

AEON MAGAZINE

For a Sustainable World

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Shimokawa

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environment-friendly products
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Shimokawa Town



Coexisting with a forest

The area of Shimokawa is almost the same as the 23 wards of Tokyo combined,
and about 88% of the town is forest.

With a population of about 3300, Shimokawa has chosen to
utilize the blessings of the forest and live in coexistence.

By taking on efforts that are ahead of the times,
it has managed to create a sustainable community through harmonizing the economy,
society, and environment.

What kind of lifestyles are there in this small town in Hokkaido?





"Mori Jam" is held in the town-owned forest in July under the concept of "a gathering of forest enthusiasts sharing ways to appreciate and enjoy the forest". This year is already the sixth time, and about 1,000 people visited in two days.



Fully enjoying the blessings of the forest for two days in early summer

"Mori Jam" is an event that gives you a taste of the charm of Shimokawa. Craft artists and farmers, coffee, pizza, bread shops, etc. from inside and outside the town open booths in the town forest, and there are places for the children to play and a music stage.

This year as well, the executive committee was made up of residents and people from outside the town who love forests. Preparations began when there was still snow on the ground, and they gave a wonderful drum show on the opening day. Visitors could look at shops in the forest, enjoy local tastes with a beer in hand, or climb up to a tree terrace and enjoy a full day in the forest. A competition of chain saw art was held simultaneously in a neighboring park, which was developed from forestry in which chain saws are used to carve out artwork from logs. Mori Jam was two days in which you could experience various ways to enjoy the forest.



Many "Mori Jam" participants are from outside Shimokawa. Although from various age groups, the commonality is that everyone loves the nature-rich forest of Shimokawa.



Booth owners at "Mori Jam". Above: An artist who receives bee nests from beekeepers after the honey is collected and makes candles from the beeswax. It is her third time to participate. "This environment of being in the forest is wonderful." Left: Clothes, bags, and accessories for sale made from felt using wool. The whole family participated in and enjoyed the event itself.



The town that lives with the forest

It is not uncommon for a local autonomy to have a forest rate of 80% or more* in Japan, but there are not so many places where its resources are effectively used for town development. Why is it possible in Shimokawa?

The forest is the center of town development

Located about two and a half hours by car from Asahikawa Airport, the sprawling scenery of Shimokawa is very Hokkaido-like. There are ranches and fields of wheat, tomatoes and asparagus. Living essentials are available in the city center, and children whiz by on their bicycles.

The vast forests of todomatsu or Sakhalin fir, white birch and other trees in the backdrop are the treasures of Shimokawa. A recycling-type forest management that repeats

"cutting, planting, raising, and again cutting" has been carried out for about 70 years, and in 2003, the first internationally certified FSC® granted to properly managed forests was acquired in Hokkaido. In addition to use as wood, there is wood biomass energy using timber from forest thinning as fuel and environmental education, health benefits such as from forest bathing, efforts to bring waste produced during wood processing closer to zero, and regeneration of the community. It is surprising how diverse and futuristic efforts can be made centering around a forest. Let's take a look at the efforts by Shimokawa through visiting the people of the town.



Left: The "Keirinkan" which symbolizes forestry in Shimokawa is the former forestry office building. Middle: A straight road that goes on and on. Forests such as birch line both sides. Right: "Eco House Mikuwa", where you can experience living in the forest. Adjacent is "Gomi Onsen", which uses wood biomass energy boilers.

From a small town in Hokkaido Drawing up a future where everyone can be happy

Shimokawa has been operating a recyclable forest since 1960 as a result of a disposal of 1,200 hectares of national forest. Forestry has since become the main industry of the town. Although there was a critical situation of depopulation and the decline of forestry, the town has been actively working on environmental issues, following the adoption of the Kyoto Protocol in 1997.

The efforts began with a cluster study group that considered the future of the town together with the residents. As a result, a grand design was created to reduce CO2 and to produce energy through the cultivation and utilization of the forest. That led to the selection of Shimokawa as an environmental model city in 2008. In addition, with the vision of creating a town that integrates society, the environment, and the economy, it was selected as an environmental future city for

11 years.

