

Project to Open up Sales Channels in China through Cross-border E-commerce

Ehime Prefecture



Situation (background, aims, etc.)

Ehime Prefecture established a sales headquarters in 2012 and has been working to revitalise the prefecture’s economy by actively creating business opportunities, serving as a ‘sales assistance engine’ for local businesses. As part of our support for the overseas expansion of companies in the prefecture, we have intensified our efforts in China, the world’s largest e-commerce market, in response to the growing demand for e-commerce.

Details (project outline, etc.)

- Setting up special Ehime pages on multiple Chinese cross-border e-commerce sites
- Implementation of digital promotion and sales activities led by key figures, such as a promotional video featuring the governor.
- Integration of both in-person and online promotional efforts, including the use of live commerce, information dissemination on Weibo, and the organisation of in-person events in China.

Results (features and innovations, future developments, etc.)

- In a first for a local government, Ehime set up a special page within the Rakuten flagship store on Jingdong, marking the beginning of selling the prefecture’s products through multiple channels.
 - We have implemented a promotion that combines real and online aspects, including the dissemination of information on Weibo using a promotional video, and in-person events at the Embassy of Japan in China.
 - Having established sales channels in Chinese cross-border e-commerce, we aim to leverage this distribution network to expand business-to-business sales channels in the future.
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