

JETRO  
Kochi

# Food and Beverage from Kochi Prefecture to the world



# Kochi

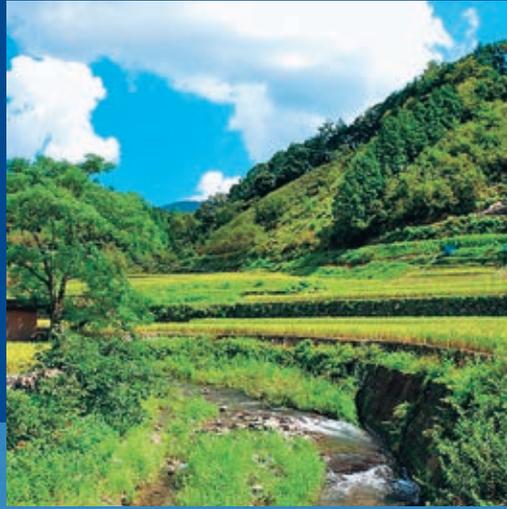


Kochi Prefecture faces the vast Pacific Ocean and covers half of the southern part of Shikoku Island. In former times it was called Tosa. Its distance from the Inland Sea coastal side, as well as being divided by a steep mountain range, has preserved its unique culture.

# Kochi

## Weather and culture

People and culture raised in the great environment of



## Weather

The weather in Kochi is warm and humid, which is typical tropical weather. Typhoons often hit this region in the summer, but the sun is very strong even in winter. Temperatures change dramatically between day and night. Kochi prefecture's climate varies depending on the season and location within the prefecture.

## Yosakoi Festival

"Yosakoi Festival" is a summer festival in Kochi prefecture. Farming tools called naruko are used in Yosakoi dancing. Naruko was used to scare away sparrows from rice fields. More than 18,000 dancers keep dancing for a few days every year, which colors the street in Kochi.

## Katsurahama Beach

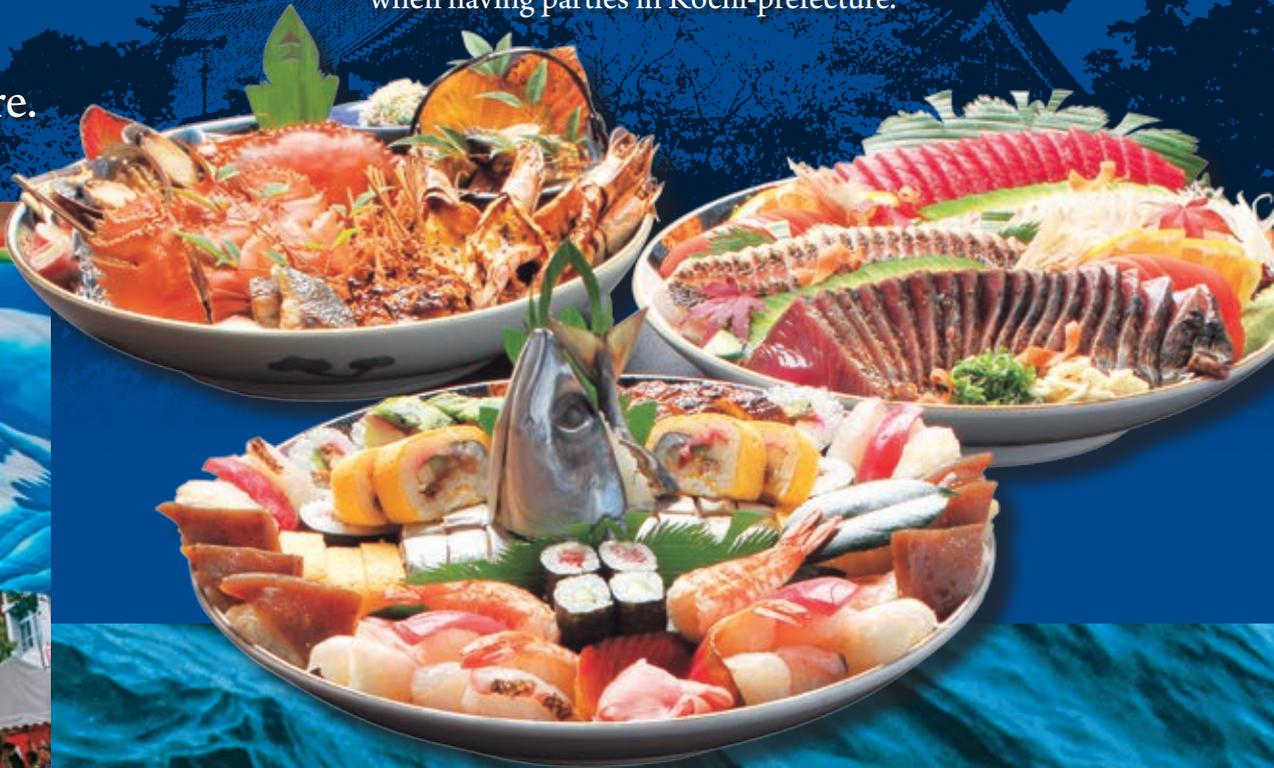
Katsurahama is famous as a "moon-viewing spot." In addition, it is a notable site as a place from which Ryoma Sakamoto, a great man during the late Edo Period, thought about foreign countries.



