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**DETECTIVE CONAN CAFE IN BANGKOK**  
**“DETECTIVE CONAN CAFE 2018” which enjoyed overwhelming success returns for its 2<sup>nd</sup> run in Bangkok in 2019!**

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Following the success in 2018, PARCO (Singapore) Pte Ltd (a subsidiary of PARCO Co.,Ltd headquartered in Japan) and Bake A Wish J.H.C. Co.,Ltd are thrilled to announce the return of DETECTIVE CONAN CAFE to Bangkok, Thailand for a limited period.

The 2<sup>nd</sup> edition of the pop-up DETECTIVE CONAN CAFE will open from 1<sup>st</sup> August 2019 to 15<sup>th</sup> September 2019, at Siam Center. DETECTIVE CONAN CAFE, conceptualized and developed by PARCO with Bake A Wish as the café operator, solidifies a continuous strategic partnership between the two parties.



**Main visual**

The new DETECTIVE CONAN CAFE concept is inspired by both the television version "Detective Conan" and the theme of the latest 2019 smash-hit movie "Detective Conan: The Fist of Blue Sapphire". *(note: the movie will be released on 8<sup>th</sup> August in Thailand)*

This year, the Café is going local to celebrate the cultural and culinary richness of Thailand - the main visual features characteristic Thai motifs; original themed food menu includes reinvented version of the distinctive Thai curry. Customers, locals and tourists alike, will enjoy a unique mix of Japanese anime pop culture with elements of local identity. Original Menu items offer fans' favorite original collectibles such as movie-scene cards and acrylic key chains which are available exclusively at the DETECTIVE CONAN CAFE. During the Café Pop Up period, Café Original Takeaway dessert will be available in 13 Bake a Wish outlets.

PARCO has previously introduced \*4 successful pop-up character cafés to overseas based on collaboration cafe “THE GUEST café&diner” concept in Japan. We are committed to further promote and expand overseas to operate collaborative cafes and exhibitions business.

*\*Pokémon Café & Pokémon Café 2 in Singapore 2016 / Minions Café in Singapore 2017 / Detective Conan Cafe in Thailand 2018*

■ Title	: Detective Conan Cafe in Bangkok A concept by PARCO Operated by Bake A Wish
■ Pop Up period	: 1 <sup>st</sup> Aug.2019- 15 <sup>th</sup> Sep 2019(46days) Open 11:00am / Last Order 9:30pm
■ Venue	: Bake A Wish Siam Center Ground Floor ※ SIAM Station (BTS) 989 Rama I Rd, Khwaeng Pathum Wan, Khet Pathum Wan Bangkok Thailand
■ Conceptualized by	: PARCO (Singapore) Pte Ltd
■ Café Operator	: Bake A Wish J.H.C. Co., Ltd.
■ Thai area Master licensor	: Dai-Ichi Kikaku (Thailand) Co., Ltd.
■ Supported by	: Siam Piwat Co., Ltd
■ Cafe theme	: Detective Conan * Detective Conan Cafe original menu items: 6 mains, 4 desserts, 4 beverages * Detective Conan Cafe original takeaway dessert: 4 cakes
■ Official SNS	: Facebook <a href="#">ConanCafeBKK</a> Instagram: <a href="#">ConanCafeBKK</a>

**[Further upgraded events than 2018! An original goods booth and a Mystery Walking Rally with the theme of Detective Conan]**

**1. “DETECTIVE CONAN Café Station”**

There are Detective Conan Café original limited goods, Detective Conan pre-order goods, movie goods etc. They can only be purchased here. Detective Conan Café original takeaway desserts will also be on sales. Don't miss this limited booth!

Period: 1<sup>st</sup> Aug-1<sup>st</sup> Sep 2019

Venue: Event space next to DETECTIVE CONAN CAFE  
 Siam Center Ground Floor

Operator: Dai-Ichi Kikaku (Thailand) Co., Ltd



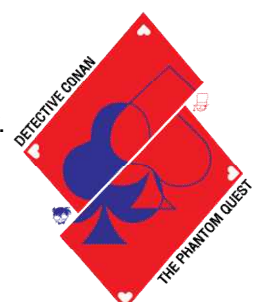
**2. “The Phantom Quest” A Mystery Walking Rally at Siam Center**

Challenge solving the mystery like Detective Conan while walking through Siam Center.

