

MEDIA KIT



**INCREASE AWARENESS
AND VISIBILITY
THROUGH OUR
COMMUNICATION TOOLS**

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CCIFJ: WHO WE ARE

The French Chamber of Commerce in Japan is a member of CCI France International (124 Chambers and 34,000 companies in the world) and of the European Business Council

LARGEST EUROPEAN CHAMBER IN JAPAN, OUR LONGSTANDING AND POWERFUL NETWORK IS DEDICATED TO YOUR SUCCESS ON THE JAPANESE MARKET SINCE 1918.

Our missions:



- Support companies in their development on the Japanese and French markets
- Enable closer business relationships between our members
- Provide market and process insight through the sharing of best practices
- Offer a wide range of services to help your company at every stage

KEY FACTS

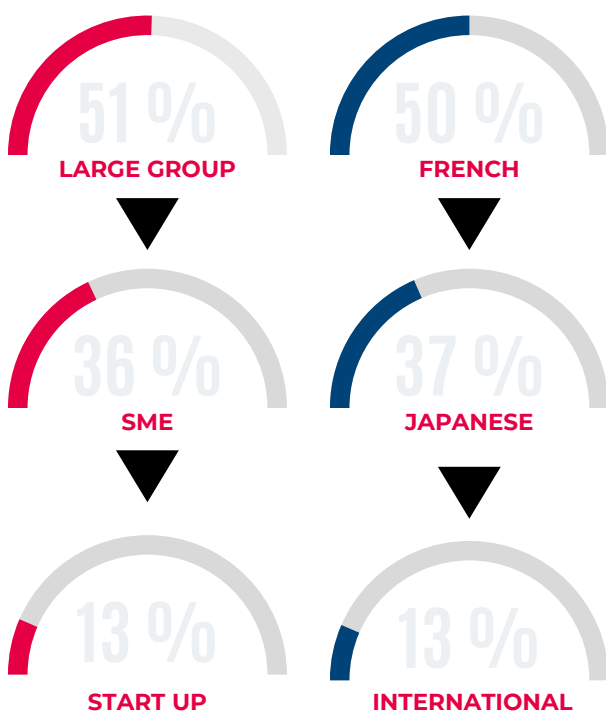
+100 YEARS OF
EXISTENCE

+100 EVENTS/YEAR

+600 COMPANIES
MEMBERS

9000 INTERNATIONAL
CONTACTS

OUR MEMBERS



WE CAN HELP YOU TO:



SHARE your successes and achievements



INCREASE your visibility and raise your awareness among individuals and companies in Japan



REACH targeted audiences



PROMOTE your products and services in our quality publications



DIGITAL

OPTIONS

BANNER
ADVERTISING

WEB BANNERS

130.000 VISITORS PER
YEAR

VISIBLE ON EVERY PAGE

≈700 CLICKS/MONTH

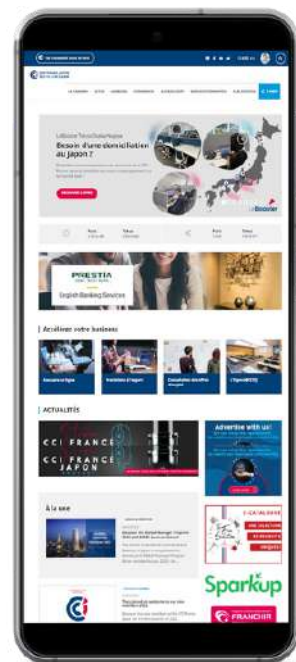
Increase your website traffic and raise your brand visibility by getting your advertorial banner on our **trilingual go-to website** with a direct link to your website.

FULL HEADER

INLINE BANNER
(below carousel)

BANNER
(right column)

LOGO
(right column)



WEBSITE

A SPONSORED ARTICLE

ONE MONTH ON OUR TOP
PAGE

INCREASED VISIBILITY

CUSTOMIZED CONTENT

Our website www.ccifj.or.jp provides a broad range of news, events, and members spotlight.

