

TAKUMI NEXT



About TAKUMI NEXT 2025 project

Our mission is to support the overseas expansion of Japanese ‘Takumi’ companies producing high quality mastery crafts.

It is a curation within our BtoB catalogue site “[Japan Street](#)”.

Products range from **tableware, stationary, relaxation goods, fashion, stationary, household goods, interior goods** etc.,

all made in Japan with a strong background in traditional techniques and rich with cultural context.

Business Meeting Period : June 2025-July 2025

Participating suppliers : Small and medium sized companies producing high quality mastery crafts all made in Japan.

Participation fee: Free!

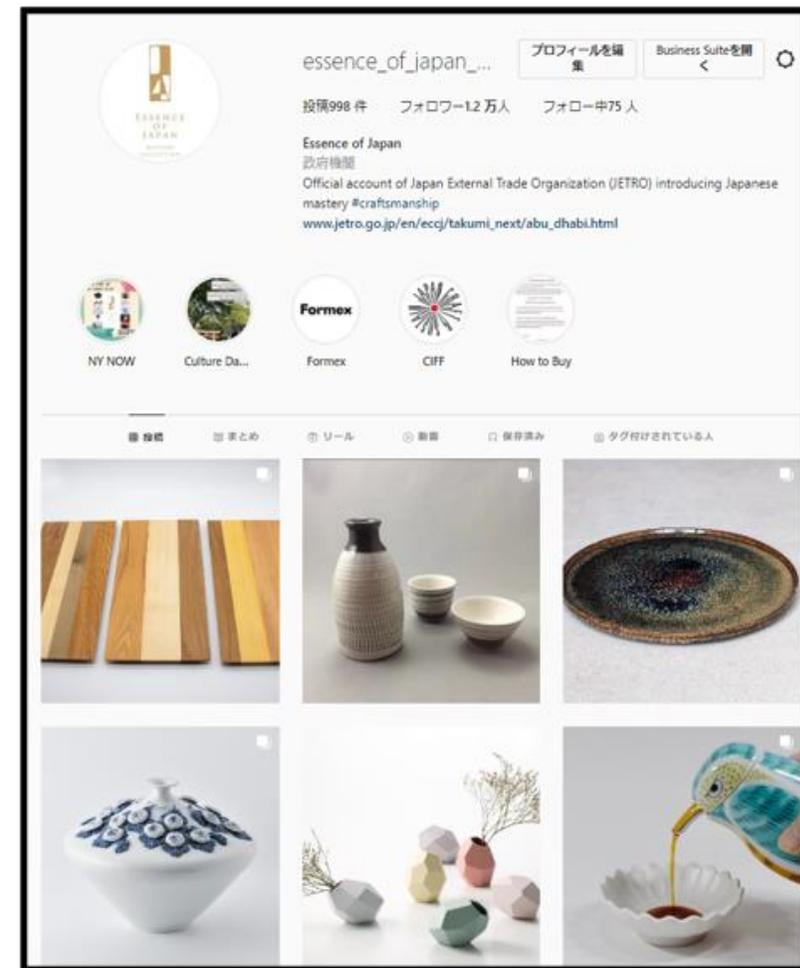
Eligible buyers:

Can order based on purchase (not for commission sales)

When you promote the purchased products on Instagram,

please tag our account @essence_of_japan_mc

We can tag yours as well!



How to Participate

01 Registration



Register to our online BtoB catalogue site [JAPAN STREET](#)
Register [here](#)

02 Selection



Select and submit products you are interested in

03 Online MTG



Join the online meeting with the companies you selected

04 Feedback



Share your feedback on the project by filling out a quick questionnaire

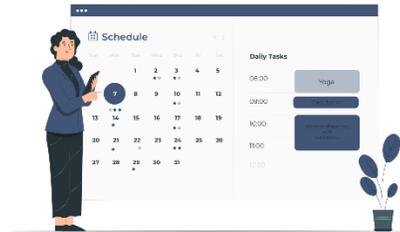
Online Business Meetings

01 Inquiry



- ✓ Please select products that interests you on Japan Street, and submit a request for a business mtg.
- ✓ Details (“how to search for products” and “how to submit inquiry”) are shown on page 6~29

02 Schedule



- ✓ Tell us your suitable date (from June to July)
- ✓ We will arrange the schedule with the companies.

03 Shipment of samples



- ✓ Free samples will be sent to you on your request. (If business meetings can be held between May and July)

* We cannot guarantee all the companies will be able to provide samples

* If the company provides a sample, please make sure to join the online meeting

04 Online MTG



- ✓ JETRO will share Zoom URL
- ✓ The company will explain their product and you can ask questions (including the wholesale price etc) here.
- ✓ Interpreter will be arranged by JETRO

Program Schedule

TAKUMI NEXT 2025	4	5	6	7	8	9	10	11	12
Product selection & Submission of meeting request		↔							
Sample transportation Period *			↔						
Business meetings			↔						
Press release **					↔				

*Samples are delivered between 2 weeks after submitting your inquiry and the day before the business meeting.