# Food culture

Local dishes such as sashimi, Katsuo Tataki, and sushi are served on a huge dish of 60 centimeter in diameter. This is popular when having parties in Kochi-prefecture.

Kochi-prefecture.



## Country Style Sushi

Sushi in Kochi is a bit different from sushi known abroad. Vinegared rice with an accent of Yuzu citron vinegar is served with foods from the mountains. This local dish has been passed down for generations in mountainside villages of Kochi Prefecture.

### Kochi Prefecture's population and employed population by industry

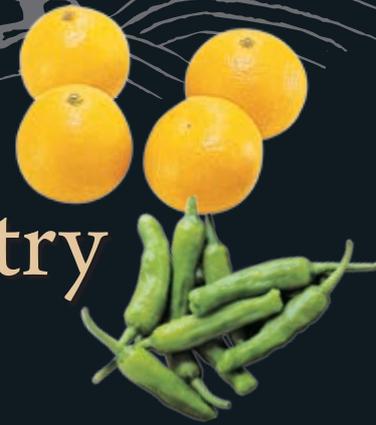
Kochi Prefecture has a population of approximately 730 thousand. It has various industries which supports Japan.

Population of Kochi Prefecture		728,276	Number of people
Employed population	Primary industry	36,923	Number of people
	Agriculture included in the above	30,337	Number of people
	Secondary industry	53,755	Number of people
	Tertiary industry	222,070	Number of people
	Total	323,408	Number of people

Ref: Y2015 National Census

# Vegetables Fruits

## Tosa as a horticulture country



Warm Kuroshio (Black Current) and reflection from the ocean make Kochi prefecture very warm. It is located along the coastline. Mountains block cold air from the north; therefore, it is warm and dry in winter on the plains. In contrast, it is hot and

wet in summer. It is chilly in the mornings and evenings and temperatures change dramatically between day and night. This enables the cultivation of fruits and vegetables of high quality.

## Why Kochi is called horticulture country

Kochi Prefecture is one of Japan's top agricultural producers in shipment volume. Centered on horticulture, its land productivity ranks No.2 in Japan (3.9 million yen / ha in Kochi, No.1 is Tokyo, according to the Bank of Japan's Kochi branch office estimate for fiscal year 2015.). Kochi Prefecture is a pioneer in promoting environmentally friendly

agriculture by obtaining ISO14001 certification and introducing voluntary inspections for pesticide residue. Particularly, the amount of natural predators it purchases as a measure to reduce pesticide use via biological control accounts for 25.1% of the domestic market.



### Kochi's agricultural produce ranking high

Produce	Shipping volume (Ton)	Share (%)	National rank
Eggplant	36,500	15.4	1st
Cucumber	22,900	4.9	7th
Green pepper	12,100	9.9	3rd
Small sweet green pepper	2,780	44.5	1st
Myoga	4,899	87.1	1st
Green chive	14,900	26.8	1st
Okra	1,733	15.6	2nd
Ginger	17,400	44.5	1st
Yuzu (citrus)	9,348	54.7	1st
Tosa Buntan (citrus)	10,186	94.0	1st
Konatsu (citrus)	1,729	30.7	2nd



It's amazing how ecological farming is advancing in Kochi.

#### Promotion of eco-agricultures in Kochi

Kochi Prefecture is promoting environmentally friendly agriculture mainly in the in-house grown vegetable sectors by minimizing the use of chemical fertilizers and pesticides, introducing the integrated pest management (IPM) techniques such as natural predation, bug screen, moss repellent yellow light, and composting. Kochi Prefecture is a leading runner in promoting eco and consumer friendly agriculture.

#### Use of natural predation

Kochi Prefecture makes use of insects that feed on pest insects in order to reduce the amount of chemical pesticides used.

# Vegetables



## ■ Fruit Tomato

Good acidic taste complements the flavor of fruit tomato. Fruit tomatoes are smaller than other tomatoes and have thick skins. These are very popular among gourmets nationwide. These are used as gifts in Japan.



