

JETRO Business meeting & Company visit tour in Region

Free of Charge !

JETRO will bear the cost of interpreter
and travel expenses.

*Buyer needs to pay for lunch.



Course A
Tokyo (SMTS) + Tokai



Course C
Tokyo (FOODEX) + Shikoku

Outline

Course	Area	Date (JST)	Product Category
A	Mie Prefecture	February 8 (Sat) – 15 (Sat) Business meetings / Production site visits	酒蔵、醤油等加工品製造会社、 海苔製造会社、製茶工場
C	Kagawa Prefecture	March 8 (Sat) – 15 (Sat) Business meetings / Production site visits	ゆず・かぼす農園/加工工場、酒蔵

An aerial photograph of Tokai Bay, Japan. The bay is filled with numerous small, forested islands and peninsulas. In the foreground, a large, white, multi-story building with a central tower is situated on a green island. The water is a deep blue, and the sky is a vibrant blue with scattered white clouds. The text "JETRO Food Export Business Meeting & Company Visit in Tokai" is overlaid on the upper left portion of the image.

JETRO

Food Export Business Meeting & Company Visit in Tokai

Course A (Tokyo (SMTS)+Tokai)

+ Programs

- Hold business meetings with businesses in the Tokai region apart from business meetings in Tokyo.
- Visits to production sites and factories of local companies engaged in exporting agricultural and marine products and foodstuffs!

This is a business meeting with suppliers that you can meet only in local regions. Through visits to production sites and factories of local food companies, you can discover attractive products and develop new business opportunities. By seeing manufacturing sites and hearing directly from producers, you can learn about the nature, history, culture, and thoughts of producers that form the background of Japanese agricultural and marine products and foods, and deepen their understanding of the products.

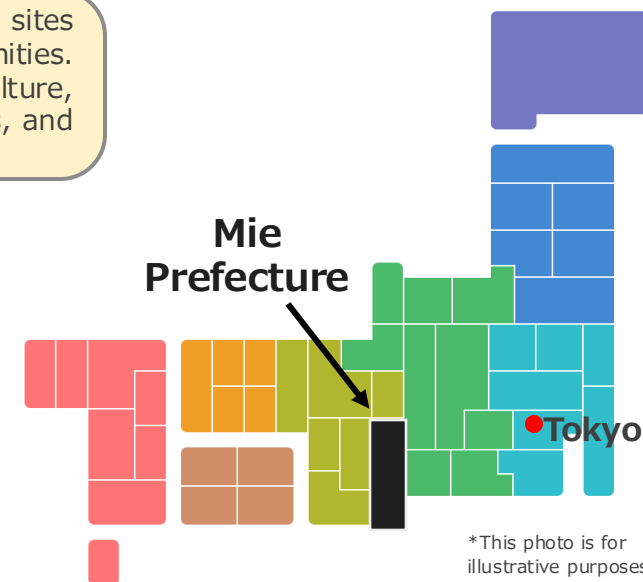
+ Schedule *Programs may be subject to change.

<Day 1 : Business meetings>

- ◆ Date : February 10, 2025 (Mon.) ※Japan Standard Time (JST)
- ◆ Venue : Yokkaichi, Mie
- ◆ Examples of Participating Companies : Businesses in the Tokai area, including Mie and Aichi Prefectures, are scheduled to participate.

<Day 2 : Company visits and production area tours>

- ◆ Date : February 11, 2025 (Tue., National holiday) ※Japan Standard Time (JST)
- ◆ Planned Places of Visit : (Ex : Fisheries products and processed seafood, Livestock products and processed livestock products, Miso, Soy sauce, other seasonings, Sake and other alcoholic beverages. We will propose a company visit, based on the buyer's items of interest.)