**Our press release will be issued in August , and the buyer's company name and logo will be published on JETRO's website. Please respond to the form below by 30 June regarding whether or not your information can be published.
<https://forms.office.com/r/Y0fLvVSGJi>

Meeting Request Guideline

How to select Japanese companies/products you would like to have a meeting with

1~7 Basic Instruction

8~12 Search Instruction



ESSENCE
OF
JAPAN
MASTERY
COLLECTION

1. Click on the link below

From these 2 links, you can check out the list of TAKUMI NEXT participants.

- ①Suppliers List : Coming soon!
(The link will be sent to you by May.)

2. Log-in to JAPAN STREET

- With your “E-mail” and “Password” you registered to JAPAN STREET.



Please log in! EN

Announcement from Japan Street Team

1. Renewal of Website December 2022

You can enjoy our renewed website with various attractive content. [Click here](#) to begin your new journey at Japan Street!

2. Terms of Use and Disclaimer Revised

We have partially modified Terms of Use and Disclaimer as of December 2022, since we started providing our **new service** of arrangement of face-to-face business meeting in Japan.

Log in

Please enter your email address and password to log in.

* Required

E-mail *	<input type="text" value="E-mail"/>
Password *	<input type="password" value="Password"/>

[Forgot your password?](#)

or

New Buyer?

Welcome to Japan Street!

Log in

Please enter your email address and password to log in.

* Required

E-mail *	<input type="text" value="E-mail"/>	① Enter your E-mail.
Password *	<input type="password" value="Password"/>	② Enter your Password.

③ Click on Login.

 Your success journey to discover fantastic **Japanese** products & suppliers!

Step **01** Find attractive Japanese products from our wide range of lineups.

You can search freely on our online catalogue site, which has advanced search functions, or you can make ad hoc requests to the Japan Street team to fine companies and products not yet registered on Japan Street.



2-1. If you forget your password...

- Please click on “Forgot your password?”. After that, enter the e-mail address you used to register with JAPAN STREET and click “Submit” button. JETRO will send you a link to reset your password. Please note that the link will be valid only for 2 hours. If the link expires, enter your email again to receive a new link.
- Also, please inform a person in charge from nearest JETRO office that you are requesting a password reset about JAPAN STREET. The person will also support you.

Log in

Please enter your email address and password to log in.

* Required

E-mail *

Password *

Login >

Forgot your password?

JapanStreet

Please log in! EN

Reset password

Please enter the email address you used to register with us and click "Submit" button. We will send you a link to reset your password. Please note that the link will be valid only for 2 hours. If the link expires, enter your email again to receive a new link.

* Required

E-mail * ① Enter your E-mail.

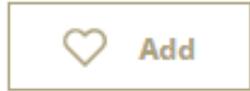
If you don't receive the email within 2 hours, please contact us via [the inquiry form](#).

Submit > ② Click on Submit.

Cancel Refresh

3-1. (From Products List) Products selection

Click on “♡ Add” with Japanese products you are interested in!



Click on

How to sort products by Category?



Slide 8

How to select products other than this #TAKUMINEXT2025 list ?



Slide 9

* You do not necessarily have to choose products from this hashtag list!

JapanStreet 163

Hi, セラー 閲覧用!

EN

Hashtag: "#TAKUMINEXT2024" result

PRODUCT #TAKUMINEXT2023 SEARCH

Advanced Search Filter Open

Search Result 1,269 products

Go to my favorite list

Show per page 200

PRODUCT SUPPLIER	Retail price in Japan (JPY) Best before	Certification *Showing up to two certifications
Product A Japanese company A	¥ ●●●/1 piece(S)	
Product B Japanese company B	¥ ●●●/1 piece(S)	
Product C Japanese company C	¥ ●●●/1 piece(S)	
Product D Japanese company D	¥ ●●●/1 piece(S)	

3-2. (From Suppliers List) Products Selection

JapanStreet 163

Hashtag: "#TAKUMINEXT2024" result :

PRODUCT #TAKUMINEXT2023 SEARCH

Advanced Search Filter Open

Search Result **5,364** suppliers

Go to my follow list Show per page 20

A-Z Food Goods Machinery Others

Follow	3RD CERAMICS 3RD CERAMICS		8	-	-
Follow	478 COMPANY Inc. 株式会社478 COMPANY		4	-	-
Follow	60's a gogo 60's a gogo		1	-	-
Follow	7 Bridges Brewing Company セブブリッジジャパン		1	-	-
Follow	91Act Co., Ltd. 株式会社91Act		-	-	1
Follow	A CANVAS INC. 株式会社エーキャンバス		70	6	-
Follow	A LOT OF Inc. 株式会社アロットオブ		-	12	-
Follow	A TRA-DE. Corp. A TRA-DE株式会社		15	-	-
Follow	A&D Company, Limited. 株式会社エー・アンド・デイ		-	-	5

If click a supplier's name, you are able to see all products of them.

