



Ekiben boxed lunch sales inside Gare de Lyon in Paris (March-May, 2016)

Global Business Development

Centered on Asia and Europe, to provide more affluent lives

The JR East Group aims to establish an international business model that will help provide more affluent lifestyles in Asia and Europe. Under the Lifestyle Service Business Growth Vision (Next 10) formulated in November 2017, we are promoting overseas business utilizing the Group's experience and track record in Japan.

Global Development of Information Provision and Lifestyle Service Business

JAPAN RAIL CAFE Singapore

As a platform for providing information about Japan in Singapore, JAPAN RAIL CAFE Singapore was opened in December 2016 to promote visits to Japan through tie-ups with Japanese local governments, tourism organizations, and companies. The cafe has the functions of creating overseas tourism flow to local Japanese regions and expanding overseas sales channels for local products, and serves as a center for a global version of community revitalization.



Exterior view of JAPAN RAIL CAFE Singapore

Establishment of JRE Business Development Taiwan, Inc.

In March 2018, to promote our Lifestyle Service Business in Taiwan, JR East established a wholly-owned local subsidiary. In addition to opening an inbound center for travelers to Japan and providing information on the attractions of various Japanese regions, we are aiming to expand our hotel and other businesses by utilizing our development knowledge of JR East stations and their surrounding areas.



JRE Business Development Taiwan, Inc. opening ceremony

Overseas Shopping Center Business

Lumine Co., Ltd. opened its first overseas outlet, Lumine Singapore, in November 2017. Meanwhile, Atre Co., Ltd., jointly with Mitsui & Co., Ltd. and Breeze, will roll out Atre floors in Breeze Nanshan, scheduled to open in the Xinyi District of Taipei City in FY2019.



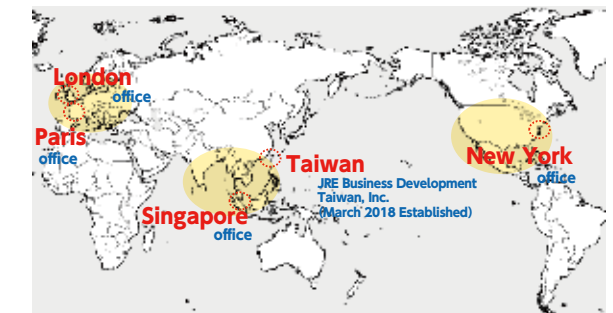
Lumine Singapore



Exterior view of Atre in Breeze Nanshan

Further Overseas Business Development

JR Group employees in charge of our lifestyle service business are based in our Singapore, London, and Paris offices. Through them and by other means, we will continue to strengthen relationships with local companies and promote the development of a lifestyle service business centering on Asia and Europe.



VOICE



Marketing Manager, Singapore Office

The JAPAN RAIL CAFE that opened in December 2016 as the JR East Group's first overseas project, functions as a PR information hub for Singaporeans about regions throughout Japan. One of the cafe's functions is to publicize Japanese food in collaboration with various local governments and farmers. In Singapore, a city-state with almost no agriculture, there is little opportunity for citizens to get in touch with the reality of food before it is processed. By publicizing Japanese food, we communicate the unique Japanese dietary culture, including the importance of agriculture and the awareness of Japanese people of the quality of food ingredients.



Senior Manager, JRE Business Development Taiwan, Inc.

My current role is to launch JAPAN RAIL CAFE Taiwan which is scheduled to open in fiscal 2019. I am working hard to make sure the cafe will provide ample information for all Taiwanese interested in Japan, including those who have never been to the country and those who have experienced it in the past and who wish to get further information. I am very much aware of the differences in culture and habits between Japan and Taiwan, but I feel that the key to our success is to accept those differences, learn from them, and think positively. Please drop in if you happen to be in our neighborhood.



Assistant Manager, JRE Business Development Taiwan, Inc.

I have a broad range of tasks, ranging from the development of our lifestyle service business, including JAPAN RAIL CAFE Taiwan, to managing general affairs. Since I have only taken up the post recently I am still slightly struggling with lingual and cultural differences, but, even so, I daily feel the high level of interest in Japan in all parts of Taiwan. From now on, I will build networks, carry out marketing surveys and business development, and organize other projects. I would also like to become a presence that connects the hearts of Taiwan and Japan through our various businesses.

See P.70-P.72. for related features.➡