



October 12 2018

Laox Co., Ltd

**Laox has signed a business partnership agreement with JTB Communication Design  
~Will start offering assistance for Japanese companies and local governments  
to enter into the market of Chinese visitors to Japan~**

Laox Co., Ltd. (hereinafter referred to as “we” ) has concluded today a business partnership agreement with JTB Communication Design, Inc. (hereinafter referred to as JTB Communication Design), a company that belongs to the JTB group and offers a variety of communication services.

We are a subsidiary of Suning.com, which is ranked No.1 of all the private retail companies in China in 2018. We have been a leading company in the Japanese inbound market with around 40 stores across the country. We welcome more than 2.2 million Chinese customers to our stores a year with a unique expertise in offering one-stop shopping experience for foreign tourists visiting Japan.

JTB Communications, a company within the JTB group, has a proven track record of assisting major corporations and local governments to enter the inbound market by developing various services targeted at foreign visitors to Japan.

Under the agreement, the two companies will combine our respective expertise to support private companies and local governments that hope to appeal to Chinese tourists visiting Japan by creating promotional opportunities and offering problem solutions when necessary.

Initially, the following services will be offered with more to follow.

- (1) Survey assistance service such as delivering questionnaires to visitors to our stores
- (2) Sales campaign assistance service such as offering product samples to visitors to our stores and posting ads on our SNS pages
- (3) Sales assistance service such as setting up a booth in our store dedicated to a product or posting a product on our cross-border E-commerce site.

\* These services will be offered to companies (including manufactures and travel agencies), the central government, local governments and others.

(Start of these services: October 17<sup>th</sup>, 2018)

The agreement will enable us to offer and develop the products and services that best meet the needs of our customers based on the market research conducted in collaboration with the clients. In the future, the services provided under the agreement will be expanded to help solve problems faced by companies and governments trying to reaching out to Chinese customers. We aspire to contribute to further energizing the Japanese inbound market.



■ JTB Communication's profile

Company name: JTB Communication Design Inc.

Location: 12-13F Celestine Shiba Mitsui Bldg., 3-23-1 Shiba, Minato-ku, Tokyo 105- 0014

Representative: President and CEO Akihiro Hosono

Year of Establishment: 1988

Business Domain: Communication design business, regarding all aspects of communication, including MICE, promotion, human resource development, revitalization of organization, facility-management and others

URL : <https://www.jtbcom.co.jp/>

Jtb  
Communication  
Design

《Contact for information regarding this announcement》

Corporate Planning Division, Laox Co., Ltd. TEL 03-6852-8881

《Contact for information regarding the details of the services》

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