Then, Click on "♡ Add" with products you are interested in!

This supplier's products

Go to my favorite list

Show per page 20

Price = Retail price in Japan (JPY)

 rakko bowl S/M/L 3RD CERAMICS ¥1,500 / 245mL ♡ Add to list	 vase 3RD CERAMICS ¥30,000 / 500mL ♡ Add to list	 Lamp Shade 3RD CERAMICS ¥22,000 ♡ Add to list	 SUSHI YUNOMI "SUSHI TEA CUP" 3RD CERAMICS ¥3,300 / 280mL ♡ Add to list
 MP Mug Tall/Soup 3RD CERAMICS ¥3,025 / 320mL ♡ Add to list	 FURIN "Wind Chime" 3RD CERAMICS ¥3,800 ♡ Added!	 OTSUMAMI ZARA (Small plate) 3RD CERAMICS ¥2,500 / 165g ♡ Added!	 Daenzara (Oval plate) 3RD CERAMICS ¥4,800 ♡ Add to list

4. Click on “♡ Go to my favorite list”

Hashtag: “#TAKUMINEXT2024” result

PRODUCT SEARCH

Advanced Search Filter

Open

Search Result **1,269** products

♡ Go to my favorite list

Show per page

Featured

200

List view

TILE view

PRODUCT
SUPPLIER

Retail price in Japan (JPY)
Best before

Certification
*Showing up to two certifications

SAMPLE

♡ Added!		Product A Japanese company A	¥ ●●●/1 piece(S)	
♡ Added!		Product B Japanese company B	¥ ●●●/1 piece(S)	
♡ Add		Product C Japanese company C	¥ ●●●/1 piece(S)	
♡ Add		Product D Japanese company D	¥ ●●●/1 piece(S)	



5. Check every Japanese product you would like to request meetings

* The number of business meetings that can be requested at one time is 20

Check all / clear all

OR

Click on boxes for each Japanese product



EN



Buyer's List

Settings

Check the products and then request meetings!

Favorite products list **30** products

Request meetings for All checked products

Ask about All checked products

Go to the request form pages

Show per page

20

Check all / clear all

Show All favorite products

Newest

SAMPLE



Product A
Japanese company A
¥ ●●●/1 piece(S)

Request a meetings

Ask

Delete

SAMPLE



Product B
Japanese company B
¥ ●●●/1 piece(S)

Request a meetings

Ask

Delete

6. Click on “Request meetings for All checked products”

JapanStreet

Buyer's List

Settings

Check the products and then **request** meetings!

Favorite products list **30** products

Request meetings for All checked products

Ask about All checked products

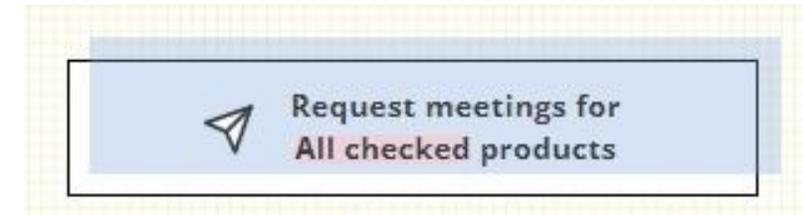
form pages

Show per page 20

Check all / clear all Show All favorite products Newest

SAMPLE Product A Japanese company A ¥ ●●●/1 piece(S)

SAMPLE Product B Japanese company B ¥ ●●●/1 piece(S)



7-1. Fill in and submit the form

The screenshot shows a 'Business Meeting Request Form' with several sections. Arrows from the text on the right point to the following fields:

- Product ID List:** A text input field for 'Product IDs'.
- Your Information:** A text input field for 'E-mail *'.
- Your Availability for the meeting:** A dropdown menu for 'Time Zone (UTC)' and a grid of date pickers for 'Priority #1' through 'Priority #4'.
- Others:** Radio buttons for 'Preferred language(s)' (English, Chinese, Japanese, Other) and 'Preferred tool(s)' (Zoom, Microsoft Teams, Google Meet, Other).

At the bottom of the form are 'Next' and 'Cancel' buttons.

*Product s are automatically entered, so there is no need to type them here.

① Enter your E-mail.

② Fill in “Your Availability(Date and Time) for the meeting” as much as possible. We will hold every meetings between ‘June and July 2025’ only. **(Only dates later than 2 weeks after the submission date are acceptable.)**

It is possible to send a request for meetings after August, but JETRO will not be able to provide samples for meetings.

③ Please select preferred languages We will arrange an interpreter based on this.

④ Please **select "Other"** We will let you know the meeting tool later.

7-2. Fill in and submit the form

Business Meeting Request Form

Thank you very much for your interest. Please fill in the form below and click SUBMIT to continue. JETRO will arrange a meeting for you!

Product ID List

To check which Product ID displayed below refers to a product, please try entering the product ID in the search window.

Your Information

Please enter your E-mail address.

