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For immediate release

Mitsui Fudosan Co., Ltd.
 Kyushu Electric Power Co., Inc.
 Nishi-Nippon Railroad Co., Ltd.

First LaLaport in Kyushu to Open on Former Site of Fukuoka City Fruit and Vegetable Market

Mitsui Shopping Park LaLaport FUKUOKA to Open in April 2022

- A Food Marche Emerges to Carry On Memories of the Old Fruit and Vegetable Market -

Tokyo, Japan, October 19, 2021 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, Kyushu Electric Power Company, Inc. (Kyuden) and Nishi-Nippon Railroad Co., Ltd. (Nishitetsu) announced they have decided to open Mitsui Shopping Park LaLaport FUKUOKA (LaLaport FUKUOKA) in April 2022 on the former site of the Fukuoka City Fruit and Vegetable Market Site (hereinafter, the “old fruit and vegetable market”), where a project is ongoing.

LaLaport FUKUOKA will see the emergence of a food marche to carry on the memories of the old fruit and vegetable market and communicate the various charms of foods from Kyushu, including Fukuoka. A lineup of approx. 20 stores will appear at once with its core comprising the Reganet DAILY ENTERTAINMENT SQUARE, in which Nishitetsu Store Inc. is involved, and MARKET 351, which is operated by a wholesale intermediary that had long-standing involvement in the old fruit and vegetable market. Other tenants such as TOHO CINEMAS LTD. and BAYCREW’S CO., LTD. are among the collection of stores to be enjoyed by a wide range of ages in this new base for Fukuoka.



Perspective image of the food marche

In the lead-up to the opening, Mitsui Fudosan will also move ahead on recruiting members of the Mitsui Shopping Park Point Service for use at retail facilities operated by the Mitsui Fudosan Group nationwide and on Mitsui Shopping Park &mall, the official Mitsui Shopping Park online shopping website. Mitsui Fudosan has plans for various benefits for new members in the run-up to the opening of LaLaport FUKUOKA, such as bonus points immediately usable to enjoy shopping on &mall and advance invitations to events.

Moreover, LaLaport FUKUOKA is also expected to provide new employment for over 3,000 people. With the aim of creating comfortable working environments, facilities such as an employee rest area paying attention to facility and design have been established in addition to the launch of the LaLaport FUKUOKA Recruitment Center, which will support the recruitment of employees for stores, and will start a series of recruiting activities with joint information sessions from November.

Names of some of the stores have been announced in advance, ahead of stores' recruiting activities. Names of stores and details of facilities not announced this time are scheduled for disclosure at a later date.

Mitsui Shopping Park Point Service

The Mitsui Shopping Park Point Service is a valuable, convenient point service that allows customers to earn and use Mitsui Shopping Park Points at retail facilities operated by the Mitsui Fudosan Group nationwide and on Mitsui Shopping Park &mall, the official Mitsui Shopping Park online shopping website.

There are two types of point cards based on different styles of use: the Mitsui Shopping Park Card (Saison; a point card with credit card functionality), which will never charge an annual fee and provides numerous usage benefits, and the Mitsui Shopping Park Point Card (no credit card function).

For details, please refer to the website (in Japanese).

<https://mitsui-shopping-park.com/msppoint/>



Mitsui Shopping Park &mall

&mall is the official Mitsui Shopping Park online shopping website, with approx. 400 shops taking part. Handled products include not only fashion, but also cosmetics, interior goods, lifestyle sundries and items for babies and children, and since its launch in 2017, the website has evolved into an e-commerce site related to all lifestyles. Moreover, there is a full range of peripheral functions leveraging ICT, such as showrooming and RFID.

LaLaport FUKUOKA plans to set up an &mall DESK, a base for picking up products purchased through &mall and fitting services.

LaLaport FUKUOKA will also promote omnichanneling to enable customers seamless use of both brick-and-mortar facilities and &mall. Please see the website for details.

<https://mitsui-shopping-park.com/ec/>

Omnichanneling



三井ショッピングパーク &mall アンドモール



Live Commerce

Live streaming of products that store employees recommend and can be bought on &mall.



Showrooming

Hands-free shopping where customers can look at actual products in brick-and-mortar stores and buy them on &mall.



&mall DESK

Receive products bought at brick-and-mortar stores or on &mall, try them on, and exchange or return them.



Chatbot

AI responds to general questions from customers, eliminating the labor of emailing or phoning.



RFID

RFID tags on products throughout the facility are read and linked as inventory that can be sold on &mall.

Plan Overview

Developer	Hakata Nakaroku Kaihatsu Special Purpose Company
Location	23-1 Naka 6-chome, Hakata-ku, Fukuoka-shi, others
Site area	Approx. 932,100 ft ² (approx. 86,600 m ²)
Structure	Store building: Steel frame construction, 5 floors above ground, 1 floor below ground Multi-story parking decks: Steel frame construction, 7 floors above ground, 2 buildings, etc.
Total floor area	Approx. 2,221,700 ft ² (approx. 206,400 m ²) * Includes multi-story parking decks
Number of parking spaces	Approx. 3,050
Access	9 minutes on foot from Takeshita Station on the JR
Schedule	Start of construction: November 2020 End of construction: March 2022 Opening: April 2022
Design company	Takenaka Corporation
Construction companies	Store building: Joint construction group formed by Takenaka Corporation, Nankai Tatsumura Construction Co., Ltd., Nishitetsu Construction Co., Ltd., Kobayashi Kensetsu Co., Ltd. and Sakashita Kensetsu Co., Ltd. Multi-story parking decks: Daiwa Lease Co., Ltd.
Design	Exterior: NONSCALE CORPORATION Landscape: STGK Inc. Interior: TANSEISHA Co., Ltd.
Operation and management	Mitsui Fudosan Retail Management Co., Ltd.
Teaser site	https://mitsui-shopping-park.com/lalaport/special/fukuoka/

Reference: Previous news releases

<https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/0713/>

<https://www.mitsui-fudosan.co.jp/corporate/news/2021/0816/> (Japanese)

https://www.mitsui-fudosan.co.jp/corporate/news/2021/0915_02/ (Japanese)

* The initiatives covered in this press release are contributing to three of the UN's SDGs.

Goal 8 Decent Work and Economic Growth
Goal 11 Sustainable Cities and Communities
Goal 17 Partnerships for the Goals

