

## DHL eCommerce opens cross-border distribution centre at Tokyo Narita

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DHL eCommerce has opened an outbound cross-border Distribution Center located at Tokyo's Narita Airport. It follows expansion of the unit's activities elsewhere in Asia, but also in other parts of the world, over the past month. In a statement, the Deutsche Post DHL (DP DHL) Group said the facility "is set to give an extra boost to Japan's booming cross-border e-commerce industry" which is growing at a CAGR (Compound Annual Growth Rate) of 16% and estimated to exceed €1.1bn in 2018."

The centre will "enable Japan's online merchants to sell directly to some of the hottest e-commerce destinations worldwide," it added.

"In Japan, SMEs and sellers on marketplaces such as Amazon and eBay are the main cross-border e-commerce players, targeting markets in Europe, Asia and the Americas. To

enable them to grow their business and reach a wider customer base internationally, they need a greater variety of international shipping solutions with high quality services while keeping their operational costs low. Specific e-commerce services are also needed, such as IT integration from shopping cart to delivery for a seamless logistics process," said Yoshihiko Sasaki, Managing Director, DHL eCommerce Japan.

DP DHL underlined that with an estimated cross-border e-commerce value of US\$40.8bn (€38.5bn), the US is one of the top export destinations for Japan's e-commerce products. Europe also presents "a tremendous opportunity" for Japanese e-tailers. There are currently 303.1m digital buyers in the region and total e-commerce sales volume has hit US\$370.3bn (€349.4bn).

Source: [CEP-Research](#)