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For a Sustainable World

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Izumo, Matsue

Refining Our Hearts

Izumo is regarded as the spiritual home
of the Japanese people,
where a myriad of gods gather from all over Japan
in October of the lunar calendar.

As a castle town that prospered during the Edo period,
Matsue is where the passion of Matsudaira Harusato,
the 7th Lord of the Matsue domain (a.k.a. “Fumai-ko”),
for the culture of Japanese tea ceremony still lives on.

With more chances to appreciate Japanese tradition
and history as the New Year’s holiday approaches,
this issue features what has been passed down
in Izumo and Matsue throughout the ages.

Inasa Beach, a few minutes' drive from Izumo Taisha Grand Shrine, is said to be the setting for the myth of the “Transfer of the Land”. This is the symbolic big rock.



Once past the torii gate, the prayer hall built in 1959 comes into view. The sacred straw rope is 6.5 meters long and weighs one ton.



A board fence called "mizugaki" surrounds the main hall. A walk along the fence offers a view of the sides and back of the main hall.



Kojima of the Izumo Tourism Association told us how he enjoys the area, saying, "Izumo Taisha Grand Shrine is a reservoir of wild birds. They migrate here from autumn to winter, making it an ideal spot for bird watching."

Izumo Taisha Grand Shrine

○Addr: 195 Taishacho Kizukihigashi, Izumo City ☎0853-53-3100
*Plan your visits around 6:00 – 20:00
<http://www.izumooyashiro.or.jp>

A place where the passion of many people has amassed

Known for its deity of marriage and as a place with spiritual energy, Izumo Taisha Grand Shrine is visited by many people from around Japan and also offers emotional support to the local people.

The Sengu Ceremony*: Passing on the faith and techniques to future generations

Izumo Taisha Grand Shrine has a long history. According to the myth of the "Transfer of the Land" in the *Kojiki*, the oldest existing chronicle of Japan, the shrine was built on request when the god Okuninushi granted his country to the Sun Goddess Amaterasu.

Izumo Taisha Grand Shrine stands amidst the mountains of Izumo. The approach to the shrine lined with pines was made during the Edo period, and it is surrounded by forests. The majestic main hall stands 24 meters high among the lush greenery. Although the main hall cannot be visited up close,

the thick cypress bark roof and roof-top decorations called "chigi" come into view over the fence.

In 2018, Izumo Taisha Grand Shrine completed the "Heisei Great Sengu Ceremony", held once every 60 years. This ceremony is meant to renew and restore the deity's power, and to pray for blessings of happiness with this power. In addition, "The repair work also serves to pass on to future generations the sophisticated construction techniques," says Nao Kojima of the Izumo Tourism Association. There is much more to this than techniques. Because maintaining and repairing the buildings require lots of wood and cypress bark used on roofs, trees are already being planted for the Sengu Ceremony after the next, scheduled 120 years later. These efforts are



Top: A model of the main hall, which is said to have been 48-meters tall during the Heian period. It is displayed in the treasure hall. Bottom left: Sacred core pillars from the ancient main hall were excavated in 2000. Bottom right: The excavation spots are marked in front of the main hall.



Nao Kojima
Izumo Tourism Association
"Izumo has many old shrines besides Izumo Taisha Grand Shrine. They are worth the visit, as each shrine is truly unique."



Cute rabbit statues standing here and there along the entrance path and on the grounds are popular among visitors.

leading the way into the future.

A popular shrine for the local people

The precincts of Izumo Taisha Grand Shrine are lined with many trees and flowers, and dotted with rabbit statues from the "Hare of Inaba". Legend says that god Okuninushi, the main deity enshrined at Izumo Taisha Grand Shrine, is said to have helped the hare. "They are donated by those who are associated with the shrine, and there are more statues every time I visit," says Kojima with a smile.

Families can enjoy picnics on the lawn along the approach

to the shrine, creating a relaxed and friendly atmosphere. "There are many shrines in the Izumo area, all having strong ties with the community. I often visited them for sketching events and school outings. For New Years, we would usually visit a local shrine and then come to Izumo Taisha Grand Shrine."

In October of the lunar calendar, gods gather here from all around Japan. Meanwhile, it is also a familiar shrine for the local people. The shrine is known for its deity of marriage, but the good relationships it brings are not limited to match-making. Perhaps the virtuous relations that the shrine brings to the people is what creates its unique, warm atmosphere.



