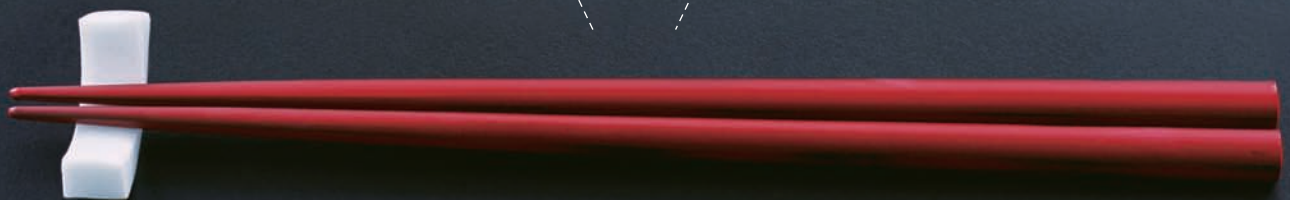




Global Hiroshima specialties



Bon Appetit!



Japan External Trade Organization Hiroshima Office

JETRO

Hiroshima Product Map

Allow us to introduce global Hiroshima products and their manufacturers

Oysters	03
Nori	05
Rice toppings	07
Seasoning	09
Miso	11
Ramen	12
Atsuyaki Tamago	13
Agar	14
Beans	15
Fruits and vegetables	17
Japanese sake	19

■ Umeda-Shuzoujou & Co.
 "Honshuichi Muroka Junmai-shu" → p.19

■ SANKO INDUSTRY CO., LTD.
 "KATSUOFURIDASHI" → p.10

■ ISHIKAWA Co., LTD.
 "CALCIUM BLACK SOYBEAN" → p.16

■ SENNARI CO., LTD.
 "Organic Pure Rice Vinegar Komenosu 360 ml" → p.10

■ DOMOTO FOODS CO., LTD.
 "For tastier rice Enoki Aonori" → p.06

■ TANAKA FOOD CO., LTD.
 "Ryokountomo" → p.08

■ MARUTOKU NORI Co., Ltd.
 "Wasabi Flavored nori" → p.05

■ HIROSHIMANORI COMPANY, LIMITED
 "Oyster Soy Sauce Flavored Nori seaweed 60 sheets" → p.05

■ Otafuku Sauce Co., Ltd.
 "Okonomiyaki Sauce 500g" → p.09

■ AHJIKAN CO., LTD.
 "Frozen Japanese Omelet for Sushi" → p.13

■ RYOKOKUSHOJI CO., LTD.
 "Soy de cafe" → p.15

■ Mishima Foods Co., Ltd.
 "YUKARI (Prepared Perilla (Vegetable) Mix)" → p.07

■ SUNFOODS CO., Ltd.
 "MITSUWA OKONOMI SAUCE" → p.09

■ Kanawa Suisan Co.
 "Deep-Fried Oyster" → p.04

■ MIYAKE HONTE
 "SEMPUKU" SAKE BREWERY Co., Ltd.
 "SEMPUKU JUNMAI DAIGINJO "KURA" → p.20

■ MASUYAMISO CO., LTD.
 "Moromi Miso" → p.11



*Listing 31 companies and organizations from Hiroshima Prefecture, mainly JETRO members.

Hiroshima

Profile

- Area: 8,479.26 km²
- Population: 2,860,769
*According to the 2010 National Census
- Prefectural flower/tree: Japanese maple
- Prefectural bird: Red-throated diver
- Prefectural fish: Oyster

