

JETRO Business meeting & Company visit tour in Regions

Free of Charge !

JETRO will bear the cost of interpreter and travel expenses.

*Buyer needs to pay for lunch.



Course A
Tokyo (SMTS) + Saga



Course B
Tokyo (SMTS) + Oita



Course D
Tokyo (FOODEX) × Tottori

Outline

| Course | Area | Date (JST) | Product Category |
|--------|--------------------|---|---|
| A | Saga Prefecture | February 13 (Tue) – 14 (Wed) Business meetings / Production site visits | Sake brewery, Soy sauce manufacturer, Nori (Dried edible seaweed) manufacturer, Japanese tea factory |
| B | Oita Prefecture | February 13 (Tue) – 14 (Wed) Business meetings / Production site visits | Yuzu and *Kabosu farm/processing plant, Sake brewery |
| D | Tottori Prefecture | March 4 (Mon) – 5 (Tue) Business meetings / Production site visits | Sake brewery, Crab processing and sales company |

*What is Kabosu? <https://oitakabosu.com/en-about/>

Course A (Tokyo (SMTS) +Saga)



Program

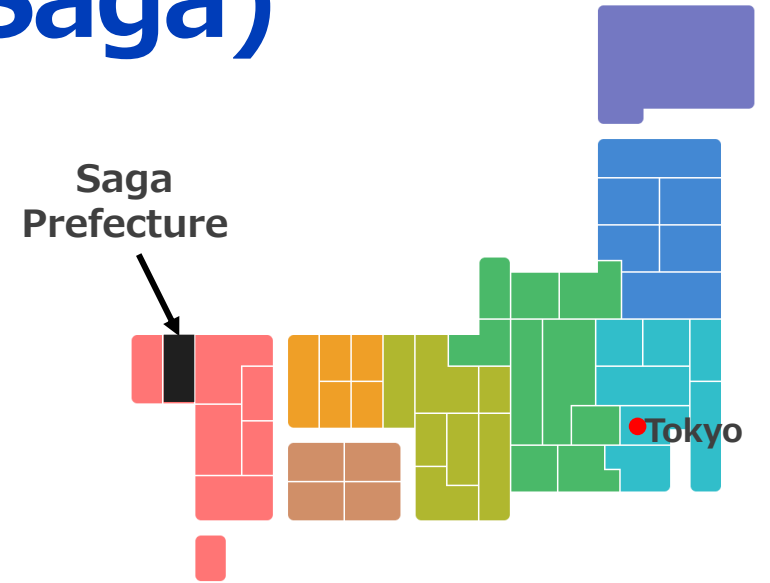
*Program contents are subject to change without notice.

<Day 1 : Business meetings>

- ◆ Date : Tuesday, February 13, 2024 (JST)
- ◆ Venue : Saga city, Saga prefecture

<Day 2 : Company visits/Production site tour>

- ◆ Date : Wednesday, February 14, 2024 (JST)
- ◆ Scheduled to visit: Sake brewery, Soy sauce manufacturer, Nori (Dried edible seaweed) manufacturer, Japanese tea factory *TBD



▲Hizen Hamashu-Ku/ Sake brewery street



▲Nori seaweed cultivation site



▲Tea plantation in Ureshino

Information about Saga prefecture

+ Characteristics

- Located in the northwestern part of Kyushu, facing the Genkainada Sea to the north and the Ariake Sea to the south.

- Kyusyu's No.1 sake producing prefecture.

Famous for its rice and water. Sake in Saga was officially approved as Geographical Indication (2021) for the first time in Kyushu region.

- Produces high quality Nori seaweed such as the first harvest of sprouts

Cultivated Nori in Ariake Sea has been Japan's largest produce and sales amount for the past 19 years until 2022.

- Production area for Ureshino tea, mainly made of Tamaryokucha, which is rare among Japanese tea.

Also produces especially rare "Kamairicha", Pan Fried tea. It is said to have a history dating back to the Muromachi period (1336-1573).

+ Local specialties

- Alcoholic Beverages : Sake

- Seasoning : Miso/soy sauce

- Processed seafood : Nori seaweed

- Japanese Tea

- Other Processed Foods : Dried Noodles



▲ Sake selection of Saga prefecture

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▲ Miso (L) / The scenery of making Soy sauce (R)



▲ Dried edible seaweed of Saga prefecture

Course B (Tokyo (SMTS) + Oita)