## ■ Okra

Okra is a representative summer vegetable of Kochi. This goeey vegetable is used in many stamina enhancing dishes.



## ■ Ginger

This ginger is characterized by a rich flavor and juiciness. This is one of the specialty products of Kochi prefecture.



## ■ Myoga

This is good not only as a spice but also for salads. The crispy texture, moderate hot flavor, and distinct flavor stimulate your appetite.

# Fruits



## ■ Yuzu (citrus)

Kochi is the most famous area for the production of Yuzu in Japan. Yuzu is a fragrant citrus with a fresh taste. Yuzu is a popular food in the homes in Kochi prefecture, their fruit juice is used for fruit vinegar and the rind as spice.



## ■ Earl's Favorite Melon

Kochi prefecture's production volume of the Earl's Favorite Melon is the second highest after Shizuoka-prefecture. Prices are relatively reasonable when compared to the other types of melons, making it affordable to enjoy the taste of a quality melon.



## ■ Tosa Buntan (citrus)

Tosa Buntan is a local specialty fruit that represents Kochi prefecture. This fruit is a large-size citrus that tastes delicious especially during the winter and spring. Tosa Buntan has a lot of fragrant fruit pulp and is moderately sweet with a fresh taste. Only Kochi's tropical weather could make such flavor.



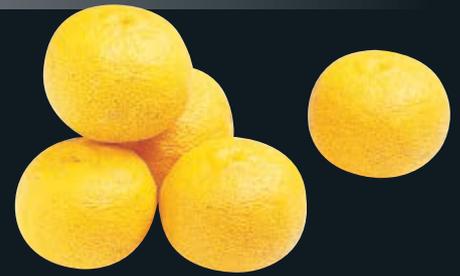
## ■ Niitaka pear

The season of Niitaka pear comes the latest among the other types of pear. This pear is referred to as the king of pears. There are large-size Niitaka pears that exceed 1 kilogram with diameters of more than 20 centimeter. These large-size pears are bigger than your face. Not only are they big, but their flavor is of the best quality. Also, they are very juicy.

# Yuzu

Kochi is famous for Yuzu citron

Yuzu is one of the fruits that represent Kochi. It is essential for Japanese cooking.



## What is Yuzu?

Yuzu citron is often used as a flavoring agent since it emits a strong aromatic fragrance when its lumpy rind filled with many oil glands is peeled. While this fruit with high resistance to cold, disease, and pest is produced widely in Japan, Kochi Prefecture accounts for about more than 50% of the domestic production. A Yuzu weighs around 100 to 130 grams and its rind is rich in vitamin C. The fruit also contains calcium, iron, potassium, vitamins B1 and B2. The rind also contains a fragrant oil. In Japan, people enjoy the fragrance of Yuzu by putting chopped rind into soups or nabe (Japanese one-pot dish cooked at the table) dishes, or adding squeezed fruit juice to grilled or raw fish in combination with soy sauce.



### Landscape of a Yuzu farmhouse

Unlike other types of citrus that are produced in the warm coastline, there are many Yuzu production areas in the inland mountain areas. The mountain climate with dramatic temperature changes between day and night contributes to the increased flavor of Yuzu. The Yuzu field enjoys plenty of sunlight along mountain slopes with good water drainage. You can enjoy a view of dazzlingly golden Yuzu before harvesting.

# Processed Yuzu products

For example, the rind is used as spice and for flavoring, and seeds are used in skin lotion. Various processed products are made, such as fruit vinegar (Yunosu), Yuzu juice, and Yuzu ponzu sauce (soy sauce with citrus juice) that are produced by squeezing Yuzu fruit juice.



## ■ Yuzu seasoning (Ponzu sauce, dressing, pepper)

Yuzu ponzu sauce is made by blending special Yuzu fruit juice into soy sauce and bonito broth. There are also dressing and pepper that use Yuzu. These go well with various foods such as salad, fish dishes, and meat dishes.



### Recipe that uses Yuzu dressing

Boil a whole tomato in boiling water for about 20 seconds and take it out. Cut it crosswise lightly with a knife.  
The skin can be easily peeled. Remove the skin and hull together. Cut the tomato into easy-to-eat pieces. Dress the cut tomato and chopped fresh basil with Yuzu dressing (from Tosa Reihoku website).



## ■ Yuzu fruit juice (Yuzu vinegar)

Yuzu vinegar is an essential seasoning in Kochi cooking. It is used for sushi and Tadaki as a family's staple.

## ■ Yuzu sweets (sherbet, juice, jelly, candy, chunky sweet bean jelly)

These are the sweets that use the flavor and fresh taste of Yuzu.