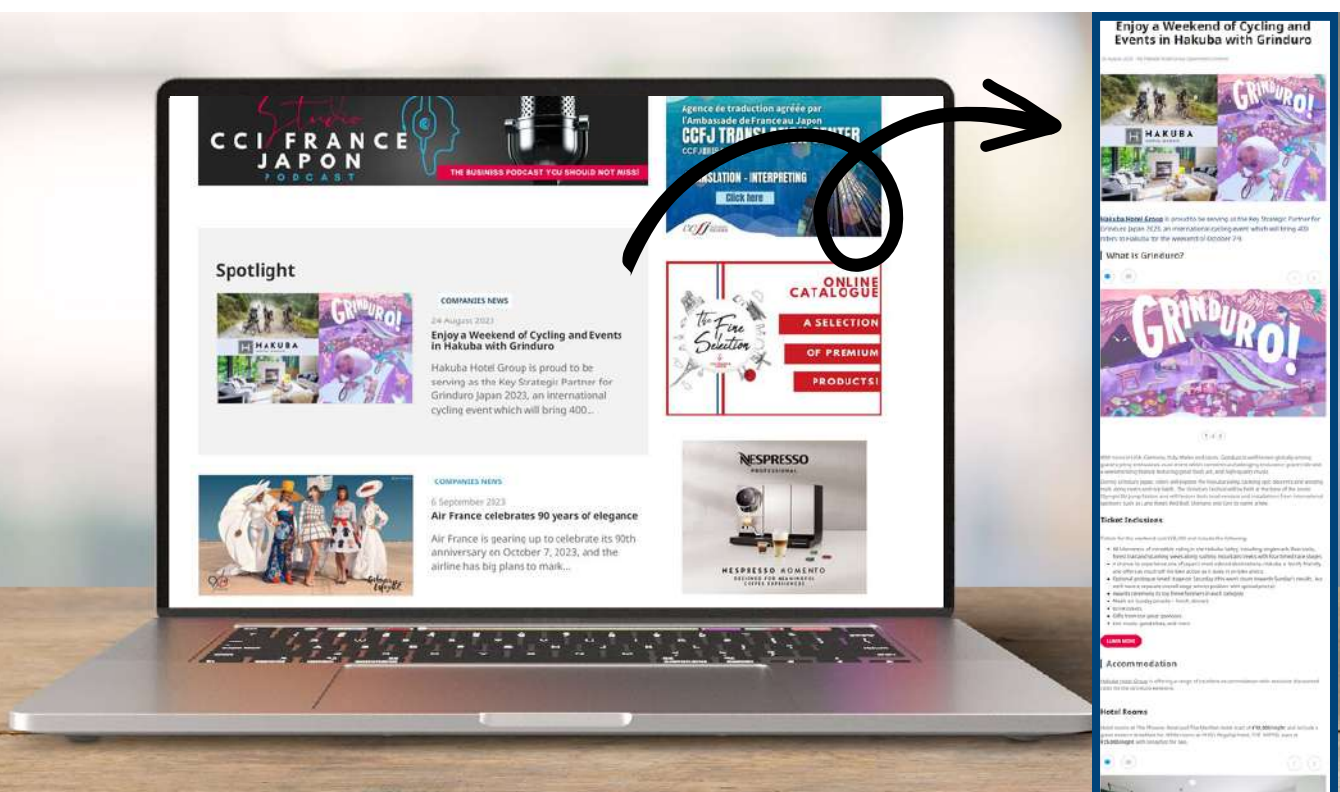
FREE:

A non-commercial article

PAID OPTION:

A sponsored article tailored to your brand's voice and messaging.

The article will be also published in our monthly newsletter and on our SNS.



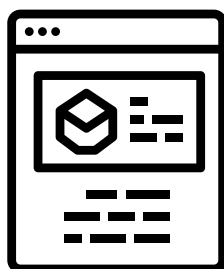
BANNER ADVERTISING

"FRANCE JAPON ECO, HEBDO"

"France Japon Eco, Hebdo" (formerly known as L'Hebdo du Japon) stands out as the exclusive French-language weekly newspaper dedicated to covering Japanese news, distributed via email.