Left: Sogano Yashiro Shrine worships the god Susano'o-no-Mikoto (the brother of Sun Goddess Amaterasu), who slayed the eight-headed dragon Yamata-no-Orochi. Top: The torii gate at Seidamari, the gateway to Izumo Shrine.

Kaneya has been serving freshly ground, made and boiled soba (buckwheat) noodles for over 90 years. Izumo's famous Warigo soba noodles come with different condiments in each layer. On the right is "Soba noodles with three toppings (4 layers)" (1,400 yen).

Kaneya soba noodle restaurant

○Addr: 659 Taishacho Kizukihigashi, Izumo City
☎0853-53-2366
○Hours: 9:30 – 16:00
○Open 7 days a week



Supporting Izumo and Matsue with Regional WAON cards!

The e-money / Regional WAON cards embody Aeon's wish to contribute to the community together with the customers. By shopping with the card, 0.1% of the transaction amount is donated from Aeon to municipalities and other organizations and put to use for the community. Ten years since it was launched, 150 types of cards* have been issued in Japan. Customers can convey their support to the local community through their daily shopping by using the WAON card issued for the region they support.

More than 100,000 for Izumo and Matsue have been issued. The donation totaling more than 10 million yen has been used for urban development and preservation of ibises in Izumo City, environmental conservation of Lake Shinji, and to promote tourism in Matsue City.

*As of the end of Oct. 2019



Top: Izumo Road Matchmaking WAON (Matsue)
Bottom: Izumo Road Matchmaking WAON (Izumo)

*A ceremony to temporarily move the deity from the original shrine and return it to a renewed shrine.

MATSUE



At the study of Gesshoji Temple. Enjoy matcha and a garden view from the open corridor. Feel the gentle passing of time.

A city that blends traditional and modern tea culture

“Tea” in Matsue refers to powdered green tea or “matcha”. Everyone enjoys matcha in their own way, at formal tea ceremonies and at home.

Matsue’s tea culture evolves with the times

The castle city of Matsue built around Matsue Castle is famous as the “city of tea”. Matsudaira Harusato, the 7th Lord of the Matsue domain, also known as “Fumai-ko”, built the foundation for industry and culture in the area. After studying zen and tea ceremony, he fostered architecture, arts and culture through his passion for tea. His contributions led to enhancing craftsmanship skills and enriching people’s lives.

Fumai-ko spread tea ceremony among the merchants besides the samurais. He took the utmost care so that “the host and guests have compassion for and connect with each other”. “This spirit still lives on among the citizens of Matsue City,” says Yoshiaki Hikino of the Matsue City Tourism Promotion Department. Matcha (powdered green tea) is enjoyed at home without the fuss of tea ceremony customs and schools. It is also the drink served to guests. There is a wide variety of powdered green tea available at supermarkets.

In 2018, Matsue City hosted the “Fumai-ko 200th Anniversary Festival”. “While preserving the traditional and formal culture of tea ceremony, the event aimed to spread a more familiar tea culture,” says Hikino. Tea ceremonies of various schools were held, while a map showed visitors where they could readily enjoy tea, and potteries around the city offered casual matcha sets and matcha latte tea bowls, and so on. Seven Japanese sweets shops in the city also came up



Yoshiaki Hikino
Matsue City Tourism
Promotion Department

“We hope to open up the tea ceremonies held by different schools so that more people can enjoy tea in Matsue.”

with new Japanese sweets, which were well received.

In addition, April 24, the anniversary of Fumai-ko’s death, was designated “Tea Ceremony Day”, and a “tea ceremony ordinance” was enacted. “We are looking 30, 50 years into the future with an aim to develop a new era of tea culture, to create related industries, and to foster the younger generation,” explains Hikino.

While valuing the spirit of the traditional culture of tea ceremony, Matsue’s efforts to foster a tea culture in line with the times are shaping a unique city like no other.



Top: “The wide variety of matcha products shows how tea has taken root in Matsue,” says Hikino. (Photo at Aeon Matsue Store) Left: The area with old samurai residences is full of a quaint atmosphere.



