

JETRO

Business meetings & Company visit tour in Tohoku Region



Tohoku region Program

+ About Program

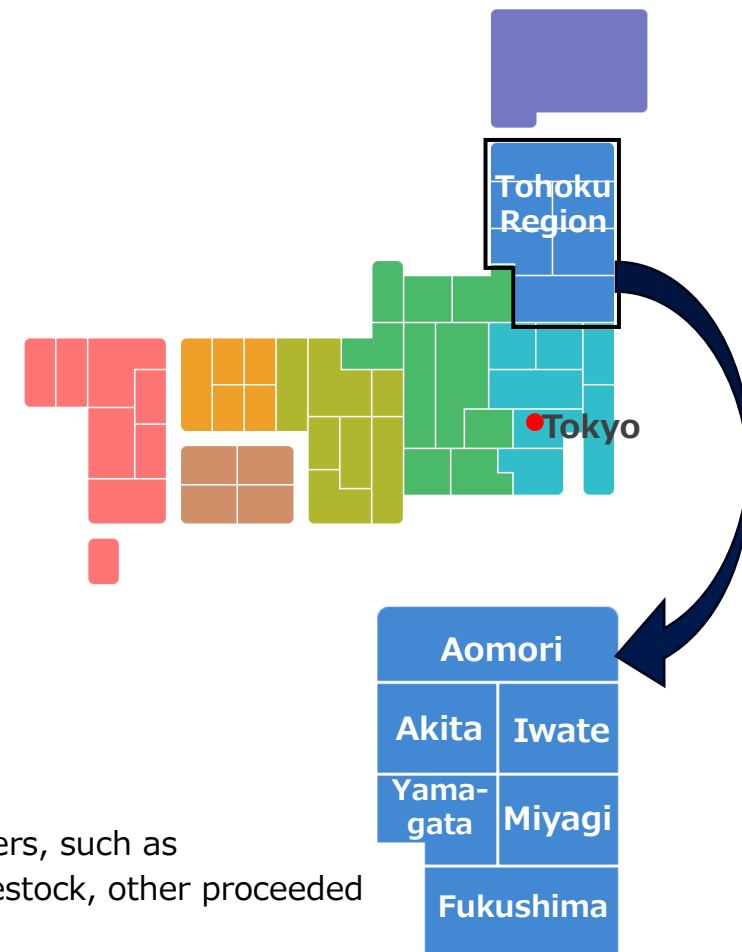
□ Business meeting in Tohoku :

Having business meetings with local suppliers in addition to the business meetings in Tokyo.

□ Company visit tour in Tohoku :

Visit local food producers/manufactures engaged in exporting agricultural and fishery products and food product in the region.

Through the regional program, you can meet local suppliers and find attractive food products in the region. By seeing manufacturing process and hearing directly from producers, you can learn about the nature, history, culture, and thoughts of producers that form the background of Japanese foods, that may lead to your new business opportunities.



+ Schedule *Program contents are subject to change.

<Day 1 : Company visits/Production site tour>

◆ **Date : Monday, August 18, 2025 (JST)**

◆ Scheduled to visit: Companies in Tohoku, producing the products of interest to participating buyers, such as fisheries products and proceeded seafood, vegetable and fruit, livestock products and proceeded livestock, other proceeded products (noodles, sweets and alcoholic beverage).

*JETRO will propose several companies from 6 Tohoku prefectures focusing on products of interest to participating buyers.

<Day 2 : Business meetings>

◆ **Date : Tuesday, August 19, 2025 (JST)**

◆ Venue : Sendai city, Miyagi prefecture

◆ Suppliers : Businesses from Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima prefectures are expected to participate.

Information about Tohoku Region

+ Characteristics

- **Severe climate brings delicacies from sea and land**

Tohoku region is surrounded by the 3 fishing areas, which provide us with a variety of seafood. The vegetables and fruits grown in cold winter are well-nourished and of excellent quality.

- **A wide selection of Sake**

Tohoku region has more than 200 breweries and some sakes are already enjoyed in overseas. 61 sake breweries of Tohoku received golden award in new sake competition in 2023.

- **Unique processed foods from unique culture**

Local delicacies and condiments of Tohoku have notable tastes and features. Sweets are also popular among inbound tourists.



+ Local specialties

- **Seafood:** scallop, oyster, sea urchin, tuna, bonito, seaweed, and processed products.

- **Vegetable and fruit:** apple, garlic, strawberry, tomato, sweet potato, peach, kaki, rice, and processed products

- **Alcoholic beverages:** sake, wine, spirits (shochu, gin), beer, liqueur, etc.

- **Meat:** wagyu, chicken, pork, etc.

- **Processed foods:** noodles, condiments, sweets, etc.

