

AEON MALL Co., Ltd.



- ❑ Address: Chiba City, Chiba Prefecture, JAPAN
- ❑ Employees: 5,338
- ❑ Established in November 1911
- ❑ Business: Development of large-scale shopping malls, tenant leasing and operation/management

<https://www.aeonmallcambodia.com/>

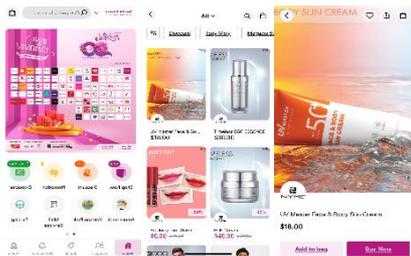
Outline of the demonstration project

- Promotion of economic revitalization by creating an EC platform scheme in the Kingdom of Cambodia

Cooperation with local companies/governments

- Local partner : COOLBEANS DIGITAL CO., LTD.
- Details of cooperation and collaboration :
Cooperation in the development of EC application system

Mobile APP conceptual drawing



CBW conceptual drawing



Targeted economic/social issues

- In terms of its market size, there are almost no major EC platformers in Cambodia, making it difficult for foreign companies to start their business compared to other ASEAN countries, and the country's economic growth has hit a plateau.

Details of demonstration

- Based on the brand power and experience cultivated through operation of commercial facilities, we develop the first EC platform capable of handling cross-border products in Cambodia with a local partner, offering a new lifestyle in the country where all kinds of products can be purchased online. At the same time, CBW in an international seaport is built in cooperation with the government, reducing the risks of companies entering the market and encouraging more active participation.

Expected outcome of beneficiary effects

- Hurdles for starting new businesses in Cambodia will be reduced, and business opportunities will be expanded for companies that have already established operations as sales channels are expanded. In addition, by establishing our CBW scheme, it is expected to expand the EC market in the ASEAN region with Cambodia as its center, including Laos where the EC market has not been expanded, and attracting companies from neighboring countries.