

Brand Marketing

Maximizing the Brand Value in Asia & China

Itochu has initiated Brand Marketing business model in Japan and it has been very successful to increase its value and got a lot of creditability from many Global Brands.

IPA's Brand Marketing team is also well talented and maximizing the Brand value in Asia & China with making full use of ITOCHU network and know-how in various way such as distribution, licensing, E-commerce, IP-trade, Retailing, and strategic investing .

We are supporting potential Brands to go into Asia/China market. Now a day more opportunities are in between China and Asia, and Inter-Asia with utilizing E-commerce.

150+
brands

ITOCHU always handle about 150 brands all over the world.

30
years

ITOCHU has more than 30 years of experience in Brand marketing business.

3000
items of bags

IPA keep developing more than 3000 items of new bags per year.

Managing Brands + Supply chain

Furthermore, as one of the advantage of Brand team in Asia, we can offer product supply chain additionally by utilizing the rich resources of IPA. Especially for soft bag, we proudly produce 3million pieces per year. In order to assure high level of quality to maintain the Brand image and to produce unique products matched with local taste, we are supporting from development to quality control by our Japanese technicians. As a professional Brand management team, we are taking up the responsibility in developing branding business in Asia.