Fumai sweets for autumn and winter

Japanese sweets shops in the city launched a committee to develop seven sweets each for spring/summer and autumn/winter. Hikino explains, “They referred to anecdotes related to Fumai-ko and tea ceremony records in creating the sweets.” *Sales have already ended.



Gesshoji Temple

Tranquil time flow ever so peacefully here

The first place to visit at Gesshoji Temple, the family temple of the feudal lords of the Matsue domain, would be Fumai-ko’s grave. This quiet location surrounded by trees commands a view of Matsue Castle. Flowers bloom from season to season, and more than 30,000 hydrangeas in full bloom during the rainy season is a splendid sight.

After visiting the grave, head to the study called Koshinden for a cup of green tea. The paper sliding doors are opened, so that you can take in the garden from the open corridor. Sit and enjoy the garden view with a cup of matcha and listen to the birds singing. Time spent sipping a cup of tea may feel like true luxury.

The temple has many other highlights: a monument of a giant turtle featured in the writings of Lafcadio Hearn, a tea whisk mound for which memorial services are held every April, and spring water still used for tea ceremonies.



The study also serves as the entrance for the visit. Matcha is served in this room.



Left: The sweets served with matcha are “Michishiba (literally ‘grass along the road’)” made by Furiyudo, a Japanese sweets shop in Matsue City (450 yen for tea + sweets). Right: The graves of the successive lords of the domain stand among the trees.

Gesshoji Temple

○Addr: 179 Sotonakabaracho, Matsue City
☎0852-21-6056
○Hours: 9:00 – 17:00 (9:30 – 16:30, Dec. to Mar.)
○Open 7 days a week
○Admission: Adults 500 yen, Jr/High School Students 300 yen, Elementary School Students 250 yen
<https://www.gesshoji-matsue.com>



Left: Matsue Castle comes into sight from the viewpoint. Right: The tearoom where Fumai-ko often hosted tea ceremonies is still kept.



Hyakuso-tei stands in front of the tearoom.

Meimei-an

○Addr: 278 Kitahoricho, Matsue City
☎0825-21-9863
○Hours: 8:30 – 17:00 (Until 18:30, Apr. – Sep. Entry until 20 min. before closing)
○Open 7 days a week
○Admission: High School or older 410 yen, Elementary/Jr. High School Students 200 yen, Matcha 410 yen
<http://www.meimeian.jp>

Meimei-an

Casual tearoom not bound by tradition

“The tearoom is on a hill and offers a great view of Matsue Castle,” says Hikino, who recommends this tearoom.

Fumai-ko is said to have designed this tearoom with an impressive, large thatched roof. It projects an air of simplicity and tranquility. The tearoom is designed in a casual style, not bound by tradition. For example, the alcove has a shallow depth, there is no center pillar, and the hearth is placed in a corner of the room. This reflects Fumai-ko’s liking, who enjoyed tea freely, unbound by traditional styles and customs.

After seeing the stepping stones and stone lanterns in the garden, stop by Hyakuso-tei on the grounds for matcha.

Kangetsu-an

Appreciating a gracious view of the moon from the tearoom

Fumai-ko had a passion for a tearoom called “Kangetsu-an (literally ‘moon viewing tea house’)” at Fumonin Temple. He is said to have often traveled by boat from the castle to host tea ceremonies here. He particularly enjoyed the moon from a

large round window on the east side of the tearoom, which is where its name comes from. Visitors can enjoy matcha while viewing Kangetsu-an.

Fumonin Temple “Kangetsu-an”

○Addr: 179 Sotonakabaracho, Matsue City
☎0852-21-1095
○Hours: 9:00 – 16:00 (Reservations required in Jan/Feb)
○Closed Tuesdays (Open on holidays), New Years
○Admission: 300 yen, With matcha tea 800 yen
<https://www.at-ml.jp/70339>





Top: The window serves as a "living canvas".
 Bottom left: Autumn Leaves by Yokoyama Taikan
 Bottom right: The mountains in the background are a part of the garden

Adachi Museum of Art

○Addr: 320 Furukawa-cho, Yasugi City
 ☎0854-28-7111
 ○Hours: 9:00 – 17:00 (Until 17:30, Apr. – Sep.)
 ○Annex only closed on Jan. 22, Apr. 8, 2020
 ○Admission: 2300 yen,
 University Students 1800 yen,
 High School Students 1000 yen,
 Elementary/Jr. High School Students 500 yen
<https://www.adachi-museum.or.jp>



