



welzo invests in SECAI MARCHE to forge strategic cross-border agri-food alliance across Southeast Asia

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The alliance brings together more than a century of agricultural expertise with next-generation digital logistics infrastructure, uniting traditional production systems and modern e-commerce platforms in a shared ambition: to build a seamless, transparent, and high-efficiency food distribution network spanning producers and consumers across borders.

Founded over 100 years ago, Welzo has evolved into a diversified agricultural solutions provider operating across Japan's food, livestock, fisheries, horticulture, and environmental sectors. With an extensive domestic network and deep-rooted expertise in agricultural inputs and production support, the company now seeks to extend its influence into rapidly growing international markets.

SECAI MARCHE, headquartered in Japan with operational reach across Southeast Asia, has developed a robust B2B fresh-food e-commerce platform that directly connects global producers with restaurants and retailers through proprietary cold-chain logistics and digital infrastructure. Handling more than 4,000 agricultural products, the company has positioned itself as a key digital intermediary in modern food distribution networks across Malaysia, Singapore, and broader regional markets.

Under the newly signed MOU, the three entities will collaborate on joint proof-of-concept initiatives designed to test and scale integrated agricultural and distribution models. These initiatives will focus on improving agricultural productivity in Southeast Asia, expanding access to high-quality inputs, and validating cross-border supply chains for agricultural, livestock, and marine products.

A central pillar of the partnership is the development of a direct-from-producer distribution ecosystem, combining Welzo's century-long agricultural expertise and JAHT's production know-how with SECAI MARCHE's digital marketplace and logistics capabilities. Together, the partners aim to streamline fragmented supply chains, reduce inefficiencies, and unlock greater value for both producers and end consumers.

The collaboration will also explore opportunities to expand the export of Japanese agricultural, livestock, and seafood products into Southeast Asian markets, while simultaneously supporting local agricultural development through improved input access and technical guidance.

Commenting on the partnership, Welzo leadership emphasized the strategic necessity of transforming agricultural distribution systems amid structural challenges in Japan's domestic market, including demographic decline and rising pressure to expand exports. The alliance, they noted, represents a pathway toward a more globally integrated and export-oriented agricultural economy.

SECAI MARCHE leadership underscored the shared vision of eliminating inefficiencies in traditional supply chains and ensuring that agricultural products reach markets at their true value through transparent and technology-driven systems.

As the global food economy continues to evolve under the pressures of urbanization, climate variability, and supply chain disruption, the Welzo-SECAI MARCHE alliance signals a broader shift toward digitally enabled, cross-border agricultural ecosystems.

Through this partnership, the companies aim not only to modernize distribution, but to redefine how agricultural value is created, preserved, and delivered across Asia's rapidly expanding food markets.