

Empresas Expositoras

ESTANDE DO JAPÃO

25ª ABF Expo Franchising

FRANCHISE RESEARCH AND STRATEGY INSTITUTE, INC.

M'S PLANNING CO. LTD.

TENTAKAKU

WASARA

Y.S. FOOD CO., LTD.

JAPAN FRANCHISING ASSOCIATION

15 a 17 de junho de 2016 - 13h00 às 21h00

18 de junho de 2016 - 11h30 às 18h30

Expo Center Norte - São Paulo - SP

Estande do Japão - Pavilhão Azul - Rua E - número 11

JETRO

FRANCHISE RESEARCH AND STRATEGY INSTITUTE, INC.

Contact Person: Mr. Akihiko Uchikawa / Mr. Tadakuni Yasuda

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Franchise Research Strategy Institute, Inc. has been established in December 1998, and is the leading business consulting company in Japan. We have provided highly sought after assistance to more than 120 various businesses including restaurants, services, and retails.

As part of our expansive experience, we had been an extremely successful consultant for Seven Eleven Co., in Taiwan for eight years. After leading the upgrade and reconstruction of the franchise, we built the base of Seven Eleven Co., in Taiwan. As a result, the number of Seven Eleven Co. stores grew from 500 to 3,000.

Mr. Akihiko Uchikawa, our representative director, has been appointed by The Ministry of Economy, Trade and Industry, to give lectures and legal advices. He has powerful contacts and business partners around the world.

Gerson Lehman Group (Head office in New York, the USA) provides the consulting and researching services to business professionals around the world, and we are their only franchise business partner in Japan.



M'S PLANNING

M'S PLANNING CO. LTD.

Contact Person: Mitsuji Murao

Address: IS Minamimorimachi BLD 7F, 5-6-5 Higashitenma Kitaku Osaka 530-0044

Tel.: 81- 6-6351-0026

E-mail: info@mzplan.co.jp

Empresa fundada em 2003 em Osaka, atua na promoção de parcerias assessorando tanto o franqueador quanto o franqueado.



TENTAKAKU

Contact Person: Mr. Kiyoshi Kurihara
Address: 1555-1 Hibari, Imizu-Shi, Toyama, 939-0351
Tel.: +81 766 (56) 9988
E-mail: info@menya-iroha.com
Website: <http://english.menya-iroha.com/>

RAMEN is one of the greatest cultures in Japan. The types of flavors are still developing with each passing day; soy sauce, salt, miso, tonkotsu, dipping style, chicken based, noodles without soup ...etc. These elements attract people even more.

Moreover, local Ramen represented each region such as Hakata and Sapporo appear one and another, which also make us feel delight. Ramen is one of an efficient way to promote local areas. It could be called "Real Ramen Strength".

MENYA IROHA is honored to be **the 5-time champion at Tokyo Ramen Show (2009-2014)**. At the same time, I believe that I accept responsibilities to raise the Japanese Ramen culture and deliver a full of Ramen magnetism to the world as a representative of Japan.

With all our talented staffs and everyone who supports our Ramen, I deliver all of you this message, "Ramen can brighten and change the world!!"

Established in 1992

7 domestics stores ,7 overseas stores (Hong Kong, China, Thailand);

Expecting to open first store in Brazil in 2017 .



* W A S A R A

WASARA

Address: 1-7-1 Matsugaya, Taito-ku, Tokyo 111-0036

Tel.: 81-3-6383-2631

E-mail: info@wasara.jp

Website: <http://wasara.jp/e/>

WASARA was born from a desire to design tableware that perfectly complements the dishes you serve and creates a heartwarming and comfortable setting, even though it can only be used once. At the foundation of WASARA is the legacy of the Japanese aesthetic and values: traditional craftsmanship based on incomparable technical skill, one of the most refined food cultures in the world, and a spirit placing utmost importance on hospitality and courtesy to others. WASARA tableware embodies everything essential for an enriched, fulfilling life.

The word WASARA is a compound word represented by two Japanese sounds. The original and most direct meaning is WA, indicating “Japanese” and SARA meaning “dish”. However, multiple characters can be substituted for each part: WA also representing peace, ancient Japan, or cycle; and SARA also meaning brand-new or renewal. This shows the deeper meaning behind this innovative style of pure, refined tableware, with a strong awareness of the circle of life. Finally, our brand name was chosen for the beautiful soft sound of the Japanese word WA, and the ease of pronunciation by people from all over the world.

Products - bowl, bamboo fork, bamboo knife, maru dish , kaku dish, cups and much more.

Y.S. FOOD CO., LTD.

Contact Person: Mr. Michihiko Kameda

Address: 552-8 Kaneyama Aza Kagamiyama Kawara-Machi Tagawa-Gun Fukuoka 822-1402

Tel.: 81-947-32-7382

E-mail: m_kameda@yamagoya.co.jp

Website: <http://www.ys-food.jp/>

We have been keeping a distinctive taste since YAMAGOYA RAMEN shop founded in 1970. It is popular both inside and outside Japan.

We build the product manufacturing factory in each area of overseas, and produce the pork soup (Tonkotsusoup), Pork Chashu and noodles.

We supervise and control thoroughly, and we strive the safe and trusted product offerings. We establish the original operation of the franchise system, so we can do the store management in each countries.

Profile:

116 shops in Japan (4 brands), 42 shops overseas (13 in Thailand, 9 in China, 2 in Malaysia, 3 in Indonesia, 8 in Philippines, 2 in Taiwan, 1 in Myanmar, 1 in Vietnam, and 1 in Australia)

Business Line

1. Management of ChikuhoRamen directly-managed shops, etc.
 2. Participation for member shops and instruction to member shops of Chikuho Ramen Franchise Chain
 3. Manufacture and sale of food ingredients, noodles and sauces (ISO9001:2008)
 4. Real estate lease business 5. Shop planning and shop design and construction
- Looking for partner in Brazil





Japan Franchise Association

JAPAN FRANCHISE ASSOCIATION

Address: 3-6-2 Toranomon, Minato-ku Tokyo 005-0001 Japan

Tel.: 81-3-5777-8701

Website: www.jfa-fc.or.jp

JFA is the only association to represent the franchise industry in Japan with a history of over 40 years.

Japan Franchise Association (JFA) is a public interest corporation established in 1972 with the permission of the Ministry of International Trade and Industry (now the Ministry of Economy, Trade and Industry), for the purpose of providing healthy development of the Franchising System. The members of JFA consist of leading franchisors in Japan which run franchise businesses and companies which are interested in franchising and agree over the purpose of JFA.

A Japan External Trade Organization é uma organização oficial de comércio exterior e investimentos do Japão, sem fins lucrativos, fundada em 1958 e possui uma extensa rede de 36 escritórios no Japão e os demais, 73, distribuídos em 55 países.

JETRO São Paulo

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