An excursion from Matsue to Adachi Museum of Art

The museum was established by Zenko Adachi, a successful businessman born in Shimane Prefecture. His collection of around 1,500 items comprised of modern and contemporary Japanese paintings and ceramic arts including those of Yokoyama Taikan is splendid, while the Japanese gardens built based on Adachi's philosophy that "the garden is a living canvas", have also received high acclaim both in and out of Japan. The museum stirs the visitors' sensitivities as they appreciate the gardens like pictures and see how Japanese aesthetics extends across Japanese paintings.

"The gardens are designed for viewing from inside the building, and their expression changes as you proceed," explains Wataru Takeda, in charge of public relations, who served as the guide. The window becomes a picture frame to render a living picture of a garden, which changes with each season. While full of nature, the beauty is also the result of the delicate work by man. "Stones and trees are arranged assuming the garden will be viewed from different directions.

To include the surrounding mountains as a part of the garden, pines are planted along the border to give the garden depth. And taking a hint from Taikan's famous painting *Waterfall in Nachi*, a waterfall was artificially created on a mountain in the background so that it looks as though the water is flowing into the garden." Takeda went on to talk about the passion and effort put into making the gardens. "We believe they inspire people because there is careful calculation and the gardens are perfectly managed and maintained." This effort is what has created the beautiful gardens receiving world-wide acclaim.



Wataru Takeda

General manager of Public Relations Department, Adachi Museum of Art

"We look forward to welcoming visitors to Rosanjin Hall to permanently exhibit a collection of 120 works by ceramic artist Kitaaji Rosanjin, which will open on April 1, 2020."

Initiatives to reduce CO₂ emissions at stores

Aeon, which announced the “Aeon Manifesto on the Prevention of Global Warming” in 2008, continues to work with customers through stores, products and distribution to reduce greenhouse gases. The movement continues to show acceleration.

To minimize climate change “action” is needed

Abnormal weather, such as typhoons, heavy rain, and intense heat, which is said to occur once every couple of decades, is occurring every year. One of the causes is the increase in greenhouse gas emissions such as CO₂, which is resulting in global warming. In response, a United Nations Climate Action Summit was held this year, and an international momentum was initiated for everyone to take “action” against climate change.

“Aeon is already working to reduce emissions by setting a goal of reducing CO₂ emissions from stores by 35% by 2030 (compared to 2010) and down to zero by 2050,” commented

Takahiro Suzuki of the Group CSR Div., Aeon Co., Ltd. In order to achieve the goal, it is necessary to reduce power consumption, which occupies most of the sources of CO₂. “Energy-saving is a given, but as long as we use electricity made from fossil fuels, we cannot make greenhouse gas emissions zero. So many companies, including Aeon, are now trying to increase the use of renewable energy.”

Introducing the latest technology with two pillars

“Energy-saving” and “utilization of renewable energy” are necessary to achieve the 2030 goal. Based on these two pillars, initiatives are being taken with the latest technology at Aeon Fujiidera Shopping Center (hereinafter, “Aeon

Fujiidera SC”), which opened on September 14 in Fujiidera City, Osaka Prefecture.

Solar panels to generate solar power are lined up on the rooftop, where families and children play on the lawn and playground equipment. They can generate electricity equivalent to one year consumed by about 30 households and are used as part of the power in the facility. “By installing them in a place that can be seen from the playground, it is our hope that customers will become aware of renewable energy,” says Masaya Sato, general manager of Development Headquarters, Aeon Mall Co., Ltd.

On the other hand, an open network system promotes energy-saving in the facility. It is a network that integrates the operation of equipment such as air conditioning and lighting with different specifications for each manufacturer, and links them with tablets. This allows for a more efficient and meticulous response. “A person in charge of equipment patrolling in the facility may notice, ‘There are no people in this area now, so let’s turn off the light,’ and with this system, it is possible to make adjustments from a tablet on the spot, so it is possible to eliminate wasteful use of power in detail,”

says Motoyuki Shikata, director of Aeon delight Co., Ltd., who is responsible for the operation and management of the facility. “The system can be installed in existing stores, and we are looking forward to further energy-saving and efficiency through accumulating knowledge from operation data and utilizing AI.”

