

JIC Venture Growth Investments has invested in "Trend Express Inc.", which develops the cross-border EC platform focusing on Chinese communities."

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JIC Venture Growth Investments (VGI) decided acquiring the shares in Trend Express Inc. (Trend Express), through its JIC Venture Growth Fund 1 (VGF1).

Trend Express was established in 2015 under the concept of "Beyond Borders, a New Normal". After the Corona Shock of 2020, Trend Express has been aggressively steering its business in the outbound domain (cross-border EC) and providing [various] services, such as product development for global brand companies, elaboration of production demand, research, advertising, distribution sales, CRM, and other value-added services. In 2021, Trend Express approximately tripled its sales (compared with its sales before Corona shock).

The purpose of VGI's investment in Trend Express is (i) to support the global business of Japanese companies through its cross-border EC platform based on data analysis, which is one of its core competencies, and (ii) ultimately to capture foreign demands in order to revitalize the Japanese economy.

Their cross-border EC platform also supports to solve social issues, such as the SDGs and is expected to support and realize sustainable business activities based on an optimal supply-demand balance through sophisticated data analysis of consumer behavior.

VGI would like to support Trend Express to further strengthen its existing business and further accelerate its overseas expansion, including in China, so that the company grows into a leading company in Asia.

The information contained in this notice is current at the time of publication and subject to change without notice.

Contact

E-mail: info@j-vgi.co.jp