
Kinokuniya to open first Philippine store, partnering with Fully Booked to offer Japanese books

Kinokuniya Company Ltd. (Chairman and President Masashi Takai) will start offering Japanese books in Manila on November 18, 2022, through a partnership with Fully Booked, a leading bookstore chain in the Philippines. This is the first Kinokuniya store in the Philippines.

The Philippines's area is approximately 80% the size of Japan, with a population of about 100 million. Its economic growth in 2021 was 5.7%, and is forecast to be 6.5-7.5% in 2022, with the expectation for further development. Japanese pop culture, especially animation and games, is gaining popularity, mainly among the young generation there. Many Japanese businesses, such as famous apparel manufacturers, popular ramen restaurants, and convenience stores, are entering the Philippine market. Japanese companies are paying close attention to the Philippines, which offers rich labor reserves and uses English as an official language.

It is in these circumstances that Kinokuniya will begin selling Japanese books to local customers in cooperation with Fully Booked. 20,000 Japanese books, including manga, fashion, illustrated books, children's books, and Japanese language textbooks, will be available at two stores in the city center of Manila:

- Locations
 - MITSUKOSHI BGC Store: 8th Avenue corner 36th Street, 1630, Bonifacio Global City, Taguig City, Metro Manila
 - Fully Booked Main Store: B6 Bonifacio High Street, Bonifacio Global City, Taguig City, Metro Manila

MITSUKOSHI BGC Store (Store image)





<About Fully Booked>

Fully Booked opened its first store in Rockwell, central Manila, in 2003, and now has 30 stores throughout the Philippines. It is the largest bookstore chain focusing on books in the Philippines. With a wide selection of books of all genres, mainly English-language titles, it has received patronage widely from book lovers in the Philippines.

<About Kinokuniya>

Founded in 1927, Kinokuniya is one of the largest bookstore chains in Japan, with a history spanning more than 95 years. In the overseas business, since opening its first overseas store in San Francisco in 1969, the company has expanded the business to the United States, Singapore, Taiwan, Indonesia, Malaysia, Thailand, Australia, the United Arab Emirates (UAE), Myanmar, and Cambodia. In Vietnam, it partnered with FAHASA, the largest bookstore in the country, in 2016 to sell Japanese books at the FAHASA store.

Kinokuniya runs its overseas stores based on three fundamental principles: 1) to contribute to the improvement of reading culture as a "local-based" bookstore that accommodates a wide range of readers, not only Japanese people in the country; 2) to serve as a base for Japanese culture by providing content and services originating from Japan; and 3) to serve as crossroads of various cultures and contribute to mutual understanding among people across linguistic and ethnic borders. "BOOKS Kinokuniya" is now widely recognized in those countries, and the locally hired employees, who love books, are playing a central role in improving our product range and services.