*This photo is for illustrative purposes

Information about **Mie** Prefecture

+ Regional characteristics

- Many specialty products, such as Matsusaka beef, Ise lobsters, oysters, etc.
- In addition to Mikimoto Pearl, known for its high quality, seaside resorts and hot springs with spectacular views, there are many theme parks, including the Suzuka Circuit, which also hosts FIA Formula One World Championship. Mie is also home to many wonderful Japanese cultural attractions, such as Ise Jingu Shrine, considered the center of Japanese shrines, and Kumano Kodo, a World Heritage site.
- There is also a Japanese green tea known as Ise-cha brand. Mie is the third largest producer of tea in Japan.
- Oysters, one of Mie's specialties, have the strictest inspection standards for sanitation control in Japan for oysters.
- Facing the Pacific Ocean, Mie Prefecture has a large catch of fishery products.
- Many companies handle processed foods such as soy sauce, miso, and vinegar. Mie Prefecture has steep mountain ranges, and the many clear streams created by these mountains are creating the taste of Mie food products.



+ Specialty products

- Matsusaka beef
- Spiny lobster
- Oyster (Matoya Oyster etc.)
- Japanese green tea (Ise cha etc.)
- Rice (Iga rice etc.)
- Cultivated yellowtail/Hamachi/Tuna
- SAKE (35 breweries in Mie Prefecture)
etc.

Information about Aichi prefecture



+ Regional 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.

It ranks 8th in the nation for agricultural output and ranks 2nd 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.

In 2024, Establishment of the Aichi Fermented Food Culture Promotion Council to promote Japan fermented food culture to overseas.

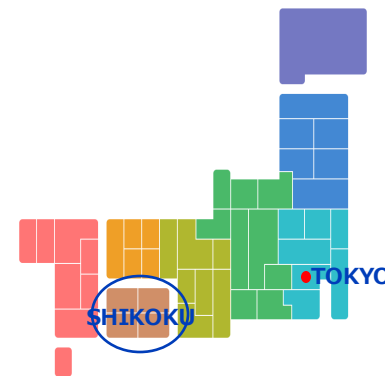
◆Diverse in both product type and varieties, more than 25 items among the top 10 in output value.



+ Local specialties

- Sake, Hatcho Miso, Tamari Soy Sauce, White Soy Sauce, Mirin, Vinegar
- Tea (Tencha, Sencha), Matcha (powdered green tea)
- Nagoya Cochin, Tebasaki (chicken wing), Mikawa Beef, Aichi Beef, Mikawa Pork
- Jiro Persimmon, Mikan (mandarin orange), Fig
- Cabbage, Tomato, Shiso, Strawberry
- Aichi no Kaori (rice), Kinuakari (wheat)
- Kishimen (flat noodles), Miso-nikomi Udon Noodles
- Asari Clams, Shirasu (baby sardines), Nori (seaweed), Eel, Shrimp Crackers

JETRO Business meetings & Company visit tour in SHIKOKU Region



KAGAWA

TOKUSHIMA

KOCHI

EHIME



Course C (Tokyo(FOODEX)+Shikoku)

+ About Program

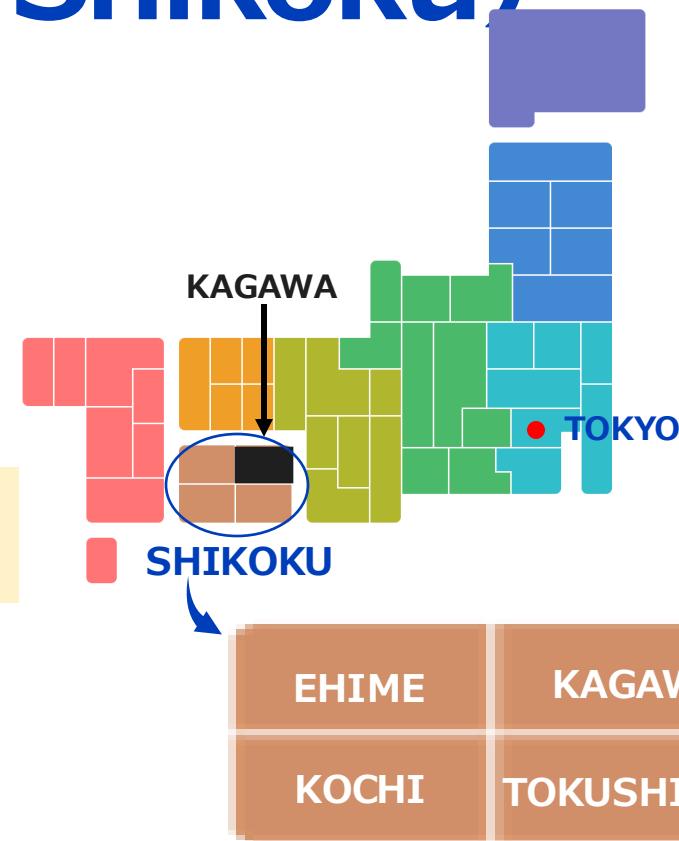
□ Business meeting in Shikoku :