* Required

Your Availability for the meeting

Please let us know your availability. We'd greatly appreciate if you choose dates after a week from today.

I have already told JETRO this meeting schedule.

*If so, not required to fill the schedule availability below.

Summer time

Add more option

Others

Please select preferred languages and video meeting tools.

 English Chinese Japanese Other Zoom Microsoft Teams Google Meet Other

Please write here if there is anything you would like to tell JETRO or the supplier.

Next

Cancel

⑤ If you **DO NOT** want to request a sample, please write down the Product Name which you **DO NOT** wish to request a sample of.

We will try to send samples of the products you have selected.
If you receive a sample, please make sure that you do a meeting with the company which offers you the sample.

※It does not guarantee that we can send you all samples you want.

⑥ Write down your address for sample destination

Please write here if there is anything you would like to tell JETRO or the supplier.

⑦ Click on Next button.

7-3. Fill in and submit the form

Consent Form(process)

We, JETRO Japan Street Office are located in Ark Mori Building, 6F, 1-12-32, Akasaka 1-chome, Minato-ku, Tokyo, Japan. need to obtain your consent to process your personal data in the way described below.

1. Purposes of processing your data and the legal basis for the processing

We hereby request your consent in order to perform such process of your personal data. By checking the check box you are giving your consent to the following process:

Specific Purpose	Categories of Personal Data	Legal Basis	Please put 'x' in the check box to give your consent to the process:
Operating Japan Street WEB site	name, e-mail address, telephone number, business title	Consent	<input checked="" type="checkbox"/>
Matching the buyer with the Japanese companies	name, e-mail address, telephone number, business title	Consent	<input checked="" type="checkbox"/>
Shipping product samples	name, e-mail address, business title, telephone number, address	Consent	<input checked="" type="checkbox"/>

2. How long do we keep your data

We will keep your personal data only for as long as it is necessary for us to comply with our legal obligations, to ensure that we provide an adequate service, and to support its business activities in accordance with Article 5 and 25(2) GDPR.

3. How do we share your data

We may share your personal data between the JETRO Group entities and with third parties namely JTB Corp., entrusted with arranging and facilitating business meetings, (2)Japanese negotiating companies, (3)Sample Carriers in accordance with the GDPR. Where we share your data with a data processor, we will put the appropriate legal framework in place in order to cover such processing (Articles 26, 28 and 29 GDPR).

4. Your rights and requests

You have the following rights related to both the processing and transfer of personal data:

- Access to personal data: You have the right to be provided full information about your personal data that we hold.
- Data correction: You have the right to require that we correct any incorrect information that we hold about you.
- Data deletion: You may also have the right to ask us to delete your personal data, when certain conditions apply.
- Restriction on processing of personal data: You may have the right to ask us to restrict the processing of your personal data, when certain conditions apply.
- Object to processing of personal data: You may have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you, when certain legal conditions apply
- Portability of personal data: You may have the right to receive your personal data in a structured and commonly used format, when certain conditions apply.

To exercise your rights, or if you require further information about how we use your personal data, then contact: JETRO Japan Street Office, Jetro_Japanstreet@jetro.go.jp Data Protection Officer: DPO@jetro.go.jp

In case you are not satisfied with how we have handled your personal data request or how we obtain/use your data, then you may wish to lodge a complaint by contacting a Data Protection Supervisory Authority; for example, the Authority of your place of residence within the EEA.

⑧ Please confirm the check box to give your consent to the process.

⑨ Click on Submit button.

※Only for people in charge from JETRO overseas offices: please also indicate that you are filling out and submitting the form on behalf of the buyer.

7-4 If you select more than 20 products.

**You can only request meetings for 20 items at one time.
If you select more than 20 items, please do the 3 ~ 7 process
again for the additional products.**

When you finish the phase 7-3 “Fill in and submit the form”, your screening for Japanese companies/product is completed.

Thank you for your cooperation!

If you have questions/comments, please contact a person in charge from your nearest JETRO office.

TAKUMI NEXT2025 project team
Digital Marketing Div.
JETRO HQ (Tokyo, JAPAN)

Japan Street Search Instruction

How to easily find Japanese products you are looking for

- 8. Sort the list of Japanese products by category**
- 9. Search products other than TAKUMI NEXT participants**
- 10. Search products with Keywords**
- 11. Search products by supplier name**

8-1. Sort the list of Japanese products by category

The screenshot shows the JapanStreet website interface. At the top, the logo 'JapanStreet' is visible with a notification badge '163'. Below the logo, there's a user profile icon and the text 'Hi, セラー 閲覧用!'. The main search area displays 'Hashtag: "#TAKUMINEXT2024" result' and a search bar containing '#TAKUMINEXT2023' with a 'SEARCH' button. Below the search bar, there's an 'Advanced Search Filter' section with an 'Open' button. The search results show 'Search Result 1,269 products'. At the bottom, there are view options: 'List view' and 'TILE view', and a 'Show per page' dropdown set to '200'.

