



# MEDIA KIT

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

# TABBLE OF CONTENTS

03

**CCIFJ: WHO WE ARE**

04

**KEY FACTS**

05

**WEB BANNER**

07

**BANNER ON THE "FRANCE JAPON ECO, HEBDO"**

08

**EDM**

09

**MONTHLY NEWSLETTER**

10

**PODCAST**

11

**ONLINE CATALOGUE**

12

**PROMOTE YOUR PRODUCTS & YOUR BRAND IN  
OUR VENUE**

15

**INFLUENCER MARKETING**

16

**FRANCE JAPON ECO MAGAZINE**

17

**OUR OTHER SERVICES**

18

**CONTACTS**



# CCIFJ: WHO WE ARE

The French Chamber of Commerce in Japan is a member of CCI France International (118 Chambers in 94 countries and 35,000 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



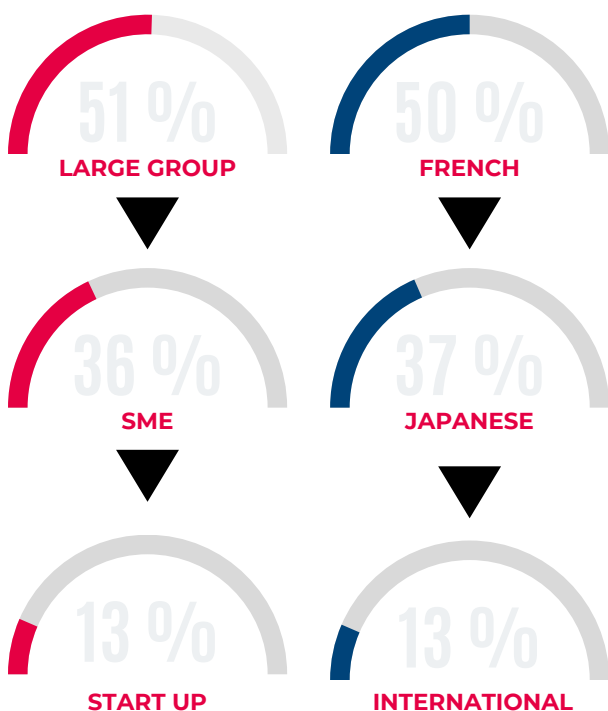
**+100** YEARS OF EXISTENCE

**+650** COMPANIES MEMBERS


**+120** EVENTS/YEAR

**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

# BANNER ADVERTISING

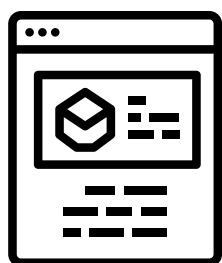
# WEB BANNERS

**130.000** VISITORS PER  
YEAR

**VISIBLE** ON EVERY PAGE

**700** CLICKS/MONTH

- Our website, [www.cci.fr.jp](http://www.cci.fr.jp), offers a wide array of news, events, and member spotlights to our valued members and anyone keen on exploring business opportunities in Japan.
- **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](#).



**BANNER**  
linked to your website





# WEB BANNERS

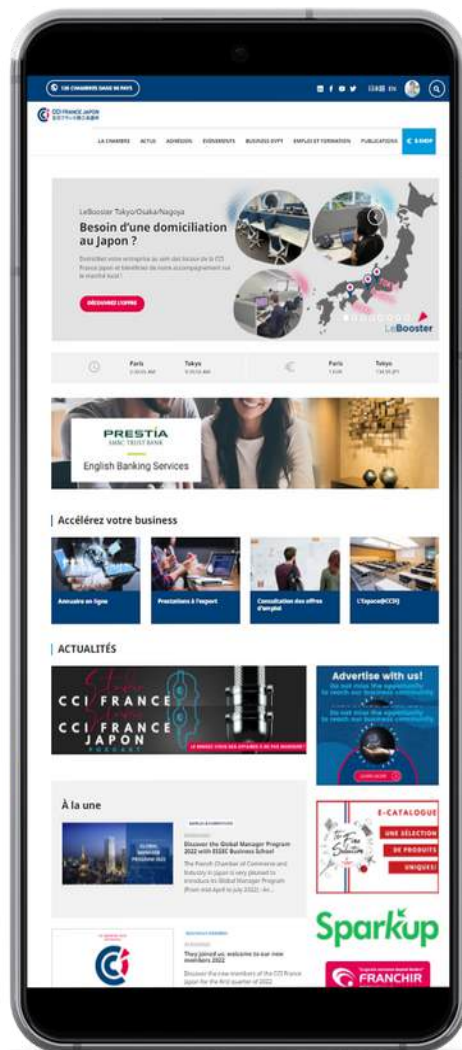


## TAKEOVER

This ad is highly visible, as it is displayed on every page of our website, ensuring the maximum amount of exposure.

