

PRESS RELEASE

AEON VIETNAM CO., LTD

Hanoi, 12th June, 2019

AEON HOLD THE 1ST SUPPLIER CONFERENCE IN HANOI

Hanoi, 12th June 2019, promoting the export of Vietnamese goods to Japan market, the annual AEON Supplier Conference is now firstly organized in Hanoi by group of AEON Co., Ltd, AEON Vietnam Co., Ltd and AEON TOPVALU Vietnam Co., Ltd.

The conference is honored to receive the attendance of the representatives of Vietnam Ministry of Industry and Trade, Hanoi Investment Trade Tourism Promotion Center, Ho Chi Minh Investment and Trade Promotion Center, Association of Vietnam Retail, JICA Vietnam Office, Embassy of Japan, JETRO Hanoi Office and total of 142 valued domestic and foreign suppliers.

AEON Supplier Conference is the opportunity to deepen the relationship bonding with its suppliers by connecting and supporting them to generate innovative business ideas and enhancing high quality products to meet increasing demands of domestic consumers and exporting to overseas markets.

The annual AEON Supplier Conference consists of 02 main parts: conference section and seminar section. In a conference section, AEON Co. Ltd and Aeon Vietnam Co., Ltd would share the business policy, philosophy and the product development strategy to pursue the target of improving constantly the quality of products and services not only satisfying local customers but also matching with the international standards to exporting. After a conference section, the suppliers would attend the seminar section in there AEON TOPVALU Japan and AEON TOPVALU Vietnam would share AEON policies and requirements of products development with the specific criteria for 03 key lines: Food-line, Soft-line and Hard-line to respond the standards of domestic consumption and exporting.

Through all activities of strengthening the collaboration with the suppliers, AEON group endeavors to accomplish the target of achieving customers' satisfactions; contributing to Vietnam economy growth and the sustainable development of local community.

[The information of AEON Co., Ltd]

AEON is one of the largest retailers in Japan with the history of over 250 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, and Cambodia.

[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

[The information of TOPVALU Private Brand]

TOPVALU is a Private Brand developed by AEON, with high standards and strict quality management procedures from planning to production and distribution. TOPVALU has become one of the popular and reliable Private Brands in Japan with more than 6,000 products. In Vietnam, more than 100 TOPVALU products have been imported directly from Japan and Malaysia being sold at AEON Vietnam General Merchandise Stores and Supermarkets. In addition, 2018 is the first year TOPVALU products being developed and produced by AEON TOPVALU Vietnam Co., Ltd in collaboration with Vietnamese enterprises.

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