

# JETRO Business meetings & Company visit tour in Tokai Region



# Tokai region Program

## + About Program

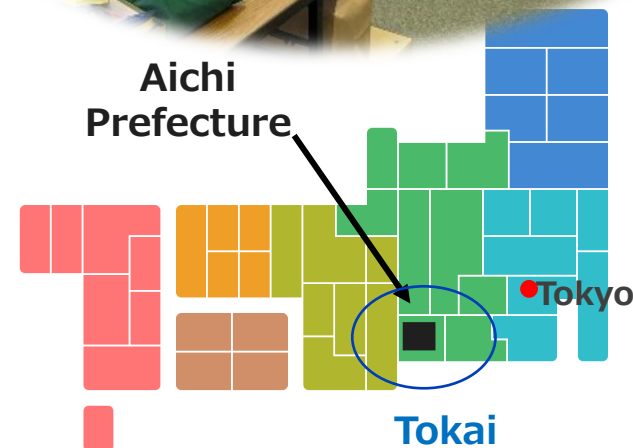
### □ Business meeting in Tokai :

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

### □ Company visit tour in Tokai :

**Visit local food producers/manufactures** engaged in exporting 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, December 1, 2025 (JST)
- ◆ Scheduled to visit: Companies in Tokai, producing seasonings (miso/soy sauce/others), sake, tea, matcha, confectionery and sweets, etc.

\*JETRO will arrange company visits from Aichi Prefecture, taking into consideration items of interest to participating buyers.

### <Day 2 : Business meetings>

- ◆ Date : Tuesday, December 2, 2025 (JST)
- ◆ Venue : Nagoya city, Aichi prefecture
- ◆ Suppliers : Businesses from Aichi, Gifu, Mie, and Shizuoka prefectures are expected to participate.



# Information about Aichi prefecture

## + Characteristics

### ◆Beyond TOYOTA and SETOMONO!! Discover uncompromising quality of Creations.

Located almost in the center of Japan, the region thrives in agriculture and food manufacturing by leveraging diverse natural environment and proximity to urban area. Also, it ranks 8th in the nation for agricultural output and ranks 2<sup>nd</sup> for food industry shipments in domestic.

### ◆Where Sake meets savory, also producing essential fermented seasonings for Japanese cuisine!

It has been home to the production of savory seasonings using Koji mold and yeast, the foundation of Japanese fermented foods, with many breweries boasting over 100 years of history.

※Aichi's fermented food culture : <https://hakko-aichi.jp/en/culture/>

※Aichi's regional cuisines : [https://www.maff.go.jp/e/policies/market/k\\_ryouri/search\\_menu/pref/aichi/index.html](https://www.maff.go.jp/e/policies/market/k_ryouri/search_menu/pref/aichi/index.html)



## + Local specialties

- Sake, Hatcho Miso, Tamari Soy Sauce, White Soy Sauce, Mirin, Vinegar
- Tea (Tencha, Sencha), Matcha (powdered green tea)
- Confectionery and sweets (Shrimp Crackers, etc.)