Currently, seven goals have been set that incorporate the United Nations' Sustainable Development Goals (SDGs) in a way that suits the town, and are drawing up a future vision for 2030. To the townspeople, it is being explained as "the goal of the SDGs is for sekaino/globally (S), daremoga/everyone (D), genkide/to be healthy (G), and shiawase/happy (S)".

Shimokawa is a small town, but rich in resources such as forests and agricultural products. In order to develop people who can make use of these resources, I would like to create opportunities for local people to study outside and interact with companies and universities. We hope to increase the number of people who will take on various challenges and work towards our vision for 2030.



Shimokawa Mayor
Kazuyuki Tani

Born in 1955 in Shimokawa, Hokkaido. While serving as the representative director of the construction company Tanigumi, he has served as a member of the town council for five terms. He has also been mayor since he was first elected in 2015. Tani is a member of numerous community development projects such as the NPO Japan Autonomy ACADEMY, which conducts local autonomy research in Japan and overseas; advisor for Hokkaido Regional Development; and director of the Hokkaido Heritage Council.

*Percentage of area occupied by forest.

People who live energetically with the forest of Shimokawa

The development of Shimokawa through its forest is supported by people who love forests.

Town development that uses forest resources without waste

“Forests have a variety of functions and their abundant resources are used without waste. Shimokawa has been doing that for more than half a century,” says Minoshima. Forest-related efforts that began with industrial development and job creation have diversified, and the number of people who have moved to Shimokawa to become more involved with the forest and live in the town are increasing. “Originally, when a pioneering team from Gifu Prefecture opened up the town and the mine flourished, many people migrated there. Some people say the town is accepting of people from the outside in a manner that is not too close or distant, which makes it easy to move to.” Since 2012, the number of people moving in has been higher than people moving out, therefore, the decline in population has been moderate.

So, what does the forest mean for the people of the town? “The importance of the forest is imprinted into the children through 15 years of environmental education from kindergarten to high school (laughs). The same applies to adults. I think it is a given to live with the forest.”

Minoshima says that because people share the vision of



At the entrance of the town hall, there are a number of awards that commend various efforts made by Shimokawa.

Shimokawa Town
Policy Promotion Division
SDGs Promotion Strategy
Office Chief

Takeshi Minoshima

Born in Shimokawa. In 1993, joined the Shimokawa Town Hall. After working for the Hokkaido Prefectural Office and the Ministry of the Environment, he assumed his current position. Responsible for SDGs, environmental future city initiatives, and regional revitalization.

living with the forest, and the fundamental is not greatly shaken even if people try new things with different vectors. “There are many people who come up with interesting ideas. I think with respect that there are many lovable “eccentric” people. In this small town, you can do what you want to do. An effort to recruit people who want to start a business in Shimokawa has also begun. Shimokawa is a town where you can live and do what you want.”



NPO Morino Seikatsu
Representative Director
Tsubasa Aso

Born in Aichi Prefecture in 1984. Went on to a university in Hokkaido to study forest policy studies. Was invited to move to Shimokawa by a graduate of the same university. Aso has been the Representative Director of “Morino Seikatsu” since 2013.

To work and play in the forest

“Shimokawa Forest Family” was created by making independent the Forestry Association's laminated lumber processing department. In a zero-emission processing plant where the milling material that is produced during processing is brought close to zero, construction and interior material, furniture and crafts are made. It adds value to timber and is responsible for sixth sector industrialization of forestry.

On the other hand, the NPO “Morino Seikatsu” has developed a program to become closer to the forest, and recently started working on processing hardwoods that are common in the Shimokawa Forest. Tsubasa Aso, who is engaged in both projects, participates in the “SDGs Future City Committee”, where young town officials and townspeople gather to think about the vision of the town. “I want to create a fun and sustainable community in Shimokawa.”