## INLINE BANNER

Placed underneath the carousel, this placement is specific to the homepage.



BANNER  
(right column)



LOGO  
(right column)



# BANNER ADVERTISING

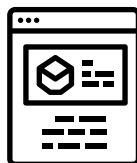
## "FRANCE JAPON ECO, WEEKLY"

"France Japon Eco, Weekly" (formerly known as L'Hebdo du Japon) stands out as an exclusive weekly newspaper in French (and English from 2024) dedicated to Japanese news, distributed by e-mail.

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 our members**, ensuring your message reaches the right audience effectively.

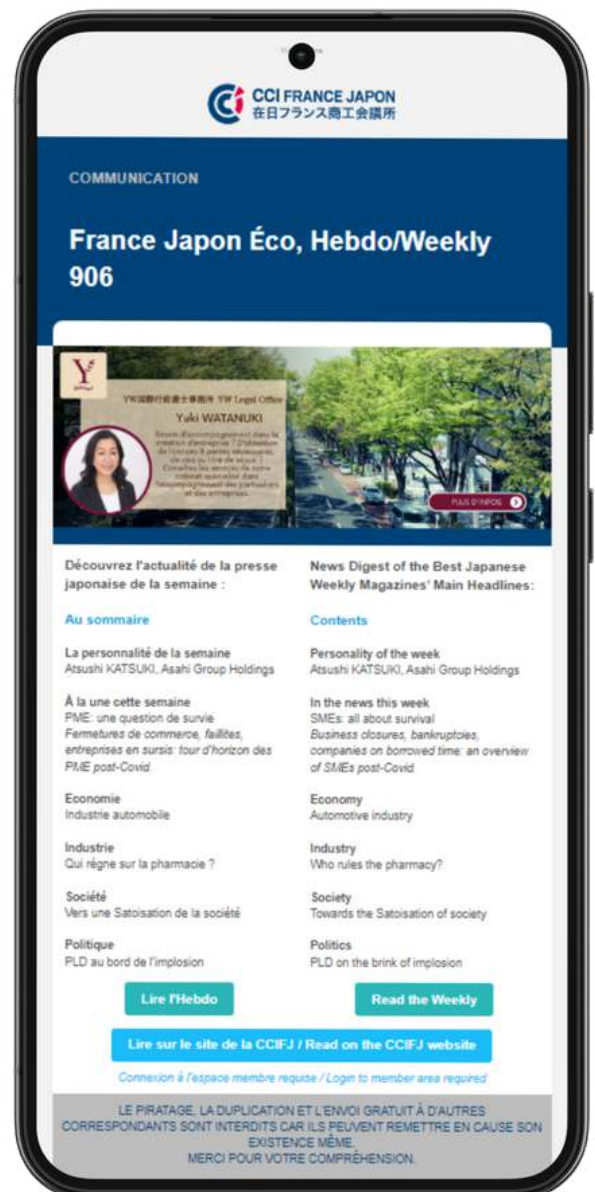
BANNER 600x220 px  
linked to your website



**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.

🌍 Reach a Global Audience: Our platform provides a direct channel to connect with an influential audience, particularly **international and French entrepreneurs and executives**. Tap into this diverse and dynamic network to expand your reach and make a lasting impression.



