

# HANEDA

Tokyo  
International  
Airport



News Release

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Japan Airport Terminal Co., Ltd.

Tokyo International Air Terminal Co., Ltd.

TV Tokyo Direct, Inc.

## **Haneda Airport Duty Free Shopping Now Available on China's WeChat App! - Duty Free Advance Orders for Collection at Haneda Airport to Commence in July -**



A new service for the growing number of Chinese tourists visiting Japan will commence in July and allow duty-free goods to be ordered in advance and collected at Haneda Airport. The new service is a joint project by Japan Airport Terminal Co., Ltd. (President & COO Nobuaki Yokota), Tokyo International Air Terminal Co., Ltd. (President & CEO Katsuji Doi) and TV Tokyo Direct, Inc. (President & CEO Koichi Endo).

The service will begin with the launch of the Hands Free Travel government initiative. Users will be able to select and order products on the Haneda Airport Duty Free Orders (tentative name) site which will open on a mini-program on China's messaging app, WeChat. After traveling in Japan, users will be able to pay for and collect their orders from TIAT DUTY FREE SHOP CENTRAL in the international terminal before boarding their returning flight.

TV Tokyo Direct, Inc., which is a business partner in this venture, is the teleshopping and internet shopping arm of the TV Tokyo corporate group and is involved in commercial ventures in food and travel throughout the country. The company has also expanded into China and while catering to the extensive needs of visitors to Japan, it is an enthusiastic promoter and marketer of carefully selected special products from all over Japan. As a beacon for Japanese culture, the company will use the site to boost regional vitality. The event halls and other facilities at Haneda Airport will be used for sales campaigns and video presentations to advertise and promote in China.

Tokyo International Air Terminal Corporation

More than 85 million passengers passed through Haneda Airport last year and with the Tokyo Olympics and Paralympics in 2020, even more visitors from China and other parts of the world are expected. As the portal to the skies over Greater Tokyo, Haneda Airport will continue to high caliber services and airport reliability.

\* The site on the WeChat app uses Chinese (Simplified).

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