NPO Morino Seikatsu

Address: 477 Minamimachi, Shimokawa-cho,
Kamikawa-gun, Hokkaido
☎01655-4-2606
<https://morinoseikatsu.org>



Shimokawa Forest Family

Address:141 Minamimachi, Shimokawa-cho,
Kamikawa-gun, Hokkaido ☎01655-4-3544



Top: Laminated lumber processing plant. Above: Plates and other woodwork processing can also be easily done with the machine. Right: Prototype made by introducing equipment that can process three dimensions.



Delivering the scent of todomatsu to many people

Todomatsu, which is often found in the Shimokawa Forest, is part of the fir family and a fragrant essential oil can be extracted from the leaves. In 2000, the Forestry Association started an essential oil business that uses branches and leaves that are produced during thinning and maintenance. Marie Tanabe moved to Shimokawa because she wanted to do this job. “The essential oil business was the idea of the town's cluster study group. When I came, a place and the equipment were already set up. It is a business that is full of the history of Shimokawa’s use of its forest through trial and error.”

“FUPUNOMORI” was established and is currently carrying on the essential oil business. Although it is not a large business, Tanabe says that she wants to establish it as a “brand with a visible face.” “FUPUNOMORI's business is small, but I think the size suits Shimokawa.”



FUPUNOMORI products. In 2015, the brand “NALUO”, a cosmetic and aroma goods brand that is a blend of forest scents, was released. Products other than essential oils increased and sales channels have expanded. Fupu means todomatsu in the Ainu language.

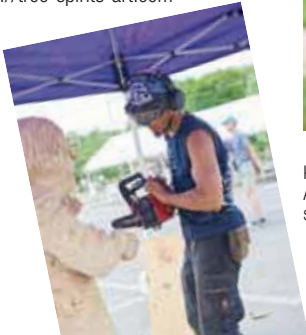
Enlivening forestry and the town through art created by a chainsaw

Hikaru Kodama who worked at the Shimokawa Forestry Association, enjoys chain saw work and wanted to improve his skills, so he took on the challenge of teaching himself chainsaw art which he saw in a magazine. He has won numerous awards in contests overseas. “Chainsaw art has a story. I want Japanese people to know that, so I started the chainsaw art competition EZOCUP in Shimokawa.”

With the participation of many carvers (chainsaw artists) that Kodama has met overseas, it has grown into an international competition. “We will continue to do such activities to enliven chainsaw art, forestry, and the town of Shimokawa.”

Chainsaw artist
Hikaru Kodama

Hikaru Kodama was born in Matsuyama City in Ehime. He came across chainsaw art while working at the Shimokawa Forestry Association. Kodama has won numerous awards at chainsaw art competitions both in and out of the Japan. He established himself as a carver in 2019. <http://tree-spirits-art.com>



Kodama carving at "EZOCUP2019 Chainsaw Art Masters Exhibition", which was held at the same time as “Mori Jam”.



FUPUNOMORI President
Marie Tanabe

Born in Chitose City, Hokkaido. While searching for forestry-related work, she came across the essential oil business of Shimokawa and moved to the town in 2007. She established FUPUNOMORI in 2012.

FUPUNOMORI

Address: 609 Kitamachi, Shimokawa-cho, Kamikawa-gun, Hokkaido
☎01655-4-3223
Closed Saturdays, Sundays and holidays. <https://fupunomori.net>

An accommodation facility using wood from Shimokawa

“Yuino Mori” opened in 2018. The building, which uses FSC® certified materials from Shimokawa, has a sparkling new and fresh feel to it. Satoshi Yamanaka came to Shimokawa for what he thought would be a year to be involved in the launch. “I was in the hotel industry and worked in various parts of Hokkaido, but there is so much scenery and food found nowhere else, so I fell in love with Shimokawa.”

“Since April, I have officially become the manager of the facility responsible for its operation. ‘Yuino Mori’ can be used not only for training camps and training, but also by individuals. Since Shimokawa has many resources that can be used for tourism, we will spread such information to let people know about the appeal of Shimokawa.”



