value to the client. The quality of writing and the clarity of message remains of the highest priority. Spanning verticals from responsible gambling and „eSports“:<https://www.sigma.com.mt/news/tag/esports?hsLang=en-mt> to „Deep Tech“:<https://aibc.world/?hsLang=en-mt> and online gaming, the news portal offers in-depth coverage of the gaming and tech industries.

If you would like your brand messaging to reach our global audience across 10 languages, please contact „Katy“:<mailto:katy@sigma.world> for more information about advertising and sponsorships.