



**JETRO**  
Japan External Trade Organization

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**Japan**

## JAPAN PAVILION CATALOG



Franchising & Licensing Asia  
13-15 October 2016

**BOOTH**

#D04,08 | #E02,03,07 | #F01,02,04,08

**JETRO**  
Japan External Trade Organization

# JAPAN PAVILION LIST



NORINO DAIMARU Co., Ltd. **DANGOYA DAIMARU** ————— D04

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Kings Know inc. **Tempura kohaku,Tonkatu,Age** — E02

Copel Co., Ltd. **COPEL** ————— E03

TENTAKAKU Co., Ltd. **RAMEN IROHA** ————— E07

Aichi Foods Co., Ltd. **BENTOSS HOKKAIDO** ————— F01

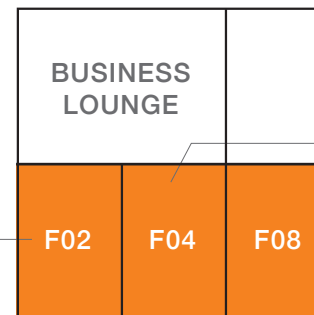
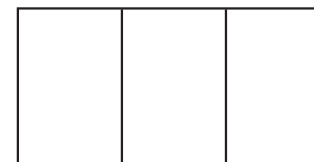
TYRELL Co.,Ltd. **Soup Curry COCORO** ————— F02

Shinsen Inc. **Ninjamin** ————— F04

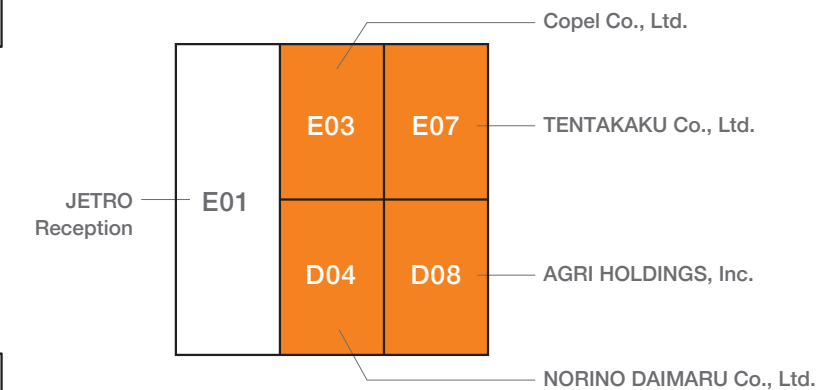
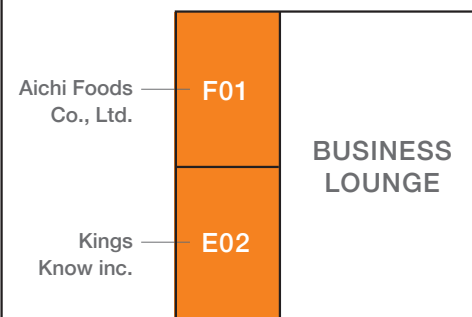
KAIKO,LTD **HOKKAIDO RAMEN KAIKO** ————— F08



Entrance ▲ Exit



Shinsen Inc.



D04



NORINO DAIMARU Co., Ltd.

## DANGOYA DAIMARU

<http://www.rakuten.co.jp/dangonoshiki>

norinodaimaru@lapis.plala.or.jp

NORINO DAIMARU Co., Ltd. manufactures and sale products which represents Japanese confectionary and have the greatest talent on "daifuku," "handmade ohagi" , and "dango." All are delicious and are supported by a wide range of customers from children to adult and elderly. Particularly for dango, in addition to the traditional mitarashi dango, coating dango with seasonal fruit is popular. When expanding to Asia, we plan to make dango with fruits that represents that country.



D08



AGRI HOLDINGS, Inc.

## SAMURICE

<http://samurice.sg/en>

samurice@agri-hd.com

Overseas branches : Singapore

With a vision to enrich the world by introducing Japan' s Agriculture and Food Culture, we are aspiring to become a world leading Agriculture & Food Company for a new generation. We build global value chains from agricultural production to the outlet through our subsidiaries; Nihon Agri Farm produces agricultural commodities in Japan, Mirai Shuhan promotes Sake to the world and Samurai Food produces and retails Rice balls and lunch boxes in Singapore.



E02



Kings Know inc.