SWIFT AND  
ADAPTABLE



EXCLUSIVE  
CONTENT

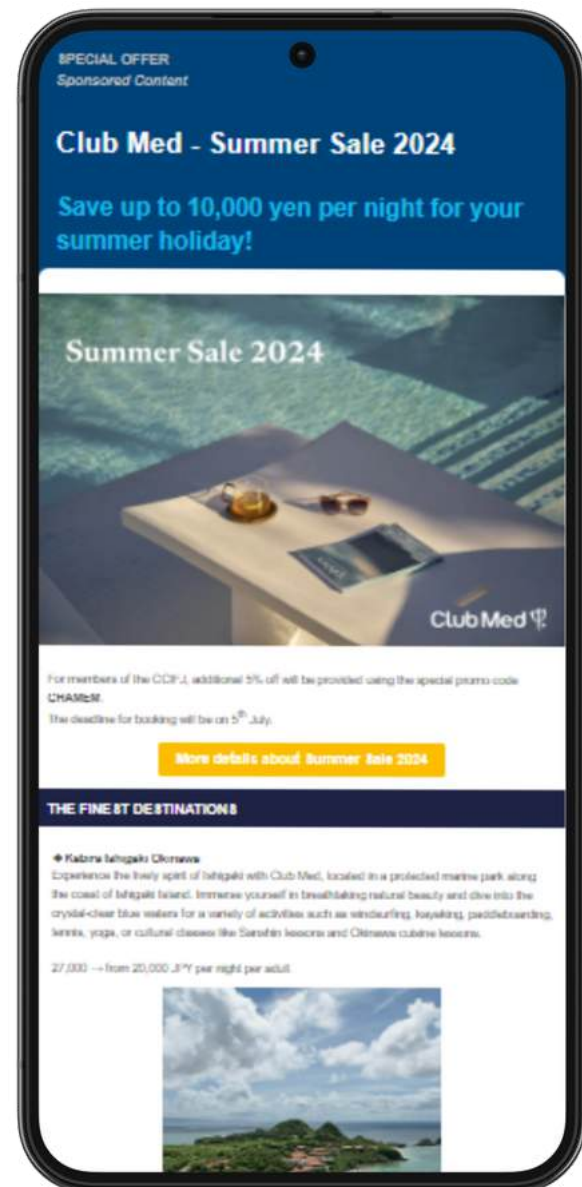


DECIDE ON THE  
BROADCAST DATE



SOME EXAMPLES

- CLUB MED
- OTERANO CHIKARA
- HAKUBA HOTEL





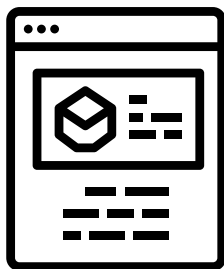
EMAILING

# MONTHLY NEWSLETTER

**5000** CONTACTS

**25-28%** OPEN RATE

**2-5%** CLICK RATE



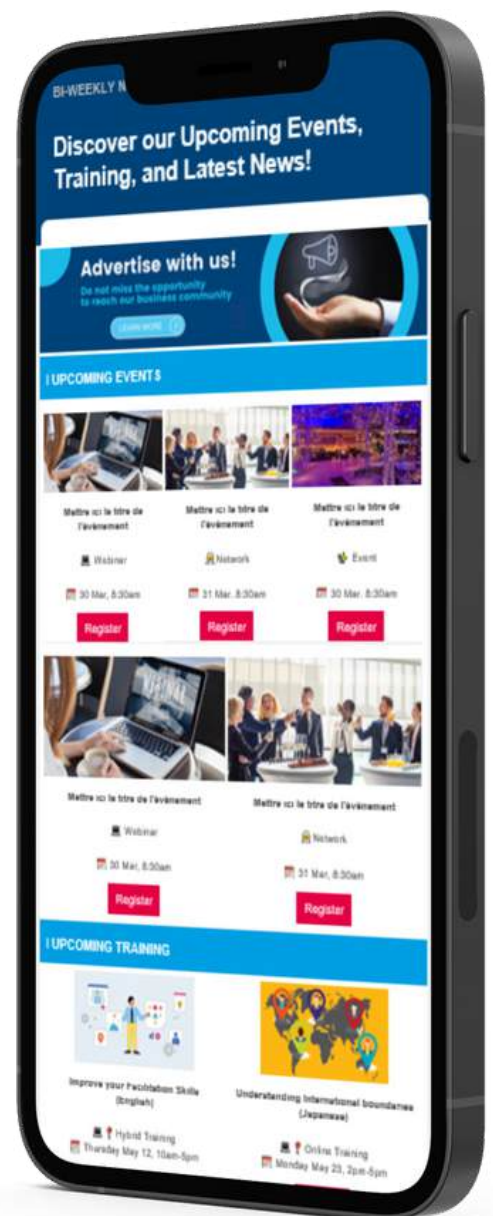
BANNER 600x220 px  
linked to your website



