

A SYMPHONY OF FLAVORS AND COLORS OF VIETNAMESE STREET FOOD CULTURE AT VIETNAM WEEK AT AEON JAPAN

From June 20 to 23, 2024, The Vietnamese Products Week 2024, themed "Experience Vietnam at AEON" has officially opened at AEON Lake Town Mori Shopping Center in Japan. Compared to 2023, this year's event has been extended by one day, promising to bring Japanese customers unique and impressive cultural, culinary, and Vietnamese product experiences.

Under the framework of the project "Promoting Vietnamese enterprises" held by the Ministry of Industry and Trade, People's Committees of Hanoi and Ho Chi Minh City in cooperation with the AEON Corporation, Vietnam Goods Week has been an annual activity for many years.

Following the success of Vietnam Goods Week 2023, this year's event has extended its exhibition duration, taking place over 4 days instead of 3 as in the previous year. With this extended timeframe, Vietnam Goods Week 2024 at AEON Japan promises to be a successful event, contributing to the cultural exchange between Vietnam and Japan.

The opening ceremony of "Vietnam Goods Week in Japan" was attended by Deputy Minister of Industry and Trade Phan Thi Thang; Vietnamese Ambassador to Japan Mr. Pham Quang Hieu; Vietnamese Trade Counselor in Japan Mr. Ta Duc Minh; and ITPC. AEON Group representatives at the event included: Ms. Mitsuko Tsuchiya, Executive Vice President of AEON Group (Japan) and General Director of AEON TOPVALU Japan; Mr. Furusawa Yasuyuki, Member of the Executive Board of AEON Group in charge of the Vietnamese market and General Director of AEON Vietnam; Mr. Iwamura Yasutsugu, Member of the Executive Board of AEON Group in charge of the Southeast Asian market; Mr. Shiotani Yuichiro, General Director of AEON TOPVALU Vietnam.



Opening ceremony of Vietnam Goods Week in Japan 2024

Speaking at the opening ceremony, Deputy Minister of Industry and Trade - Mrs. Phan Thi Thang shared: "The Vietnamese government always encourages and creates conditions for Vietnamese enterprises to be able to connect and become a link in the global supply chain in general and in the AEON system in particular. Vietnamese Week at AEON supermarket system in Japan has been organized annually by the Ministry of Industry and Trade, Hanoi City People's Committee, Ho Chi Minh City People's Committee in cooperation with AEON Group for many years and has been maintained for many years now. This is a testament to that. The program is a bridge, helping to bring AEON customers and more broadly Japanese consumers closer to Vietnam, to learn more about the country and people of Vietnam. These are also useful activities that contribute to promoting the Vietnam - Japan relationship, which has been developing well for many years."

Vietnamese Ambassador to Japan Mr. Pham Quang Hieu shared at the opening ceremony: "AEON Group has always strived to promote investment in Vietnam and import-export of trade goods between the two countries. In particular, the group has brought Vietnamese products into the AEON supermarket system not only in Vietnam but also in Japan and around the world."



Vietnamese Ambassador to Japan Mr. Pham Quang Hieu, shared at the opening ceremony

Also at the ceremony, Ms. Mitsuko Tsuchiya, Executive Vice President of AEON Group and General Director of AEON TOPVALU Japan said: "The Vietnamese Week program has been organized by AEON since 2017 and has entered its 8th year. Every year, we receive great expectations from our customers. We were the first to sell Vietnamese lychees in Japan in 2020. By 2023, we were the first to sell longan in Japan, bringing delicious products from Vietnam to Japanese customers. At this year's Vietnamese Festival, we will introduce popular fruits such as lychees, longan, bananas, dragon fruit, and fresh coconuts."



Ms. Mitsuko Tsuchiya, Executive Vice President of AEON Group and General Director of AEON TOPVALU Japan

With the theme "Experience Vietnam at AEON", Vietnam Goods Week 2024 vividly recreates Vietnamese culture at AEON Japan. The exhibition space is decorated with a strong local flavor, combined with an attractive Vietnamese street food area, offering visitors a unique cultural and culinary experience.

In addition to the richly Vietnamese cultural space, the event also provides Japanese customers with the opportunity to experience the "authentic taste" of Vietnamese delicacies, which not only attracts international tourists but is also an essential part of Vietnamese life. Through Vietnam Goods Week, AEON aims to enhance Japanese customers' understanding of Vietnamese products, cuisine, and culture, thereby fostering a greater appreciation for Vietnam and its people.

Vietnam Goods Week 2024 at AEON Japan promises to take Japanese customers on an exciting journey of Vietnamese culinary and cultural discovery. The event gathers over 35 reputable suppliers nationwide, showcasing distinctive dishes, Vietnamese culinary ingredients, and "Vietnamese" menus tailored to the "Japanese meal." This year's key product groups include the much-loved "Vietnamese Banh Mi," "Vietnamese Rice Paper," and tropical fruits. Additionally, the event brings familiar and beloved products such as agricultural produce, seafood, dried foods, household items, and health care products.



Moreover, AEON is proud to offer customers AEON's private label products under the TOPVALU brand, which use ingredients sourced from Vietnam, such as Vietnamese beef tripe porridge, grilled mackerel, roasted sweet potatoes, frozen mango, Vietnamese cashews, and more.

Additionally, the organizers are introducing cooking recipes and menus with distinctive Vietnamese dishes, enabling Japanese customers to prepare their favorite meals at home.

With these innovations and attractive experiences, Vietnam Goods Week 2024 promises to attract many Japanese people to visit and experience, contributing to the cultural exchange between the two countries and increasing the appreciation and consumption of Vietnamese products by Japanese customers.



Before the opening ceremony of Vietnam Goods Week at AEON Japan, representatives from the Ministry of Industry and Trade, the Ho Chi Minh City Investment and Trade Promotion Center (ITPC), and the AEON Group had an intimate meeting to discuss the business results of the Group in Vietnam as well as activities supporting the capacity building for Vietnamese suppliers and bringing Vietnamese products into AEON's global system.



AEON Vietnam not only serves consumers through quality products and services, ensuring peace of mind and safety for daily life, but also strives to make each payment by customers at AEON Vietnam meaningful through its "Sustainable Development Strategy." This is AEON Vietnam's strong commitment to co-creating shared values with customers through three aspects: Environment – Society – Economy, building a sustainable future filled with joy.

Vietnam Goods Week in Japan is a clear testament to this commitment. The event plays an important role in promoting the consumption of Vietnamese goods through AEON's retail system. Domestically, AEON Vietnam strives to support local enterprises in enhancing their production capabilities through various supplier training programs and supply-demand connection activities and trade promotion organized by provincial Departments of Industry and Trade. Through these efforts, AEON Vietnam aims to contribute to local economic development, create more jobs, and improve the living standards of people in areas where AEON Vietnam operates.

Representatives of the Group stated that in the coming time, AEON will continue to strengthen activities to introduce Vietnamese products to international markets through the Group's retail system, aiming to create a sustainable future that leads to a smile for each and every person.

For more detailed information, please contact:

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