



News Release

〒170-8424 東京都豊島区東池袋4-26-3 電話03-3989-4410 FAX03-5954-7022 <http://ryohin-keikaku.jp>

September 9, 2022

Cooperation Agreement Concluded with Hakodate City

On September 9, 2022, Ryohin Keikaku Co., Ltd. (Toshima-ku Tokyo; President and Representative Director: Nobuo Domae) concluded a cooperation agreement with Hakodate City, Hokkaido (Mayor: Toshiki Kudo) with the aim of promoting local commercial development and regional revitalization.

■To promote commercial development and regional revitalization in Hakodate City

Aiming to contribute a truthful and sustainable life and society, Ryohin Keikaku is being involved in a variety of initiatives led by local authorities and residents to revitalize local communities. At the same time, MUJI stores rooted in each area aim to become platforms that connect people and people, people and nature, and people and the society.

Located near the Fort Goryokaku, a special historic site in Hakodate, the Honcho, Goryokaku, and Yanagawa areas are essential commercial districts not only for tourists but also for people living in Hakodate. As one of the efforts to revitalize these areas, a commercial complex, Share Star Hakodate was built in 2017 and MUJI Share Star Hakodate also opened at the same time. Since then, we have been working together with the local people to play a role as a community center, by holding regular workshops and events, jointly planning and operating with the Hakodate Community Plaza "G Square," conducting mobile sales, and so on. Although the number of visitors has grown steadily since the opening of the commercial complex, the recent outbreak of COVID-19 has affected the number of tourists as well as the prosperity of the community.

This time, Ryohin Keikaku decided to conclude a cooperation agreement with Hakodate City in order to contribute to the development of a sustainable city by increasing the attractiveness of the region and attracting more local visitors and tourists. Through this agreement, Ryohin Keikaku will not only strengthen its efforts to create liveliness and promote commercial development in the Honcho, Goryokaku, and Yanagawa areas, which it has been doing so far together with Hakodate City, but will also expand its efforts to work with other companies and stores in the area to realize a sustainable community development.

【Fields to be collaborated in under the agreement】

- (1) Activities to generate footfall and revitalize the Honcho, Goryokaku, and Yanagawa area
- (2) Activities to promote local commercial development
- (3) Activities to promote the sales of local products
- (4) Activities to support startups
- (5) Other activities related to regional revitalization

For press inquiries, please contact : rk-pr@muji.co.jp