

Kinokuniya and FAHASA to Launch Partnership

Kinokuniya Company Ltd (Chairman and CEO Masashi Takai) will start selling Japanese-language books aimed at local customers in Ho Chi Minh City, Vietnam, in cooperation with Vietnam's largest state-operated bookstore, FAHASA.

Among the member states of ASEAN (Association of South-East Asian Nations), Vietnam has shown large economic growth and stability. The middle class has been steadily expanding, leading to recognition from the World Bank in 2011 that Vietnam is a middle income country; with further development expected. Japan has been the biggest donor country to Vietnam, and ODA from Japan (Official Development Assistance) has made a large contribution to the development of Vietnam's economy and social infrastructure. In recent years Japan has been working towards trade and cultural exchange on a citizen level, and in 2013, many cultural exchange events were held in commemoration of forty years of Japanese-Vietnamese diplomatic relations.

With that as a background, Kinokuniya Company Ltd is entering into a business partnership with FAHASA, the largest state-operated bookstore and distributor in Vietnam, selling Japanese-language books aimed at the local Vietnamese market. Two stores in Ho Chi Minh City will be stocked with over 5,000 Japanese books, including books on lifestyle, fashion and illustration, manga, children's books, and Japanese-language textbooks, which will appeal to our customers in Vietnam.

Store Information

- FAHASA Nguyễn Huệ Store (Nguyễn Huệ Street District 1 Ho Chi Minh City):
City Centre Store
- FAHASA Tân Định Store (Hai Bà Trưng Street District 3 Ho Chi Minh City):
Large-scale suburban store

About FAHASA

Established: 1976

Annual Turnover: USD 89.87 million

Chairman and General Director: Mr Pham Minh Thuan

Total number of employees: 2,300

Nature of Business: Vietnam's largest bookstore and distributor

Western and Vietnamese books, magazines, general goods, stationery (including manufacturing), visual and auditory teaching materials, publishing

Locations: 84 stores across Vietnam

Customer Base: general customers, national and private universities, government offices, private companies etc.

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