

September 11, 2023  
Cool Japan Fund Inc.

## **Cool Japan Fund invests in Buyandship, a company operating an overseas forwarding and proxy purchasing platform encouraging the overseas expansion of Japan's local e-commerce products**

Cool Japan Fund, Inc. (CJF) has decided to invest 10 million USD in Buyandship Holdings Limited (Buyandship), a company operating an overseas forwarding<sup>1</sup> and proxy purchasing<sup>2</sup> platform encouraging the overseas expansion of Japan's local e-commerce<sup>3</sup> products overseas.

E-commerce demand increased against the backdrop of the COVID-19 pandemic, and the global B-to-C e-commerce market in 2021 was estimated to be worth 4.92 trillion USD with 19.6% of commerce conducted electronically. By 2025 those figures are expected to rise to 7.39 trillion USD and 24.5%, respectively. This includes cross-border e-commerce, which is forecast to expand rapidly from 780 billion USD in 2019 to 4.82 trillion USD in 2026.<sup>4</sup>

This investment will encourage overseas consumers to purchase local Japanese e-commerce products that do not support overseas shipping, and will help raise the profile of Japanese products among overseas users, while expanding sales opportunities.

Buyandship was established by Sheldon Li, Hang Poon and Wong Tsz Ming in 2014.

The company has outstanding market awareness as an overseas forwarding and proxy purchase service platform in Hong Kong, Taiwan and the Philippines, and has expanded its services to 12 countries and regions. Having expanded into numerous countries, maintaining a user base in each country, and offering many options for where the products will be purchased from, Buyandship has strengths as a platform. The platform also boasts a high repeat usage rate thanks to user community efforts to encourage repeat users and create new demand.

Exports from Japan consist approximately 40% of the shipments dispatched by the company in 2022. Some of Japan's local e-commerce products have become popular by user posts on the

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<sup>1</sup> Services that receive products that consumers have purchased on overseas e-commerce sites on their behalf, and then deliver the products to those consumers.

<sup>2</sup> Services that purchase products from overseas e-commerce sites on behalf of consumers.

<sup>3</sup> E-commerce providers that sell and ship in Japan but do not overseas.

<sup>4</sup> FY2021 E-Commerce Market Survey Report, Ministry of Economy, Trade and Industry <https://www.meti.go.jp/press/2022/08/20220812005/20220812005-h.pdf> (in Japanese)

Buyandship user community. With the support of CJP, a greater expansion of Japanese products overseas is expected by strengthening marketing aimed at overseas consumers.

**About Buyandship Holdings Limited**

Founded : 2014

Head office : Hongkong

CEO : Sheldon Li

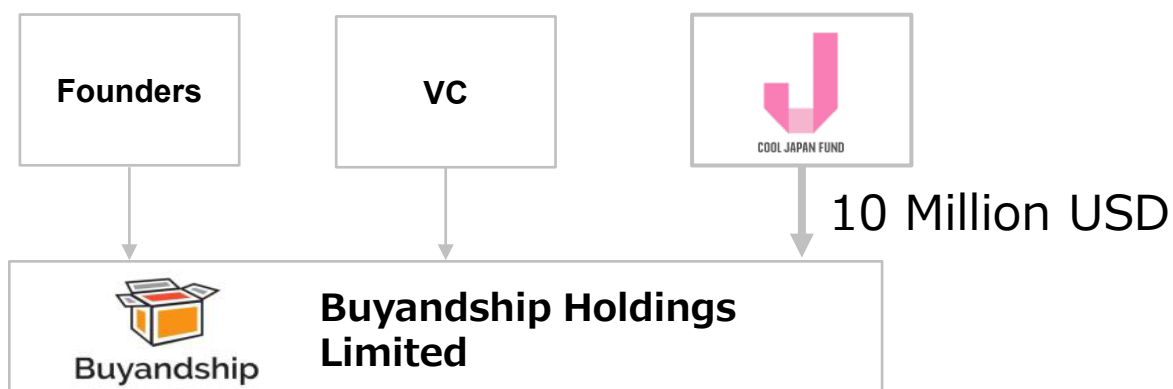
Details of business: Overseas forwarding and proxy purchasing platform

Website : <https://www.buyandship.today/en/>

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## Project Scheme



**Encouraging overseas consumers to purchase local Japanese e-commerce products that do not support overseas shipping**

## Characteristics of Buyandship

- Having expanded into 12 countries and regions, maintaining a user base in each country, and offering many options for where the products will be purchased from, Buyandship has strengths as a platform
- Buyandship boasts a high repeat usage rate thanks to user community efforts to encourage repeat users and create new demand



**EMPOWER ANYONE TO DISCOVER AND GET ANY PRODUCT AT THE LOWEST PRICE GLOBALLY**

