

Channel 4 Initiatives as a Retail Facility with Strong Community Ties

Comprehensive Cooperation Agreement with Anjo City

Mitsui Fudosan and Anjo City concluded a comprehensive cooperation agreement on February 21, 2025, aimed at further revitalizing Anjo City through stronger mutual ties. Specific initiatives under consideration include holding a child-rearing consultation event in the facility, private hire of the rooftop plaza for kindergarten children in the city, Anjo Tanabata festival pre-events, and sales fairs for special agricultural products of Anjo City. Mitsui Fudosan aims to utilize the LaLaport retail facility platform to support child-rearing, promote culture and sports, encourage local industry, and promote mutual collaboration and cooperation on disaster prevention, thereby supporting regional revitalization.

【Items for Collaboration and Cooperation】

(1) Matters related to child-rearing support, healthy development of young people, and education
(2) Matters related to promoting culture and sports
(3) Matters related to promoting local industry and local production for local consumption
(4) Matters related to disaster prevention and disaster damage countermeasures
(5) Matters related to information dissemination and wider area exchanges
(6) Matters related to promoting the health of city residents
(7) Matters related to support for seniors and people with disabilities
(8) Matters related to community safety and security
(9) Other contributions to increasing public services and regional revitalization



Signing ceremony of the comprehensive cooperation agreement with Anjo City
(Left: Anjo City Mayor Motohito Mitsuboshi / Right: Mitsui Fudosan Managing Officer Masakazu Hida)

Industry and Academia Collaboration with Aichi Prefectural Anjo Norin High School

The facility will contribute to the development of the Mikawa region's abundant agricultural culture through industry and academia collaboration with the nearby Aichi Prefectural Anjo Norin High School. Mitsui Fudosan plans to use the advanced agricultural technologies and knowledge of Anjo City, sometimes referred to as the "Denmark of Japan," to cultivate the next generation of agricultural human resources and increase the value of local specialty products. There are also plans to sell fresh agricultural products and processed products cultivated by students of Anjo Norin High School inside the facility, providing a space to support the efforts of the young members of the community.



Image of collaboration with Aichi Prefectural Anjo Norin High School

Product design with awareness of local specialty products and employment of local designers

The facility's architectural design reflects an awareness of the local history and specialty products. The external cladding motif features the warp and weft of spun fabric from a former spinning mill (part of the Anjo factory of Kurabo Industries Ltd.), and the special bricks produced in the Mikawa region. The external landscaping uses paving materials and bricks produced in Mikawa. The interior features furniture made with wood grown in Aichi Prefecture. In addition, the interior features a sign wall installation by the Anjo City-headquartered design office, Switch, and interior decoration by a popular local artist of Aichi Prefecture, Tetsuji Aoyama. Through the use of manufacturing with strong local ties such as this, Mitsui Fudosan aims to create a retail facility that offers visitors a sense of Mikawa's rich industry and culture.



Exterior concept of LaLaport ANJO



Materials produced in
Aichi Prefecture



Sign wall image

A for Anjo—Communicating the Attractions of LaLaport ANJO

The various attractions provided by the facility are communicated from four perspectives, taking the A of Anjo as the theme: Atelier, Action, Academy, and Agriculture. A special landing page has been launched online with plans to communicate information about the facility design, events, and other aspects. Mitsui Fudosan will provide information for the public so that they can fully enjoy the appeal of the local area.



Creation of a Comfortable Working Environment for Local Employees Who Support the Facility

The facility has four employee break rooms with an emphasis on design and convenience, aiming to realize a comfortable working environment and improved employee satisfaction for the local employees who support the operation of the facility. Fully equipped with various functions and well designed, the rooms provide a space that employees can use easily and comfortably.

- Mobile phone charging points
- Free Wi-Fi
- Sink for brushing teeth
- Make-up corner
- Dedicated convenience store for employee use
- Dedicated employee smoking area
- Discounted offers and services to improve staff morale



Computer generated image of employee lounge

■Support for employee recruitment for tenant stores, holding of group recruitment events and explanation briefings

To support employee recruitment at the stores, LaLaport ANJO Recruiting Center (outsourcing partner: AIDEM Inc.) has been set up, and will hold a series of employee recruiting drives in the form of group recruitment events and explanation briefings starting from November 28, 2024 (Thursday).

<Group Recruitment Event and Explanation Briefing Schedule>

Date, Time and Venue	
6th Event	March 11, 2025 (Tuesday) 11:00 to 16:00 at Hotel Grand Tiara Minami-Nagoya

*For the latest details of the event, please refer to the website beforehand..

Recruitment website: <https://job-gear.net/lpanjo/>

LaLaport ANJO Recruitment Center Outsourcing partner: AIDEM Inc.

Company Overview

- Head office 1-4-10 Shinjuku 1-Chome, Shinjuku-ku, Tokyo
- President and Representative Director Ryo Kabayama
- Establishment February 1971