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:

- Distribution to all major podcast platforms including Apple, Google Podcast, Sound Cloud ;

For the sponsor: 15-20 sec of preroll OR full interview

- Episode featured on our website page

For the sponsor: logo + text + URL website

- Episode sent by email to 9000 contacts (if the episode is in English) or 3000 contacts (if it is in French) ;

For the sponsor: logo + text + URL website

- Episode posted on the CCIFJ's LinkedIn, Instagram, and Facebook feeds

For the sponsor: "With the kind support of (company name)"

- 1 animated & branded highlight clip (15 sec.) from the interview in the Instagram Story.



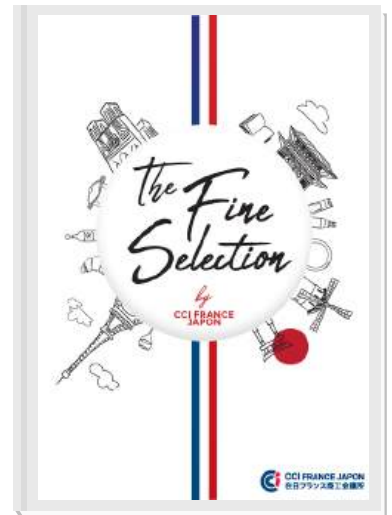
# ONLINE CATALOGUE

**+170.000** VIEW PAGES

**+1400** CLICKS ON PURCHASE LINKS

## Why contribute to this online catalogue?

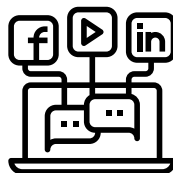
- Enhance your brand and products and increase your sales through our community.
- Expand your customers base among our international community and wide Japanese customer database



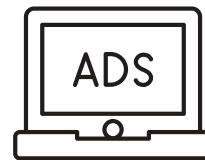
Article on our website and on a dedicated page



Emailing: +8000 contacts 3 times a year



Promotion via social networks



Annual banner on our website



Article 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

**~100**

EVENTS/  
YEAR

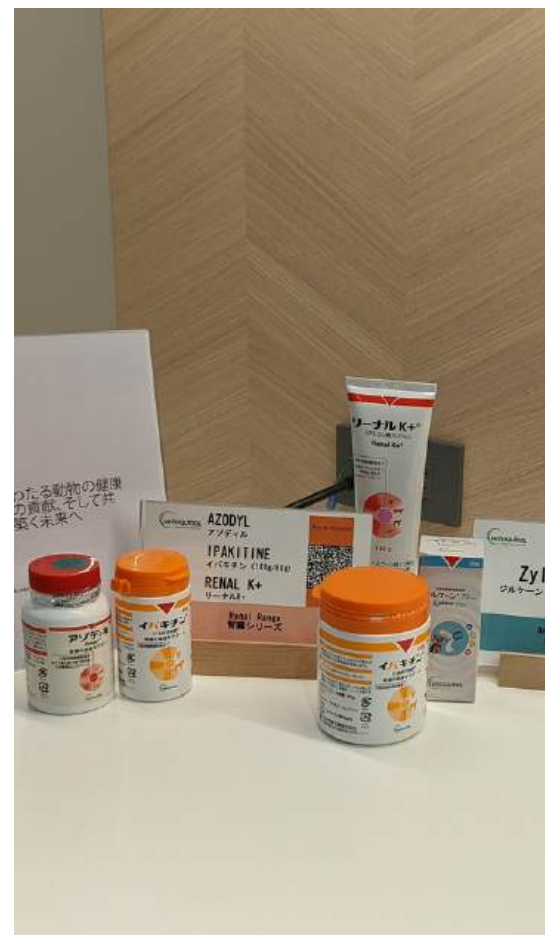
Located on the first floor of the CCI France Japan in NIHONBASHI, L'ESPACE hosts many events: leadership conferences, training, networking events, concept stores, or companies' board of directors. We are offering you to use premium spaces in L'ESPACE to showcase your products, your brand, or your destination and to ensure their visibility to our visitors!

