

Press Release



October 19, 2020
transcosmos inc.

transcosmos becomes a certified “Lazada” partner, ASEAN’s leading e-commerce platform

With its bases in ASEAN, transcosmos helps clients succeed in cross-border e-commerce more than ever

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) is proud to announce that the company has become a certified partner of “Lazada,” a leading e-commerce platform in ASEAN. transcosmos delivers clients’ superior products into the hands of ASEAN consumers by enhancing its cross-border e-commerce services building on its bases in ASEAN countries and its e-commerce and distribution network.



Lazada certifies companies that show excellence in e-commerce store operations, and who deliver timely and effective operations and high-quality customer services, serve brands in expanding their e-commerce eco-systems, and over-achieve standard requirements as a partner. As Lazada strengthens its focus on the Japanese market, the company has launched its certification program in Japan, and recognized transcosmos as one of its first four partners. transcosmos initiated its services for Lazada in Thailand in 2015. Since then, the company has been highly recognized by Lazada for its localized e-commerce support services respecting cultures and commercial practices of each ASEAN country, and cross-border e-commerce operations that take into consideration each country’s specific logistics situation, laws and regulations, and other factors.

In the ASEAN market, transcosmos not only sells its clients’ products on local e-commerce shopping malls and assists their cross-border businesses, but also offers services that integrate online, offline and digital marketing. The integrated services help clients drive their Online-Merge-Offline (OMO) initiatives by connecting their online stores with physical stores in the market, succeed in in-flight duty free channel, and execute social media marketing. With such services, transcosmos serves clients in boosting their brand recognition and expanding sales. As a Lazada partner, transcosmos will further drive e-commerce and retail businesses in the ASEAN market.

● About Lazada Group

Founded in 2012, Lazada Group is Southeast Asia’s leading eCommerce platform. With a presence in six countries –

Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam – we connect this vast and diverse region through our technology, logistics and payments capabilities. Today, we have the largest selection of brands and sellers, and by 2030, we aim to serve 300 million customers. In 2016, Lazada became the regional flagship of the Alibaba Group, and is backed by Alibaba’s best-in-class technology infrastructure.

With its operations bases in Vietnam, the Philippines, Thailand, Malaysia and Indonesia, transcosmos offers a variety of localized services including contact centers, digital marketing and e-commerce one-stop services. Its e-commerce support services tailored for each client based on their phase of globalization and local market strategies help clients expand their businesses in each local market. More specifically, clients have the option to choose cross-border e-commerce services including test marketing that let them quick start a new business channel, distributor services where transcosmos acts as an importer and a seller in the local market, and e-commerce one-stop services for clients who already have e-commerce channel in the local market. Through such services, transcosmos provides clients with end-to-end support to help them succeed in each market.

transcosmos’s cross-border e-commerce services include flagship store opening, shipment to ASEAN countries, sales management and customer services all at one-stop. All clients need do is deliver their products to transcosmos.



transcosmos offers e-commerce one-stop services that fit clients’ e-commerce business and brand strategies across 48 countries including Japan, Europe and the United States, China, Taiwan, South Korea, ASEAN, India and Latin America. With the aim of contributing to clients in enhancing brand value and expanding sales, transcosmos will continue to deliver the best services to each country in this fast-changing e-commerce market.

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

* Other company names and product or services names used here are trademarks or registered trademarks of respective companies.

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 168 bases across 30 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 in 48 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.

<https://www.trans-cosmos.co.jp/english/>

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