"Yuino Mori"

Address: 89-2 Minamimachi, Shimokawa-cho, Kamikawa-gun, Hokkaido
☎01655-6-7636
Check-in 15:00, Check-out 10:00
Open all year round
<http://yuinomori.net>



“Yuino Mori” Manager
Satoshi Yamanaka

Born in Akita prefecture. He has worked in the hotel industry since 1990. He moved to Shimokawa in 2017 when “Yuino Mori” opened, and has been at his current position since 2019.



Shiitake cultivation was carried out by the town, making a profit, and also creating new jobs.



A shared corridor that connects each dwelling. In the winter, it is easy to come and go even if it snows.



Left: Wood chips used for boiler combustion. Right: The boiler facility responsible for heating and hot water supply in the region.

Community regeneration through wood biomass energy

The last place to visit was “Ichinohashi Bio-Village”, about 10 km from the center of town. It is a place where the town and residents have revived the area since it was hit by depopulation and the number of residents numbered 140 with an aging rate of 50%. There is collective housing with a capacity for 26 families, a post office and a resident center, and the “Shimokawa Wagon” mobile shopping car where small items can be purchased. A wood biomass boiler is responsible for heating and hot water supply in the area. Not only for living, but in an adjacent greenhouse, shiitake

cultivation using sawdust produced by wood processing is carried out and it has become a special product of Shimokawa. There is also “SORRY KOUBOU” that grows organic herbs to make cosmetics and is also a source of work.

Attracted to such a lifestyle, there is non-stop interest of people who want to live in the housing.

With the forest as their partner, the people of Shimokawa have made various efforts to make sustainable use of nature’s blessing. Where they are headed is a future full of hope.

We carry agricultural products and special products from Shimokawa! Aeon Nayoro Store

Shimokawa shiitake is a popular product in the Hokkaido region, and is sold at 12 stores of Aeon Hokkaido and MaxValu Hokkaido. In addition, the Aeon Nayoro Store near Shimokawa also sells vegetables such as tomatoes and asparagus from the town. “Agricultural products from Shimokawa are a local brand. The tomatoes are sweet like fruit,” says store manager Nobutaka Oshima. Other delicious products include “Shimokawa Rokumaru Enzyme Eggs” made by chickens in a naturally abundant environment, “Yukino Hanamai” handmade udon from 100% Haruyutaka wheat from Shimokawa, and “Furusatono Genki” tomato juice made purely from Shimokawa tomatoes and natural salt.

Aeon Nayoro Store

Address: 80-1 Aza-Tokuda, Nayoro City, Hokkaido

☎01654-9-5000

Operating hours: 8:00 to 21:00 on the 1st floor food section

Other sales floors: 9:00 to 21:00

Operating hours may vary depending on the section.

<https://www.aeon-hokkaido.jp/nayoro/>



AEON Topics! Eco-friendly Products

Offering more environment-friendly products and conserving the environment together with the customers

Aeon has been proposing environment-friendly lifestyles through shopping and is now accelerating related-measures toward 2020. As part of its efforts, a series of products that protect forest resources by using sustainable materials is being launched.

Protecting the natural environment as a company

Aeon has expanded as a corporate group that has continued to enrich customer's lives through foods, clothing, daily necessities and other products. Based on the idea that nature's blessings are an indispensable part of its business activities, Aeon has taken measures to prevent global warming and to conserve biodiversity conservation efforts from early on.

"To further accelerate its efforts, in 2017, Aeon announced the 'Aeon Sustainable Procurement Policy' and formulated concrete numerical targets to be achieved by FY2020," explains Takahiro Suzuki of the CSR Department at Aeon Co., Ltd. One of the goals in the area of paper, pulp and timber procurement is to aim for 100% use of FSC® certified materials for Aeon's private brand "Topvalu" products in the major product categories offered at Aeon stores. FSC®

certification is given to timber and wood products procured from forests that are managed and logged with consideration given to the environment and community. Using FSC® certified paper, pulp and timber supports foresters who carry out appropriate forest management and helps preserve forests. "Aeon has been handling FSC® certified products, and the convenience store Ministop uses FSC® certified lumber to build its stores. The goal for 2020 is to step up these efforts with Topvalu products."