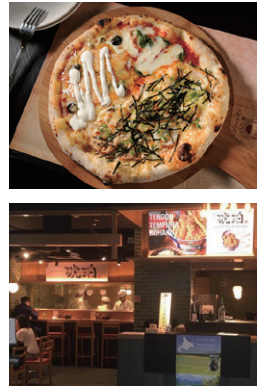
## Tempura kohaku, Tonkatu Agedoki, Japoli, Kusidaore

<http://www.kings-know.co.jp>

〇〇〇〇@kings-know.co.jp

Overseas branches : Singapore, Taiwan

Under the corporate philosophy of "bringing a smile to the table in the world", we have a mission to deliver a safe, happiness, and excitement through "food." We are a company that feels needed from customers, colleagues, and society.



E03



Copel Co., Ltd.

**COPEL**<http://copel.co.jp/>

info@copel.info

At Copel, we provide early childhood education with a focus on whole brain development with a method to stimulate children's curiosity through our various original teaching materials as well as our fun programs designed to be like a show. We are utilizing over 2,000 types of class materials and 10,000 kinds of card-type teaching materials, which we applied for Guinness World Records as the largest educational materials.



E07



TENTAKAKU Co., Ltd.

**RAMEN IROHA**<http://english.menya-iroha.com/>

info@menya-iroha.com

**Overseas branches : China, Hong Kong, Thailand**

In one of Japan's largest ramen festivals "Tokyo Ramen Show", we have awarded as the best in Japan five times. There has been an increase in offers from overseas. Our ramen Toyama Black features all black soup. Ours is a one-of-a-kind ramen, even in Japan. The taste is surprisingly light but rich in flavor, as we use a rich fish-based sauce that is not overly salty.



F01



Aichi Foods Co., Ltd.

**BENTOSS HOKKAIDO**<http://aichifoods.sg/>

〇〇〇〇@kings-know.co.jp

**Overseas branches : Singapore, U.S.A.**

We have expanded our chain with a total of about 30 stores in Sapporo, Hokkaido, putting a center in bento shops, a diner, and noodle shops. We have the mission to spread the Hokkaido food to the world, and are currently actively undergoing overseas expansion. By putting the base in Singapore, we are planning to deploy to Southeast Asian countries.





F02



TYRELL Co.,Ltd.

## Soup Curry COCORO

<http://www.cocoro-soupcurry.com/>

cocoro@cap.ocn.ne.jp

Overseas branches : Taiwan

In the 70s, the food culture of "soup curry" was established in Sapporo. The dish was popularized by our restaurant, "Soup Curry Kokoro." We introduced a new cooking technique Japanese soup, "dashi" and French soup, "fond de veau." In 2013, the first overseas shop was established in Taiwan. In 2016, out of the four shops, including that in Taiwan, we are expecting 200 thousand customers.



F04



Shinsen Inc.

## Ninjamin

<http://www.shinsen.co.jp>

shinsen@shinsen.co.jp

Overseas branches : Taiwan

Shinsen Inc. from Asia to the world. A famous Hokkaido Shinsen Nama Ramen store in Taiwan, "Isshin" will soon change its name to NINJAMEN. We strive to improve our restaurant administration efficiency every day. During The 2015 IFE and FLAsia, we received franchise offers from around the world. Our group headquarters being an advertising agency and advertising production company, we are also professionals in marketing promotions.



F08



KAIKO,LTD

## HOKKAIDO RAMEN KAIKO

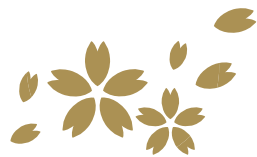
<http://www.kaiko.co/Home-English-page.html>

murata@kaiko.co

Overseas branches : Singapore

"Hokkaido Ramen Kaiko" is a popular ramen restaurant. Its head office is in Hokkaido. Founded in 2001, we have gained support from our customers who are hard to please, and now have five stores in Japan and one store in Singapore. Our specialty is miso (fermented soy bean paste) ramen. We offer two choices of miso: red and white. We want to spread Japanese food culture and authentic Hokkaido Ramen to the world.





# Franchising & Licensing Asia

## 13-15 October 2016

### About JETRO

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.

### JETRO Singapore

[www.jetro.go.jp/singapore](http://www.jetro.go.jp/singapore)

e-mail: [SPR@jetro.go.jp](mailto:SPR@jetro.go.jp)

tel: +65-6221-8174

address: 16 Raffles Quay, #38-04 to 05,  
Hong Leong Building, SINGAPORE 048581

### JETRO Tokyo

[www.jetro.go.jp](http://www.jetro.go.jp)

e-mail: [sia-project@jetro.go.jp](mailto:sia-project@jetro.go.jp)

tel: +81-3-3582-5238

address: Ark Mori Building 6F, 1-12-32 Akasaka,  
Minato-ku, Tokyo 107-6006, Japan



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