Next81 Limited

Company Description

NEXT81 Co., Ltd. is a dynamic global startup dedicated to bridging Japan and the international market through innovative cross-border and inbound tourism e-commerce platforms. Established in October 2019, the company has achieved rapid growth by leveraging advanced technology, strategic corporate alliances, and a highly efficient international logistics network, all driven by the mission to deliver the unique value of Japanese products to consumers worldwide.

The company's core business is "YAICHI Marketplace," an e-commerce platform that connects international consumers directly with high-quality products from Japan. YAICHI has established itself as the largest specialized Japanese marketplace in Hong Kong. A key factor in this success was the early introduction of fresh food deliveries—including premium Wagyu beef, seasonal fruits, and fresh seafood—capturing the high demand for authentic Japanese cuisine. By integrating APIs with major e-commerce management systems like "Next Engine" and expanding its catalog to over 200,000 items, NEXT81 delivers an unparalleled shopping experience. The platform is continuously broadening its global footprint, recently launching its services in the United Kingdom.

In addition to its cross-border services, the company operates "YAICHI TRAVEL," a platform designed specifically for inbound tourists visiting Japan. To enhance the travel experience, NEXT81 has merged online shopping with offline convenience. For instance, in partnership with Okinawa Yamato Transport, the company established dedicated pickup counters in Naha, allowing tourists to shop online and collect their items seamlessly before departure. Coupled with an international shipping service launched in 2024, tourists can enjoy hands-free travel while ensuring their purchases are safely delivered home.

Structurally, NEXT81 operates as a cohesive global team of 38 professionals, consisting of 6 members in the Japanese entity (located in Chiyoda-ku, Tokyo) and 32 members in the Hong Kong branch (NEXT81 LIMITED). While the Japanese office maintains a lean, elite workforce, each member exercises high autonomy, driving large-scale projects and collaborating with major logistics partners, wholesale clients, and institutional investors.

By breaking traditional boundaries and using cutting-edge technology to distribute Japan's rich culture, food, and goods globally, NEXT81 offers an incredibly exciting environment. It is an ideal workplace for professionals with a global mindset who possess the passion to actively shape new markets and make a meaningful impact on the world stage.

Company Details

Head Office
Japan

Main Business
越境ECプラットフォームおよび訪日旅行客向けECプラットフォーム（「YAICHI」など）の運営・開発

President
ロウ・シング・チョン・エルマス

Established
2019年10月

Capital
9,000万円

Number of Employees
11 - 50

URL
https://next81.co.jp/company

Offices

Main Office
4-7-5 Kojimachi,, Chiyoda-ku
Tokyo, Japan, 1020083