Period: 1<sup>st</sup> Aug-18<sup>th</sup> Aug 2019

Entrance fee: 150THB

Operator: Dai-Ichi Kikaku (Thailand) Co., Ltd



**[Café Original Menu photos]**



**APTX-4869 Green Curry**



**Kid the Phantom Thief's Full Moon Omurice**



*Movie scene card*



**Detective Conan Parfait**



*Café original keychain*



**Detective Conan Hot Latte**



**Kid the Phantom Thief's Magic Dessert Plate**

With Magic Trick



**Kid the Phantom Thief's Galaxy Cake**

*Original cake box*

**[Place mat & Coasters]**



**Free gift with any order of DETECTIVE CONAN CAFE menu**



**Free gift with any order of drink menu**

**[DETECTIVE CONAN CAFE 2018 archive photos]**

Cafe



Snaking queue



Media preview (37 media)



**[ DETECTIVE CONAN CAFE 2018 in Bangkok won the "3rd Animonzukuri Award" International Category Bronze Award!]**



Animonzukuri a coined word combining "anime" and "manufacturing" in Japanese which recognizes collaboration products with anime, manga, characters and advertising promotion.

Animonzukuri Award aims to stimulate business between the animation industry and general companies, and is an initiative to recognize excellent collaboration products, advertising creatives, promotions, etc. It will be the third year in 2019.

Official Website: [animono.jp/2019award.php](http://animono.jp/2019award.php)

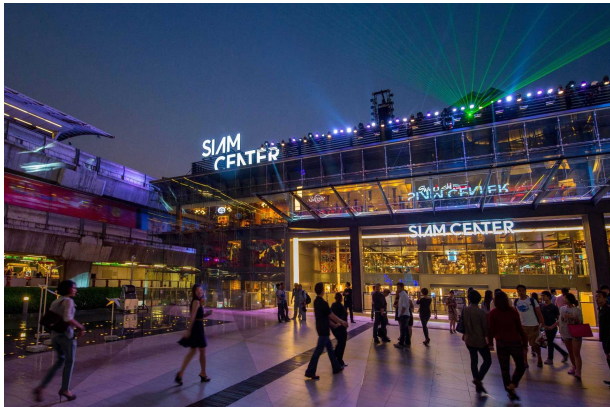
Prize winner: Parco Singapore, Bake A Wish (Thai cafe operator)

**【Location】**



**Siam Center**

Siam Center is located in one of the busiest and most established shopping districts in Bangkok. Many cutting edge tenants from fashion to F&B choose to set up their outlets in this shopping mall.



**【Detective Conan】**

Detective Conan is a Japanese detective manga series written and illustrated by Gosho Aoyama. It has been serialized in the Japanese manga anthology Weekly Shōnen Sunday since 1994 and had been collected in 96 Comics volumes by July,2019.

In Thailand, 93 comics have been published in Thai language with broadcasting on terrestrial broadcasting and Cable TV. Detective Conan movie has also been screened in the cinemas in Thailand every year since 2006.

The latest movie which is the 23<sup>rd</sup> edition -" Detective Conan: The Fist of Blue Sapphire" was launched in the cinemas in Japan on 12th April this year and made over 9.1billion yen at the box office as of July 16<sup>th</sup> , 2019. This made it the highest grossing Japanese film in 2019 as of July 16<sup>th</sup> , 2019.

In Thailand, the new movie will be on the big screen from 8<sup>th</sup> August.

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### **About PARCO Co., Ltd**

Parco Co., Ltd, a listed company in Japan, opened the first store in Ikebukuro, Tokyo in 1969 and has successfully established itself as an iconic fashion building with strong fashion image built through strategic tenant mix and unique advertising activities. The company currently operates 18 domestic stores located throughout Japan, including Shibuya (currently under redevelopment and will open in late November 2019), Sapporo, Nagoya and Fukuoka by implementing “Total Producing Ability”, which incorporates wide range of expertise in the fields of marketing, planning, designing, and managing/operating shopping complexes.