This **cost-effective service** is accessible to any company seeking an efficient means to disseminate updates about their products or services.

The prominently **displayed banner at the top of the email** provides an excellent opportunity to **target French expatriates and prospective expatriates**, ensuring your message reaches the right audience effectively.

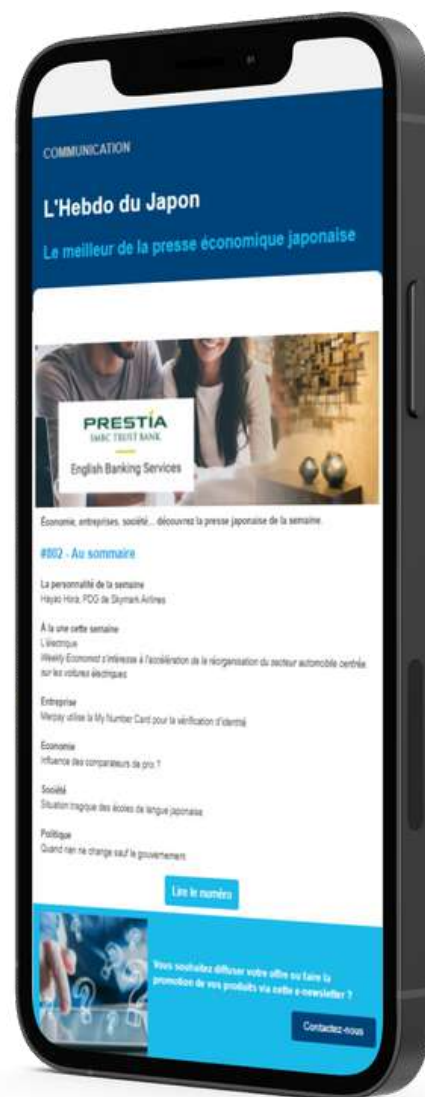


BANNER 600x220 px
linked to your website

3000 INTERNATIONAL
CONTACTS

27-30% OPEN RATE

4-6% CLICK RATE



EMAILING

EDM

9000 CONTACTS

25-30% OPEN RATE

3-5% CLICK RATE

 **Connect with a Targeted Audience:**

Deliver a **dedicated newsletter** showcasing your company's activities and services using content provided by your organization. Your message will reach our **extensive database of both CCIFJ members and non-members**, offering a highly effective way to engage with the broader business community.



