



# 海外へのEC販売**第1歩目**を そろそろ踏み出してみませんか？

英語いりません！

月額費用いりません！

海外向けカートいりません！



商品写真・看板だけ  
いただきます！

不安はまったくいりません！

アレックス・ネットの **JAPAN Trend-e-book** は、  
皆様の商品の海外販売を  
こんなにも簡単に可能にします。

Alex-Net

# JAPAN Trend-e-bookとは？

当社が発行する海外向け英語版E-BOOKカタログです。

<http://www.japanonlineshop.jp/ebook/>



- 1ページに最大12商品まで掲載できます。
- 商品写真とショップ看板をいただければ、御社の海外向け商品カタログが出来上がります。
- カートに直接リンクでき、現在ご利用の日本語のカートでも使用することができます。
- カタログ自体への集客は当社で行います。
- JOSポータルサイトにも掲載されます。
- どの商品に反応があったかをレポートします。

A screenshot of the JapaneseChefKnife.com website. It features a banner with a chef's hands working on a knife. Below the banner are several product categories: "Harmon HHD Series", "JCK Original", "JCK Kompeit", "Meat Cleaver", "Santoku", "Special Rose Bouquet", "Okinawa Bouquet Red &amp; White", "French Pink", "Natural Bouquet", "Okinawa Bouquet", "Other Combinations", "Peach Bouquet", "Sweet Bouquet", and "Sweet Bouquet". Each item has a small image and a price.

A screenshot of the WorldFlowerService.co.jp website. It has a banner with a flower arrangement. Below the banner are sections for "How About Sending Flowers to Your Precious Person in Japan?", "World Flower Service Co., Ltd. is one of Japan's largest florists specializing in delivery to Japan from over 100 countries worldwide.", and "Specialty Services". There are also sections for "Okinawa Bouquet", "French Pink", "Natural Bouquet", "Okinawa Bouquet", "Other Combinations", "Peach Bouquet", "Sweet Bouquet", and "Sweet Bouquet". Each item has a small image and a price.

A screenshot of the HobbySupershop-Japan.com website. It features a banner with a model airplane. Below the banner are sections for "We are the hobby shop established by Asakura, one of the oldest hobby shop in Japan. Since 1951. We sell Japanese hobby products with 20% OFF from Japanese manufacturer.", "Hobby Supershop JAPAN", and "Product Categories". The categories include "Model Airplane", "Model Ship", "Model Train", "Model Car", "Model Kit", "Hobby Tools", "Books", "Gadgets", and "Accessories". Each category has a small image and a "View Details" button.

# 英語圏の海外メディアに取り上げられる JAPAN Trend-e-book

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**Alex-Net Releases Unprecedented E-Catalog for Overseas Market**

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Press Release Source: Alex-Net Corporation On Monday November 30, 2009, 9:00 am EST

TOKYO—(Marketwire - 11/30/09) - Alex-Net Corporation (headquartered in Tokyo) operates the Japan Online Shop (<http://www.japanonlineshop.jp>). Japan's first and largest English-language online shopping portal site sells more than 200 stores with over 30,000 items encompassing clothing, jewelry, cosmetics, accessories, books, food, sports and games.

We have now released our new marketing vehicle e-catalog Japan Trend-E-Book in response to shop owners who want to effectively promote and sell their products to overseas customers. Japan's first e-book targeting the overseas market in English has selected nine of our stores with the highest sales from overseas in 2009 to showcase their products for the upcoming holiday season and attract consumers worldwide as has been achieved in Japan: <http://www.japanonlineshop.jp/ebook/>

The e-catalog features various items from jewelry, toys and sports goods to engraved Japanese kitchen knives and "yukata" (Japanese casual kimono made of cotton). E-catalog products include:

Jewelry: As jewelry is considered one of the best gifts, they are now introducing the highest quality pearl called "Hanadama" that is only taken from 2 % of the annual pearl harvest. The highest AAA grade Japanese Akoya Cultured Hanadama Pearl Necklace with almost no blemishes and very strong luster is the top ranked item sold to overseas customers.

Clothing: The "yukata" store has the "Kazari Kizzi" - Decoration Cloth "yukata" kimono, the best selling item to the foreign community and their cute "yukata" wearing teddy bear.

Golf Accessories: Golf is one of the leading pastimes in Japan and there are several goods available to make games more enjoyable.

Toys: Apart from the Japanese specialty of video games, there is an abundance of replica toys. Customers can find nostalgic toys including cars, boats, action figures and fighter planes from the seventies and beyond.