By clicking on “Open”,
You can use the
Advanced Search Filter

8-2. Sort the list of Japanese products by category

Hashtag: "#TAKUMINEXT2024" result

PRODUCT SEARCH

Advanced Search Filter Close

Category ALL

- Fresh Food
- Processed Food, Beverage
- Cosmetics, Beauty
- Homeware, Kitchenware
- Fashion
- Hobby, Toys, Game, Outdoor
- Precision Machinery

Certification Only if (it is) certified

- HACCP for US
- HACCP for EU
- Handling of Vegan Food
- Organic JAS

Go to Search by certification page

Price Under ¥100 ¥101-¥1,000 ¥1,001-¥10,000 ¥10,001-¥100,000 ¥100,001-¥1,000,000 ¥1,000,001-¥10,000,000 Over ¥10,000,001

JAN code Registered Unregistered Both / It doesn't matter.

HS code Registered Unregistered Both / It doesn't matter.

OEM Registered Unregistered Both / It doesn't matter.

Best Before (only for foods and beverages) Within 3 Months 3 - 6 Months 6 Months - 1 Year Over 1 Year / Not applicable

Transportation temperature (only for foods and beverages) Dry Refrigerated Frozen

Video Registered Unregistered Both / It doesn't matter.

Photo 1-5 Images 6-10 Images

SEARCH

Reset filters

① Choose one main category

Mostly these categories include TAKUMI products:

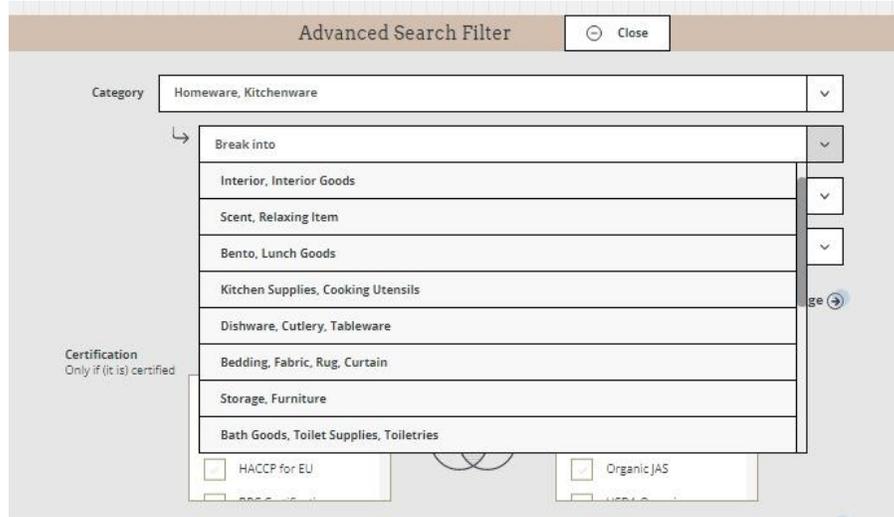
- **Homeware, Kitchenware**
- **Fashion**
- **Hobby, Toys, Game, Outdoor**
- **Cosmetics, Beauty**

You can sort products by setting just one category, but by clicking on "Break Into", you can narrow down your search by selecting more detailed categories.