## ■ Yuzu miso

It is easy to use this miso, such as for dipping vegetables. It is also delicious. This miso is a specialty of Kochi Prefecture.



### Exporting Yuzu

In recent years, Yuzu is becoming popular among French chefs as a flavoring agent, and Kochi's Yuzu juice is being exported to Europe. Kochi Prefecture is actively exploring marketing routes for its Yuzu products. In Y2018, Kochi Prefecture ran a booth to promote its Yuzu products at the FHA, a food product exhibition held in Singapore.

# Processed vegetables and fruits products

There is a variety of processed products such as soft drinks, ice cream, and jelly that are made by using vegetables and fruits grown in good soil of Kochi. These delicious foods are further improved by processing. You can enjoy the taste of such food and feel safe and secure knowing it has been processed.



## ■ Jelly (tomato, ginger, Tosa Buntan, others)

Various food materials in Kochi such as Tosa Buntan, Konatsu, fruit tomato, and ginger are used in this jelly.



## ■ Jam (small eggplant, cucumber, tomato, others)

Strawberry, apple, and blueberry are usually considered as the ingredients of jam, but the types of jam in Kochi are different from others. There are jams made of not only fruits such as Konatsu and Tosa Buntan, but also vegetables such as tomato, cucumber, and small eggplant.



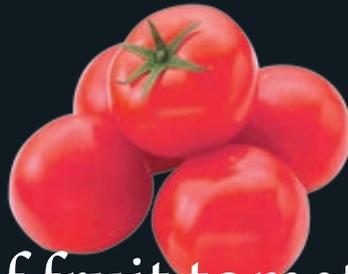
## ■ Sauce

Sauce made of vegetables in Kochi are healthy and safe. There are special seasonings in Kochi.

# fruit tomato

The special cultivation method in which soil moisture is regulated results in the higher sugar content of the fruit tomato.

It is possible to increase the sugar content of fruit tomato to the utmost limit inside plastic greenhouses that are controlled with advanced techniques of Japan. Such sugar content can be as high as 12 brix (almost the same as the sugar content of melon). Tomatoes are considered as rather cheap vegetables in other countries. However, well-known brand fruit tomatoes are sold at 6,000yen or more precious per case in Japan. Fruit tomatoes are a very expensive food in Japan.



## Staring point of fruit tomato

Typhoon No.10 which hit Kochi Prefecture in 1970 brought a new dimension to the already well established tomatoes of the horticulture country. When the tidal waves caused by the typhoon broke the levees, seawater flew into the tomato fields. As desperate farmers continued to grow tomatoes on the soil with salt residue, the tomatoes they harvested turned out to be smaller but sweeter. This sweetness became popular through word of mouth, and that's how Kochi Fruit Tomato established its brand.

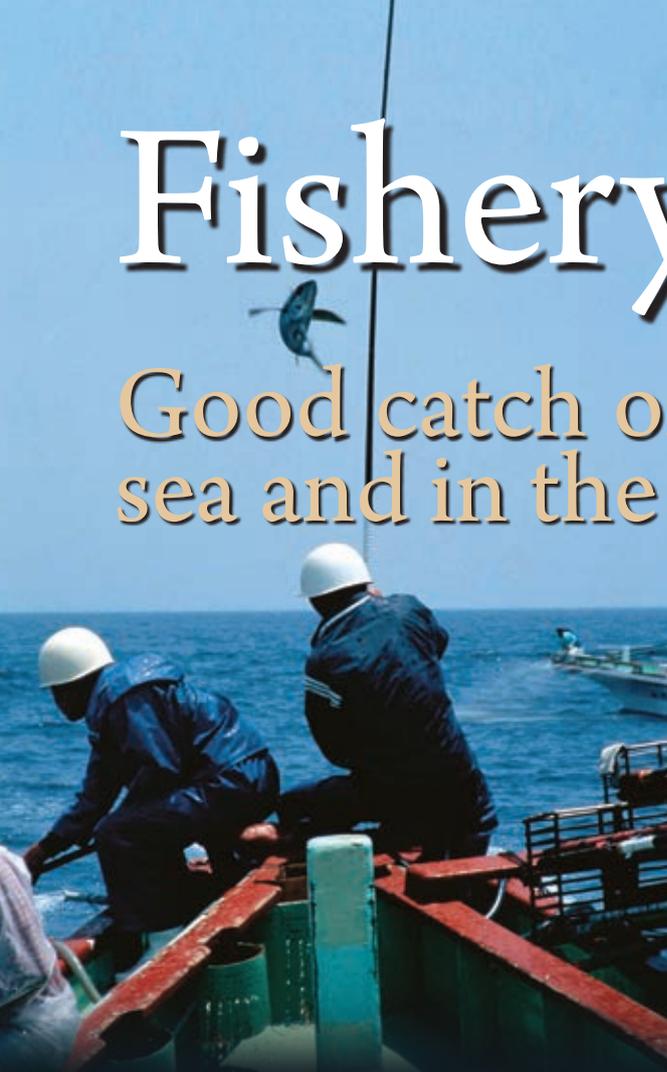


### ■ Soft drinks (tomato, Tosa Buntan, others)

There are soft drinks of fresh Konatsu and Tosa Buntan. Only Kochi could serve such healthy and delicious tomato juice.