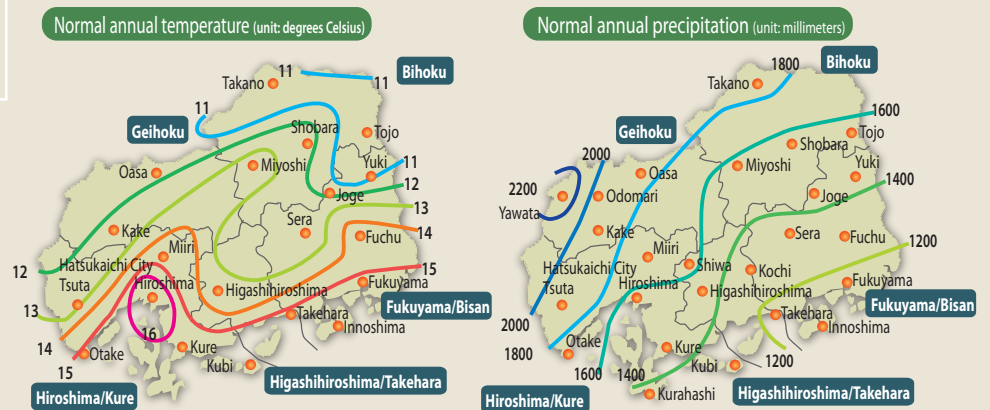


Hiroshima is a land of abundant diversity and talent.

Hiroshima Prefecture has, as its prefectural capital, Hiroshima City, the number one city in the Chugoku/Shikoku area. With the typical geography and climate of the Japanese archipelago, the weather of the plain area from the Setouchi coast is moderate with low rainfall, but in the Chugoku Mountain Area it is bitterly cold. With such a diverse and blessed natural environment, Hiroshima thrives with the agricultural and livestock industries, fisheries, and the food industry.

In addition, there is a diverse aggregation of other industries, including heavy industries such as automobiles and shipbuilding, with sophisticated technology honed over a long time; trend-setting high value-added industries with cutting-edge technology; and traditional industries—for example, textiles, furniture, koto (Japanese string instrument), calligraphy brushes, and geta (Japanese wooden sandals)—that maintain the arts of master craftsmen.

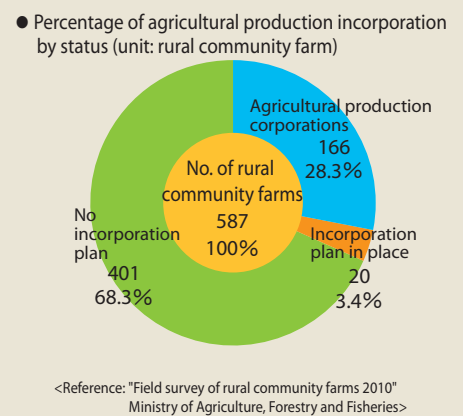
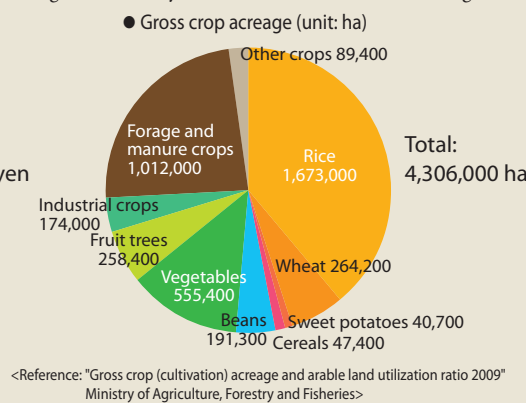
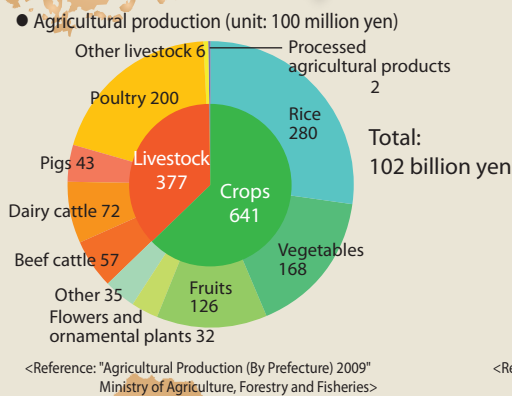
Hiroshima is known worldwide, with Itsukushima Shinto Shrine and the Hiroshima Peace Memorial (Genbaku Dome) designated as UNESCO World Heritages, and many domestic and international tourists visit every year.



<Reference: "Topography and Climate of Hiroshima Prefecture" Hiroshima Local Meteorological Observatory>

Safe, assured and tasty Hiroshima products.

Agriculture/ Livestock Industry



Food Industry

- In Hiroshima, there are many national brand companies that are unique and highly skilled.
- "Voluntary Sanitation Management Certification System in Foods," a unique Hiroshima Prefecture system, has been established to actively evaluate sanitation management of food businesses.

