

September 6th, 2013
AEON CO., Ltd.
AEON Stores (Hong Kong) Co., Ltd.

First Kansai Fair by the Union of Kansai Governments to be held for customers at AEON Kornhill Store in Hong Kong

AEON Stores (Hong Kong) Co., Ltd (hereafter "Aeon Hong Kong"), together with the Union of Kansai Governments, will hold a "Kansai Tourism and Product Exhibition" (hereafter "Kansai Fair") at AEON Kornhill store in Hong Kong to promote Kansai's tourism and rich products.

Aeon actively makes comprehensive cooperation agreements with local communities and works with local authorities to revitalize communities and promote tourism. Aeon also utilizes its network of both domestic and international Aeon Group to encourage consumption and to promote not only local production for local consumption, but also its regional, national, and international consumption.

The Union of Kansai Governments came to Aeon with the hope of having more people discover Kansai by introducing the region's tourism and products directly to customers in Hong Kong, a request that led to holding this fair at Aeon Kornhill store. Additionally, Aeon plans to hold Kansai Product Exhibitions at all fourteen Hong Kong Aeon stores this October.

In order to help revitalize local economy, Aeon will continue to utilize the Aeon Group's network of 2,300 GMS and Supermarkets to introduce regional Japanese products to customers in the rest of Japan, China, and ASEAN countries.

About the Union of Kansai Governments:

Japan's first extended association including Shiga, Kyoto, Osaka, Hyogo, Wakayama, Tottori, and Tokushima Prefectures, as well as the cities of Kyoto, Osaka, Sakai, and Kobe.

Outline of the Kansai Fair (Kansai Tourism and Product Exhibition) at Aeon Kornhill store in Hong Kong:

▼ Product Exhibition

1. Dates: Friday, September 13th – Monday, September 16th, 2013
2. Location: Aeon Kornhill store in Hong Kong
3. Overview: The event will sell fresh produce such as vegetables, meat, and fish from each Kansai locale.

▼ Tourism Exhibition

1. Dates: Saturday, September 14th – Sunday, September 15th, 2013
2. Location: Aeon Kornhill store in Hong Kong
3. Overview:
 - The event will introduce Kansai history and traditions, as well the resulting richness of Kansai's eating culture through on-stage presentations.
 - There will be a "Kansai Sightseeing Ambassador" appointment ceremony followed by *maiko* dancing and *kagami wari* ("opening a cask" ceremony).

Aeon Kornhill location: GF-4F, Kornhill Plaza (South), 2 Kornhill Road, Quarry Bay, Hong Kong