Efforts to convert energy together with customers

To achieve the major goal of switching to renewable energy, the system design itself must be shifted from the focus on fossil fuels. In order for this to happen, it is necessary for the whole of society to make efforts. Aeon Fujiidera SC is building a new renewable energy utilization model in cooperation with a solar power company, and is considering expanding it to other stores.

Additionally, in order to work with customers to expand the use of renewable energy, experiments have begun to purchase electricity from electric cars driven by customers. In this way, Aeon's challenge toward zero CO₂ emissions continues.

Left: A person in charge of equipment patrols the premises carrying a tablet, and adjusts the temperature, brightness, etc. on the spot if necessary. Center: Operating status of all equipment in the facility can be viewed on the computer screen. All situations can be managed on one screen. Right: LED lighting with low power consumption (top photo) and temperature/humidity sensor (bottom photo) integrated in the network. (All photos are from Aeon Fujiidera SC)



A solar power panel can be seen from the lawn court on the rooftop of Aeon Fujiidera SC, which is a place for customers to relax. In the future, the amount of power generated from this panel will be increased.



AEON Topics!
For the Carbon-free Society

Aeon Happy Yellow Receipt Campaign



A mini concert held at Aeon Mall Takasaki on November 3, 2019 (holiday). If you gently closed your eyes, you could feel the approach of the year's end and the true spirit of this holy night.

Connecting the hearts of the community through the ninth symphony

In the city of music, Takasaki, Gunma Prefecture, the Chorus of Beethoven's Symphony No. 9 Takasaki was established in 1974 with the aim of singing the ninth. For forty-six years since its establishment, the chorus, together with the Gunma Symphony Orchestra, performs on stage in the third week of December every year. Practices are also held once a week throughout the year to contribute to the promotion of regional culture and international cultural exchange. The group consists of 305 young and old men and women, with the youngest a 6th grader member and the oldest at 84 years old. As the Ninth is a global common language, the choir has held concerts in Germany and Poland, the birthplaces of classical music, to promote exchange. Concerts are also held locally to showcase the charm of the choir.

"The Ninth is often considered as a high hurdle, but it doesn't

have to be difficult. This song was composed by Beethoven, resonating with the desire for peace by the citizens of the pre-French revolution seeking freedom and fraternity. Therefore, anyone who likes to sing is welcome to participate in the Chorus of Beethoven's Symphony No. 9 Takasaki. It is our wish to transmit this feeling that will never change from here in Takasaki to the world", comments Yoko Akabane, the group leader. The lyrics in German are studied during the practices, and the messages are shared throughout the members.

The choir has participated in the Happy Yellow Receipt Campaign since 2010. The returned gift cards are used for the paper costs of the newsletter "Daiku Times". The color newsletter is handed out at every practice and is packed with fun information. For members, it is something to look forward to reading during breaktime.



Above: The Daiku Times, a newsletter handed out during practice. In addition to practice goals and activity reports, members' birthdays are also posted to promote communication between members



Vocal training is combined with stretching. It was impressive that both the individual parts and ensemble practices were conducted without looking at the sheet music and that the participants' feelings were in harmony with each other.



Yoko Akabane, leader and conductor who continues to support the Chorus of Beethoven's Symphony No. 9 Takasaki NPO both musically and spiritually



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.

Sitting Volleyball



The distance between the players is close, so they call out to each other during practice. Their continuous smiling faces left an impression.

People with and without disabilities playing together

Sitting volleyball is a six-player volleyball game where you sit and play (with your hips on the floor) and is played on a smaller court than normal volleyball. "It was developed in the Netherlands in 1956 by people who became physically disabled in the war. It became a Paralympic event in 1980. In Japan, a team was formed in the early 90s. It is appealing that there is no need for special equipment and you can play just by sitting down, so it can be enjoyed by everyone from people with disabilities to children and the elderly," says Ei Sato, Chiba Sitting Volleyball Association chairman. Sitting volleyball is popular in Chiba Prefecture, and the Chiba Pirates, to which Chairman Sato belongs, has two teams, each for both men and women. At a summer 2019 tournament in Japan, both the men and women teams claimed victory.

