



Japanese SAKE Buyer Invitation Program Nara & Kyoto

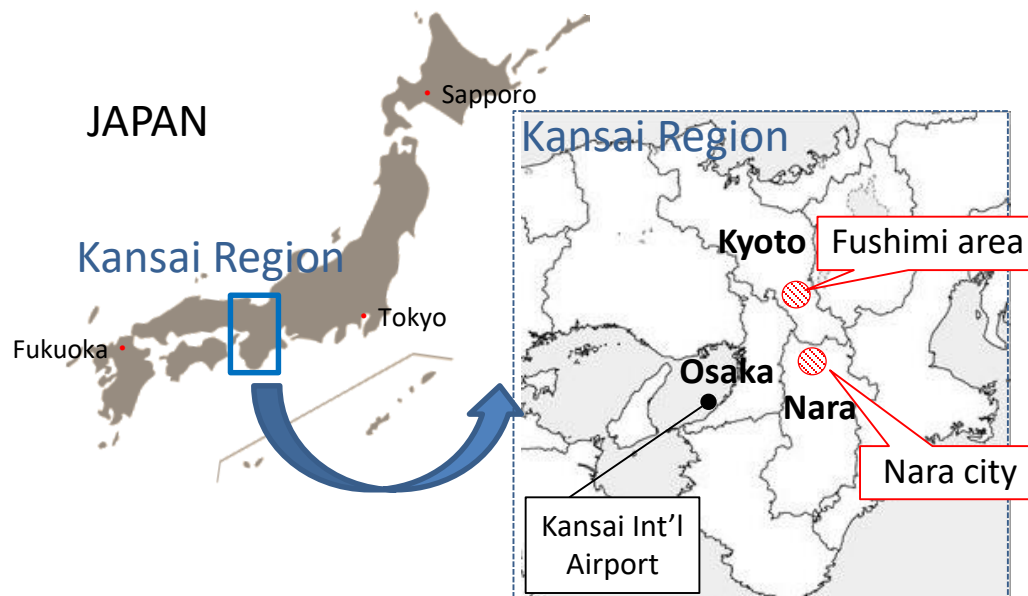
Invitation Program for Business Matching with Japanese Sake manufacturers

Jan. 27th- Feb. 1st, 2019

Nov. 2018
JETRO KYOTO/NARA

Introduction

- JETRO will invite buyers to Japan for participating in the business matching program in Nara and Kyoto city. The main purpose of the program is to support expand Japanese Sake to the overseas market.
- Around 20 Sake breweries in Nara & Kyoto will participate in this business matching. Participants will visit the Sake brewing sites and have business meetings with them. Please take advantage of this opportunity to discover the quality of various Sake products.



【About KYOTO & NARA】

Kyoto and Nara, both the ancient capital, have evolved as a city with a variety of industries, both traditional and cutting-edge, by combining reliable techniques elaborated throughout its long history with excellent human and cultural resources.

They also have grown as one of the major tourist city in the world.

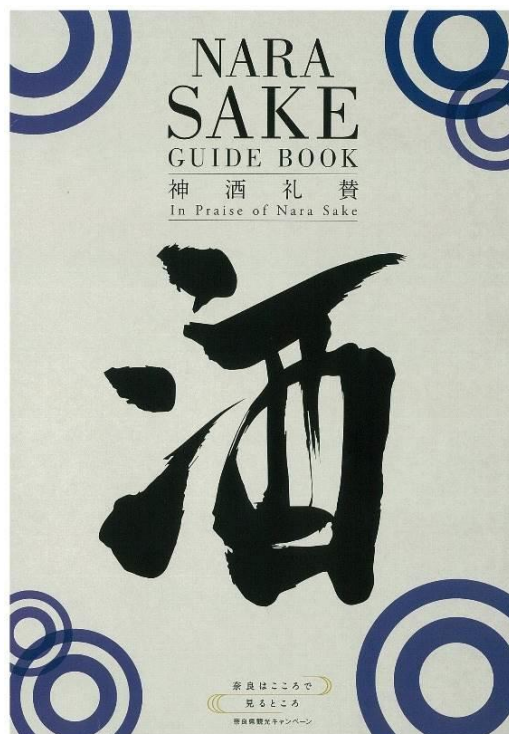
Program schedule

Date	Schedule	Stay
 Jan. 27 th	Arrival at Japan, Move to Nara	Nara city
28 th	AM: Orientation, Sake Related Facilities Visit PM: Business Meetings @Nara Dinner Reception	Nara city
29 th	AM: Sake Related Facilities Visit PM: Move to Kyoto (by a chartered bus)	Nara city ⇒Kyoto city
30 th	AM: Orientation for Kyoto Fushimi area PM: Company Visit & Business Meetings @Kyoto Dinner Reception	Kyoto city
31 th	Company Visit & Business Meetings @Kyoto	Kyoto city
 Feb. 1 st	Departure at Kyoto	-

■ Nara Sake Guide

⇒ <https://www.visitnara.jp/lists-and-stories/list/taste-this-naras-top-5-sake-spots/>

Nara is regarded as the birthplace of Japanese refined sake. Produced in Nara is created from natural water and fine rice-in abundant supply from the local environment-combined with traditional brewing techniques inherited from the pioneering master brewers. The rich, deep flavours and fragrances of “umazake” are truly memorable and delicious.



Brewing premium sake is challenging work
The taste of sake can change in a second

Rice rapidly absorbs water, so master brewers time the stages of production to the second. The sake brewing process requires constant attention and high levels of concentration. Using traditional methods ensures that sake from Nara retains the *umami* of the original, high quality rice.

日本酒造りは真細心。秒単位で味が変化的こと
米の浸漬は吸水力が高いので、秒単位で吸水時間を調整しています。深い注ぎ力と集中力を
必要とする職人技が、本物の旨味を醸成する各酒造りに伝承されています。

About Kyoto Fushimi Area

■ Kyoto Fushimi Sake Guide

⇒ http://www.fushimi.or.jp/sake_guide/

Fushimi, Kyoto – A
Place of Water and
Sake



Fushimi area, located in the southern part of Kyoto city, is one of the most representative Sake brewing districts in Japan. There are more than 20 Sake breweries in this area. It became historically famous for the area's underground water that is well suited for the production of Sake both in quality and quantity.

It is often said that locally produced Sake perfectly complements the local cuisine. Sake produced in Fushimi is the ideal companion for Kyoto cuisine. The right Sake makes the food taste better, and the right food makes Sake more delicious – and this is all due to choosing the right water at the start of the process.

Expertise and sheer hard work of the Sake brewers and the result is the excellent Sake that continues to be made in Fushimi to this day.

■ Expected Participants @Kyoto Business Meeting Program

Sake breweries in Kyoto, especially in Fushimi Area

⇒ http://www.fushimi.or.jp/sake_guide/sakagura/





Conditions

JETRO will provide:

- A round-trip Business class airline ticket via the most direct route between the closest airport to the participant's home and Japan (Kansai International Airport).
- Program-related domestic transportation in Japan during the period of the program.
- Accommodation in Japan designated by JETRO during the period of the program.
- An Interpreter during the business meetings and other programs if necessary.

*Schedule is subject o change without prior notice.



Qualifications / Requirements

Participant companies must meet the below:

- Interested in importing and purchasing Sake products from Japanese companies. Experience of importing Japanese products in the past is preferable.
- Participants understand the purpose of the program to aiming to support small-and-medium-sized Japanese companies to export their products to overseas market. Participants are required to take part in business meetings with these companies.
- Participants must be able to take part in the entire official program.
- Participants should be a person responsible for purchasing products for the company.

