



May 15, 2025

NEXT81 Co., Ltd.

Yamato Transport Co., Ltd.

## Enhancing Tourist and Local Resident Experience and Revitalizing Local Economy Through Hands-Free Travel Promotion

Launching Service Enabling Tourists Visiting Japan to Easily Ship Souvenirs to Their Homes in Hong Kong and the UK from Approximately 40,000 Locations Nationwide

NEXT81 Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: LOU Shing Cheong Elmas; hereinafter "NEXT81"), which operates YAICHI, Hong Kong's largest e-commerce site specializing in Japanese products, and Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; President: Seiichi Awa; hereinafter "Yamato Transport") officially launched a service on Thursday, May 15, 2025, that enables tourists visiting Japan to easily ship souvenirs and other items to their homes in Hong Kong and the UK from approximately 40,000 locations nationwide, including convenience stores (7-Eleven, FamilyMart) and Yamato Transport offices, through NEXT81's tourist service YAICHI TRAVEL for tourists visiting Japan. Additionally, on Thursday, May 1, 2025, the two companies signed a basic agreement for strategic collaboration in cross-border e-commerce and services for tourists visiting Japan.



Tourists can enjoy shopping without worrying about luggage constraints



Tourists pre-book the shipping service on their smartphones



Items can be shipped from participating stores hassle-free by presenting a QR code/barcode



NEXT81 and Yamato Transport arrange luggage collection and export procedures



Local partners deliver packages to tourists' homes

### ■ Service Overview

#### 1. Usage Flow

- ① Customers confirm shipping regulations on the YAICHI TRAVEL website, enter details of contents and prices, and register payment information
- ② Present the QR code or barcode on smartphone at the shipping store
- ③ Yamato Transport collects the packages and processes export and customs clearance procedures at domestic consolidation centers
- ④ NEXT81's logistics partners in Hong Kong and the UK deliver packages to customers' homes

\*Supported language is Traditional Chinese, with plans to sequentially expand to English and others

## 2. Shipping Locations and Supported Products

Shipping Locations	Supported Products
Convenience stores (7-Eleven, FamilyMart)	TA-Q-BIN sizes 60-160
Yamato Transport offices	TA-Q-BIN sizes 60-200
YAICHI TRAVEL Alliance shops	TA-Q-BIN sizes 60-200

\*Cool TA-Q-BIN (refrigerated service) is not supported

\*For the UK, maximum size is currently TA-Q-BIN 120; expansion to larger sizes planned

## 3. Supported Countries and Regions

Hong Kong and the UK

\*Expansion to Taiwan and other regions planned

## 4. Delivery Time

Approximately 7-10 days

### ■ Usage example



### ■ Benefits

1. Tourists visiting Japan: Enhanced convenience for shopping and transportation within Japan
2. Shipping stores: Increased revenue from shipping fees and store visits, reduced burden of foreign language support
3. Local residents: Alleviation of overtourism issues
4. Local retailers: Regional economic revitalization through expanded purchasing opportunities

Moving forward, both companies will work together to create new value in response to diversifying customer needs and social issues, including expanding supported countries, shipping large sporting goods, high-speed refrigerated overseas delivery, and adapting to market changes following new tax exemption systems.

### ■ Background

Japan is a popular travel destination for Hong Kong residents. In 2024, the number of visitors from Hong Kong to Japan reached approximately 2.65 million (125.7% year-over-year), with travel consumption totaling 660.6 billion yen (137.7% year-over-year)\*.

In November 2024, NEXT81 and Okinawa Yamato Transport Co., Ltd. (hereinafter "Okinawa Yamato Transport") launched the YAICHI TRAVEL service using the Okinawa Yamato Transport counter on the second floor of Naha Airport as a pickup and delivery hub, allowing customers to purchase products from across Japan online during their stay or before entering Japan, as well as hands-free delivery services during their stay.

On Tuesday, April 22, 2025, NEXT81 and Yamato Transport began a nationwide trial of a service enabling customers to easily ship luggage and other items from convenience stores and Yamato Transport offices to their homes in Hong Kong and the UK.

\*Japan Tourism Agency [Inbound Consumption Trend Survey] Summary of 2024 Calendar Year Survey Results (Final Report)

URL: <https://www.mlit.go.jp/kankocho/content/001856155.pdf>

### **Contact**

Corporate inquiries:

International Express Division, Global Logistics Department, Yamato Transport Co., Ltd.

Email: [globalexec@kuronekoyamato.co.jp](mailto:globalexec@kuronekoyamato.co.jp)

Press inquiries:

Corporate Communications, Yamato Transport Co., Ltd.

TEL: +81-3-3541-3411

### **Reference**

About NEXT81:

Co-founders: Shing Cheong Elmas Lou, Enoch Lau

Main Business: Operation of YAICHI Marketplace, Hong Kong's largest website specializing in Japanese products, and offering YAICHI TRAVEL service for tourists visiting Japan

URL: <http://next81.co.jp/>