

Laox opened “Japan Pavilion” in the permanent exhibition space within Greenland Global Commodity Hub, a first for a Japanese company!

Laox Co., Ltd. (hereinafter referred to as “we”) opened Japan Pavilion in the permanent exhibition space within Greenland Global Commodity Hub operated by Greenland Group, a leading real estate developer in China on April 12 Friday.

We opened Japan Pavilion in collaboration with Greenland Group in the permanent exhibition space located on the first floor of Greenland Global Commodity Hub. The pavilion has a total area of 400 m² and around five hundred kinds of Japanese products in more than ten categories are displayed in it, including home appliances, household products, kitchenware, cosmetics, baby products, craftworks, and food. Greenland Global Commodity Hub is authorized to display bonded goods and Japan Pavilion exhibits three hundred twenty five of them. Not just name-brand products made in Japan will be on display. The latest models of hair care and beauty products will be exhibited here at the same time they go on sale in Japan. Shaddy, one of our group companies, will also set up a store in Japan Pavilion in an effort to spread the Japanese gift culture by displaying and selling a rich variety of gift items. Japan Pavilion will show many new Japanese products currently unavailable in China for us to expand into the Chinese domestic market.

In addition, Japanese Product Exhibition is held for three days from April 12, 2019 to mark the opening of Japan Pavilion. A great variety of products, services and cultural experiences will be offered on three themes, Gourmet, Beauty, and Scenery during the event, About three thousand Japanese products, such as apparel, household products, and food will be on display and various Japanese traditional arts will be performed, including tea ceremony, flower arrangement, Japanese drums, Shamisen (Japanese traditional guitar), and karate.

We will further expand into the Chinese market using the opening of Japan Pavilion as a stepping stone.



※ from left: Exterior of Japan Pavilion: Opening ceremony: Interior

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