For as long as 30 years now, Aeon has promoted various tree planting activities in Japan and abroad. In recent years, it has been implementing the Aeon Forest Circulation Program that extends its scope to "plant," "nurture" as well as utilize forest resources to "thrive." This is creating a cycle to not only protect forests but also responsibly use its blessings to better our lives. "Aeon will address forest conservation through forest development and the Circulation Program coupled with the use of FSC® certified materials in business," says Suzuki.

Developing products with high customer satisfaction

In June this year, Aeon launched the sales of Topvalu FSC® certified paper tableware (cup, plate, bowl), tissue paper and other products made with FSC® certified wood pulp mixed with bamboo pulp as a substitute for wood pulp. Its initiatives are geared toward achieving the goal by 2020. Rie Masuoka of the Product Development Division says, "Our research began by trying to find a manufacturer in Japan capable of making FSC® certified paper products." Awareness of FSC® certification is still low in Japan, and it took time to find a manufacturer. However, when shifting the focus to the world, there were many manufacturers making products for the U.S. and European markets, which have high demands for FSC® certified products. A plant with a track record in the field and

one that empathized with Aeon's corporate stance finally undertook the production. "As these products are daily necessities, their prices were set so that customers could easily purchase them. The product itself carries the FSC® certification mark because we wanted to raise awareness of FSC® certification among customers. We wanted to spread the idea that buying products with the mark leads to forest conservation," says Masuoka.

While paper tableware products are posting strong sales, Masuoka's expression is serious as she looks to the next stage. "Expanding the lineup of environment-friendly products is important as a company to make the business sustainable, but these products must be sought by the customer. Aeon will meet both of these conditions and continue to introduce more certified items toward 2020."



Aeon Happy Yellow Receipt Campaign



Representative Yasuyo Yonekawa telling children about sea turtle conservation activities during a visiting lecture.

Promoting sea turtle conservation activities with the local communities

“Sea Turtle Network” conducts surveys and observation activities for endangered sea turtles on the coast of Ise Bay in Mie Prefecture. Representative Yasuyo Yonekawa, who founded the organization in 2014, is currently working with 110 members.

In the wild, it is said that only one out of a couple of thousand sea turtles survive to adulthood. Publicity and education are one of the most important activities in order to create an environment where hatchlings can hatch and return to the sea safely after spawning, so visiting lectures are held in the North central areas of Mie Prefecture. In July of this year, Yonekawa visited Suzuka City Tamagaki Nursery School. By showing the 30 five-year-old children a video of a sea turtle laying eggs, and explaining the sea turtle's

ecology in an easy-to-understand manner with a picture-story show, the children's eyes increasingly shined with interest.

The Sea Turtle Network started participating in the Happy Yellow Receipt Campaign four years ago, and stakes and ropes used to protect the spawning area as well as survey tools have been donated to the group.

“We can live with peace of mind because the ecosystem is balanced. Our hope is that through sea turtles, people will become interested in other creatures as well and learn of the importance of biodiversity,” says Yonekawa. For a future where living creatures can live abundantly, she is running about even today to a beach or to a classroom.



Left, right, and center: Sea turtle shells, bones, and baby turtle specimens, etc. were also exhibited in the classroom. Bottom right: The homeroom teacher, Masako Kitagawa, commented that the children were interested in hearing about the sea turtles and listened intently.



Yonekawa and the children of Tamagaki Nursery taking a commemorative photo with a life-size panel of a sea turtle. Many of the children like living creatures, so they are very curious about the spawning of the sea turtle and the specimens. The children enthusiastically answered Yonekawa's questions and the one-hour lecture went by very fast.



