



AEON VIETNAM COMPANY LIMITED

Ho Chi Minh City, October 5, 2023

**THE 5TH YEAR OF AEON VIETNAM'S COORDINATION WITH ITPC for the
“VIETNAMESE BUSINESS PRODUCT EXHIBITION WEEK” &
“BUSINESS MATCHING TO OFFER GOODS INTO AEON SUPERMARKETS”**

On the morning of October 5, 2023, at AEON Tan Phu Celadon Shopping mall, Ho Chi Minh City, the Opening Ceremony of "Vietnamese Business Products Exhibition Week" and the Business Matching for suppliers with aim to supply goods to the AEON General Merchandising Store & Supermarket, jointly organized by AEON Vietnam Company Limited (AEON Vietnam) and Ho Chi Minh City Investment and Trade Promotion Center (ITPC). Within the framework of the series of events, the Exhibition Week will last from October 5, 2023 to October 9, 2023, and at the same time take place the Business Matching for suppliers with aim to supply goods to the AEON General Merchandising Store & Supermarket on October 9.

As a retailer - a bridge between suppliers, manufacturers and customers, AEON Vietnam is committed to not only providing quality products but also actively contributing to sustainable development, promoting the economy through retail activities as well as programs to accompany and support manufacturers and suppliers.

Launched in 2017, this is the 5th year AEON Vietnam has coordinated with ITPC Ho Chi Minh City to organize "Vietnamese Business Products Exhibition Week" and the Business Matching for suppliers with aim to supply goods to the AEON General Merchandising Store & Supermarket.

The events are to support small and medium-sized suppliers in introducing and promoting products to AEON customers, creating conditions for Vietnamese businesses to connect and strongly participate with distributors, building relationships between retailers and manufacturers and suppliers through coordinated activities with state agencies, thereby contributing to promoting the consumption of Vietnamese goods through AEON's distribution system in Viet Nam.

At the same time, this is also an opportunity for AEON Vietnam to provide information and instructions to improve product quality and production capacity of suppliers, contributing to improving competitiveness of suppliers and actively contributing to the Vietnam's economic development.

1. Mr. Ono Masuo, Consul General, Consulate General of Japan
2. Mr. Tran Phu Lu - Director of Ho Chi Minh City Trade and Investment Promotion Center (ITPC).
3. Mr. Takeuchi Takashi – Back Office Executive Director, AEON Vietnam
4. And representatives of relevant Government Agencies



Mr. Tran Phu Lu - Director of ITPC spoke at the Opening Ceremony

Speaking at the event, Mr. Tran Phu Lu, Director of ITPC said: "This is a series of annual trade promotion activities to create opportunities to promote cooperation between AEON Group - one of the largest retailer groups in the world with Vietnamese enterprises that produce products that meet quality standards, ensure food safety and hygiene, and have reputable brands. During the 5-day exhibition, we expect businesses participating in the exhibition to take advantage of the opportunity to introduce new products with high quality, superior usability and special prices to meet the shopping needs of consumers."



Mr. Takeuchi Takashi - Back Office Executive Director, AEON Vietnam

Representative of AEON Vietnam, Mr. Takeuchi Takashi, Back Office Executive Director, AEON Vietnam



shared: "Vietnam is identified as a key market in the investment and development strategy of AEON Group, second only to Japan. AEON Group in Japan and Vietnam has continuously promoted Vietnamese products not only to the domestic consumer market but also to the Japanese and international markets. Over the past years, Ho Chi Minh City Trade & Investment Promotion Center has been a very important and long-term partner of AEON, playing the role of connecting domestic businesses with foreign invested businesses in promoting Trade and Investment through many unique programs."

"Vietnamese Business Products Exhibition Week" attracted more than 210 businesses to, of which 34 businesses met the evaluation criteria and were selected to display and introduce products in fields such as packaged and processed foods such as tea, coffee, spices, confectionery, dried agricultural products; healthy products; Agricultural products include: rice, vegetables, tubers, berries, fruit, with priority given to Organic products... Through this, we bring to suppliers practical experiences to improve products and services to serve the tastes and consumer needs of customers at AEON Vietnam's retail system. New products are also introduced closer to customers here, contributing to promoting domestic consumption of goods.



Delegates cut the ribbon to open the Vietnamese Business Products Exhibition Week at AEON

Tri Kien is a startup in early 2022 with complete lines of high quality seasoning sauces. The business representative said it was an honor to be chosen by AEON to display and introduce products and connect with supermarkets. The program helps businesses have the opportunity to promote their current product lines to more customers, while also enhancing their image and reputation with customers as one of the businesses approved and selected by AEON.



Delegates visit Vietnamese business products introduced at the exhibition

In addition, the Business Matching for suppliers with aim to supply goods to the AEON General Merchandising Store & Supermarket chain will also take place on October 9, 2023. The event is expected to attract twice the number of suppliers attending with the desire to become partners in producing AEON's private brand products compared to last year. These are suppliers who have undergone strict censorship of documents and product information and meet the strict standards of AEON Vietnam.

Suppliers have the opportunity to meet directly with AEON Vietnam's merchandising department to receive useful information to improve the quality of documents and products, thereby aiming to bring new products into the retail system of AEON Vietnam. In addition, AEON Vietnam also wants to find more production and processing partners for AEON TOPVALU private brand products, in order to bring customers quality "featured products" only available at AEON, in which focuses on product groups serving the trend of healthy living.



AEON Vietnam merchandising department meet the suppliers



Next, AEON Vietnam plans to organize a sharing and introduction session with local suppliers in November 2023, continuing the series of pre-opening activities in Hue, after the signing ceremony of the agreement with universities and colleges in the Central region. In the future, AEON Vietnam will continue to carry out its mission of enriching the lifestyle of customers, contributing to the socio-economic development of Vietnam through retail business activities, as well as working together with suppliers, partners and government agencies to become a bridge towards sustainable development of Vietnam.

For more detailed information, please contact:

Communications and Foreign Affairs Department - AEON Vietnam Co., Ltd

Phone: 033 217 9797

Email: phongtruyenthong@aeon.com.vn

Website: <https://aeon.vn/>