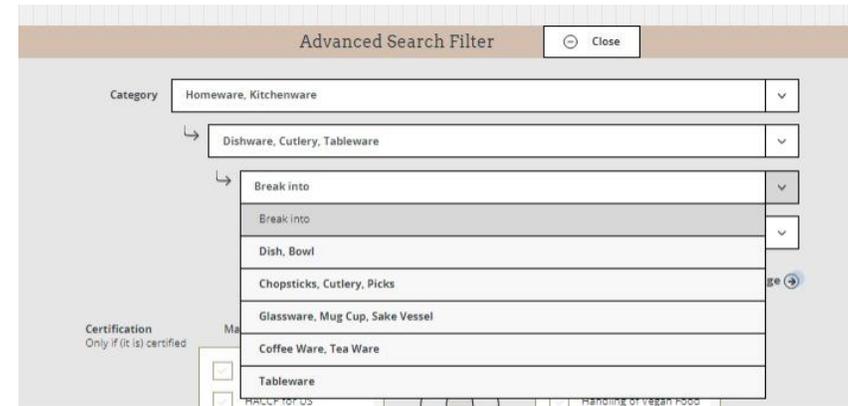
→ **NEXT SLIDE**

8-3. Sort the list of Japanese products by category

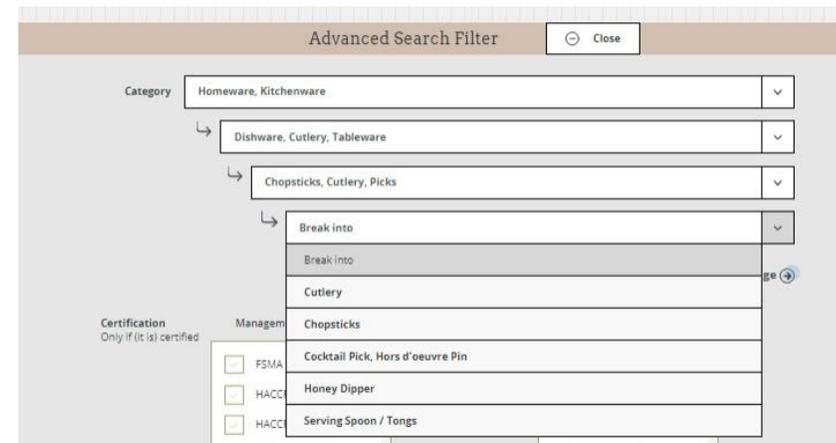
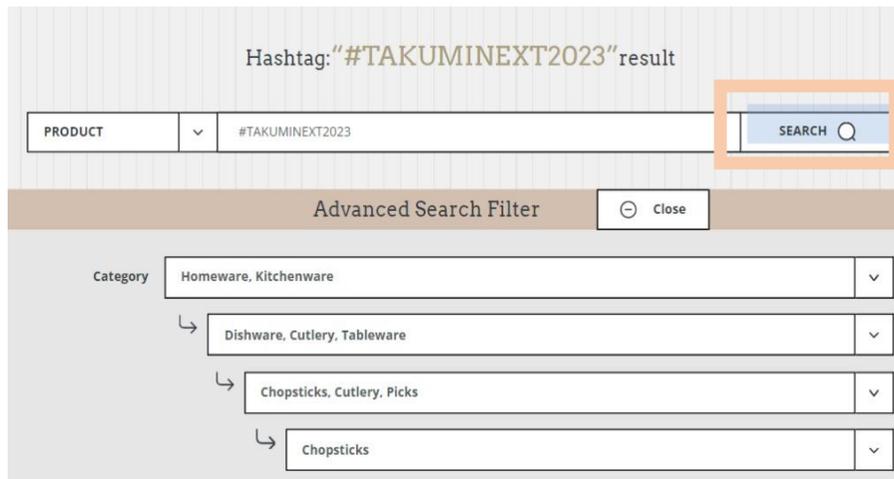
② Choose sub category1



③ Choose sub category2



⑤ Click on "SEARCH" or set more filters (Next slide) ④ Choose sub category3



8-4. Sort the list of Japanese products by other factors

The screenshot shows a search filter interface with several sections:

- Certification:** Only if (it is) certified. Includes checkboxes for HACCP for EU, BRC Certification, FSSC 22000, and ISO 22000.
- Management Certification:** Includes checkboxes for HACCP for EU, BRC Certification, FSSC 22000, and ISO 22000.
- Product Certification:** Includes checkboxes for Gluten Free, Handling of Vegan Food, and Organic JAS.
- Price:** A grid of price ranges with checkboxes. The range "¥1,001-¥10,000" is selected. The entire Price section is highlighted with an orange box.
- JAN code:** Radio buttons for Registered, Unregistered, and Both / It doesn't matter.
- HS code:** Radio buttons for Registered, Unregistered, and Both / It doesn't matter.
- OEM:** Radio buttons for Registered, Unregistered, and Both / It doesn't matter.
- Best Before (only for foods and beverages):** Checkboxes for Within 3 Months, 3 - 6 Months, 6 Months - 1 Year, and Over 1 Year / Not applicable. The entire section is highlighted with an orange box.
- Transportation temperature (only for foods and beverages):** Checkboxes for Dry, Refrigerated, and Frozen.
- Video:** Radio buttons for Registered, Unregistered, and Both / It doesn't matter.
- Photo:** Checkboxes for 1-5 Images and 6-10 Images.
- SEARCH:** A button with a magnifying glass icon, highlighted with an orange box.
- Reset filters:** A link with a circular arrow icon.

⑥ Check each box or leave it blank

Price shown is **Retail price !**
You can ask about the Wholesale price during the business meeting.

⑦ Check each box or leave it blank

⑧ Click on "SEARCH"

9-1. Search products other than TAKUMI NEXT participants

Hashtag: "#TAKUMINEXT2024" result

PRODUCT #TAKUMINEXT2023 SEARCH

Advanced Search Filter Open

Search Result **1,269** products

List view TILE view

Go to my favorite list

Show per page 200

PRODUCT	SUPPLIER	Retail price in Japan (JPY)	Certification
SAMPLE			
	Product A Japanese company A	¥ ●●●●/1 piece(S)	
	Product B Japanese company B	¥ ●●●●/1 piece(S)	
	Product C Japanese company C	¥ ●●●●/1 piece(S)	
	Product D Japanese company D	¥ ●●●●/1 piece(S)	

By clicking on “Japan Street”
You can move to the Japan Street top page.

