As the secretary of The Collaborative Council of Manufacturers, Wholesalers, and Retailers (*1), GS1 Japan has been working on a project to create a multilingual product information service for foreign visitors to Japan.

**Background and objectives**
The number of foreign visitors to Japan reached 24 million in 2016 and the Japanese government set a target to increase to 40 million by 2020. However, there are a growing number of foreign visitors who feel dissatisfied or anxious when they shop in Japan since many products have information only in Japanese.

To address this situation, in FY2016 the council started a project to establish a system to offer foreign visitors accurate product information, which is provided by the brand owners in various languages such as English, simplified and traditional Chinese, and Korean through a smartphone application. Upon seeing the results of this project, GS1 Japan launched its multilingual product information service in 2018.

**Service overview**
With this service, when foreign visitors scan the EAN/UPC symbol on a product using their smartphones, its product information (including GTIN) will be displayed on the screen in one of multiple languages according to the language configuration of the phone. GS1 Japan is in charge of managing the multilingual product information data pool (DP) and the smartphone application called Mulpi (Multi-language product information).

The user experience of the multilingual product information service is as follows.
1) When a user scans the barcode on a product using a smartphone, its basic product information will be displayed on the screen.

---

*1 The council was established in collaboration with manufacturers, wholesalers, and retailers of consumer goods, aiming to promote significant innovation and improvement of the supply chain management and to enhance the industry’s competitiveness for contribution to better people’s lives. As of December 2016, 22 manufacturers, 9 wholesalers and 22 retailers have joined this council.
information including GTIN, product name (*2), image, and category name will be shown on the screen in a selected language. If there is a product website prepared by the brand owners, Mulpi automatically displays the webpage.

2) As a communication infrastructure for accurate product information provided by each brand owners, the multilingual product information DP will be working with other applications provided by related service providers. GS1 Japan plans to provide support to participating companies to create multilingual product information web pages in cooperation with translation agencies.

**Expected results**

Expected results of this service are:

◇ Brand owners will:
  * attract more visitors with increasing accessibility to product information pages on their website.
  * provide accurate product information at lower cost.
  * be able to promote sales of their products through the service.
  * be able to present information such as the correct way of ingestion, intake, and usage through the service.
  * no longer need to respond to individual customers’ multilingualization demand.
  * be able to gather the access logs (reference) to their detailed product information to use them for their marketing activity.

◇ Retailers will:
  * be able to support the shopping experiences of foreign visitors at a very low cost by using the shared infrastructure of the service.
  * be able to promote instore sales to foreign visitors.
  * no longer need to individually set up and manage systems for multilingualization of product information of instore items.

◇ Foreign visitors to Japan will be able to:
  * have a better understanding of Japanese products at shops, which will make it easier for them to purchase what they are interested in.
  * easily obtain accurate product information provided by the brand owners in their

---

*2 Product Names are in Japanese.
preferred languages through the applications working with the service.
* check the information outside Japan.

**Future plan**
As a part of the effort to assist the shopping experience of foreign tourists visiting Japan during the 2020 Tokyo Olympics and Paralympics, GS1 Japan plans to increase the number of products registered on the service and accelerate wider use of the application.