

JAL and Japan Post Cooperate to Offer Trial Express Mail Service (EMS) of Temperature-Sensitive Parcels to Taiwan and Singapore

TOKYO January 29, 2013: Japan Airlines (JAL) and Japan Post Co., Ltd. (Japan Post) will begin cooperating to offer “Cool EMS*” – a new international speed post service of small, temperature-sensitive parcels from Japan to addresses in Taiwan and Singapore during this trial period of April 1, 2013 to March 31, 2014.

Japan is well-known for the superior quality, safety and freshness of its foods and with the number of visitors to Japan increasing over the years, demand in other parts of Asia for the country’s food and culinary ingredients such as fruits and other agricultural produce, Japanese raw fish (*sashimi*) and other seafood, as well as its regional specialties, have been on the rise. Most people seeking fresh Japanese food outside of Japan are limited to selections available at local supermarkets, or supplies that they had brought back as souvenirs from a visit to Japan. Direct delivery of such temperature-sensitive perishables in amounts for personal consumption has not been an option until now. Meeting the growing demand of non-Japanese overseas and of Japanese nationals abroad for such fresh Japanese fare, Cool EMS was created to provide the perfect solution of transporting foodstuff from Japan at optimum temperatures to ensure that its reputable freshness and safety standards are maintained.

Cool EMS utilizes Japan Post’s international speed post service that offers overnight delivery to major cities in Asia so that parcels arrive the following day, and leverages JAL Cargo’s expertise in the area of temperature-controlled freight where it has developed advanced procedures and equipment such as various types of temperature-controlled containers, to handle high value, temperature-sensitive cargo like pharmaceuticals. Parcels with a maximum weight of 15kg and a size within the dimensions of 34cm in length, 26cm in width and 23cm in height will be accepted and transported in special cold containers at temperatures kept between two and ten degree Celsius for as long as 72 to 80 hours.

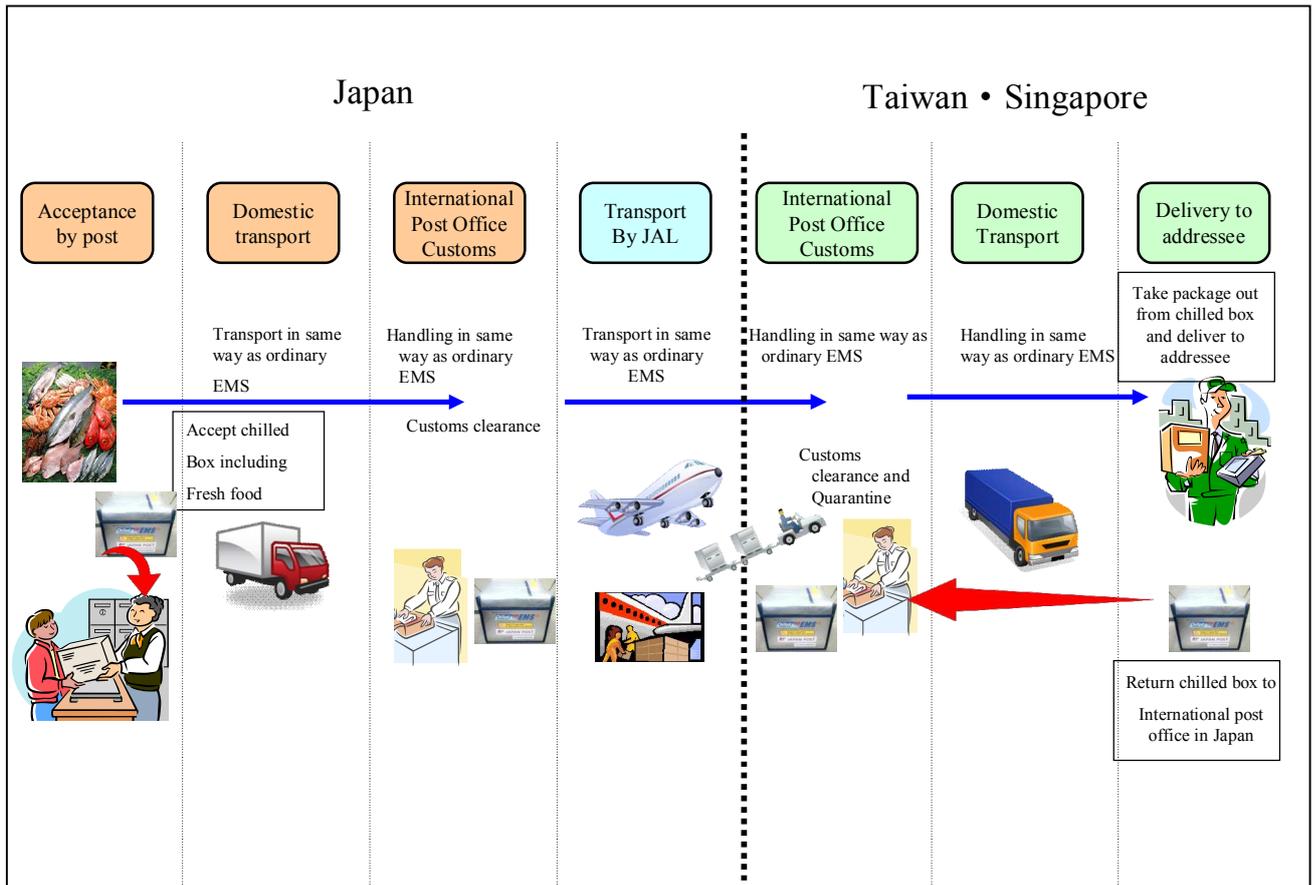
Going forward, JAL and Japan Post will cooperate further to expand this service of transporting temperature-sensitive goods, including frozen products, to a wider part of Asia such as Hong Kong, Shanghai and South Korea, and in that way, also support small and medium-sized companies in Japan to carve out business opportunities overseas.

See illustration and EMS rates below for more details

*EMS is a top speed international mail service offered by Japan Post for sending up to 30 kg of documents and other goods simply and conveniently to over 120 countries and territories worldwide.

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Operational flow of Cool EMS



Rate of Cool EMS

weight steps	EMS rate Asia (Zone1)	Cool EMS rate (EMS rate+Cool handling rate)	
300g	900	7,000	
500g	1,100		
600g	1,240		
700g	1,380		
800g	1,520		
900g	1,660	7,800	
1.0kg	1,800		
1.25kg	2,100		
1.5kg	2,400		
1.75kg	2,700		
2.0kg	3,000	8,600	
2.5kg	3,500		
3.0kg	4,000		
3.5kg	4,500		
4.0kg	5,000		
4.5kg	5,500	12,600	
5.0kg	6,000		
5.5kg	6,500		
6.0kg	7,000		
7.0kg	7,800		
8.0kg	8,600	13,400	
9.0kg	9,400		
10.0kg	10,200		
11.0kg	11,000		
12.0kg	11,800		
13.0kg	12,600	14,200	
14.0kg	13,400		
15.0kg	14,200		
			17,400
			18,200
		19,000	
		19,800	
		20,600	
		21,400	
		22,200	
		23,000	
		23,800	
		24,600	