

Aiming for the Expansion of AEON MALL into the World

We share the same corporate philosophies and values with our local staff in developing and managing malls in China and ASEAN countries.



AEON MALL Sen Sok City [Cambodia]

Sharing the same values in various countries and regions



Since the first overseas mall opened in Beijing 10 years ago in 2008, AEON MALL has developed 19 shopping malls in China and 8 shopping malls in the ASEAN countries of Indonesia, Vietnam and

Cambodia. Each of these malls is very popular among customers of various generations and they are recognized as providing value to commercial facilities because the mall is designed for people and the environment in mind and is managed carefully with the specialty stores. In May 2018, "AEON MALL Sen Sok

City", the largest entertainment complex in Cambodia, opened in the suburbs of Phnom Penh, the capital of Cambodia. Our two shopping malls in Phnom Penh area are highly rated as having greatly influenced the lifestyles and the development of business practices in Cambodia. In accordance with our basic policy that overseas malls are managed by local staffs who deeply understand AEON MALL's philosophies, we are actively promoting them for managerial posts, as well as focusing on nurturing human resources. We will continue working to create value that only AEON MALL can provide while respecting customs and cultures in various countries and regions.

Local staff inheriting AEON MALL's philosophies

I learnt the philosophy of "Customer First" from the general manager. When guiding and training my local staff, I had some difficulties to make them understand initiatives that were not part of Indonesian culture such as garbage separation, and make the staff strongly recognize the philosophies. By teaching the staff with AEON MALL's ideas through new communication methods such as using words and pictures to explain reasons, we are making efforts to ensure customers' safety and security.

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 (Indonesian local subsidiary)



To improve customer service skills

To improve awareness of customer services, we hold the "Customer service role-playing contest" not only in Japan but also overseas, where employees of the specialty store compete for the supremacy of skills they have been enhancing in their daily work. In China, we held the third national contest for about 45,000 employees of about 3,300 stores from 17 malls. We also held the role-playing contest in Cambodia, Vietnam, and Indonesia, thus we are enlarging the scope of activities.