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

□ Company visit tour in Shikoku :

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 : Business meetings>

- ◆ Date : Monday, March 10th, 2025 (JST)
- ◆ Venue : Takamatsu City, Kagawa Prefecture
- ◆ Suppliers : Businesses from Kagawa, Tokushima, Ehime and Kochi prefectures are expected to participate.

< Day 2 : Company visits/Production site tour >

- ◆ Date : Tuesday, March 11th, 2025 (JST)
- ◆ Scheduled to visit : Will propose companies from the four Shikoku prefectures to visit, taking into consideration items of interest to participating buyers, such as processed rice products, soy sauce, other seasonings, Japanese sake, fishery products and processed fishery products.

Businesses from Kagawa, Tokushima, Kochi, and Ehime prefectures are scheduled to participate in this event. Please check the next page and beyond for information on the specialties of each prefecture.

KAGAWA prefecture

+ Characteristics

✓Japan's smallest prefecture is a treasure trove of diverse, high-quality ingredients

Although KAGAWA is the smallest prefecture in Japan, it has an abundance of high-quality food products that take advantage of the Setouchi-style climate with its mild climate, low rainfall, and long hours of sunshine.

✓Soy sauce, with a history of over 400 years, is an essential ingredient in "Sanuki Udon Noodles"

The soy sauce industry has developed in this region, which has long been famous for its high-quality soybeans, wheat, and salt, as well as for its climate conducive to brewing. In addition, the region is blessed with wheat, dried sardines, and other raw materials, which have led to the development of Udon as a specialty product.

✓ A wide variety of specialty products utilizing olives, which boast a 90% share of the national market

Olive is the prefectural flower and tree of Kagawa Prefecture. Known as the birthplace of olive cultivation in Japan, the prefecture promotes not only olive oil but also brands such as "Olive-fed Wagyu Beef" and "Olive Yellowtail."



+ Local specialties

•『Sanuki Udon Noodles』

Udon Noodle is synonymous with Kagawa Prefecture, where more than 600 udon restaurants.

•『Wasanbon Sugar』

With a 200-year tradition, Wasanbon sugar goes well with matcha green tea and coffee. It is also used in cakes and soft-serve ice cream, and if topped with "Oiri," another traditional confectionery, you will have a colorful, SNS-worthy sweet treat.

•『Olive-fed Wagyu Beef』『Olive Pork』『Olive Yellowtail』

•『Sanuki San Fruits』

Sanukihime (Strawberry) 、Obarabeniwase (Mandarin) 、Koryoku/Sanuki Gold/Sanuki Kiwikko (Kiwifruits)

•『Sanuki San Vegetable』

Sanuki no Mezame (Asparagus) 、Mitoyo Eggplant、Kintoki Ninjin(Carrot)、Garlic、Romaine lettuce



Tokushima prefecture

+ Features

◆ Lots of distinctive fruit

In the mountainous areas, fruits such as Sudachi citrus, Yuzu, and Mandarin oranges are cultivated, which are attracting worldwide attention. Strawberries have also been the focus of much attention in recent years.

◆ Diverse foods nurtured by abundant water resources

The abundance of nutrients carried by the approximately 500 rivers is ideal for nurturing not only nutritious agricultural products but also delicious coastal seafood.

◆ Processed Foods from Unique Culture

Because of its proximity to Kyoto and Osaka, Tokushima has supplied ingredients there and developed unique processed foods.



