

JETRO Business meetings & Company visit tour in Hokuriku Region



Toyama

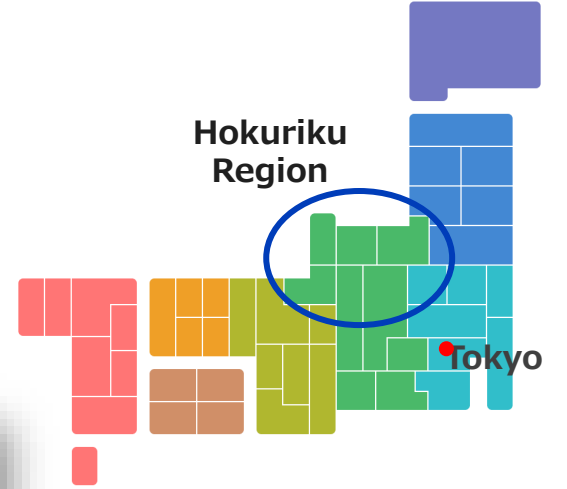
Fukui



Niigata



Ishikawa



Hokuriku region Program

+ About Program

□ Business meeting in Hokuriku :

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

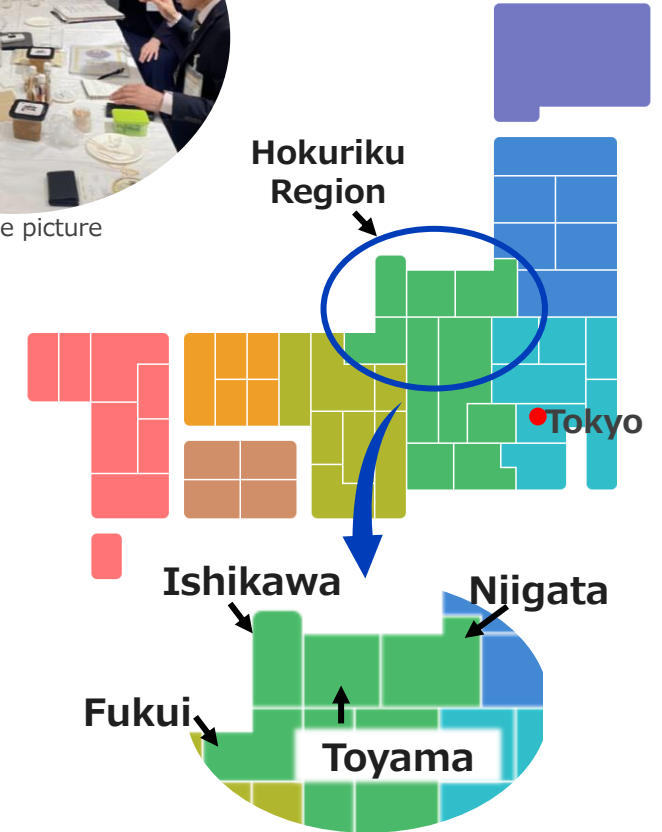
□ Company visit tour in Hokuriku :

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.



*Image picture



+ Schedule *Program contents are subject to change.

<Day 1 : Business meetings>

- ◆ Date : Monday, August 19, 2024 (JST)
- ◆ Venue : Kanazawa city, Ishikawa prefecture
- ◆ Suppliers : Businesses from Ishikawa, Toyama, Fukui, and Niigata prefectures are expected to participate.

<Day 2 : Company visits/Production site tour>

- ◆ Date : Tuesday, August 20, 2024 (JST)
- ◆ Scheduled to visit: Companies in Hokuriku, producing rice/processed rice products, seasonings (miso/soy sauce/others), sake, seafood etc. *JETRO will arrange company visits from 4 prefectures, taking into consideration items of interest to participating buyers.

Please refer to the following pages for information on each prefecture's specialties.

Information about Ishikawa prefecture

+ Characteristics

✓ Abundant Seafood from Unique landform

The Noto Peninsula, jutting out into the Sea of Japan, attracts a variety of rich seafood such as crabs, sweet shrimps, yellow tails, and squids due to its unique landform.

✓ Deep Flavor created by the Fermentation

A technique of fermentation has well developed in this region to preserve foods and survive the deep snowy winters. The variety of ingredients and seasonings produced by fermentation is the key to the deep flavor of regional cuisines.

✓ "Traditional Local Vegetables" with Rich Characteristics

Ishikawa Prefecture has traditional vegetables such as sweet potatoes with a high sweetness, round potatoes with a strong stickiness, and fleshy thick cucumbers. They are called Kaga-Vegetables and Noto-Vegetables and have long rooted in Ishikawa. Their distinctive characteristics add uniqueness to the dishes.



+ Local specialties

• Seafood/Processed Seafood:

Snow Crab(Kano-Gani) /Sweet Shrimp /Seaperch (Nodoguro) / Squid / Yellowtail / Fish Cake (Imitation crab meat)

• Seasoning: Miso / Soy sauce / Dressing / Mineral-Rich Salt

• Alcoholic Beverages: Japanese Sake / Craft-Beer / Craft Gin

• Rice : Rice with Reduced Chemicals / Organic Rice

• Agricultural Products: Sweet Potato(Gorojima-Kintoki)/Grape (Ruby-Roman) /Dried Percimon (Korogaki) / Yams (Maruimo)/

• Others:Kudzu starch noodle (Kuzukiri)/ /Rice Cracker



Source : Ishikawa Prefecural Tourism League , Kanazawa-City

Information about Toyama prefecture

Altitude 3000 meters!

Delicious !
Toyama
富山の食



KAN-BURI

BIG SIZE
natural
fish



zuwaigani

Depth 1000 meters !

