



July 21st, 2017

Laox Co., Ltd.

Announcement regarding the opening of Laox Miyakojima Store

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) will open Laox Miyakojima Store on July 30th (Sunday) 2017.

We currently operate two stores in Okinawa prefecture and the new store will be the third. The number of cruise ships visiting Okinawa prefecture has been increasing ever since 2006, reaching a record high of 387 in 2016, when Okinawa also became for the first time the prefecture visited by the most cruise ships of all the 47 prefectures in Japan. Miyakojima Island is located about 300 km southwest of the Okinawa Main Island or about 130 km east-north-east of Ishigakijima Island. 86 cruise ships arrived the Hirara port in Miyakojima in 2016, an increase of 66 % from a year earlier and the figure is expected to grow another 21% in 2017, according to “Report regarding the number of cruise ships that visited ports in Okinawa in 2016 and the number expected in 2017”, compiled by Cabinet Office, Okinawa General Bureau. Furthermore, Port Division of Construction Department in Miyakojima City Government reports that the first half of 2017 saw 1.4 times more cruise ship port calls in Okinawa than the same period last year, with foreign ships accounting for 98% – an indication of a notable increase of passengers from China and Taiwan.

Laox Miyakojima Store is adjacent to Miyakojima City Tropical Plant Garden, so customers can enjoy the nature of Miyakojima Island and shopping at once. Our product selection – a wide variety of items from electric home appliances, to cosmetics, to foods, to folkcrafts and others – will meet the needs of increasing foreign customers looking for uniquely Japanese items as well as Japanese customers shopping for daily necessities and souvenirs.

We aspire to satisfy both every single customer and the entire inbound market by delivering Japanese values, starting from excellent products made in Japan.

Facility Summary of Laox Miyakojima Store

Location: 1166-597 Higashinakasonezoe, Hirara, Miyakojima-shi, Okinawa

Telephone Number: 0980-74-2490

Fax Number: 0980-74-2491

Contract Area: 258m²

Store Hours: Depends on arrival of cruise ships 258m²

Will open on: Sunday, June 30th, 2017

Products sold: Electric Home Appliances, Household Products, Cosmetics, Folkcrafts, Health Foods, Foods and others.

«Contact for information regarding this announcement»
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