Program

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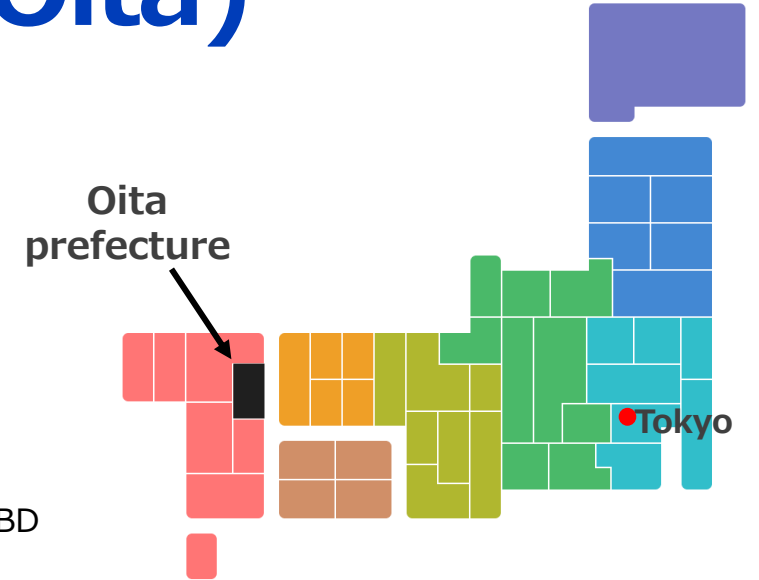
<Day 1 : Business meetings>

- ◆ Date : Tuesday, February 13, 2024 (JST)
- ◆ Venue : Oita city, Oita prefecture

<Day 2 : Company visits/Production site tour>

- ◆ Date : Wednesday, February 14, 2024 (JST)
- ◆ Scheduled to visit: Yuzu and Kabosu farm/processing factory, sake brewery *TBD

Oita prefecture



▲ Umi Jigoku

▼ Fire festival "Shujo-Demon"



▲ Yuzu citrus

▼ Shochu distillery



▼ local food "Toriten"
(Chicken tempura)



▼ local food "Ryukyu"



Information about Oita prefecture

+ Characteristics

• **Japan's No. 1 hot spring prefecture**

The number and the volume of hot spring sources are the highest in Japan. Many inbound tourists seek out hot springs. It is expected that tourists who have discovered the attractiveness of Oita's "food" will continue to seek out its flavors after returning to their home countries!

• **You can see a wide variety of sake in business meetings with one brewery.**

Breweries in Oita produce a wide variety of alcohol, including sake, shochu, and local fruit liqueurs.

• **Abundance of ingredients both from ocean and mountain.**

▼ Wagyu



▲ Buri

▼ Shiitake mushroom



▲ Kabosu citrus



▼ Pear



+ Local specialties

• **Seafood:** Horse mackerel/ Mackerel/ Yellowtail/ Kabosu-buri (brand yellowtail bred by mixing Oita's famous kabosu with their food)/ Oysters.

• **Meat:** Oita Wagyu Beef (characterized by its fine marbling)

• **Agricultural and forestry products:** Dried shiitake-mushrooms (the nation's largest production, rich in nutrients) / Hita pear (each weighing over 500 grams) / Kansho sweet potatoes (frozen sweet potatoes are popular)

• **Alcoholic beverages:** Sake, Shochu, Local fruit liqueur

• **Seasoning:** Miso/Soy sauce, etc.

▲ Sake



▼ Shochu



Course D (Tokyo (FOODEX) + Tottori)



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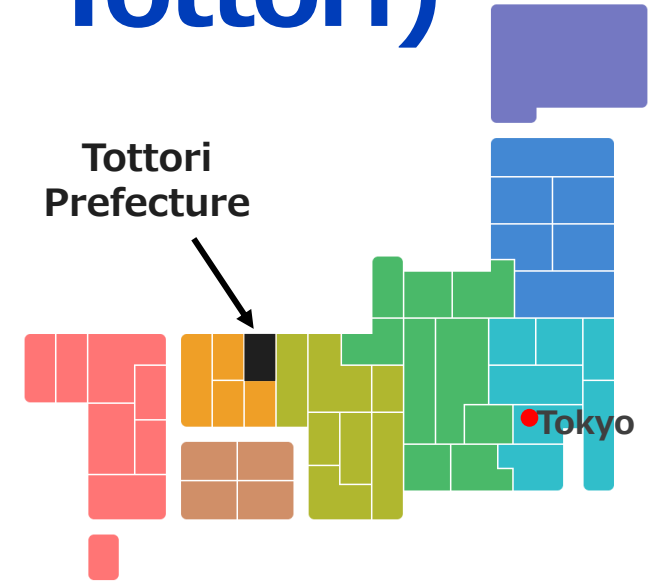
< Day 1 : Business meetings >

- ◆ Date : Monday, March 4, 2024 (JST)
- ◆ Venue : Yonago city, Tottori prefecture

< Day 2 : Company visits/Production site tour>

- ◆ Date : Tuesday, March 5, 2024 (JST)

Scheduled to visit : Sake brewery, Crab processing and sales company *TBD



▲ The Tottori Sand Dunes and the Japan Sea



▲ Mt.Daisen, the highest peak in the Chugoku region



▲ Abundant seafood such as Matsuba crab

Information about Tottori prefecture

+ Characteristics

• Land blessed with rich natural environment

Located in the northeastern part of the Chugoku region in western Japan, surrounded by the Japan Sea to the north and the mountains including Mt. Daisen (the highest peak in the Chugoku region) to the south.