# Fishery products

Good catch of seasonal fish in the sea and in the river



## Sea



Kochi which faces the warm and extensive Tosa bay is an excellent fishing ground for seafood that rides the Kuroshio (Black Current). It is possible to enjoy a variety of seasonal fish. In addition, whale watching is famous in this area.

### Pole-and-line fishing (*Ipponzuri*)

Pole-and-line fishing of bonito is famous in Kochi. This is a traditional fish-catching method in which each fish is landed carefully and dynamically. Bonitos caught by pole and line fishing look better as they are frozen alive. On the other hand, the fish caught by roll net fishing, a main stream practice nowadays, vary in appearance and freshness because this large-scale and intensive practice is said to crush and damage the bodies of the fish with the net. Pole and line fishing is a tough work, but it's an environment-and-resource conscious practice without damaging the quality of the fish.



### ■ Southern mackerel

Southern mackerel caught and processed off the coast of Tosashimizu are well known as "Shimizu mackerel of Tosa" in Japan. Eating quality is stabilized all year long, and it is a common fish, used for Sugatasushi and others, for residents of Kochi Prefecture.



### ■ Red seabream

It is seasonal during the winter and spring, and this fish is cultured in Kochi. Young Red seabream are used for Sugatasushi in Kochi.



### ■ Bonito

Per-capita consumption of bonito in Kochi is the highest in Japan. The entire bonito including abdominal meat, heart, and gut are consumed.

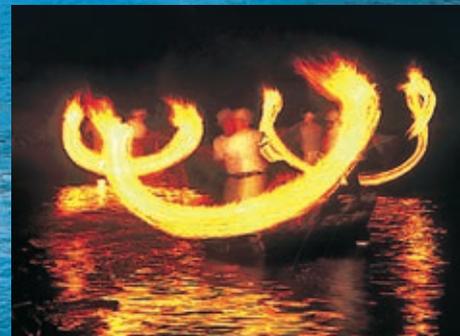


### ■ Auxis rochei

This fish is called "Mejika" in Kochi Prefecture, and processing of Souda-bushi (Mejika-bushi) for soup is active in Tosashimizu city in the west of Kochi.

# River

The spectacular and beautiful Shimanto River is known as the last limpid stream in Japan. This river is a treasure house of natural products such as eel, river shrimp, and river laver.



## Hiburi fishing of sweetfish

Using torch fire, fisherman drives sweetfish into the net. This is a traditional fish-catching method of the Shimanto River.



## Sweetfish

This fish is caught during the summer and autumn in Shimanto River. There are no unwanted parts of the sweetfish which grew up eating the moss of the limpid streams of the Shimanto River in Kochi. It is possible to enjoy the original delicious taste and flavor.



## River shrimp

This shrimp is caught during the spring and summer in the Shimanto River. It is characterized by the male claw that could be longer than its body length. You can eat this shrimp fried or boiled in soy sauce.



## Suji green laver

Suji green laver of Shimanto River origin has an 80% to 90% share of the Japanese market. Its flavor is stronger than the other types of green laver, and it is of such quality product that it can be used for flavoring.



## Eels

Young eels are caught at the mouths of rivers in Kochi Prefecture and raised in high-tech eel farms. Wild eels from local streams such as Shimanto River are a rare delicacy.

## Japan's last clear and clean stream in Kochi, Shimanto River

Shimanto River which runs through western Kochi Prefecture is very famous in Japan as it is called the last clear and clean stream in Japan. It is one of the three most clear and clean streams in Japan, and also selected as one of the best 100 waters in the nation.

# Marine processed products

Kochi's freshwater fish and laver are safe because they grow in clear and clean water. In addition to fresh fish, Kochi boasts a wide variety of unique processed fishery products such as fresh bonito flake made from the freshest seafood.



## ■ Dried bonito flake, fresh bonito flake

There are special types of dried bonito flake in Kochi, such as dried bonito flake that uses Pacific bonito and Souda-bushi that uses Souda bonito. The production of Souda-bushi is the best in Japan. Fresh bonito flake is also famous. Fresh bonito flake is made, trying various methods, in order to preserve the perishable bonito.