The Company is now one of the largest shopping complex developers and well-recognized as a fashion-oriented innovator in Japan. It is incessantly exploring opportunities to expand its business domestically and internationally.

**Official website:** <http://parco.jp>

### **About PARCO (Singapore) Pte Ltd**

PARCO (Singapore) Pte Ltd is a wholly owned subsidiary of PARCO Co., Ltd. It was established in 1991 to help PARCO venture into overseas markets with Singapore as a hub. The company works closely with the Overseas Business Division of parent company, PARCO Co., Ltd., for overseas projects such as shopping mall development and management consultancy, tapping on its decades of experience in retail and management in Japan and around the world.

Bridging Japan and other countries, PARCO (Singapore) Pte Ltd has successfully rendered retail management and consultancy services with a portfolio that includes various Singapore projects: Parco Bugis Junction, The Central at Clark Quay and Parco Marina Bay. The company also introduced the Itadakimasu dining concept at Parco Marina Bay. In the year 2016, it created the Itadakimasu zone in Amara 100am by bringing in 7 authentic Japanese restaurants and also developed 2 popular pop-up theme cafes in Singapore: Pokémon Café and Minions Café. In 2018, it brought in Detective Conan Café to Bangkok.

**Official website:** <http://parco.com.sg>

### **About collaboration café “THE GUEST cafe&diner”**

“THE GUEST cafe&diner” is a character-themed concept café cum merchandise shop operated by PARCO Co. Ltd. The first outlet was opened in March 2014 at Shibuya PARCO. “THE GUEST cafe&diner” currently has five outlets located across Japan in Ikebukuro (Tokyo), Osaka, Nagoya, Sapporo, and Fukuoka. “The GUEST cafe&diner” routinely changes its concepts every two to three months through a pop-up café model. The theme of the pop-up cafes is based on popular anime characters, artistes, movies and culture. The concept of dining with their favorite characters is always a popular draw, with new themes becoming hot topics in Japan whenever introduced.

**Official website:** <http://the-quest.com>

### **About Bake A Wish J.H.C. Co., Ltd**

Bake A Wish is the No.1 Japanese style bakery in Thailand. Their café is widely loved by customers for its traditional Kobe-recipes baked bakery, the classic interior décor and warm inviting atmosphere. Bake A Wish is dedicated to serving the finest and freshest homemade pastries coupled with superior customer service.

The wide variety of exquisite Japanese cakes, choux cream, cookies, breads and party dishes are freshly made individually by hand in small batches on-site throughout the day.

This company is established by 2 sisters from the Prachyasilpawut family - Ms. Nikan Prachyasilpawut and Ms. Veji Prachyasilpawut in 2006 and has since successfully expanded to 16 café outlets throughout Greater Bangkok. They opened “Bake A Wish” outlet in Siam Center in 2017.

**Facebook** : [bakeawish.Japanesehomemadecake](https://www.facebook.com/bakeawish.Japanesehomemadecake)  
**Instagram** : [bakeawish\\_official](https://www.instagram.com/bakeawish_official)  
**LINE** : [@bakeawish](https://www.line.me/@bakeawish)



### **About Dai-Ichi Kikaku Thailand**

Dai-Ichi Kikaku Thailand is a Bangkok-based subsidiary set up by ADK Group an advertising agency in Japan. The company was established in 1986. Its core business of rendering advertising and communications services has since expanded to other related businesses carried out by the respective business unit within the company, with each considered as a “Consumer Activation Company”.

One such business unit - Good Anime is tasked to operate popular Japanese anime content business.

Since January 2018, Good Anime is the master area licensee of Detective Conan in Thailand. With in-depth understanding of the Thai market and unique promotions, it actively introduces new business strategies and initiatives - one of which is the Detective Conan Café in Bangkok.

**Official website:** <http://www.dik.co.th>

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