SWIFT AND
ADAPTABLE



EXCLUSIVE
CONTENT



DECIDE ON THE
BROADCAST DATE



SOME EXAMPLES

- SMBC
- HAKUBA
- LE CREUSET



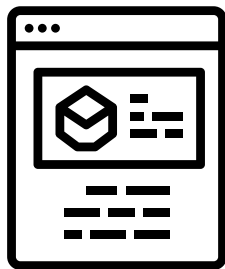
EMAILING

MONTHLY NEWSLETTER

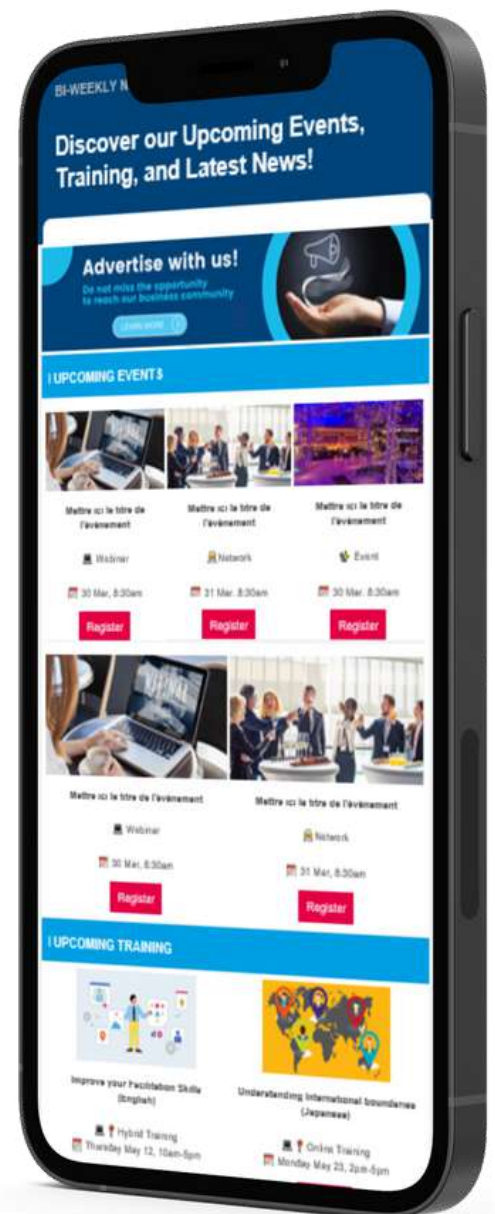
5000 CONTACTS

25-28% OPEN RATE

2-5% CLICK RATE



BANNER 600x220 px
linked to your website



Enjoy exclusive and targeted visibility in our monthly newsletter.

Our Monthly newsletter is sent each month to our **5000 contacts members** and contains the latest business and members news as well as all upcoming French Chamber events and training.

The **displayed banner at the top of the email** provides an excellent opportunity to target our contacts, ensuring your message reaches the right audience effectively.

DIGITAL
SPONSORSHIP

PODCAST



7000 INTERNATIONAL
CONTACTS

~400 LISTENING/
MONTH

3% OPEN RATE

Each episode is distributed and promoted in the following ways:



Listen on

Apple Podcasts



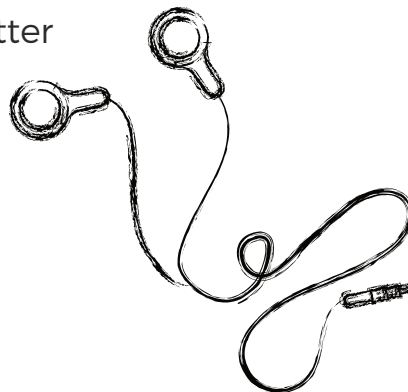
Google Podcasts



- Episode featured on our website page
- Episode sent by email to 9000 contacts (if the episode is in English) or 3000 contacts (if it is in French) ;
- Episode posted on the CCIFJ's LinkedIn, Instagram, and Facebook feeds
- 1 animated & branded highlight clip (15 sec.) from the interview in the Instagram Story.

For the sponsor:

- 15-20 sec of preroll or exclusive interview
- logo + text + URL website in the newsletter
- and on the website
- Mention on our SNS



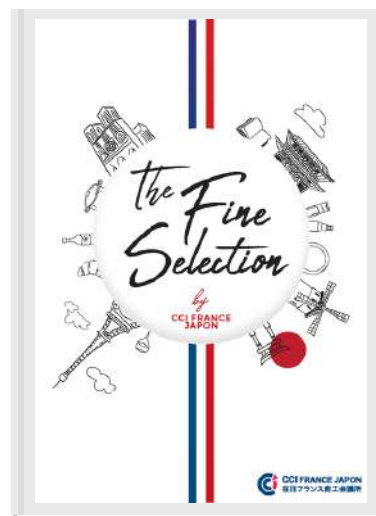
ONLINE CATALOGUE

+170.000 VIEW PAGES

+1400 CLICKS ON
PURCHASE LINKS

Why contribute to this online catalogue?

