

Press Release



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transcosmos inc.

transcosmos reinforces Japan market entry service for Chinese businesses

Experienced bilingual team members located in China and Japan help Chinese brands expand sales channels into Japan

transcosmos hereby announces that the company will reinforce its Japan market entry service designed for Chinese businesses. As Chinese companies accelerate global expansion, transcosmos has formed teams of bilingual members with a wealth of experience in both China and Japan markets to help Chinese companies run sales and marketing activities, offer customer services, and manage e-commerce operations in Japan.



With 185 business locations across 36 countries and regions with a focus on Asia, transcosmos offers services in 25 languages on a global scale. transcosmos entered the Chinese market and launched its offshore services business in 1995. In 2006, the company expanded its service lineup for the market, launching contact centers, digital marketing, and e-commerce services in Shanghai. Since then, transcosmos has been offering a range of services specifically designed for clients in the market. Together with its e-commerce channels in 46 countries and regions, transcosmos is helping clients expand sales, boost brand awareness, and optimize costs with business strategies designed to meet each market's needs and business practices.

Economic and trade relationships between Japan and China continue to deepen. Against this backdrop, transcosmos will combine its proven expertise in localization it acquired in Japan over the years and the power of digital technologies to help clients succeed in Japan with 360-degree, one-stop shop services across offline and online channels.

transcosmos will reinforce the following services for Chinese businesses to make a successful market entry into Japan:

Online	Offline
Brand e-commerce site development & operations service We will guide you towards designing e-commerce sites localized for the Japan market, create an effective SEO strategy, and ensure long-term operations.	Offline channel development service We help you build sales channels in Japan including sales agencies, mass-market retailers, convenience store chains, and more.
Strategic store opening on Rakuten Ichiba	

Our professional team will manage all processes on your behalf at one-stop, from application to store design to marketing strategy.	Visual merchandizing service for your interactive stores We help you design and create shop floors visually appealing to Japanese aesthetics in luxury department stores.
E-commerce mall agency service We will provide a comprehensive service from day-to-day store operations, promotion planning, to logistics management.	
End-to-end support for cloud-funding projects We will manage everything from integration with leading platforms such as Makuake and CAMPFIRE to planning, promotion, to operations.	
Integrated marketing service We will offer integrated multichannel marketing services including social media operations, collaboration with KOL (Key Opinion Leaders) and influencers, and out-of-home advertising.	

■Distinctive service features

- A China-Japan hybrid team helps localization for the Japan market, adapting local business practices
Differences in culture and distribution channels are the primary challenges many companies face in entering the Japan market. Not only understanding the strengths of Chinese brands, transcosmos bilingual team is well-versed in Japanese market structure and business practices, ensuring the conversion of product appeal into market share. transcosmos has a number of client success stories in apparel and smart home appliance markets, helping brands penetrate the Japan market.
- Built on industrial partnerships, the small market entry model enables a speedy test market with a lower initial investment
Strengthening partnerships with leading advertising agencies, logistics companies, and industry groups in Japan, transcosmos has built a strategic network covering an entire supply chain. Leveraging the network, transcosmos also offers a small market entry model, a cost effective and flexible model for businesses to enter the Japan market, enabling businesses to conduct a test market at speed and with lower initial investment.

With the power of its practical wisdom and execution, transcosmos will help Chinese brands evolve from a selling brand into the brand of choice in the Japan market.

*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

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About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 185 bases across 36 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp