

Kinokuniya to enter partnership with Kyobo Book Centre

Kinokuniya company limited (head office: Shinjuku, Tokyo, Chairman and President Masashi Takai) are pleased to announce that they have signed a memorandum with Kyobo Book Centre (head office: Jongno District, Seoul, CEO Lee Han-woo) that will establish a partnership in order to strengthen their business activities in the book and publishing markets in both countries.

Through this partnership, Kinokuniya and Kyobo will address the following challenges by utilising their respective sales and planning expertise, as well as their human resources and material assets across their group companies.

- 1) How to generate and increase the attraction of brick-and-mortar book stores.
- 2) How to realize an efficient flow of distribution and sales.
- 3) How to hire and nurture excellent booksellers.
- 4) How to share the latest information on publishing and reading in Japan and South Korea, and how to utilise such information for both companies' operations.
- 5) How to cultivate the reading environment in Japan and South Korea.

The purpose of this business partnership and plans for the future

Kinokuniya and Kyobo aim to develop the book and publishing industry in both Japan and South Korea as bookstores that represent their respective countries. From now on, both companies will be carrying out regular conferences to discuss international human exchange, hosting joint events, establishing a Korean books corner in Kinokuniya Shinjuku Main Store and so on.

About Kyobo Book Centre

Kyobo Book Centre was established in 1980 and has grown to become the largest book shop chain in South Korea. There are currently 35 branches across the country and in 2017 the sales amounted to over 545 billion South Korean Won (approximately 483 million US Dollar).

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