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July 23, 2015
Union of Kansai Governments
AEON ASIA SDN. BHD.
Aeon Co., Ltd.

Union of Kansai Governments and Aeon Asia Sdn. Bhd. **Sign Comprehensive Partnership Agreement**

Union of Kansai Governments (President: Hyogo Prefecture Governor Toshizo Ido; hereafter, “the Union”) and Aeon Asia Sdn. Bhd. (Managing Director: Shinobu Washizawa; hereafter, “Aeon Asia”) today signed a comprehensive partnership agreement.

The purpose of the agreement is to mutually promote the appeal of the Union and Aeon in both Southeast Asia and Kansai region and raise consumer awareness through utilizing the respective resources of the Union, which positions Southeast Asia as an important marketing target amid rapid growth in tourists to Japan, and Aeon Asia, which oversees all the Group companies in Southeast Asia.

In the past, the Union and Aeon have collaborated on expanding sales of superior Kansai regional products in Asia and attracting Southeast Asian tourists to Kansai region, by utilizing Aeon’s store networks in Hong Kong and Malaysia to hold special product and tourism fairs as well as promote marketing tours by leaders of the Union’s members.

Under this agreement, Aeon Asia will act as Aeon representative for collaborations with the Union in Southeast Asian countries. The establishment of a single representative will enable Aeon and the Union to build an even closer partnership.

As the first concrete initiative under this partnership, the Union and Aeon Asia will jointly promote tours from Malaysia this autumn. The tours, organized by Aeon Group company Aeon Compass Co., Ltd., will visit Himeji Castle, Kinkakuji temple, Dotonbori shopping district, and other tourist attractions in Kansai, and enjoy shopping at Aeon Mall Kyoto Katsuragawa. Furthermore, local Aeon Group companies in Southeast Asia will support regional sales tours to be led by the Union this autumn.

In their partnership, the Union and Aeon Asia will strive to showcase attractive products and tourism to the people of Southeast Asia and Japan and promote the appeal of both regions.

*Union of Kansai Governments is Japan’s trans-prefectural government organization. The members are Shiga, Kyoto, Osaka, Hyogo, Wakayama, Tottori, and Tokushima Prefectures, along with Kyoto, Osaka, Sakai, and Kobe Cities.

Overview of Comprehensive Partnership Agreement

- (1) Promote appeal of the areas represented by Union of Kansai Governments members in Southeast Asia
- (2) Promote Aeon Asia’s Southeast Asia fair in Kansai region
- (3) Expand number of Southeast Asian visitors to Japan