## GLASS SHELVES OFFER

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









# UNPARALLELED VISIBILITY FOR YOUR BUSINESS IN NIHONBASHI'S BUSINESS DISTRICT!



## PREMIUM LOCATION TO REACH THOUSANDS OF DAILY PASSERSBY.

Gain unmatched exposure for your brand in Tokyo's prime business district of Nihonbashi! Our venue hosts 100 business events annually and offers a prestigious advertising space behind large glass windows.

Display your brand on a chic 1500 mm x 3000 mm wooden panel, visible to thousands of daily passersby.





# INFLUENCER MARKETING

## Linking service between Members & Creators

With the emerging trend of influencer marketing, we create **collaboration opportunities between our members and content creators** with engaging communities, providing tailored influencer marketing solutions for the Japanese market. Japanese social media platforms.

## OUR INFLUENCER MARKETING SERVICES

### 🎯 Influencer Sourcing and Selection

To optimally showcase your brand, we identify and select influencers who are a perfect fit for your product. We assess each influencer's audience, engagement level, and community impact to ensure a customized and effective partnership.

### ✉️ Influencer Invitations for Events

Whether for B2B or B2C events, we invite relevant influencers to engage with your brand and introduce it to their online communities. These events provide a direct and authentic connection between your products and potential customers.

### 🌐 Targeted Campaigns

Our campaigns are designed to reach your target audience through carefully crafted content, ensuring impactful and relevant promotion for your product across.

## INFLUENCERS/KEY OPINION LEADERS

300 (+)

PRESS

100 (+)

### Examples:

- Invitation of 25 influencers for Shanu Agarwal in l'Espace
- Invitation of 25 influencers for Maison Perrier event (in collaboration with Bonjour France)
- Invitation of influencers, members and Press for an event sponsored by L'Oreal (in collaboration with Bonjour France)





PRINT ADVERTISING  
**FRANCE  
 JAPON ECO  
 MAGAZINE**

**30.000** READERS

**3500** ISSUES

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

- 1,500 copies distributed nationwide in Japan and available online.
- With over 30,000 readers, including esteemed members, top executives, diplomats, and entrepreneurs, our publication connects you to a diverse and influential audience.

