

Feature 3

Case report from ASEAN countries

# Deepened partnership with regions

AEON MALL BSD CITY [Indonesia]



## Marche event "Farm to Table" for farm-fresh organic vegetables and fruits in cooperation with the government

AEON MALL BSD CITY (Tangerang Prefecture, Banten Province), which opened in 2015 as the first mall in Indonesia, plays an active role as a platform for transmitting information and communicating.

In cooperation with Indonesia Department of Agriculture, the mall sold rare vegetables and fruits which have become difficult to be obtained in the city directly from producers to customers in Marche "Farm to Table" held in October 2017.

This event enjoyed a good reputation from customers and contributed to expansion of distribution channels for retailers because chances of business meetings are created. The mall received words from the Acting Agent of the Minister of Department of Agriculture and the Chairperson of Organic Association, who both participated in the press conference, expressing their wish to hold this event regularly in the future.

## Traditional dance contest



Neighboring kindergarten and elementary school students wearing colorful ethnic costumes showed traditional dances they had been practicing. This contest contributed to spread of culture.

## "Origami" hunting event



The mall held an event in which children hunt and collect animals created with "Origami" (folding paper) that symbolizes culture of Japan. This event impressed local customers with the presence of a Japanese mall.

## Donations to orphanage



The mall invited 100 children from a neighboring orphanage after the month of Ramadan (Islamic fasting). They enjoyed a dinner party with employees of the mall and the mall presented donations for the orphanage.

## Thorough implementation of environment and safety measures



Water from mall is discharged into the river after being treated by septic tank equipment using bacteria. Mall conduct water quality inspection once a month and have confirmed that local effluent standard which is said to be stricter than Japanese standards is cleared.



A total of 1,656 people including employees of the specialty stores and partner companies, and security guards participated in large-scale fire evacuation drill implemented jointly with fire department. Based on the assumption that a fire has occurred, the mall carried out drills such as confirmation of chain of command, evacuation guidance, and evacuating of injured people.

Our business cannot operate in any country without connections with local communities. Taking climate and natural features, diversity of religions, and localities into accounts, we plan and implement a wide variety of projects which can motivate customers to visit our mall. We have also challenged ourselves in joint sales promotion and succeeded in increasing the number of visitors by 7% over the previous year. We are promoting differentiation from our competitors by trying to enhance the value of mall experience.

In addition, we are striving for creation of a pleasant, safe and secure, comfortable mall environment through our efforts toward establishing systems to deal with contingencies such as terrorism and disasters by performing vehicle and baggage security checks at the entrance to the mall and preparing manuals.

**Takeshi Sanno**  
General Manager  
AEON MALL BSD CITY



Indonesia with a population of more than 250 million people and an average age of people in their twenties is an extremely important base among ASEAN countries, and is actively promoting the dominant strategy in urban areas surrounding Jakarta, the capital of Indonesia. Two malls we have thus far opened are highly supported by a wide range of customers because of large parking lots, barrier-free properties, and a wide variety of restaurants, in addition to mall operations which AEON MALL and specialty stores are jointly working on.

From an environmental standpoint, we continue to introduce equipment and systems which come ahead of local commercial properties and focus on guiding and training local staff members who will pass on these AEON MALL values.

**Daisuke Isoe**  
President Director  
PT AEON MALL INDONESIA  
(overseas subsidiary)



## Efforts in China

Environmental awareness of citizens and companies is rapidly increasing in China, and environmental impact reduction initiatives AEON MALL has been working on are attracting attention. We held a tree-planting ceremony with participation of 500 to 600 customers at each of the four malls which opened in 2017. Furthermore, we have installed a total of 155 EV chargers in preparation for the further dissemination of electric vehicles.

