

JAL and J VALUE to Expand Sales Channels for Japanese Agricultural and Marine Products in Bangkok

Bangkok, Thailand - Japan Airlines Co., Ltd. (JAL) (Headquarters: Shinagawa-ku, Tokyo; President and Group CEO: Mitsuko Tottori) and J VALUE CO., LTD. (J VALUE) (Headquarters: Bangkok, Thailand, President and CEO: Yupharet Eakturapakal) have signed a basic agreement to expand the export of Japanese agricultural and marine products through Thonglor Nihon Ichiba, a fresh wholesale market in Bangkok, Thailand.



Left: President and CEO of J VALUE, Yupharet Eakturapakal
Right: Cargo and Mail Business Promotion Department Senior Vice President of JAL, Hidehiko Umehara

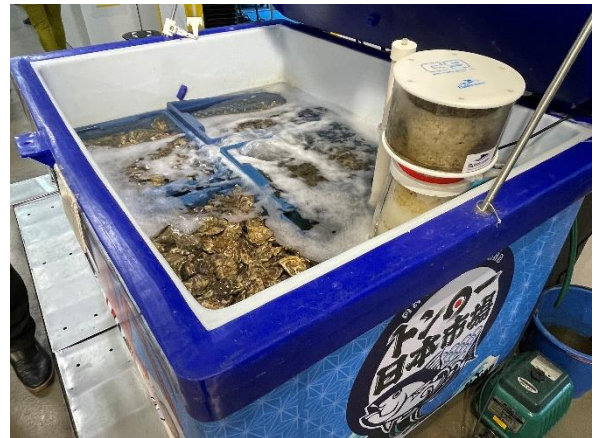


Image of Thonglor Market

Under its ESG strategy, JAL aims to revitalize regions by exporting high-quality Japanese agricultural and marine products through its extensive logistics network and seamless, reliable transportation, thereby increasing recognition and creating new demand overseas.

J VALUE, with its experience in handling a wide variety of fresh products and organizing events in Thailand, will leverage its customer attract capabilities to promote Japanese fresh products.

This strategic partnership will not only strengthen the presence of Japanese products in Thailand but also increase sales and demand through various events and promotions. JAL and J VALUE will contribute to achieving the Ministry of Agriculture, Forestry and Fisheries' goal of 5 trillion yen in exports by 2030.

Key Initiatives

- JAL and its forwarding company Jupiter Group will establish an integrated logistics network that encompasses customs clearance and ground delivery, providing seamless air cargo transportation services. This network will ensure the continuous supply of Japan's high-quality fresh products, which require strict temperature control and specialized packaging, maintaining their excellent condition as in Japan, while also keeping transportation costs down.



JAPAN AIRLINES



- By leveraging J VALUE's marketing power and customer attraction capabilities in Thailand, various events will be organized to further penetrate the market and increase visitor numbers, significantly increasing sales opportunities. These efforts will enhance the recognition of Japan's high-quality agricultural and marine products, create demand, and promote further exports.

Company Overview

- J VALUE CO., LTD.
- President and CEO: Yupharet Eakturapakal
- Established: March 15, 2018
- Business Description: Under the concept of "Bringing Japan's Goods to the World," J VALUE operates Thonglor Nihon Ichiba, a wholesale market for Japanese fresh food products in Bangkok, Thailand.
- Investment Structure: G-Yu Creative Co., Ltd., Mikoshi Co., Ltd.

Store Overview

- Japanese Fresh Wholesale Market "Thonglor Nihon Ichiba"
- Under the concept of "Bringing Japan's Goods to the World," "Thonglor Nihon Ichiba" opened in June 2018 as the first Japanese fresh wholesale market in Thailand. "Thonglor Nihon Ichiba" delivers high-quality and valuable "Japanese fresh food" to local customers, ensuring "high freshness and reasonable prices." This is achieved through the JAL Group's air logistics network and expertise, in collaboration with producers throughout Japan, prioritizing "safety and security"
- Address: 87 Soi Akapat (Thonglor 13), Sukhumvit 55 Road, Klongtan-Nua, Wattana, Bangkok
- Business Content: Wholesale of Japanese fresh food products for business use, food and beverage provision, event hosting, etc.
- Business Hours: 9:00-19:00
- Open Everyday