## ■ Katsuo Tataki

"Modorikatsuo" means the bonito that returns from the cold north sea. This kind of bonito has plenty of fat, and called "Torokatsuo (fatty bonito)." The bonito are caught at the peak of flavor, immediately-cooked and flash frozen to lock in the flavor.



## ■ Shuto

Shuto got its name when the 12th Lord of the Tosa clan, Toyosuke Yamauchi, tasted it for the first time while drinking sake at a lodge in Shimizu (currently Tosa Shimizu City). "It's superb!" he exclaimed, "And it goes so well with sake that I want to keep drinking. The sake warehouse will soon be empty. I'm going to call it shuto ("sake thief") and that's what you should call it from now on too." Since then, Lord Toyosuke has been regarded as the godfather of shuto, a Tosa delicacy.



## ■ Kamaboko (fish minced and steamed)

Minced and steamed products are made using fresh small fish of Tosa Bay, and such products are delicious specialties of Kochi as well. In Kochi, "tempura" means fried minced fish.



## ■ Broiled and dried baby sardines

Ocean-fresh baby sardines caught in Tosa Bay are boiled in an iron pot, and then dried in the sun. This fluffy dish with salty scent goes well with steamed rice.



## ■ Dried fish

Beside its freshness, Kochi's fish is also good as dry food. The dried fish has a deep and rich flavor.



# Fishery processed products

There are full-time river fishermen who maintain traditional fish-catching methods in the limpid stream of the Shimanto River. Sweetfish and goby go up stream, eating sphagnum moss. Aosa laver can be gathered only near the mouth of the River. The processed products of Shimanto River's cornucopia are made using both wisdom and new innovative ideas and symbolize the natural riches of Kochi prefecture.



## ■ Aosa laver (river laver) processed product

Aosa laver grows only in the brackish-water region where seawater meets the river. The blessed conditions of the limpid stream of Shimanto River make Aosa laver famous as "Shimanto Laver." It is used in many types of processed products.

## ■ Processed river shrimp products

"River shrimp" is a blessing of the limpid stream in Kochi. River shrimp are caught in the Shimanto and Niyodo Rivers during the spring and summer. These shrimps are valuable because it is impossible to catch more than 1 kilogram per day, no matter how hard it is tried. Nevertheless, fishermen face brave the elements and utilize traditional fish-catching methods. These shrimp are eaten fried or boiled in soy sauce.

## ■ Processed sweetfish and landlocked masu salmon (Amego) products

Stewed sweetfish in soy sauce and sugar is frozen food. All of the seasonings (sugar, soy sauce, vinegar, and ginger) are placed in a pan large enough so as not to distort the shape of the sweetfish, and boiled to make a broth. When the broth boils, small-sized sweetfish are placed inside the pan and allowed to simmer.

### Recipe using Kochi's products

By sharing some simple recipes using Aosa Laver (river laver), we hope more people will become familiar with it and incorporate this ingredient in their cooking.

#### Japanese omelet

Mix Aosa Laver with a beaten egg or pour it into the pan when the egg is half set.

#### Salad dressing

Mix Aosa Laver with your favorite dressing. Tastes of the sea bring out the flavor of the salad.



# Beef, Chicken, Pork

A special local brand raised unconstrained in the wide rich pastures of Kochi.

Livestock in Kochi are pastured unconstrained in rich green fields. This brand has gained a good reputation for its quality and taste. Tosa Jiro and Tosa beef (Wagyu) are the local specialties in Kochi.



## ■ Tosa Jiro (Chicken/free-range egg)

Tosa Jiro is raised on green and yellow vegetables such as pumpkin and green peppers in addition to a carefully-selected feed blend. It carries little fat, and has a firm texture. The more you chew it, the more you can enjoy its sweet taste.



## ■ Tosa Hachikin Jidori (Chicken)

This chicken carries little fat and has a pleasant texture. It is rich in amino-acids which are the key to flavor. Adequate exercise guarantees no excess fat. You can enjoy the delicious taste of this original chicken without toughness or any unpleasant odors.



**Tosa Akaushi (Wagyu beef)**

The marbling of Tosa beef (Japanese Brown Cattle “Kochi”) is beautiful, and it has excellent taste and tenderness, making this a special treat. This beef is raised in the great outdoors of places and precious beef as it’s found only in Kochi.



**Pork**

The pig in Kochi are healthy and stress free in a warm climate. Such pork has fine meat quality and a tender texture. “Shimanto Pork” is well-known throughout Japan.