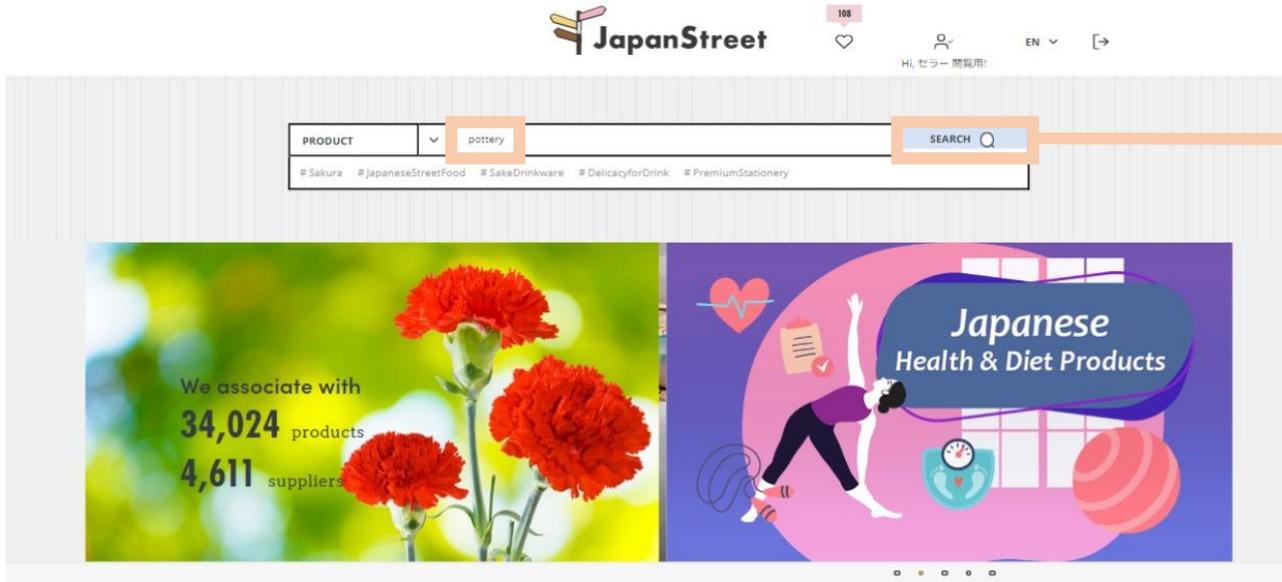
9-2. Search products other than TAKUMI NEXT participants

The screenshot shows the JapanStreet website interface. At the top, there is a logo for JapanStreet, a user profile icon, and a language selector set to EN. Below the logo is a search bar with a dropdown menu for 'PRODUCT' and a search button. The search bar contains the text 'What are you looking for?' and a list of hashtags: #Sakura, #JapaneseStreetFood, #SakeDrinkware, #DelicacyforDrink, and #PremiumStationery. Below the search bar is a large banner for 'GLUTEN FREE products'. The banner features a background image of red carnations and text that reads: 'We associate with 33,882 products and 4,570 suppliers. Rice, beans, yam & seaweed have been cultivated in Japan for many thousands of years. And so we carry varieties of GLUTEN FREE products'. Below the banner is a section titled 'Find your favorite products!' with a 'Search by Category' button. There are four category cards: 'Fresh Food' (Meat, Seafood, Vegetable, Fruits), 'Processed Food, Beverage' (Alcoholic Beverages, Confectionary, Seasoning, etc.), 'Cosmetics, Beauty' (Skin Care, Hair Care, Makeup, etc.), and 'Homeware, Kitchenware' (Interior Goods, Dishware, Emergency Supplies, etc.). A 'More categories' button is also present.

Without any # you can browse Japanese products that are not featured in the TAKUMI NEXT list from the Category section.

You can add them to your favorite list and request meetings (except for food and beverage)

10. Search products with Keywords



You can also search by typing in keywords you are interested in

Example)
Pottery, Washi, Incense, Cup etc.