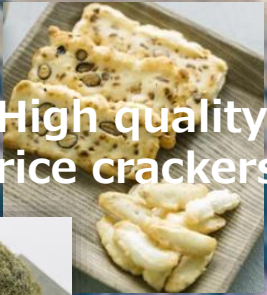


SUSHI

Specialty
Micro
Squid



hotaru-IKA



High quality
rice crackers



Toyama Rice
with KONBU



kingdom of water



Siro-EBI



SAKE

Kimoto Yamahai Daiginjyou

Information about **Fukui** prefecture



Characteristics

FYR...<https://enjoy.pref.fukui.lg.jp/en/>

✓ Various Food Resources Nurtured by Rich Nature

Blessed with natural beauty of the sea, mountains, and villages, Fukui has long been known as one of the "*Miketsukuni*," a country that offers food to the emperor. When winter comes, crab lovers from all over Japan visits Fukui to enjoy *Echizen Gani* crab.

✓ One of Japan's leading rice-producing regions

Fukui is known as the birthplace of "*Koshihikari*" rice. Local sake brewed with carefully nurtured rice and delicious water is also exceptional.

✓ The Home of Zen

Eiheiji Temple, the home of *Zen*, attracts many visitors from Japan and abroad every year. *Eiheiji* is also famous for its vegetarian cuisine called "*Shojin-Ryori*", which is the prototype of "*Washoku*" based on the teachings of *Zen*.

✓ A Place Full of Craftsmanship

Fukui is also famous as a thriving manufacturing center, with 7 industries (eyeglasses, lacquerware, *washi*; Japanese paper, knives, pottery, chests, and textiles) concentrated only within a 10-kilometer radius in the *Tannan* area.



Soba×Buckwheat Field



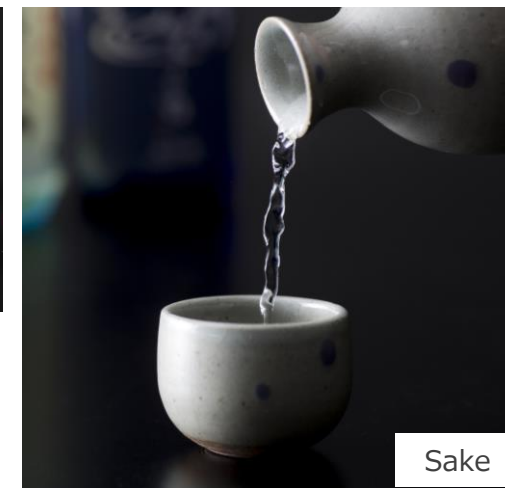
Koshino Ruby (tomato)



Shrimp



Echizen Gani
Crab



Sake



Local specialties

• Seafood/Processed Seafood:

Echizen Gani Crab(snow crab)/Shrimp/Fukui Salmon/Tororo Kombu/Snapper Sasazuke/Yaki Saba Sushi(Mackerel Sushi)/Heshiko(pickled herring roe)

• Seasonings: Miso/Soy sause

• Alcoholic Beverages: Japanese Sake/Umeshu(plum wine)

• Rice

• **Agricultural Products:** Tomitsu Kintoki(sweet potato)/Koshino Ruby(tomato)/Kamisho Satoimo(taro)/plum/Wakasa Beef

• **Others:** Soba Noodles/Abura-Age Fried Tofu/Habutae Mochi(rice cake)

Information about Niigata prefecture



+ Characteristics

- Snowy climate, ski resorts, **abundant melted snow water.**
- Niigata is one of **the largest rice-producing regions** in Japan.
- The headquarters of major manufacturers of sake and rice crackers made from rice are located **HERE in NIIGATA.**
- **Many hidden** and influential manufacturers are scattered throughout the region, and the ability to make **NEW proposals to meet overseas needs.**
- **The world's first "Sakeology" course** offered at a university as academia for in-depth research on Japanese sake.
- JETRO Niigata has accepted more than **100 overseas buyers from all over the world.**



+ Local specialties

- **"The Rice"**
Koshihikari, Shinnosuke, Koshibuki, etc...
- **"The Sake"**: The largest number of sake breweries in Japan (89 breweries, over 500 varieties)
- **"The Rice crackers"** which has the largest market share in Japan
- Fruits of Niigata "Le Lecce, Echigohime, persimmon, pear"
- The birthplace of Nishikigoi, the largest producer of Nishikigoi



The Top of
RICE production volume

Niigata Brand Rice



Rice ball made
from snow



More than 500 kinds of SAKE
from 89 breweries!



Niigata Sake no Jin

No. 1 rice cracker
in terms of market share in Japan



How to Apply

If you wish to participate in Hokuriku program, please select either **course A or B.**

JETRO Business Meetings at Agrifood EXPO/ Japan International Seafood Show, & in Hokuriku

Course	Business meeting in Region	Company Visits	Business Meeting in Tokyo	Walk in business meetings at Seafood Show	Program Period
A	Aug. 19 Kanazawa (Hokuriku)	Aug.20 Hokuriku	Aug. 21-22 Tokyo	Aug. 23 Tokyo	Sat, Aug.17 - Sat, Aug 24
B	Aug. 19 Kanazawa (Hokuriku)	Aug. 20 Hokuriku	Aug. 21-22 Tokyo	—	Sat, Aug.17 - Fri, Aug 23
C	—	—	Aug. 21-22 Tokyo	Aug. 23 Tokyo	Tue, Aug.20 - Sat, Aug 24
D	—	—	Aug. 21-22 Tokyo	—	Tue, Aug.20 - Fri, Aug 23