**Livestock processed product**

Beef and chicken in Kochi are raised in the vast highlands with quality in mind. Processed beef and chicken products have excellent flavor and complement other foods.

**Tosa Hachikin Jidori chicken curry**

Curry that uses Kochi livestock such as chicken and beef tastes wonderful.

# Japanese sake, shochu, liqueur

Sake in Kochi is good and dry,  
and sake in Kochi is a treasure.

It is said that good sake does not exist in regions with tropical weather, but Kochi is an exception. There are 18 sake breweries in Kochi, the country of sake. They are quality sake loved by connoisseurs.



## ■ Japanese sake

There are various types of fresh and delicious dishes that use plenty of food from the sea, mountain, and river, such as plate cooking and pot cooking, in Kochi. Many types of local sake go well with such dishes. The taste of such sake is light and dry delighting the palate. People in Kochi enjoy having warm conversations over a glass with anybody, anywhere, and anytime. This is the Kochi way.

## ■ Shochu

The taste of shochu in Kochi is refreshing. Shochu in Kochi is popular because of this distinct flavor.



## ■ Liqueur

There are various types of fruit liqueur that capture the essence of Yuzu, Buntan, Konatsu, mandarin orange, Yamakita orange, guava, and happy tomato. These fruits are all specialties of Kochi. You can enjoy the fine balance of fragrance, sophisticated acid taste and sweetness.



## Flavor of sake is determined by water quality

As being made from just rice, yeast fungus, and water, sake is simple but there is always more to learn from it. Water is an important factor in determining sake flavors. Many nationally designated clean and clear streams in Kochi Prefecture such as Shimanto River, Niyodo River, Monobe River, and Yoshino River make Kochi's sakes different from those produced in other regions of Japan.

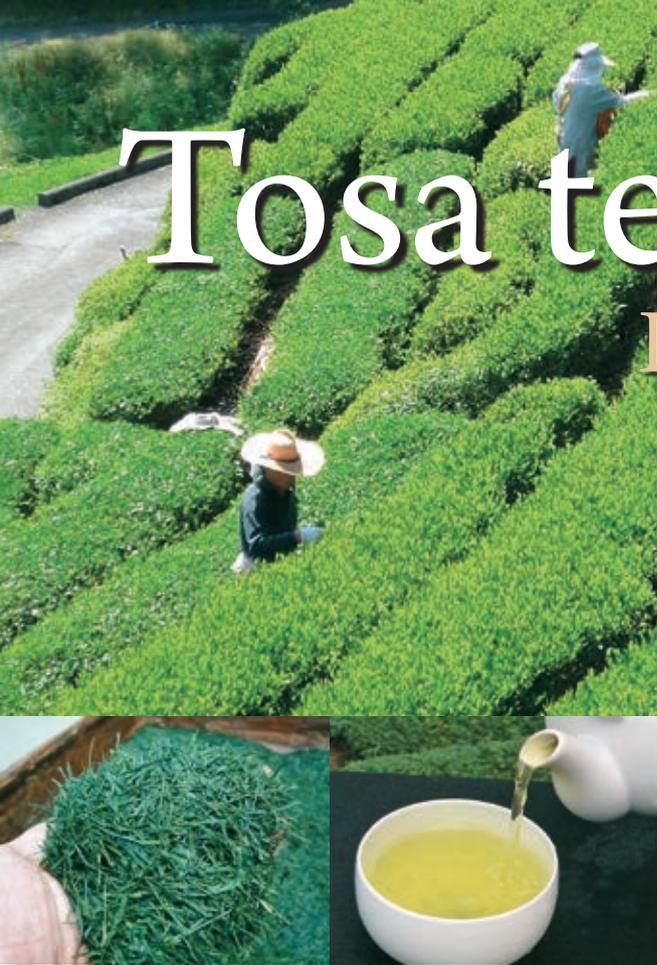
# Tosa tea

## Kochi is famous for tea.

There are several tea production areas enjoying the ideal landscapes and climate which only Kochi can provide. Tea from such areas possess a deep, rich, rustic flavor, and graceful aroma.

The major production areas are the mountain regions with mighty rivers such as the Niyodo and Shimanto Rivers. These tea production areas share a common geology referred to as Chichibu zone. Water drainage is good in such areas, which is suitable for tea growth.

Temperatures changes dramatically between day and night in tea plantations with steep mountain slopes at high altitudes. This ensures flavor filled tea leaves. In addition, this temperature difference generates river fog, which covers tea plantation protecting them from sunlight. This shade creates a mild flavor without bitterness.



