

Kinokuniya to start selling Vietnamese language books

Kinokuniya Company Ltd (Chairman and President Masashi Takai) will begin selling Vietnamese language books at their specialist foreign language bookstore, Books Kinokuniya Tokyo.

In 2016, Kinokuniya started selling Japanese language books to the Vietnamese market in cooperation with Vietnam's largest bookshop chain, FAHASA. Currently, a selection of Japanese language books and Japanese style stationery, aimed at local customers, are being sold in FAHASA stores in Ho Chi Minh City and Hanoi. There is also a plan to set up a Japanese books and stationery section in FAHASA's Danang Bookshop next year.

This year marks the 45th anniversary since the establishment of diplomatic relations between Japan and Vietnam. Kinokuniya will display 2,000 Vietnamese publications in a newly established section within the store to maintain an extensive range covering Vietnamese language, literature, culture, travel, history and so on, aimed at Vietnamese people living in Japan, as well as those who are interested in Vietnam.

This will be the first time that a bookshop in Japan deals with general interest books of Vietnam such as new publications and bestselling titles. Kinokuniya will endeavor to create an opportunity to introduce Vietnamese culture to readers in Japan and further contribute to the amicable relationship between the two countries.

Books Kinokuniya Tokyo will host an opening ceremony on 17 August to mark the start of the sale of Vietnamese titles. This will be followed by a three week sales promotion that will run until 9 September.

Location: Books Kinokuniya Tokyo
Address: South Wing 6F Takashimaya Times Square, 5-24-2 Sendagaya,
Shibuya-ku, Tokyo
Opening ceremony: Friday 17 August 2018 at 11:00
Opening promotion: Friday 17 August 2018 – Sunday 9 September 2018

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