

2021 May

Global Spotlight

Global Spotlight focuses on employees from the Mitsubishi companies who are excelling in their respective fields around the world. In each issue we will get to know different employees, who will tell us about their hometowns, businesses, culture, and pastimes.

from
China



Ms. Yingying Wu
Assistant Store Manager, Marketing Department
Nikon Imaging (China) Sales Co., Ltd.
A group company of Nikon

<https://www.nikon.com>



Nikon Imaging (China) Sales—Flagship Store Opening

Though 2020 was a challenging year for all of us due to Covid-19, the flagship store project team at Nikon Imaging (China) Sales didn't give up on opening the very first flagship store in China in 2021, which will be a one-stop brand concept store where professional photographers and avid photography lovers can gather and immerse themselves in the Nikon brand. This is how I came to join Nikon Imaging (China) Sales as the flagship store assistant manager.



Gearing up for the opening

A brand-new experience with Nikon

From 2018, I worked for a world-famous sportswear group as a retail management trainee.

I took shifts not only in the flagship store but also in small boutiques, which makes me proud to say I know the operation of retail stores very well. In 2020, I decided to join Nikon Imaging (China) Sales to seek new challenges as a store assistant manager.

The greatest challenge I have encountered after joining Nikon is the preparatory work for the opening of the flagship store, including indoor design, decorating, legal processes with the government and all the related minor tasks. For me and Nikon Imaging (China) Sales, preparing a retail store is a new experience. This is a new challenge for the whole team, and all my colleagues are excited and enthusiastic about the flagship store.

The flagship store will be a creative station unlike any traditional retail store. We will have regular workshops welcoming photography lovers to share their experiences, and will hold photo contests showing their works. Every month, fantastic pictures taken by Nikon fans will be exhibited on the store gallery wall. While Nikon fans are appreciating their best works, visitors can check out some adorable Nikon original goods. We hope to create a gateway for young creators to freely touch and try Nikon products and a space in which to communicate and share.



Skyscrapers crowd the Shanghai skyline

“Oriental Champs Elysees” in Shanghai

Known as the “Paris of the Orient,” Shanghai is the largest financial and commercial center of China. Unlike many other cities in China with their long and diverse histories, Shanghai's history is quite short, but it has a population of over 24 million. Before the first Opium War (1840-1842), Shanghai was just a small fishing village on the estuary of the Yangtze River. After the war, Shanghai became a treaty port and opened part of its land as foreign concessions. With the special context of embracing the cultures of diverse foreign concession culture, Shanghai has developed into one of the world's most modern cities.

As the main road running through the past French Shanghai concession, Huaihai Road represents French-toned delicacy and romance with the old oriental plants by the roadside alongside the many world-famous luxury department stores and hotels. In the near future, the first Nikon flagship store in China will stand at the busy crossing of this main street welcoming all the visitors from the world. If you have the chance to visit Shanghai, make sure you come to this three-story creative space and say “Hi” to me. I will work at this lovely store then.



Night view of Shanghai's iconic tower and skyscrapers

For more information about the Mitsubishi companies, see “mitsubishi.com”

■ <https://www.mitsubishi.com/en/>



The **Mitsubishi Monitor** is published by the Mitsubishi Public Affairs Committee

Marunouchi Nakadori Bldg., 2-3, Marunouchi 2-chome, Chiyoda-ku, Tokyo 100-0005, Japan
Phone: 81-3-5218-8660 Fax: 81-3-5218-8661

©2021 Mitsubishi Public Affairs Committee

Official Website ■ <https://www.mitsubishi.com/en/csr/mpac/monitor/>

