

12 September 2016

Kinokuniya to sell English-language titles at Yangon International Airport, Myanmar

Kinokuniya Company Ltd (Chairman and President Masashi Takai) will enter into a franchise agreement with Singapore Myanmar Investco Limited (main office: Singapore) and will begin retailing English-language titles at Yangon International Airport, Myanmar from this October.

Myanmar, one of the member states of ASEAN, is a geopolitically important country bordered by China, Thailand, Laos, Bangladesh and India, with its coastline facing the Indian Ocean. In 2011, Myanmar transitioned from military rule to a democratic government, allowing former president Thein Sein to establish an open economy. Through the resultant economic growth, Myanmar has become a country with great investment potential for businesses and is even referred to as the 'Final Frontier of Asia'.

This October, Kinokuniya will begin selling English-language titles at our new store, 'Kinokuniya Yangon International Airport', with Singapore Myanmar Investco Limited. This store will stock approximately 10,000 copies of English-language books, including new releases and best sellers, fiction, business, travel and children's books. This will be the first time Kinokuniya sells English-language books in Myanmar.

Singapore Myanmar Investco Limited

Established: 2013

President and CEO: Mark Bedingham

Business description: An investment company focused on Myanmar (listed on the Singapore Stock Exchange)

Telecommunications infrastructure

Managing tax-free stores

Operation of Food and Beverage outlets

Managing serviced offices

Auto Services - car rental and limousine services

Logistics and warehouse services

If you have any queries about this press release, please contact: info@kinokuniya.co.jp

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