



## JETRO and Fukushima Prefecture promote agricultural products and tourism to Thailand

*Bangkok (Oct 21, 2013) – The Japan External Trade Organization (JETRO Bangkok), together with Fukushima Prefecture, Japan, today showcase fresh and delicious culinary products from Fukushima Prefecture to usher in the beautiful season of autumn, one of the best seasons in Japan for local cuisine. The government-related organizations also encourage more Thai travelers to explore the region as it is considered one of the best destinations in Japan.*

***Fukushima Prefecture Vice Governor Masao Uchibori*** said “Following the Japanese Government’s exemption of the tourist visa for Thai nationals, the Japan National Tourism Organization (JNTO) has reported that Thai visitor’s arrival in Japan in August 2013 rose 103.2% year on year. Therefore, we would like to encourage more Thai travelers to come and explore Fukushima Prefecture, the third largest prefecture out of Japan’s total 47 prefectures. Well-respected as an agricultural-based economy, Fukushima is Japan’s leading producer of superior food products. As for tourism, Fukushima encompasses diversified attractions that make the prefecture ‘one of the best destinations’ in Japan both in the view of the tourist and the Japanese alike.”

***Mr. Uchibori*** continued “There is always something for every traveler coming to Fukushima. The four distinct seasons offer myriad of choices for the travelers, including nature and hot springs, historical heritage, outdoor activities – such as hiking, skiing, snowboarding, fruit picking – and cultural experiences. Now it is the autumn season in Japan, which is one of the best seasons for Fukushima famed local delicacies, for example, the Wagyu beef. Crowned ‘The Fruits Kingdom of Japan’ due to abundance of top-quality fruits it produces, attributable to exceptional farming

techniques comprising knowledge, experience and last but not least, love and care, the prefecture is also a leading producer of premium fruits and vegetables such as peaches, pears, cherries, strawberries, grapes, apples, asparagus and tomatoes. Winter is coming next to autumn. Fukushima has more than 20 ski resorts where all skiers and snowboarders from beginners to experts can enjoy. Travellers will experience world top class high quality powder snow. Thai Airways International will launch direct flights from December 4 between Bangkok and Sendai of Japan. It will be convenient for travellers from Thailand to access Fukushima.”

“Traveling to and getting around the prefecture is made easy with good transportation network that connects the prefecture with other leading destinations in Japan; By Shinkansen train, the prefecture is as close as 21 minutes from Sendai, 58 minutes from Sendai airport and 93 minutes from Tokyo; By plane, it is a little over 1 hour from Osaka and 1.20 hours from Sapporo. Delicious food and great tourism activities aside, we assure you that the Japanese way of hospitality will leave the fondest, lasting memory to all visitors to Fukushima prefecture,” concluded **Mr. Uchibori**.

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Remark: Suggested activities in Fukushima prefecture:

- Sightseeing in the former post town of *Ouchijuku* where thick thatched roof houses from the Edo period still remain and the historical *Tsuruga Castle* in *Aizuwakamatsu*
- Hiking around the beautiful *Urabandai* pond
- Hot spring bathing at *Higashiyama onsen* that is 1,300 years old
- Cherry blossoms viewing at *Hanamiyama*
- Fall foliage viewing over *Bandai Azuma Skyline*
- Seasonal fruit picking such as cherries (Jun-Dec), peaches (Jul-Sept), grapes (Aug-Oct), apples (Aug-Dec), pears (Aug-Oct) and persimmons (Dec-Mar)
- Skiing and snowboarding in *Inawashiro*

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