Yasuyuki Mitsuishi, a member of the team, started sitting volleyball after being invited by a work colleague who participated in the Sydney Paralympics by the words "you can play even without a disability". "I had experience playing volleyball, so I thought I could do it right away, but when I actually sat and played, I couldn't get to the ball as I

wanted. It was difficult." However, the fun of team sports where everyone keeps the ball going together, covers for each other and scores points is no different from other game experiences. "The rules are the same as volleyball. It's a sport that can be enjoyed without any knowledge of it. You can just watch and enjoy it, so please come to cheer on a match and get a feel for the game."



Above: Chiba Pirates, who let us observe their practice
Right: Yasuyuki Mitsuishi, a main team player



Upper left: Female players balancing with their whole bodies while practicing serves. Upper right: Chairman Sato, who is also an active player. Lower left: Intense competition near the net. Lower right: Colorful practice balls. There is also a lightweight ball for children and people with severe disabilities.

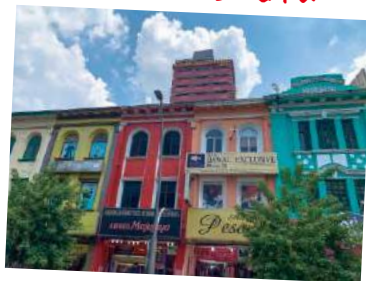
Aeon is an active supporter of parasports.

Malaysia is composed of two regions facing the South China Sea, southern Malay Peninsula and northern Borneo. The capital is the world's leading global city, Kuala Lumpur on the Malay Peninsula. This city, where many cultures come together, offers a myriad of expressions.

Traveling around Kuala Lumpur is easy with its convenient transportation network of monorail, subway, buses and taxis. There are many points of interest, including historical buildings, unique skyscrapers and instagrammable objects.



Little India



Historical buildings since British rule still stood in the area around Jalan Tunku Abdul Rahman, creating an exotic feel. Many shops offer beautiful fabric and clothing made in Malaysia at reasonable prices.
Addr: Get off at Bandaraya Station/Masjid Jamek Station

Petronas Twin Towers



The 452-meter high, 88-floor skyscrapers are a landmark of Kuala Lumpur. They were built in 1998 by Petronas, the national oil company of Malaysia. The exterior of the two towers resembles the minarets (towers) of a mosque. The illuminated towers are also a beautiful sight.
Addr: Kuala Lumpur City Centre, 50088

With toast kaya jam



The favorite jam in Malaysia is Kaya jam made with coconut milk, eggs and caramel. It is usually served on toast. The Gardenia brand, famous for the Auntie Rosie trademark, offers "Natural Pandan" (left) flavored with pandan, a pandanus plant popular in Malaysia, and "Original" (right). RM3 each.

Malay-style grilled skewers Satay



Chicken, beef and lamb, marinated in a sauce made with different spices, are skewered and cooked on a charcoal grill. It is served with salty-sweet peanut sauce. Beef and chicken Satay at the Malay cuisine restaurant Songket are perfectly tender. RM20 for 6 skewers, RM38 for 12 skewers.
●Songket
Addr: Jalan Yap Kwan Seng, 50450

Traditional dessert Nyonya sweets



Nyonya cuisine originated from the marriage between Chinese men and Malay women. A favorite shop among the locals is Nyonya Colors, which offers not-too-sweet desserts similar to Japanese confectionery. No preservatives added. Reasonably priced at RM1.35 each!
●Nyonya Colors (Suria KLCC Store)
Addr: Level 2, Suria KLCC, Kuala Lumpur City Centre

Malaysia is known as a multi-ethnic country, comprised of ethnic groups such as the Malays, Chinese, and Indians besides the indigenous peoples. Islam is recognized as the country's religion, while many practice Buddhism, Hinduism, and Christianity. The key to maintaining a peaceful relationship among the many ethnic groups is having respect for each other's culture, including the language, religion, and customs.

Malaysia's food culture represented by "the four major cuisines" reflects this multi-ethnic makeup. Enjoy hot and mild dishes in "Malay cuisine," "Chinese cuisine" fuses with Malaysian ingredients, "Indian cuisine" is rich in spices, and "Nyonya cuisine" was fostered through the intermarriage between the Malays and the Chinese. At their respective restaurants, people with different skin color and religion cheerfully gather around one table. This itself shows how the people of Malaysia truly respect each other.