<Hiroshima Prefecture Voluntary Sanitation Management Certification System in Foods>

A system where a certification agency designated by Hiroshima Prefecture evaluates facilities meeting the certification standards set by the Prefecture. Certified facilities may place a certification mark on the certified products.



Food Culture

Hiroshima, blessed with nature, has an abundance of delicious foods.



◆ Hiroshima gourmet

<Okonomiyaki>

○ Gourmet taste representing Hiroshima. Hiroshima style involves thinly spreading crepe-like dough on top of a hot iron plate, and topping it with a mountain of shredded cabbage, meat, soba noodles, and eggs. The dish is then garnished with okonomiyaki sauce and served. Hiroshima Prefecture has 1,857 okonomiyaki shops, making it number one in Japan in shop/population ratio.

<Reference: Otafuku Sauce Co., Ltd. website>

<Oysters>

○ Hiroshima is the number one producer of oysters in Japan. Farming has thrived since ancient times. Hiroshima oysters, grown with care and attention in the Setouchi Sea, melt deliciously in your mouth. Also great as grilled oysters, oyster rice, fried oysters, or when added to hot pots.



◆ No. 1 production in Japan



◆ One of the top three sake brewers in Japan

<Japanese sake>

○ Saijo of Hiroshima is acclaimed as one of the top sake brewers in Japan, along with Nada and Fushimi. Blessed with high quality sake rice and great water, the ingredients of Japanese sake, Hiroshima is a world-famous sake capital. Every October, a Sake Festival is held where visitors can enjoy tasting local sake from all over Japan.



Sakagura-dori of Saijo, a street lined with white walls of sake breweries

Logistics

The largest logistics hub in the Chugoku/Shikoku area. Smooth access to overseas destinations.

By sea

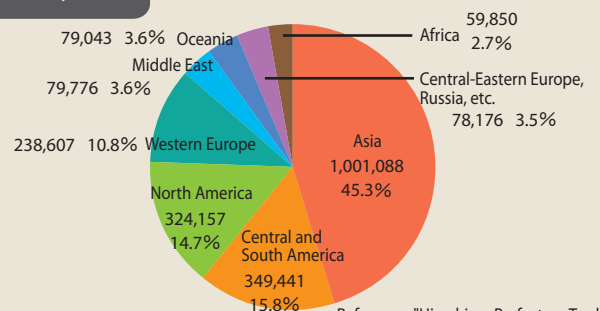
○ There are four important bays and ports, namely, Hiroshima Bay, Kure Bay, Onomichi-Itozaki Port, and Fukuyama Port. Hiroshima Bay has regular international routes to South Korea (nine services per week), China (six services per week), Taiwan/Southeast Asia (two services per week), and North America (one service per month).

By air

○ Hiroshima Airport has regular international routes to South Korea, China and Guam: Seoul (seven flights per week), Beijing (five flights per week), Shanghai (seven flights per week), Dalian (eight flights per week), Taipei (six flights per week), and Guam (two flights per week). Domestically, it connects with Tokyo Haneda, Sapporo, Sendai, and Okinawa Naha.



● Export value by region (unit: Million yen)



<Reference: "Hiroshima Prefecture Trading 2008" Bureau of Commerce, Industry and Labor, Hiroshima Prefecture>

Hiroshima Scenery

World Cultural Heritage of Hiroshima

- Remember history, hope for peace -



Itsukushima Shinto Shrine (Miyajima)

○ Itsukushima Shinto Shrine has a large vermilion shrine gate and pavilions connected with cloisters, showing various views depending on the ebb and flow of the tide. The sea spreading in all directions, the Misen virgin forest to the rear and other aspects of the surrounding natural environment comes together to create stately and resplendent scenery that is the quintessence of Japanese aesthetic sense.



A-bomb Dome (Hiroshima Peace Memorial Park)

○ This is an A-bombed building conveying the horror of the A-bomb dropped on Hiroshima, the first such attack in the world. It is a symbol of peace. The surrounding area is the Hiroshima Peace Memorial Park with a beautiful river and greenery, along with a cenotaph and the Peace Memorial Museum.



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