Yonekawa hopes that the environment in which sea turtles can lay eggs will be protected for coming decades.



On the 11th of every month “Aeon Day”, the yellow receipt issued by the cash register is put into the local group box that the customer would like to support. Aeon will donate 1% of the total amount of the receipts collected to the relevant organizations. It is a system that connects the groups that need support and the customers in the area that want to give a helping hand.

Football 5-a-side



Yoshihara during practice. With a blackout mask on, he heads to the goal just by the sound of the ball and surrounding voices.

Aeon is an active supporter of parasports.

Shoot using senses to the fullest!

On a pitch the same size as a futsal court, an outfield player wearing a blackout mask is running. Chasing a ball with a noise-making device inside, a pass is made to a teammate and a shot is taken towards the goal. This is football 5-a-side, a sport played by athletes with a visual impairment. The players move at such a surprisingly fast speed with precise movements, it is hard to believe that they cannot see. “During the match, we talk to each other and communicate our positions and movements, so it's actually difficult to hear the sound of the ball,” laughs Shigeo Yoshihara, a former football 5-a-side Japan representative player.

Yoshihara, who has won Paralympic medals in the high jump and cycling, also competed in a number of international competitions as a representative of Japan's football 5-a-side team. When he first started playing football 5-a-side, he found it difficult to play by not only just the sound of the ball and words, but in using all his senses besides sight to hear the sound of footsteps and the rustling of uniforms and also to rely on smell. He says though it was fun to grow and develop

as a team. “The guide (non-impaired) who stands behind the goal and communicates what is happening on the pitch is also a team member. The appeal of the sport is also that people with and without impairments can work together.”

When a shot is made, the player actually can't tell right away if it went into the goal. “It is at that time, the applause and cheers of the onlookers will let you know. Please come to watch the games as if you are a member of the team.”



At a trial football 5-a-side corner, children and their parents give it a try. Yoshihara (lower left) enters the pitch and hits a safety cone so that they know in which direction the goal is. He also showed how he shoots the ball into the goal and got the participants excited about the sport.



On June 29 (Sat.), football 5-a-side and bocchia trials and a talk show were held during “Aeon de Paraspo” at Aeon Style Shinagawa Seaside.



Topics in Asia

Shanghai, Where the Past and Future Blend into One

Shanghai continues to grow as the center of the Chinese economy. A stroll through the city reveals its diverse aspects. Here's a look at some of its charm.



Left: Beautifully lit buildings of the Bund. Center: Evening view from the Oriental Pearl Tower. Right: Shanghai's iconic skyscrapers, including the Shanghai World Financial Center.

Shanghai has many expressions. The area with the city's long-standing landmark TV tower is lined with skyscrapers, while the historical area around Yu Garden built during the Ming Dynasty is lined with retro buildings from the Ming and Qing Dynasties. The Bund is the waterfront area that was once jointly governed by the U.S. and European countries after the Opium War. Buildings of western-style architecture still stand in the area, and the exotic atmosphere makes it an ideal spot for a stroll.

Gaining popularity in recent years is the area where old apartment houses were renovated into trendy shops and cafes. The popular area is attracting both tourists and locals.

Modern day Shanghai is very clean. The city has promoted environment beautification efforts, and as part of these initiatives, sorted collection of garbage has begun on July 1 this year. Trash cans on the streets are also designed to sort garbage. Preferential tax treatments are applied to hybrid cars and electric motorbikes, and the city is taking active measures to mitigate air pollution. Shanghai, a city that is eagerly taking on new challenges while cherishing its past, is great fun every time you visit.

Yu Garden

A must-see spot among tourists. Enjoy the landscape, historical buildings, shopping, cuisine and lots of fun!

