

January 31, 2017
Sojitz Corporation

Sojitz Enters Foodservice Business in Myanmar alongside City Mart Group

Sojitz Corporation (“Sojitz”) has announced the start of a eating-out business in Myanmar together with the country’s biggest retailer, City Mart Group (“CMG”). They plan to develop food court brand in Yangon called “Tokyo Dining City.” The court will be managed by Sojitz City Food Co., Ltd. (Head Office: Yangon; “SCF”), a project management company founded jointly by Sojitz and CMG’s food import and wholesaling company Artic Sun Co., Ltd. (“AS”).



【Concept Image】

The first food court is scheduled to open in March. It will be attached to one of CMG’s high-end “Market Place” supermarkets within Sule Square, an office building complex which just opened in downtown Yangon. The court will mostly target office workers employed in the Sule Square building or in the vicinity, providing a full menu of primarily Japanese foods.

The venture will collaborate with CMG’s supermarket and hypermarket businesses to open more restaurants in a way appropriate to the location in question. They have set their sales target at more than 500 million yen in sales by 2020.

Sojitz has previously been involved with a joint cold chain logistics business with CMG in

Myanmar, providing business support to CMG's food import and wholesaling business. Now through their involvement in this eating-out business, Sojitz will also enter into Myanmar's retail sector. Sojitz will continue constructing a food-based value chain in Myanmar centered on customer safety, responding to the growing demands of Myanmar consumers, and helping to create a rich food culture in the country.

[Sojitz City Food Co., Ltd. – Company Overview]

Established	July 2016
Head Office	No. 1-3, Aung San Stadium (North Wing), Gyo Phyu Road, Mingalar Taung Nyunt Township, Yangon, Myanmar
Representative Director	Kenji Nishimoto
Ownership	Sojitz: 85%、Arctic Sun: 15%
Main Business	Food court management

[Arctic Sun Co., Ltd. – Company Overview]

Established	September 2013
Head Office	No. (106) C, Mya Ayar Street, Industrial Zone (1), Tharketa Township, Yangon, Myanmar
Representative Director	Mr. Soe Moe Thu
Ownership	Premium Distribution (a City Mart subsidiary): 100%
Main Business	Food wholesaling

[Tokyo Dining City. – Overview]

Opening	March 2017
Address	221, Lower Ground, Sule Pagoda Rd., Sule Square, Kyauktada Township, Yangon, Myanmar
Hours of Operation	11:00~22:00 (Planned)

[For questions, contact:]

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