+ Local specialties

◆ Fruits and vegetables

Sudachi citrus / Yuzu / Strawberry / SweetPotato(Narutokintoki) / Shiitake Mushroom

◆ Seafoods

Sudachi Buri Fish(Yellowtail) / Wakame(Seaweed) / Sea Eel / Sea Bream / Japanese Whitebait

◆ Processed foods

Handa Somen noodles / Gosen Miso / Iya soba noodle / Fish Cutlets/ Awa Bancha Tea

◆ Livestock products

Halal Awa Beef / Awatonton(pork) / Awa Odori(Chicken)

Kochi Prefecture

+ Characteristics

◆ Unique treasure from the nature-rich Kochi

Kochi is located in the southern part of Shikoku, facing the mountains and the Pacific Ocean. Kochi has the highest ratio of land forest cover in Japan and is blessed with abundant sunshine and rainfall. This enables the production of fruits, vegetables and fish products of high quality, which are used to create fresh, delicious and unique food of Kochi.

◆ KOCHI YUZU

Kochi is the most famous and largest production area of Yuzu in Japan, accounting for more than 50% of domestic production. From its unique refreshing flavor, "KOCHI YUZU" brand is loved and used by chefs all over the world.

◆ Kochi Sake booming world-wide!

Kochi Sake is attracting attention around the world! This year, sake breweries in Kochi won significant awards including winning a gold medal at the Annual Japan Sake Award, getting nominated at the Kura Master and SAKE COMPETITION. Kochi Sake brings out the flavor of the food and pairs well with not only Japanese dishes but also with international cuisine.



+ Local specialties

◆ Yuzu products

Yuzu juice 100%, ponzu sauce, drink, tea

◆ Farmed fish and marine processed products

Bluefin tuna, Yellowtail, Red Sea Bream, Greater Amberjack, kamaboko(fish cake), bonito products, etc.

◆ Sake & alcoholic beverages

There is a wide variety of sake, ranging from the famous crisp, light and dry sake made with beautiful rivers of Kochi to fruity sake using the Kochi original yeast "CEL-24". Other liquors include yuzu and buntan citrus liqueurs and craft beer.

◆ Other processed products

Sweets (confectionery, ice cream, etc.), seasonings (dashi, dressing, salt), etc.



EHIME prefecture

+ Characteristics of the area

✓ One of the Japan's biggest "Food Kingdom"

Ehime Prefecture is located in the northwestern part of Shikoku, surrounded by the Seto Inland Sea and Mt. Ishizuchi, one of the largest mountains in Shikoku. Ehime is one of the best "Food Kingdom" in Japan with abundant and high quality agricultural, forestry and fishery products.

✓ Ehime has not only citrus fruits, but also a wide variety of specialties

Ehime has many local specialties that combine the tastes of the sea, mountains, and land, including its famous mandarin oranges called "mikan." Ehime is home to a wide variety of citrus fruits, the largest number of varieties in Japan, and the largest overall citrus production in Japan for over 40 years. Furthermore, Ehime is rich in seafood with the area around Uwajima City being the large producer of sea bream in Japan.



+ Specialties

• Seafood and processed seafood: red seabream/white trevally/yellowtail/pacific bluefin tuna/sevenband grouper/kawakawa/jakoten (fish cake)
Seasonings: miso/soy sauce/salt/dashi
Sake: Japanese sake/plum wine/liqueur/beer/gin
Agricultural products: citrus fruits, strawberries, peaches, plums, wagyu beef etc.



How to Apply

If you wish to participate in Tokai program, please select **Course A**, Shikoku program, please select **Course C**.

JETRO Business Meetings at SMTS, & in Tokai
JETRO Business Meetings at FOODEX, & in Shikoku

Course	Business meeting in Region	Company Visits	Business Meeting in Tokyo	Walk in business meetings	Exhibition	Program Period
A	Fab.10 Mie (Tokai)	Feb.11 Mie (Tokai)	Feb.12-13 Tokyo	Feb.14 Tokyo	SMTS	Sat, Feb.8 – Sat, Feb.15
B	—	—	Feb.12-13 Tokyo	Feb.14 Tokyo	SMTS	Tue, Feb.11 – Sat, Feb.15
C	Mar.10 Kagawa (Shikoku)	Mar.11 Kagawa (Shikoku)	Mar.12-13 Tokyo	Mar.14 Tokyo	FOODEX	Sat, Mar.8 – Sat, Mar.15
D	—	—	Mar.12-13 Tokyo	Mar.14 Tokyo	FOODEX	Tue, Mar.11 – Sat, Mar.15