

平成29年1月5日

During the Chinese New Year, a special campaign will be implemented at namba CITY & NAMBA PARKS
Customers can join the lottery event, receive benefits by showing their passport, and purchase lucky bags.

Nankai Electric Railway Co., Ltd. is raising as one of the basic policies, "Promotion of Tourist-Inbound Business" in its Medium-Term Management Plan, "Shinten 133 Plan" and has been taking various kinds of measures to foster it.

During the coming Chinese New Year, the Lunar New Year in China, we will implement some special services for foreign tourists. For ten days Jan. 27 through Feb. 5, we will hold a bargain sale and sell good value lucky bags. From Jan. 30 to Feb. 1, customers are able to join the lottery event at the Duty-free counters of the both facilities.

1. At stores of namba CITY and NAMBA PARKS, a giveaway will be presented to the foreign customers who show their passport. Moreover, some stores deal with lucky bags.
2. Customers who make a purchase for more than 10,000 yen at the facilities can join the lottery. *This is the first trial.
3. Temporary baggage storage counter will be set at Nankai Namba Sta. 2F central gate. In addition to it, there will have an information center. *This is the first trial.

Please refer to the attachment for the details.



(Left photo: Lottery machine Right photo: Last year)

Attachment

Our campaign during the Chinese New Year

1. namba CITY & NAMBA PARKS

(1) Term

Jan. 27, 2017 ~ Feb. 5 10 days

(2) Contents

① Depending on the stores, offering various kinds of benefits to those who show their passports

Ex) discount campaign, presenting a giveaway
45 shops of namba CITY, 61 shops of NAMBA PARKS

② Selling lucky bags for the Chinese New Year
17 shops of namba CITY, 13 shops of NAMBA PARKS

2. Lottery event ***this is the first trial.**

(1) Term

Jan. 30, 2017 ~ Feb. 1

(2) Hours

11:00 am ~ 7:00 pm (~ 8:00 pm on Feb.1)

(3) Place

namba CITY Main Building B2F Tax-free counter
NAMBA PARKS 1 F Tax-free counter

(4) Contents

Offering a lottery once for every 10,000 yen purchase
(need not make a purchase for 10,000 yen at one shop. More than 2 receipts at different facilities can be totaled.)

(5) Prizes

Ex) Camera, Clock, Japanese general item (to 300 customers)

3. Temporary baggage storage and information center ***this is the first trial.**

(1) Term

Jan. 30, 2017 ~ Feb. 1 3 days

(2) Hours

10:00am ~ 7:00pm (baggage storage counter closes at 6:00pm)

(3) Place

Nankai Namba Sta. 2F central gate

(4) Contents

Temporary baggage storage counter will be set at Namba Sta. 2F central gate in addition to the counter on namba CITY Main Building B2F. Bilingual staffs will answer the question from foreign customers.

4. Other measures

(1) Trail introduction of ALIPAY

To enhance the convenience in shopping, we temporary introduce the payment system ALIPAY, which is popular in China. The service is available at 12 shops of namba CITY from Jan. 16 to Mar. 31.

(2) Osaka Omotenashi service

From Jan. 30 to Feb. 1, Total wallet service and multilingual information service with light ID will be available at Galleria court located on the B1F of namba CITY main

building.

※ This event is a joint experimental measure that Panasonic System Network Co., Ltd. supported by Ministry of economy, trade and industry, works with Mitsui Sumitomo Card Co., Ltd and Dai Nippon Printing Co., Ltd. as Osaka Omotenashi Service. Through this experiment, we provide foreign customers with information that matches their preferences

※ Light ID: a technology that was developed by Panasonic Co., Ltd. to realize information sharing between a digital signage and smartphone by developing advanced visible light technology.

(3) Campaign at Tombori River Walk

From Jan. 28 to Feb. 1, bilingual staff will distribute pamphlets and answer questions for foreign customers in order to have more customers come to namba CITY and NAMBA PARKS.

(4) The opening event of the new terminal at Kansai Airport

On Feb. 4 and 5, we will hold a collaboration event with Kansai-Airport and some airlines that put into service to Kansai-Airport at Galleria court on the B1F of namba CITY main building.