



**JAL Establishes KANTSUNA Co-Creation Co., Ltd.**  
**to Specialize in Building Relationships and Societal Connections**  
— Achieving Stronger Collaboration with Regional Businesses and Local Governments—



**KANTSUNA**  
関係・つながり共創株式会社

Tokyo, JAPAN — Japan Airlines (JAL) will establish a new group company, KANTSUNA Co-Creation Co., Ltd. (hereinafter *KANTSUNA*), in April 2026. *KANTSUNA* will focus specifically on the business of “Building Relationships and Societal Connections”, which reflects the core theme behind this company’s name.

The JAL Group has been committed to creating social and economic value by building relationships and societal connections through transportation. JAL aims to create a circular ecosystem that enhances well-being for individuals, businesses, and communities. By further promoting these initiatives, JAL will continue to support efforts to address various social challenges.

*KANTSUNA* will be established in order to advance the relationships and connections business focused on regional revitalization with enhanced agility and expertise. By leading the JAL Group’s related strategies on the front lines, *KANTSUNA* will realize stronger collaboration with local business and municipal governments.

As a specialist company connecting people and regions, *KANTSUNA* will carry out the following business activities:

■ **Key Activities**

- **Operations:** Managing projects such as “Tsunagaru, Ni-chiiki Gurashi”, a program supporting regional visits for dual-residents through mileage, and “JAL Gaku-Tsuna Project”, a program where students engage with local communities to contribute to solving regional challenges.
- **Support & Consulting:** Providing hands-on support and consulting services for local governments and regional businesses.
- **Research:** Conducting surveys and research on the relationship between “relational population” and “well-being” through industry-academia-government collaboration.



### ■ Company Overview

Name	: KANTSUNA Co-Creation Co., Ltd.
Brand Trademark	: KANTSUNA
President & CEO (Planned)	: Kenichiro Ochi (Scheduled to concurrently serve as Executive Officer of Japan Airlines Co., Ltd.)
Capital	: 10 million JPY
Shareholder	: Japan Airlines Co., Ltd. (100%)
Address	: Nomura Real Estate Tennozu Building, 2-4-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo
Establishment	: Scheduled for April 2026

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