

**AEON VIETNAM CO., LTD**

Ho Chi Minh City

June 12, 2026

**A DECADE OF VIETNAM PRODUCT WEEK AT AEON JAPAN:  
A MILESTONE FOR MARKET GROWTH AND CULTURAL CONNECTION**

*The year of 2026 marks a milestone of 10-year partnership between AEON and the Ministry of Industry and Trade of Vietnam in organizing the annual Vietnam Product Week in Japan, a decade-long journey dedicated to introducing Vietnam products to global markets. Under this year's theme, "Experience Vietnam Through the Five Senses – The Charm of Cuisine, Culture, and Tourism," the event undergoes a major expansion, serving as a vital bridge to bring Vietnam products closer to international consumers simultaneously across AEON networks in Japan, Malaysia, Hong Kong (China), and Cambodia. In Japan alone, the event took place from June 11 to June 14, 2026, spanning a massive network of nearly 400 AEON stores and supermarkets.*

This is an annual activity organized by the Ministry of Industry and Trade of Vietnam in collaboration with the People's Committee of Hanoi City and AEON Group, within the framework of the Scheme of the Ministry of Industry and Trade to promote Vietnam enterprises to directly participate in the foreign distribution system.



*The Vietnam Products Week 2026 expands its scale, takes place nearly 400 AEON stores and supermarkets in Japan alone*

In 2025, attendance at AEON LakeTown – the event’s main venue – recorded a 10% increase compared to 2024. Building on this momentum, Vietnam Product Week 2026 is expected to deliver an even richer experience for Japanese consumers while expanding market opportunities for participating businesses to showcase their products.

The opening ceremony of The Vietnam Product Week in Japan on the morning of June 11 was attended by Mrs. Phan Thi Thang - Deputy Minister of Industry and Trade; Mr. Ta Duc Minh - Vietnamese Trade Counsellor in Japan; Mr. Nguyen The Hiep - Deputy Director of Hanoi Department of Industry and Trade.

AEON Representatives of AEON Group attending the event included: Mrs. Mitsuko Tsuchiya - Executive Vice President, CEO of AEON Group; Mr. Furusawa Yasuyuki - Executive Officer of AEON Co., Ltd in charge of General Merchandise Store (GMS) Business and General Director of AEON Retail Co., Ltd.; Mr. Tezuka Daisuke - Executive Officer, Chief Vietnam Business Officer of AEON (Japan) and General Director of AEON Vietnam; Mr. Shiotani Yuichiro - General Director of AEON TOPVALU Vietnam.



*Mrs. Phan Thi Thang - Deputy Minister of Industry and Trade spoke at the Opening Ceremony of Vietnam Product Week in Japan 2026*

Speaking at the Opening Ceremony of The Vietnam Product Week in Japan, Mrs. Phan Thi Thang, Deputy Minister of Industry and Trade shared: *“The Ministry of Industry and Trade of Vietnam deeply values the partnership of the AEON Group – a strategic ally that has played a vital role in helping Vietnam products establish their position in Japan, a market renowned for its high standards regarding quality, sophistication, and food safety.*

*We hope that Vietnam Product Week will become an annual, highly anticipated event for consumers around the world.”*



*Mrs. Mitsuko Tsuchiya – Representative of AEON Group speaks at the Opening Ceremony of Vietnam Product Week at AEON Japan 2026*

Representative of AEON Group, Mrs. Mitsuko Tsuchiya, Executive Vice President, CEO of AEON Group said: *“The year 2026 marks a deeply meaningful milestone, celebrating the tenth time AEON has hosted Vietnam Product Week across our stores and supermarkets throughout Japan. We look forward to continuing to introduce Vietnam’s unique charm to a broader base of Japanese customers, while simultaneously meeting the needs of the large Vietnam community currently living in Japan.”*

### **Bringing the Vietnamese experience closer to Japanese customers**

Under the theme *“Experience Vietnam Through the Five Senses,”* AEON is offering Japanese customers high-quality Vietnam products, an authentic cultural space, and iconic traditional dishes.

Visitors have the opportunity to taste both authentic, locally flavored dishes and culinary creations tailored specifically to suit the Japanese palate.

Through this initiative, AEON aims to raise awareness among Japanese consumers regarding Vietnam products, cuisine, and culture, while satisfying a growing demand for culturally rich experiences. It also serves as an opportunity for Japanese customers to deepen their understanding of, and fondness for, the country and its people.

Currently, various Vietnamese spices and ingredients are becoming increasingly popular in Japanese households. In particular, products like rice paper have been enthusiastically received by consumers, signaling the growing appeal of Vietnamese cuisine in this market.

