

Laox, HIS, Shandong Jianbang, & Qingdao City Government have signed a strategic partnership framework agreement.

Laox Co., Ltd. (hereinafter referred to as we) signed a strategic partnership framework agreement with HIS Co., Ltd., the Administration Committee of the West Coast New Area of Qingdao, and Shandon Jianbang Science & Technology Development Group Co., Ltd. on December 6th (Friday). Under the agreement, the four parties will develop Qingdao Science Park in Qingdao city.

Qingdao city is the economic center of Shandon Province and one of the most strategically important coastal cities in China. The four parties mentioned above have decided to jointly develop Qingdao Science Park with the aim of commercializing the latest Japanese technology. The new park will introduce to Qingdao citizens the Japanese innovation resources. The park comprises offices and facilities for exhibition or education, all showcasing the infrastructure quality, management and operation models, and services standards currently prevalent in Japan.

We will support the project by providing knowhow in supply of products and services and other aspects of store operation.

Our participation in this joint venture represents an effort to make the best use of our management resources to expand into the Chinese market, following the conclusion of the strategic business partnership with Suning Real Estate and Fuzhou City published on November 15th (Friday). We will further make various proposals to consumers in and out of Japan to introduce Japanese technology and life style, taking advantage of the management resources our group has developed.



※Signing ceremony held on Friday, December 6

■ Profiles of Partners

【HIS】

Name: HIS Co., Ltd. (TSE 1st Section, Code 9603)

Location: Sumitomo Fudosan Shinjuku Oak Tower 29F 6-8-1 Nishishinjuku, Shinjuku-ku, Tokyo

Business Description: travel agency, hotel management, management of Huis Ten Bosch, etc.

Founded on: December 19th, 1980

【Shandong Jianbang】

Name: Shandon Jianbang Science & Technology Development Group Co., Ltd.

Location: Bank of China Tower 2nd Phase 10F, No.26, Luoyuan Avenue, Lixia District, Jinan City, Shandong Province

Business Description: construction and development of general public service platforms of cultural and industrial parks and culture industry, corporate management and consulting, export and import business, new energy development, new material development, health care, research and development in computer science / service, consulting, transfer, dissemination & communication, and intermediation related to science and technology

【Qingdao City, Shandong Province】

City Profile: the economic center of Shandon Province and one of the most strategically important coastal cities in China, an international port city, a seaside resort city, a priority development area for modern national oceanic industry, an important hub in the Belt and Road Initiative

Area: 11,282 sq km

Population: 9,394,800 (2018)

Regional GDP: 1,200.15 billion RMB (2018)

《Contact for information regarding this notice》

Corporate Public Relations Department, Laox Co., Ltd. TEL : 03-6852-8881