

PRESS RELEASE

AEON VIETNAM CO., LTD

Ho Chi Minh, 30<sup>th</sup> July 2019

**AEON VIETNAM AND ITPC CO-ORGANIZE THE CONNECTING ACTIVITY  
WITH VIETNAM SUPPLIERS FOR 2<sup>nd</sup> YEAR**

Ho Chi Minh, 29<sup>th</sup> July 2019, “Vietnam Products Exhibition Week” and “Collaboration Promotion Conference between Vietnam Suppliers and AEON Vietnam” are jointly organized by AEON Vietnam Co., Ltd. (“AEON Vietnam”) And Ho Chi Minh City Investment and Trade Promotion Center (“ITPC”) at AEON Mall – Tan Phu Celadon.



Mr. Seo Fumio – Chief Merchandising Officer, AEON Vietnam Co., Ltd

“Vietnam Products Exhibition Week in 2019” (“The Week”) took place from July 29, 2019 to August 4, 2019 at AEON Mall - Tan Phu Celadon. This is the second year that AEON Vietnam has collaborated with ITPC to organize this activity in AEON Vietnam's shopping mall, thereby confirming the efforts of AEON Vietnam in promoting collaboration as well as supporting domestic suppliers to introduce newly quality products to consumers through exhibiting activities in AEON Vietnam's shopping mall, not only to meet the growing expectations of consumers but also to improve competitiveness for suppliers.



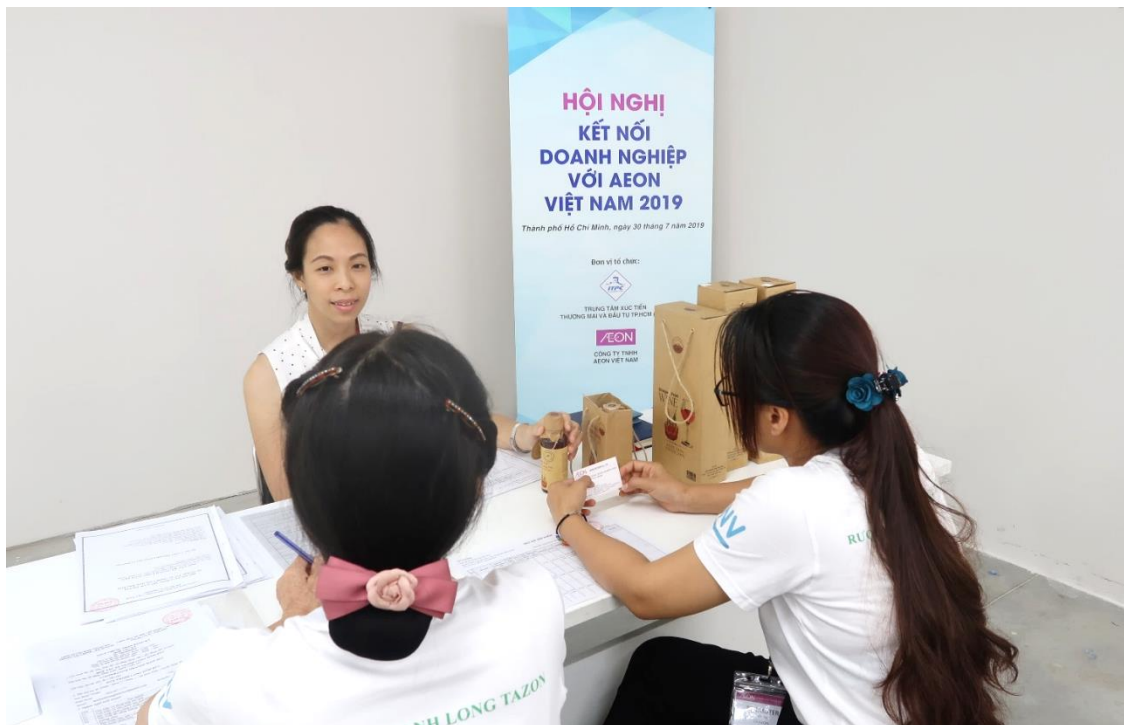
After "Da Lat - Lam Dong agricultural products week" which was co-organized by Lam Dong Department of Industry and Trade and AEON Vietnam at AEON Mall - Tan Phu Celadon from 08 to 14 July, **"Vietnam Products Exhibition Week"** and **"Collaboration Promotion Conference between Vietnam Suppliers and AEON Vietnam"** continue to provide more new opportunities for Vietnam suppliers in getting closer to consumers and enhance the connection with AEON Vietnam's distribution system.





This year, there are total of 24 domestic suppliers from various sectors participating in the event such as: packaged and pre-processed foods (tea, coffee, confectionery, canned dried seafood / packages, dried fruits), agricultural products include: rice, fruits, priority for organic products, households: home furniture, functional foods for health care, ...

AEON Vietnam and ITPC held the “Collaboration Promotion Conference between Vietnam Suppliers and AEON Vietnam” on July 30 at AEON Vietnam’s Head Office. Through connecting and directly meeting with 61 suppliers, AEON Vietnam also aims to open new collaboration opportunities with new suppliers to bring the high-quality products to domestic customers and support suppliers in improving product quality matching with the international standards for exporting.



AEON Vietnam endeavors to promote collaboration with Vietnam suppliers to accomplish the target of satisfying growing expectations and demands of Vietnamese consumers, contributing to the overall economic development of Vietnam.

### *[The information of AEON Co., Ltd]*

AEON is one of the largest retailers in Japan with the history of over 260 years. It has established and operated business in Japan, and other Asian countries such as Singapore, Malaysia, Thailand, Hong Kong, China, Vietnam, Indonesia, Laos, Myanmar, Korea, Philippines, India, Cambodia and Australia.

### *[The information of AEON Vietnam Co., Ltd]*

Under AEON Co., Ltd, AEON Vietnam has been officially presented in Vietnam since 2009, at first under format of Representative Office (1st December 2009 – 10th July 2012).

On 7th October 2011, with the approval from People’s Committee of Ho Chi Minh City, AEON Vietnam had set up its Vietnam Company Limited to invest for 4 business segments as a core business:

1. General Merchandises Stores (GMS)
2. Specialty Store Business
3. Shopping Mall Development Business
4. E-commerce Business

Offering “One-Stop Shopping” destination, AEON Malls are the ideal places where customers can fully enjoy their shopping time with an assortment of high-quality products available at reasonable prices as well as outstanding services.

Until now, in Vietnam, AEON has launched four large shopping malls nationwide:

- 2014: AEON Mall - Tan Phu Celadon
- 2014: AEON Mall - Binh Duong Canary
- 2015: AEON Mall - Long Bien
- 2016: AEON Mall - Binh Tan

Besides, 02 more AEON Malls will be tentatively launched in up-coming years:

- 2019: AEON Mall – Ha Dong
- 2020: AEON Mall – Hai Phong Le Chan

AEON Vietnam has planned to open more and more shopping malls in upcoming 10 years in response to the growing customer demands in Vietnam, particular in retail business

## **CONTACT INFORMATION**

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