BILINGUAL  
 FRENCH/JAPANESE

AVAILABLE IN THE  
 PRESS KIOSK  
 AIRFRANCE

HIGH QUALITY  
 DESIGN

AVAILABLE  
 ALSO ONLINE



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







# 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!**



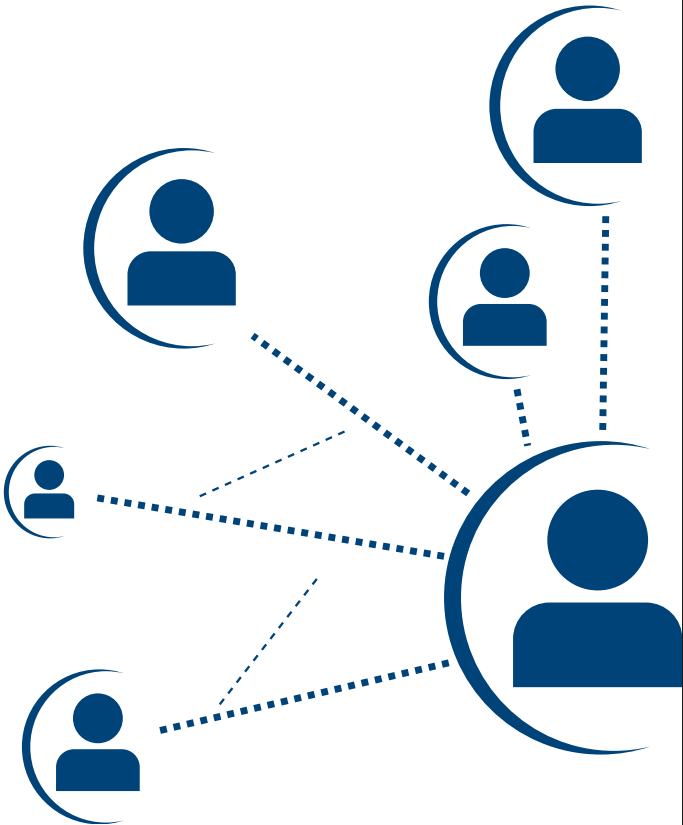
**PERRINE LOOCK**

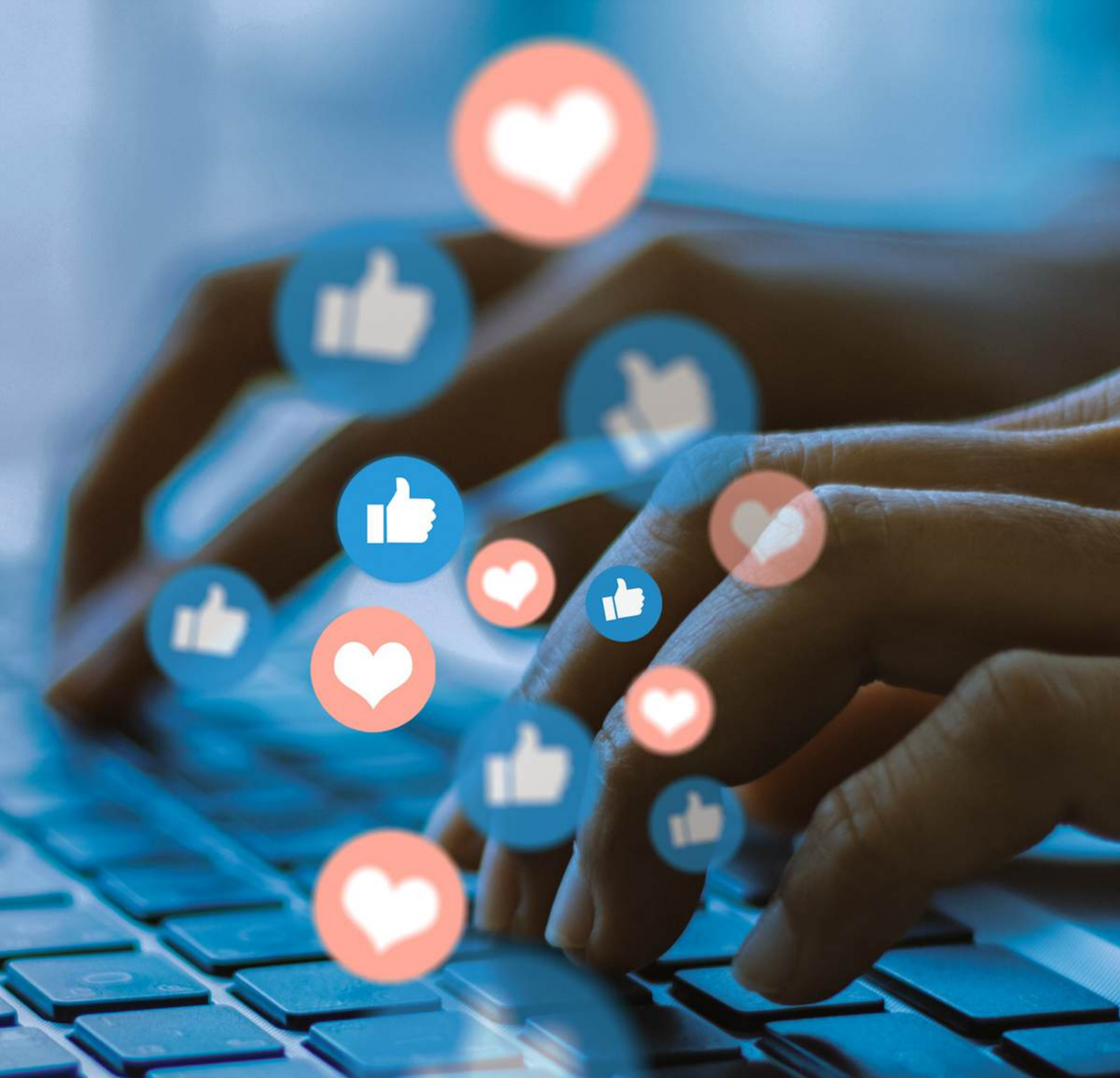
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FOLLOW US:



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