

AEON WRAPS UP THE AEON EKIDEN 2023 JOURNEY, BRINGING EXPERIENCES TO NEARLY 4,000 PEOPLE IN 3 CITIES

On October 28th and 29th, the final race of the AEON Ekiden “Relay Road – Together have fun” at AEON Binh Tan, Ho Chi Minh City, marked the end of the second year of AEON Ekiden with various experiences. This year’s event was organized across three locations with nearly 4,000 participants running together, bonded, and created memorable moments with their families and friends. The cultural exchange activities between Vietnam and Japan and the AEON Cosplay Festival 2023 attracted the enthusiastic participation of thousands of young participants. Furthermore, this event is part of a series of activities commemorating the 50th anniversary of Vietnam - Japan diplomatic relations, contributing to the promotion of cultural exchanges between the two countries.

AEON Ekiden 2023 - A meaningful journey of unity

In order to promote a happy lifestyle and build a diverse and inclusive community, AEON Viet Nam is always AEON Vietnam dedicated to offering a range of activities that enhance both mental and physical (wellbeing) and enrich the cultural experiences of the community, including AEON Ekiden.

The second year events of the AEON Ekiden was organized at three locations: the first race took place in Hai Phong on August 27th, 2023, followed by the next race in Binh Duong New City on September 24th, and concluded with the final race in Ho Chi Minh City on October 28th and 29th. This series of events is an unique combination of sports and cultural exchange, consisting of two main parts: the Ekiden Relay Race and the Vietnamese-Japanese Cultural Festival held in the morning, and the AEON Cosplay Festival competition in the afternoon.



*Filled with enthusiasm, participants from the teams set off on the relay race, immersed in the spirited
ambiance of AEON Ekiden 2023*



Mr. Takeuchi Takashi, Back Office Executive Director, AEON Vietnam, shared at the event in AEON Binh Tan: "AEON Ekiden is expected to become an annual activity, contributing to the development and promotion of a healthy and sustainable lifestyle within the local community."



Mr. Takeuchi Takashi, Back Office Executive Director, AEON Vietnam shared in the event

The AEON Ekiden - "Relay Road – Together have fun" 2023 recorded a doubling of the number of teams and participants compared to 2022, creating vibrant moments at various race locations.

Participants experienced meaningful moments as they passed on the Tatsuki sash - a symbol of perseverance and unity - and crossed the finish line together, celebrating the achievement of surpassing their personal limits and completing the race with their families and teams. This was especially significant for teams with young members, as it provided not only a physical fitness activity but also new experiences and educational opportunities to foster teamwork and unity among the children.

"This is the second year that my whole family has participated in the AEON Ekiden race. It is not only a community activity that contributes to improving our health but also a meaningful occasion for our family to become closer. Thank you, AEON Vietnam," shared by Mr. Nguyen Minh Hai at the event.





The families shared meaningful moments, rejoicing together and cherishing the celebration as they reached the finish line.

Alongside the lively relay race, thousands of families and young participants came to join the activities of the Vietnamese-Japanese Cultural Day and the AEON Cosplay Festival.

In the context of commemorating the 50th anniversary of Vietnam-Japan diplomatic relations, the event also enriched the community experience and fostered cultural connections by introducing traditional games and customs from Vietnam and Japan, such as “tô tượng”, “tò he”, kendama, and fukawarai. Attendees had unique cultural exchange experiences during the weekend occasion.



The program featured rich Vietnamese-Japanese cultural experiences within its framework.

Furthermore, the AEON Cosplay Festival 2023 provided a colorful playground for young people passionate about Japanese culture, those who love the art of cosplay and wish to immerse themselves in the world of comic book and film characters.

Through the competition held in three cities, approximately 4,000 young participants demonstrated their creativity and individuality by presenting a variety of costumes and impressive makeup.

AEON Vietnam and its unwavering journey to building a sustainable future through continuous efforts

AEON Group (Japan) has identified Vietnam as its second key market (after Japan) to focus on investment activities. AEON Vietnam aims to continue serving as a bridge that strengthens the ties between the two countries in various economic and social sectors, thereby contributing to Vietnam's sustainable development goals.



AEON Ekiden is expected to become an annual event of AEON Vietnam in its sustainable development activities, fostering community cohesion.

With the goal of co-creating a bright and happy future with customers, AEON Vietnam continuously strives to make each customer's purchase at AEON Vietnam is well spent & meaningful by every coin. This motivation drives AEON Vietnam to constantly innovate, not only serving consumers with quality products and services that bring peace of mind and safety to their daily lives but also working hand in hand with customers to build shared values and promote connections among individuals in the community and society. In doing so, AEON Vietnam aims to collaborate with the local community in creating a sustainable future through three aspects: environmental, social, and economic.

"Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core, AEON Vietnam aim to enrich customers' lifestyle and contribute to Vietnam's sustainable development goals." - Shared by a company representative.

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