A key highlight of the showcase is “gỏi cuốn” (fresh summer rolls) - a familiar Vietnamese dish promoted as a fun weekend cooking activity for families. The main ingredients feature rice paper from AEON’s private label, TOPVALU Best Price, ASC-certified large-peeled shrimp, clean chicken, lettuce, cream cheese, and a diverse selection of dipping sauces including fish sauce and sweet and sour chili sauce.



*Vietnam's products at the Fair attract Japanese consumers' attention*

Vietnamese-inspired salads, such as “gỏi gà” (chicken salad with lettuce, carrots, herbs, mint, peanuts, and fish sauce), alongside variations of mixed rice noodles (bún trộn) and mixed pho (phở trộn), are also being showcased. These dishes incorporate distinct herbs like coriander and mint – ingredients that are increasingly favored by Japanese consumers.

In addition to ready-to-eat dishes, the event introduces a diverse array of Vietnam products across multiple categories. The dry foods segment features Hảo Hảo instant noodles in familiar flavors like Sour and Spicy Shrimp, Kimchi, and Tom Yum, alongside Hảo Hảo dipping salt and TOPVALU instant pho and spicy noodles.

For processed foods, AEON is introducing “banh mi” and spicy grilled chicken, highlighted by sliced BBQ grilled pork typically served with “com tam” (broken rice).

In the agricultural produce section, Japanese customers have the chance to enjoy a variety of signature Vietnamese fruits, including fresh lychees from the North, red- and white-fleshed dragon fruit, longans, and fresh coconuts. Notably, highland-grown bananas are making their debut under the TOPVALU brand.



*Vietnam Product Week in Japan continues to showcase high-quality Vietnamese fruits*

The selection also features a variety of desserts and dairy products, including “flan” (condensed milk crème caramel), Vietnamese coffee jelly, “chè” (traditional sweet soup), and cream puffs. In addition, the event showcases directly imported Saigon Beer alongside Isekado craft beer (featuring Passionfruit Pale Ale and Hoppy Rice Lager flavors) developed using native Vietnamese ingredients.

As part of the program, fresh flowers from Vietnam – the most notably mums – continue to expand their distribution footprint in the Japanese market. The 2026 Vietnam Product Week marks the debut of premium new varieties, such as Rossi and Anastasia mums, displayed in various arrangements to cater to the diverse preferences of Japanese consumers.

Handcrafted goods, including embroidery, woven bags, and various other handicrafts, are also on display, highlighting the artistic essence of Vietnamese culture and daily life.

Beyond product showcases, AEON is hosting a Vietnam Food Festival inspired by the Japanese street-food stall (Yatai) style. Here, visitors can savor signature Vietnamese dishes such as “com tam”, “banh mi”, “banh xeo” (savory crêpes), “phở”, “chè”, and assorted grilled items.

To deliver a truly multi-sensory experience, the event features a series of cultural exchanges and workshops designed for all ages. Visitors can take photos at check-in zones decorated with traditional local lanterns and incense sticks, participate in craft workshops to make Mandala fans and Vietnam-style paper lanterns, and enjoy live cultural performances including Truong xylophone ensembles, traditional dances, Vovinam martial arts demonstrations, lion dances, and ao dai fashion shows.

### **AEON partners to connect Vietnam products with Japan and regional markets**

Within the framework of the program, a business matching conference is being held between 29 Vietnam enterprises and AEON's procurement divisions in Japan (AEON Retail and AEON TOPVALU). Notably, the number of participating businesses in 2026 has nearly doubled compared to 2025.

This activity is designed to enable Vietnam enterprises to gain insights into the demands of the Japanese market, expand partnership opportunities, and promote both AEON private-label products manufactured in Vietnam and Vietnamese exports to the Japanese market.



The Ministry of Industry and Trade of Vietnam and AEON Group also convened a Top Meeting Conference, featuring the direct participation of Ministry leaders, local authorities, and representatives from AEON Japan. The meeting also included virtual connections with AEON networks in Malaysia, Cambodia, Thailand, China, Hong Kong (China), Indonesia, and Myanmar. Participants focused on reviewing the results of the past decade of cooperation, the implementation of Vietnam Product Week 2026, and strategic directions

for the 2026-2027 period across product promotion, business matching, technical support, and investment.

After a decade of implementation, Vietnam Product Week in Japan has become a testament to AEON's commitment to driving the consumption of Vietnam products through the Group's extensive retail network.

In the domestic market, AEON Vietnam has made efforts to accompany local businesses to improve production capacity through many supplier training programs and activities to connect supply and demand, trade promotion organized by the Departments of Industry and Trade of provinces and cities. Through this, AEON Vietnam wishes to contribute to the development of the local economy, create more jobs and improve the lives of people in the places where AEON Vietnam is present.

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