Within the next year the e-catalog hopes to increase the number of stores to 100 and lead Japanese shop owners to a new global market, ahead of competitors while assuring overseas customers with swift and easy access to Japan. Alex-Net is open to developing partners in the online shopping mall industry across the globe.

Company Name: Alex-Net Corporation

Head Office: Espoir Bldg. 6F, 38 Kanda-Kon'yacho, Chiyoda-ku, Tokyo

URL: <http://www.alex-net.com>

Representative: President, Masaaki Kato

Main Business: Global communication support service including IR communications, sales promotion and e-commerce operation support services.

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Contact:

For more information on this e-catalog, please contact:  
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 E-mail: [Email@contact](mailto:Email@contact)  
 URL: <http://www.hello-global.com>

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# 海外・在日外国人向けメディアに取り上げられる Japan Online Shop

日本最大級の多言語オンラインショッピングポータルサイト「Japan Online Shop」は、200店舗以上の海外向けオンラインショップを掲載しています。全世界に配信されているニュースサイト「JAPAN TODAY」に紹介され、全世界からのアクセスが増加しました。現在、アクセスされている国の内訳は、国内在住の外国人が40%、米国25%、その他海外（ロシア、オーストラリア、ニュージーランド、カナダ、英国、フランス、イタリア、ドイツ、ポーランド、ブラジル、ハンガリー、ウクライナ、フィンランドなど）10%、未確認25%（当社観測）となっています。

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## Japan Online Shop English portal site attracts 200 shops in 1st month

Monday 14th September, 04:28 PM JST

TOKYO — Alex-Net Corp announced Monday that its Japan Online Shop, Japan's first English-language online shopping portal, has received registration from more than 200 shops during its first month. The site was created for foreign residents of Japan and introduces various domestic online shops offering a wide variety of products, including food, clothing and cosmetics.

In addition to content linking to online shops with multilingual websites and a search function that enables users to easily find the shops and products they are looking for and make purchases, Japan Online Shop also provides users with sales and other event information as well as a chance to enter drawings for free prizes.

The site can be accessed at [www.japanonlineshop.jp](http://www.japanonlineshop.jp)

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# 海外へのEC販売**第1歩目**を踏み出せるサービス内容！

英語がわからない！ → 不要です。当社で対応します。

何が売れるかわからない！ → 定期的にレポートをお出しします。

毎月費用をかけられない！ → 初期費用5万円だけです。

顧客とのやり取りができない！ → 当社でサポートします。(300円/回)

決済は？ → 御社の状況により、月額費用負担のない3方法をご用意。

なんか不安！ → 200社以上の海外EC参考事例をご案内します。

弊社は信用できるの？ → 上場企業4社の出資を受けている企業です。

## まだ、ご不安はありますか？

当社は御社のパートナーとして、海外販売をご支援させていただきます。

お客様のページは、現在お申し込み順に前に配置させていただいております。

御社の海外**第1歩目**を踏み出すきっかけとして、

JAPAN Trend-e-bookをご利用ください。

# JAPAN Trend-e-bookサービス詳細・会社概要

サービス料金：5万円（初期カタログ製作費・税込・原則継続）

ご用意いただくもの：商品写真12点/1ページ・ショップ看板

商品翻訳：サービス料金内で当社が対応いたします。

アクセスレポート：毎月1回商品ごとに発行いたします。

プロモーション：当社運営のJOSポータルサイトへの掲載等各種対応します。

決済システム：下記の3つの方法から選択していただきます。

1. 現在ご利用の日本語カードに英語併記で対応
2. PayPal（開設無料）をお申し込みいただき、対応
3. 当社がご用意する共通カード（開設無料・初期作業費5000円）で対応

開設までの期間：商品写真・看板をご用意いただいてから約2週間

- ・当社が公序良俗に反すると判断した商品については、掲載をお断りさせていただく場合がございますので、ご了承ください。
- ・その他、上記以外のオプショナルサービスは、有料でご提供させていただく場合がございます。

## ＜会社概要＞

アレックス・ネット株式会社

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TEL 03-3526-7155 FAX 03-3526-7157

設立：2000年1月24日 資本金：8,250万円

役員・顧問：代表取締役 加藤 正明 取締役 山本 章代 社外取締役 韋 蘭春（未来文化商務有限会社代表取締役）

大株主：株式会社資生堂 株式会社アマナ・ホールディングス 株式会社インフォメーション・ディベロップメント 日本ライフライン株式会社

主要取引銀行：みずほ銀行（銀座支店）三井住友銀行（神田駅前支店）

（2010.1月現在）