

Notice Regarding Start of Export of Rice Cookers to China through Suning.com

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) has started to export high-grade pressure IH rice cookers made by a leading maker in Japan to Suning.com Co. Ltd (hereinafter referred to as Suning.com).

Under the retail business strategy announced in our Third Medium-Term Management Plan, which was published in February 2018, we have been shifting from passive business – waiting for customers in physical stores – to active business – reaching out for potential customers through multiple networks. As a move in that direction, we have been engaging in BtoB activities, forming business alliances and partnerships with Chinese corporations, including Suning.com, with an eye toward expanding into the global market by way of E-commerce and foreign trade.

Following this plan, we will start to purchase high-performance rice cookers popular in Japan, which are made and modified for the use in China by a leading Japanese manufacturer, and export them to be retailed by Suning.com at its physical and online stores.

According to government statistics, Japan’s exports of rice cookers exceeded 10 billion yen in 2017, excluding those bought by foreign tourists during their trip in the country. Especially Japanese-made high-grade models exported to China, where more and more people are becoming affluent, are in high demand. While so called “explosive shopping” by Chinese tourists visiting Japan has subsided, reliable and high-quality goods made in Japan are still in high demand in China, contributing to the increase in exports of expensive, multi-function rice cookers for example.

While the so called “consumption of experience” is growing in significance in the consumption trends of foreign visitors to Japan, the “consumption of goods” itself is also shifting from physical store shopping to online shopping and to borderless online shopping. In the future we will develop cooperation with Japanese manufacturers and satisfy diversifying customer needs in an effort to create Japan Premium and maximize customer satisfaction.



Japanese-made rice cookers sold in a Suning.com physical store: they are also available on Suning.com and other online sites

« Contact for information regarding this announcement »
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