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Leading Japanese Hotelier Fujita Kanko Opens Singapore Office, Accelerates Expansion in Asia

Feb. 21, 2013, Tokyo – Japanese hospitality company [Fujita Kanko Inc.](#), headquartered in Tokyo, will open an office in Singapore on February 23rd to accelerate the globalization of its business. Fujita Kanko intends to use its four overseas offices, including the new Singapore office, to promote its 50+ properties in Japan and build recognition for its established businesses among travelers and other stakeholders overseas, especially in Asia. The company opened its first overseas office in Shanghai in 2010 and added offices in Seoul and Taipei in 2012.

“Opening an office in Singapore, one of the most important global hubs, helps us reach out to all Southeast Asian markets, including Thailand, Malaysia, Indonesia and Vietnam, where new opportunities are increasing for us,” said Kazumasa Suezawa, Fujita Kanko’s President and CEO. “We have built a broad range of hospitality expertise, including leisure travel, meetings, weddings and banquets, over our 58-year history. We offer some of Japan’s most upscale, exquisite properties and we are eager to increase global awareness of them to welcome more international travelers, and also to start building local business in other Asian markets. It is time to globalize our uniquely Japanese expertise.”

Southeast Asia is a growing inbound market for Japan. According to the Japan National Tourism Organization, Japan received a record number of Southeast Asian visitors in 2012. The strongest growth came from Thailand, with more than 260,000 visitors, passing Australia to become the sixth largest inbound market.

Fujita Kanko plans to incorporate the Singapore office to strengthen the Asian base to further maximize marketing and sales as well as business development opportunities around the region.

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Fujita Kanko Inc.

Fujita Kanko Inc., established in 1955, is a publicly-traded tourism industry corporation headquartered in Tokyo. In addition to its core hospitality business, the company’s businesses include wedding and banquet facilities, high-end resorts, leisure facilities and related services. The company has over 50 properties/facilities including 30 mid-priced hotels throughout Japan in two chains: Gracery Hotels and Washington Hotels. Fujita Kanko just rebranded its iconic flagship property as [Hotel Chinzanso Tokyo](#) on January 1, 2013.