• Agricultural and fishery products taking advantage of the geographical characteristics and strengths like Japan Sea and the sand dune area.

From the Japan sea, where warm and cold currents collide, we can have abundant delicious seafood and make qualified processed products. The region has a well-balanced variety of agriculture, including rice, vegetables, fruit, and livestock production. In the sand dune area, along the coastline of the Sea, rakkyo shallot, yams, and Japanese leek are cultivated which are well suited to the well-drained land.

*Some suppliers from other prefectures in the Chugoku region (Shimane, Hiroshima, Okayama and Yamaguchi) are expected to participate in the business meetings. **In particular, Tottori and Shimane are referred to as "San-in area".

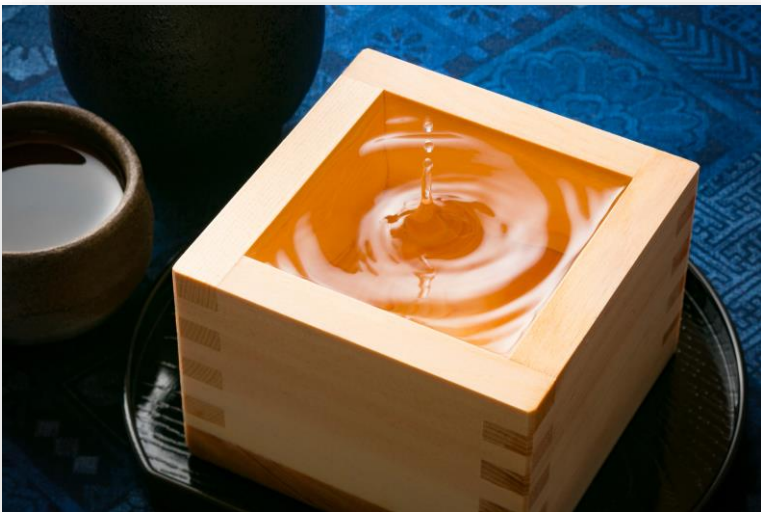
+ Local specialties

• **Seafood and processed seafood:** Matsuba crab, Snow crab, Bluefin tuna, White squid, Rock oysters, etc.

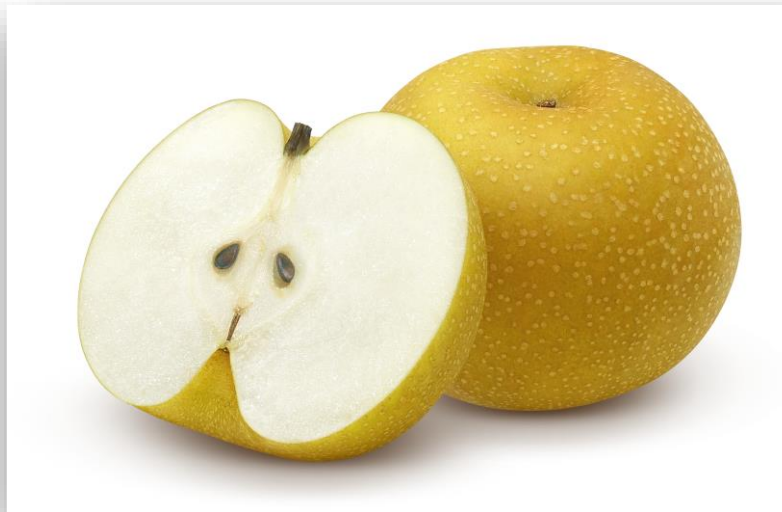
• **Alcoholic beverages :** Sake, Liqueur, Wine, etc.

(There are about 18 sake breweries in Tottori, and especially sake made from "Gouriki" sake rice, which is grown only in this prefecture, has a rich flavor. There are also liqueurs made from pears, a local specialty, and wines made from grapes grown on sandy soil.)

• **Agricultural products and processed agricultural products:** Pears, Watermelons, Persimmons, Rakkyo shallot, Japanese yams, Japanese leek, Dried sweet potatoes, Mushrooms such as Log-grown shiitake mushrooms, and various processed products.



▲ Sake



▲ Various kinds of pears including "Nijisseiki pear"



▲ Rakkyo shallot cultivated in dune areas