# Rice

## Only Kochi surrounded by mountains can grow delicious rice.

Kochi-prefecture stretches east to west with the Pacific Ocean in the south and precipitous mountains to its back. Kochi is warm and wet, and dual cropping of rice was active on the plains in the past. In addition, mountain regions with the limpid streams flowing through, such as the Shimanto River, Yoshino River, Monobe River, and Niyodo River, are known as some of the most famous production areas for good-quality rice in Kochi.

Rice is made in an environment with pure water sprung from the mountains and clear air. It is cool even in summer and there are less disease and pests because of the high altitude. Therefore, healthy rice cultivation is possible. There are production areas that adopt special cultivation methods such as “rice-duck farming” that does not use pesticide and “recycling cultivation method” that uses rice straw as compost.



# Other processed product

## Rustic taste created by the cultures of Tosa

Sweets in Kochi taste somewhat classic. Such sweets are made carefully with traditional recipes. These sweets enjoy a good reputation among even foreigners.



### Ice cream

The fruits of Kochi used in this ice cream come from carefully selected dedicated farmers. This sweet perfectly exemplifies tropical Kochi.

### Old-fashioned style ice cream (Ice Crin)

"Ice Crin" is the representative sweet in Kochi. It looks like ice cream, but it actually belongs to the group of shaved ice. Ice Crin feels lighter than ice cream but richer than shaved ice on the palate. You are certain to become addicted to its distinctive crunchy texture and fresh sweetness.



### Rice cracker, biscuit, hard baked sweet potato (Imo-kenpi), dried wheat gluten sweet (Fu-gashi)

These are all common sweets in Kochi. People in Kochi have eaten these good old sweets as afternoon snack since childhood. There are reasons why these sweets have long been popular. Please give them a try.





## ■ Wheat noodle (Udon), dried kelp

Young foreigners have recently discovered Japanese Udon. Salt and water are mixed with wheat flour, which is then kneaded, in order to make Udon. Due to its simplicity the taste of Udon is greatly influenced by the quality of those three components. In Kochi, water from the limpid stream of Shimanto River is used for Udon and fresh local bonito is used for soup. You can enjoy the local taste.

In addition, the dried kelp that is used for soup is actually a specialty of Kochi. The skill of the local artisans' commitment to domestic kelp and its hand-shaving is evident in the product.



## ■ Bay salt

Kochi is a production area of salt. Seawater is boiled down inside a kiln, which is then dried in the sun and wind. Nature makes this harvest from the sea.



## ■ Muroto deep seawater

This water is pumped from deep sea at a depth of 300 meters, which set a precedent for Japanese deep seawater. This deep seawater is extensively used for food and skin lotion because it is very clean and rich in minerals.



## How deep seawater is different from tap water

Deep seawater is a kind of seawater found at a depth of around 200 to 300 meters or more, in the area deeper than the outer edges of sea shelves. The seawater is extremely clean there as it receives almost no effects of marine or air pollution. Being deep in the ocean for a long period of time, the deep seawater is rich in biogenic nutritional salts and minerals, and its low temperature remains constant through out the year. This marine resource, matured under a water pressure of 30 atmospheres or more, has great potential value, and is attracting much attention.

# JETRO

## Kochi



Producer : JETRO Kochi

There are various products in Kochi in addition to the above described. If you are interested in the food of Kochi, please contact JETRO Kochi or Kochi-prefecture directly.

### JETRO Kochi

6F Kochi Chuo Business Square, 2-26 Sakaimachi, Kochi City, Kochi Prefecture

780-0834, Japan

Tel : 088-823-1320 (from overseas: +81-88-823-1320)

Fax : 088-823-6413

E-mail : [KOC@jetro.go.jp](mailto:KOC@jetro.go.jp)

Overseas Offices : [www.jetro.go.jp/en/jetro/worldwide/](http://www.jetro.go.jp/en/jetro/worldwide/)

About us:

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

For more information (English website): <http://www.jetro.go.jp/>

Cooperation:

#### **Kochi Prefecture**

Kochi Prefectural Government Trade Promotion  
Division

1-2-20 Marunouchi, Kochi-city 780-8570, Japan

Tel : 088-823-9752 / Fax : 088-823-9262

#### **Kochi Prefectural Trade Association**

1-2-20 Marunouchi, Kochi-city 780-8570, Japan

Tel : 088-821-0033 / Fax : 088-822-3065

### **Kochi's logistics for overseas**

In Y2010, the number of regularly-scheduled weekly shipping from Kochi to Busan, Korea was increased from once a week to twice a week in response to the demands from the companies exporting goods. Cargo can be shipped to the world through Busan and other major ports including Kobe Port.

The number of the shipping is expected to increase further as more companies in Kochi become engaged in exporting.