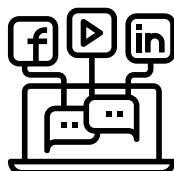
- Enhance your brand and products and increase your sales through our community.
- Expand your customers base among our international community and wide Japanese customer database



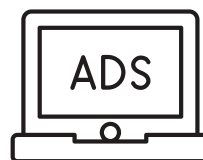
Article on our website
and on a dedicated page



Emailing: +9000 contacts
3 times a year



Promotion via
social networks



Annual web banner



Ad in our
France Japon Eco magazine

- Company name and logo
- Products/offer description
- Products' pictures (maximum of 6)
- Dedicated contact and purchase link





PROMOTE YOUR PRODUCTS IN OUR VENUE

+2000

VISITORS EACH
YEAR IN OUR
VENUE

~80

EVENTS/
YEAR

Located on the ground floor of the new premises of CCI France Japan, L'Espace@CCIFJ is designed to host all kinds of events: conferences, training, industry events, networking, cocktails, product launches, concept store...

L'Espace@CCIFJ is way more than a meeting room: it has direct access to the outside, full-height windows, and a stylish design.

Raise your awareness:
display your products or
facsimile in our venue
and engage visitors with
a nice display!





PRINT

OPTIONS



PRINT ADVERTISING

FRANCE

JAPON ECO

MAGAZINE

30.000 READERS

3500 ISSUES



BILINGUAL
FRENCH/JAPANESE



AVAILABLE IN THE
PRESS KIOSK
AIRFRANCE



HIGH QUALITY
DESIGN



AVAILABLE
ALSO ONLINE

France Japon Eco is the only entirely bilingual (French/Japanese) magazine dedicated exclusively to the Japanese economy and society.

In each quarterly edition, you'll find:

- ✨ News Highlights
- 🔍 Business and Legal Articles
- 📊 Comprehensive Reports on Economic and Social Themes
- 🎤 Exclusive Interviews with French and Japanese Business Leaders



AMONG OUR ADVERTISERS: LVMH, CHANEL, MITSUI FUDOSAN, NISSAN, CREDIT AGRICOLE, MICHELIN AND MORE.

FRANCE JAPON ECO - SPONSORED CONTENT

We seamlessly integrate your content into the magazine, maintaining the same layout as our standard design or crafting a custom one tailored to your needs. Sponsored features are clearly labeled as such. You maintain complete editorial control within the boundaries of our standard advertising policies.

Should you require it, we also offer an optional service for an additional fee, wherein one of our skilled journalists can conduct interviews and create content on your behalf. Layout services are inclusive within the pricing package.

Shimane

MATSUE

À PROPOS DE SHIMANE

La préfecture de Shimane, située à l'ouest d'Île principale de l'archipel japonais, s'étend le long de la mer du Japon. Cette région est, d'ailleurs, connue pour ses nombreux sites naturels et culturels, qui ont permis à Shimane d'être classée l'une des plus belles destinations de l'archipel japonais. C'est pourquoi, nous vous proposons d'explorer, à travers nos pages, les richesses de cette région, en commençant par la ville de Matsue, la capitale de la préfecture.

LE CHÂTEAU DE MATSUE

Le château de Matsue est l'un des plus célèbres et des plus authentiques du Japon. Construit il y a plus de 400 ans, le plus grand parti de sa structure en bois est encore d'origine. Il figure parmi deux châteaux japonais ayant obtenu le statut de patrimoine mondial de l'UNESCO.

LE MUSÉE D'ART ADACHI

Le musée d'art Adachi abrite une superbe collection de plus de 400 œuvres japonaises de style « ukiyo-ga ». La collection est présentée par son propriétaire, le musée Adachi, qui a été fondé par le célèbre collectionneur d'art japonais, le baron Adachi.

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LE GRAND SANCTUAIRE TATSUMI-TATSUMI

Le Grand Sanctuaire Tatumi-Tatumi est l'un des plus importants sanctuaires du Japon. Son bâtiment principal, construit de manière traditionnelle, est classé monument national. Le sanctuaire est situé dans la ville de Tatumi, dans la préfecture de Shimane.

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LA DANSE DES DIEUX

La danse des dieux est une tradition culturelle très ancienne de la région de Shimane. Elle est considérée comme l'une des plus belles danses du Japon. Les danseurs portent des costumes traditionnels et exécutent des mouvements complexes.