Keyword: "pottery" result



Advanced Search Filter

Open

Search Result **469** products

Go to my favorite list

List view

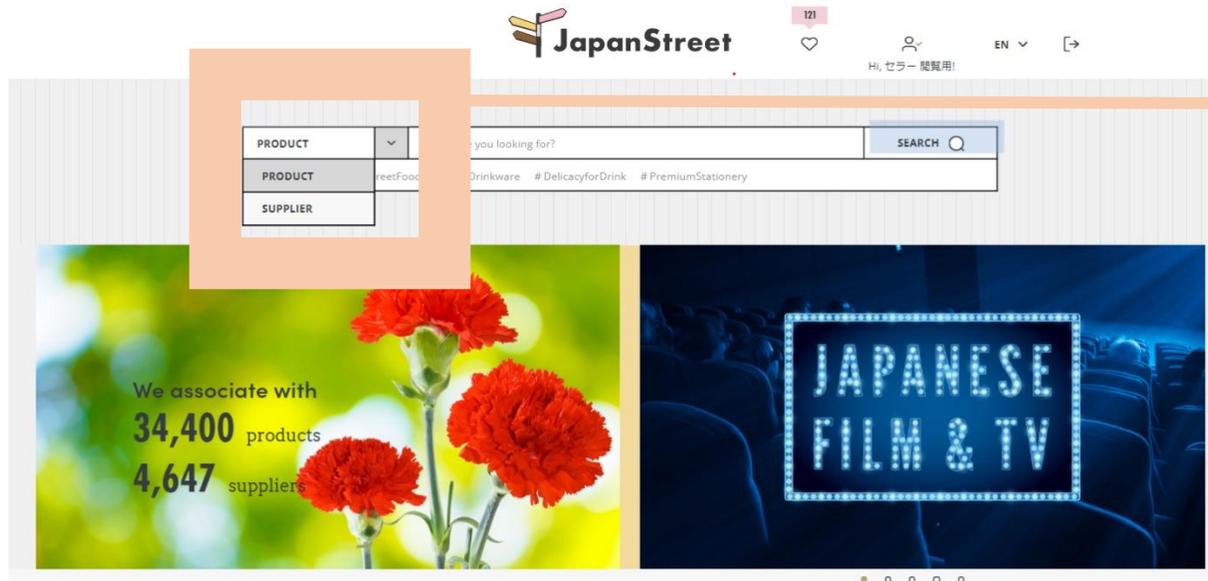
TILE view

Featured

Show per page

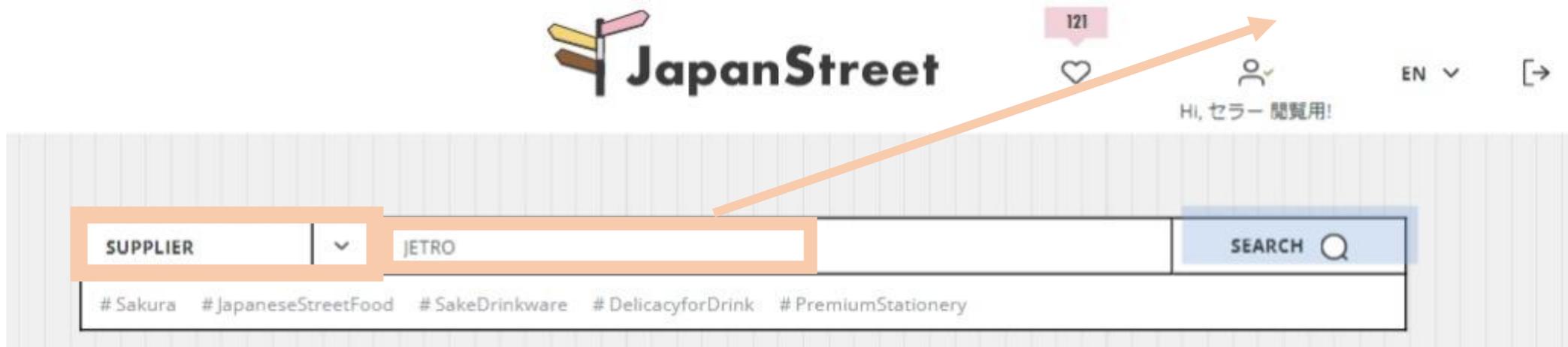
20

11. Search products by supplier/product name



① Click on "SUPPLIER"/"PRODCUT" from this tab

② Enter a supplier/product name in the search box and click on "SEARCH"

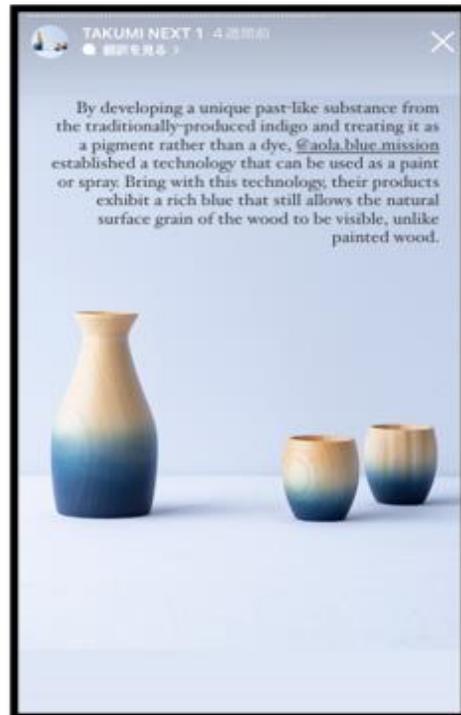


12. Request meetings

Meeting request process is same as slide 3~7

About SNS promotion

JETRO



On our Instagram account you can see the Takumi Next craft collection from all over Japan including TAKUMI NEXT2021 to 2024.



@essence_of_japan_mc



ESSENCE
OF
JAPAN
MASTERY
COLLECTION

Contact us at:

Email: DNA-project@jetro.go.jp

https://www.jetro.go.jp/en/eccj/takumi_next.html

Or your nearest JETRO office:

<https://www.jetro.go.jp/en/jetro/worldwide/>