Traditional Chinese fans



The elegant fans designed with landscapes, flowers and beautiful women are popular souvenirs in Shanghai. Look for beautiful patterns at Li Yun Ge Fan Store that offers hundreds of fans (110-10,000 yuan), perfect as souvenirs.
Addr. 35 Yuyuan Old Street, Shanghai

Sansui Hall



Yu Garden is a famous garden in Shanghai built during the 16th century. Sansui Hall erected near the main entrance is a building to wish for a good harvest. It was built without using any nails.
Addr. Inside Yu Garden, 132 Anren St., Huangpu District, Shanghai

Yuyuan Tourist Mart



This shopping spot adjacent to Yu Garden is lined with retro lacquered pavilions offering items from traditional crafts to daily necessities. Visitors can try various kinds of food while enjoying a walk.
Addr. Jiu Xiao Chang St., Huangpu District, Shanghai

Shanghai crab



Shanghai locals flock to Kong Yi Ji Restaurant when the Shanghai crab is in season. Enjoy Shanghai crab (1 crab from 300 yuan) in the old district restaurant, and soak in the great atmosphere just like a local.
Addr. 36 Xuegong St., Wenmiao Rd., Huangpu District, Shanghai (near Laoximen)

Tianzifang

An area of labyrinthine alleyways, home to many galleries and shops. Time will fly by as you enjoy discovering each store.

Crafts



At Tianzifang, a must-visit spot is the French-owned lifestyle shop Platane. Their original ceramic collection with a different style from Chinese craft is so beautiful you can't resist picking it up.
Addr. 156 Taikang Rd., Shanghai

Imperial court-style dessert



Bojoo Dessert is located inside the Sun Moon Light Shopping Center. The court-style yogurt made with sake lees and milk is refreshing and comes with lots of fruit.
Addr. 1st floor of SML Shopping Center, 618 Xujiahui Rd., Shanghai

Ethnic novelty shop



Joma Arts is the long-established novelty shop known for items from Tibet and Nepal. Accessories and scarves sourced locally are of great quality.
Addr. Room 6, No. 7, Lane 210 Taikang Rd., Shanghai

Shanghu Lake



Shanghu Lake is historically known as the fishing spot for Jiang Ziya (military strategist for Zhou Dynasty of ancient China) before he served the Zhou Dynasty. The oasis is surrounded by 1,000 cypresses.
Addr. Shanghu Lake Scenic Area, Waixi Third Ring Road, Yushan Mountain, Changshu, Jiangsu Province

Changshu City

An excursion to

Kids World is where families can "buy, play and learn" together. An array of products for infants and kids are available. We offer the No.1 assortment of toys in the area and are working to create a store that makes customers want to visit on a weekly basis.

Kids World



Play area for infants at Kids World.



Aeon Changshu Xinqu Store
Manager of Kids World
Hua Chaoli

The store aims to offer a lineup that meets the needs of health-conscious customers and their quality of life preferences. We recommend with confidence environment-friendly Topvalu products that are safe and secure.



Aeon Changshu Xinqu Store
Grocery Section Staff
Luo Yi

recommendations



Topvalu mixed dried fruits

Topvalu mixed dried fruits launched in December 2018. The healthy fruits are dried at low temperatures rather than deep fried.

Suzhou Noodles



Suzhou noodles are thin and served in a light soup. The noodle shop on the grounds of Xingfu Temple, serving noodles outside in a refreshing setting, is worth a visit.
Addr. Next to Xingfu Temple in Changshu, Jiangsu Province

information

- Direct flights are available from cities in Japan to Shanghai's Pudong International Airport and Hongqiao International Airport. Flights from Sapporo take about 4 hours, from Tokyo (Haneda) about 3 hours, and from Fukuoka about 2 hours.
- Airport bus, subway, maglev train and taxi are available transport from Pudong International Airport to the city center. Access to the airport takes from 1 to 1.5 hours.
- Hongqiao International Airport is closer, about 15 km from the city center. Access to the airport takes about 30 minutes by subway.
- The local time is 1 hour behind Japan.
- Currency: 1 yuan=15.83 yen (as of July 28, 2019). Exchanging money after arriving in Shanghai is recommended.