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FOR SHIMANE, CUSTOM DESIGN

RENDEZ-VOUS À AICHI SKY EXPO.

AICHI SKY EXPO 2025

DEPUIS DEUX ANS CE PARC D'EXPOSITIONS ULTRA-MODERNE A TRANSFORMÉ L'EXPERIENCE CLIENT AU JAPON GRÂCE À L'EXPERTISE DE SES ÉVÉNEMENTS ET EN L'INTEGRANT À LA PRÉFECTURE D'AICHI, AU DYNAMISME QU'INNOVANTE.

AICHI SKY EXPO 2025

DEPUIS DEUX ANS CE PARC D'EXPOSITIONS ULTRA-MODERNE A TRANSFORMÉ L'EXPERIENCE CLIENT AU JAPON GRÂCE À L'EXPERTISE DE SES ÉVÉNEMENTS ET EN L'INTEGRANT À LA PRÉFECTURE D'AICHI, AU DYNAMISME QU'INNOVANTE.

Aichi Sky Expo promet d'être la destination MICE de toutes les entreprises innovantes et ouvertes.

TECH FOR GOOD

TECH FOR GOOD

TECH FOR GOOD

TECH FOR GOOD

FOR AICHI SKY EXPO, SAME LAYOUT

OUR OTHER SERVICES

With our multilingual and experienced team, we also provide bespoke solutions perfectly suited to your requirements.

CREATION OF COMMUNICATION MEDIA

Brochure, flyer, kakemono, backdrop...



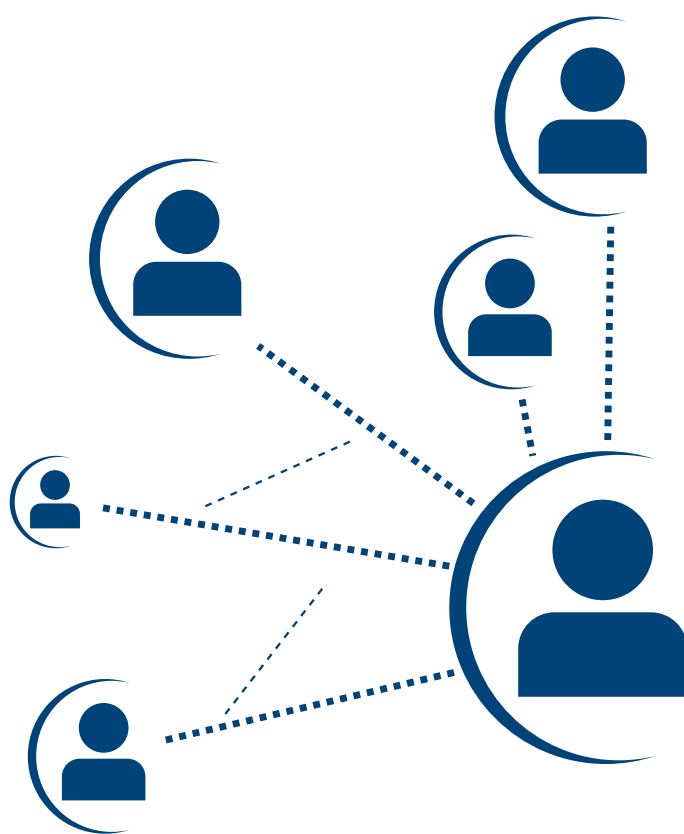
OTHER

PR event, press release, podcast, etc.

IF WE ARE UNABLE TO ADDRESS YOUR NEEDS DIRECTLY, REST ASSURED THAT WE WILL WORK CLOSELY IN COLLABORATION WITH OUR MEMBERS TO FIND THE BEST SOLUTION FOR YOU.

CONTACT AND INFORMATION

Are you interested in one or several communication options that might suit your needs? **Contact us!**



PERRINE LOOCK

Communication Manager
p.loock@ccifj.or.jp



SAKI KOBAYASHI

Communication Officer
s.kobayashi@ccifj.or.jp

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