Full of lush greenery, Kuala Lumpur is a city that coexists with nature. Some giant trees are as tall as a three-story building, with their shapes hinting to how freely they have grown.

The charm of the city may lie in how it embraces everything, with a spirit to "coexist and develop hand in hand".

Taman Connaught Night Market



The Food Department members recommend visiting Taman Connaught Night Market, one of the largest night markets in Kuala Lumpur. More than 500 stalls closely line both sides of Jalan Cerdas for approximately two kilometers. The wonderful selection of foods is worth a visit!
Open on Wednesdays from around 18:00 to 24:00.

Recommendation by the
4 members of the
AEON CO. (M) BHD.
Food Department

Sea cucumber soap



The soap contains sea cucumber extracts. Happy Creations inside Central Market sells traditional, handmade, additive-free soap, with a variety of fragrances to choose from. RM60 for 6 50-g pieces
●Happy Creations
Addr: G39 Central Market, Jalan Hang Kasturi, 50050

Popular sandals Fipper



A beach sandal brand launched in Malaysia in 2011. The sandals come in a wide range of colors and are made with natural rubber for soft comfort. They are very popular as a souvenir, as a pair only costs around 500 yen. RM17.90 each.
●Fipper (Sungei Wang Plaza Store)
Addr: Sungei Wang Plaza, Jalan Bukit Bintang, 55100

Staple noodles Laksa



A popular noodle dish in Malaysia. At Precious Old China, a famous Nyonya restaurant, the soup is made with coconut milk and curry, with a perfect balance of herbs. The mild flavor is sure to have you coming back for more. RM16.90.
●Precious Old China
Addr: Lot M2 Central Market, Jalan Hang Kasturi, 50050



The dinosaur statue is the landmark of Aeon Mall Nilai.
Addr: No. 2, Persiaran Pusat Bandar Putra Point, Putra Nilai, Putra Point, 71800 Nilai, Negeri Sembilan



AEON CO. (M) BHD. Food Department: (From left) Ina Balina, Nikki Yap, Cobi Yap, Coco Cho

More than 80 halal sushi types to choose from!

The four members are working to enhance the deli's lineup made with halal ingredients. In particular, the variety of popular halal sushi has expanded. From Ina on the left, they are holding "Seared inari sushi", "Japanese pizza with octopus", "Black sesame and cheese flavored crescent", "Strawberry sweet bean cake" and "Egg sandwich". They try to come up with new ideas by exchanging information on popular ingredients and also trying Japanese ingredients.



The halal certification mark is easy to see

Halal products do not allow the use of alcohol. The essential Japanese seasonings of vinegar, cooking rice wine, and soy sauce cannot be used in the same manner as in Japan. Therefore, ingredients were developed according to halal standards. The halal certification mark is posted in the store (left photo) and on the price tag for easy recognition. The right-hand photo is Lover's Seared Sushi with toppings such as flying fish roe and tuna flakes. RM9.50 for 4 pieces.

information

- Direct flights to Kuala Lumpur International Airport (KLIA) are available daily from Tokyo (Haneda & Narita Airports) and Osaka (Kansai Airport), and 4 days a week from Sapporo (New Chitose Airport) and Fukuoka (Fukuoka Airport). Flight time is around 7 - 8 hours.
- The local time is 1 hour behind Japan.
- Currency: 1 ringgit (RM)=25.92 yen (as of Oct. 31, 2019)

The history of AEON CO. (M) BHD. in Malaysia goes back 35 years. In January 2019, the 34th Aeon Store opened in Nilai, Negeri Sembilan State. Nilai is a newly developing residential area, and more than 60% of its residents are Muslims. "For more than a decade, the company has been working to expand halal products (meals and food according to Islamic law)," says Ina Balina, who works in the food department. The fruits of their efforts are evident in

the "sushi corner" in the deli section.

She says the word "seared" is the key to attracting customers. "The Malaysians are not used to eating raw food, so searing the ingredient encourages them to try it. Also, we offer more individual packs to make it easier to give it a try."

Halal opens up the door, while the individual packs lower the hurdle. As a result of these efforts, sushi is quickly gaining popularity in Nilai.