GANBARU
Small and Medium Enterprises

300

GANBARU
Shopping Districts

30
This guidebook is a selected collection of undertakings by small and medium enterprises and shopping districts in a variety of areas, including innovative product development, creation of new services, contribution to the local community, and local economic revitalization, and is comprised of two parts: “GANBARU Small and Medium Enterprises 300” and “GANBARU Shopping Districts 30”.

The shortlisting process was conducted with the support of the Organization for Small & Medium Enterprises and Regional Innovation, the Japan Chamber of Commerce and Industry, Japan Finance Corporation, National Federation of Small Business Associations, Central Federation of Societies of Commerce and Industry, Shoko Chukin Bank, and the National Federation of Shopping Center Promotion Associations, as well as the nationwide network of Bureau of Economy, Trade and Industry. Subsequently, impartial, strict reviewing was done by independent experts of the field, notably, panel members Hiroyuki Itami (Dean, Graduate School of Innovation Studies, Tokyo University of Science) and Junzo Ishii (President, University of Marketing and Distribution Sciences), followed by the selection finalization process by the Business Support Committee of the Small and Medium Enterprise Policy Making Council (Committee Chairperson: Kinya Tsuruta).

By publishing information on undertakings by 300 enterprises and 30 shopping districts, it is our hope to see an even larger number of SMEs and shopping streets pacing up their endeavors in innovative product and service development and local revitalization.
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**GANBARU Small and Medium Enterprises 300**

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Contributing to local economic revitalization through development of original bean sweets using locally-produced ingredients

Through agriculture-commerce-industry partnership, develops original bean sweets using ingredients produced in Hokkaido. Secures profitability by production-sales unified business model, contributing to local economic revitalization.

Secures profitability by partnership with local producers and by production-sales unified business model

The company has a long history in original bean sweets processing and sales. Its main products are bean sweets, tamago-boro, and fried dough cookies. Popular items include yaki cashew, suyaki kuromame, and bean chocolate. Collaborating with local producers, the company makes use of locally-produced ingredients as much as possible. It is engaged in high value-added sweets production through advanced processing technology and know-hows. The company improves profitability through its production-sales unified business model by opening shops next to factories and by expanding directly-managed shops in department stores.

Actively makes use of ingredients produced in Hokkaido via agriculture-commerce-industry partnership

Adhering to its goal of “making sweets beloved by Sapporo citizens” and involving local producers and distributors, the company develops and sells original bean sweets and fried dough cookies by making efforts to use locally-produced ingredients, e.g., soy beans, vegetables, wheat, and milk, as much as possible. Notably, the company makes various efforts to realize the goal of the 1,000 Tons of Hokkaido Materials/Ingredients Products project, including the agriculture-commerce-industry partnership with Otsuka Farm for “development, production, and sales of soy beans sweets using Hokkaido fruits and vegetables” (certified in February 2012). It is an excellent business model in terms of maintenance and development of rotational system.

Contributes to economic revitalization through local employment and partnership with local agricultural producers

The company collaborates with local agricultural producers for procuring crops that become ingredients. It contributes to local economic revitalization by making whole-production-purchase contracts and by actively procuring multiple products so that producers can maintain their rotational systems. Recently, the company has increased the share of full-time employees so that employees can work with motivation over a long span of time while also contributing to local employment.
Developed a remote control system for snow melting machines, reducing snow-melting costs in snowy regions

Develops “Yurimott”, a remote control system for snow melting machines. Succeeds in preventing malfunction, reducing kerosene fuel consumption for snow-melting.

Providing remote control system for snow-melting machine and surrogate operation service

The company has developed Yurimott, a remote control system for snow melting machines and sells to snowy areas in Hokkaido and Tohoku. It also provides service to operate 24 hours a day on behalf of system users, eliminating all user burdens of melting snow.

Remote control system which allows efficient snow-melting operation by monitoring the snow conditions

Generally snow-melting machines recognize snow by the sensors and run automatically. However, such systems sometimes overreact to rain and cold, wasting fuels even when there is no accumulated snow. The new system can remotely monitor and control snow conditions by monitoring cameras set on-site, and can drastically reduce snow-melting costs by minimizing fuels and maximizing utilization of machines. The company provides service for system operation on behalf of clients, eliminating client burdens for client-side cost-saving operations. This service has brought constant and continuous incomes in addition to system sales.

Drastically reduces kerosene fuel consumption by preventing malfunction

The company contributes to kerosene fuel consumption reduction by preventing malfunction of snow melting machines. In 2010, the company has won the Northern Region Energy Saving & New Energy Grand Prize (Development/Manufacturing Section) for its energy saving promotion through efficient resource usage. The system has reduced 30-50% in fuels at apartments, hospitals, banks, supermarkets, and amusement facilities after installation.
Yezodeer Syokuniku Cooperative

Solves regional problem and revitalizes local economy by effective use of Ezo deer

Sells Ezo deer, which is rapidly increasing and causing great damage, as venison in a major supermarket in Hokkaido year-round. Aims at expanding consumption and using the deer as sightseeing resource.

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Established: 2006
Capital: 1.60m JPY
Employees: 1
Representative Director: Motochika Sogabe

Joint-sales, inspection, advertisement, and new product R&D

The union consists of 8 member companies. It conducts joint-sales enabling planned meat production by each company, joint-inspection of processing plants, joint-advertisement by websites and business matching events, and new product R&D. Its sales have increased these 3 years. In 2013, the union has started to sell via a major supermarket in Hokkaido, becoming the first example of year-round sales of Ezo venison in a major supermarket, and further sales increase is expected.

Effective use of Ezo deer as venison

The union has been established for utilizing Ezo deer, which is rapidly increasing and causing great damage, as venison for joint-sales. The union temporarily raises captured deers, while working on sharing of technology and information on meat processing methods and sanitary management. By establishing such sanitary management and inspection systems, year-round sales of Ezo venison in a major supermarket in Hokkaido has been realized. The union intends to expand consumption by opening a specialized shop for Ezo venison and other processed products for consumers in Hokkaido and tourists.

Solving local problem and providing sightseeing resource

In Hokkaido, Ezo deer has increased to the level of causing over 600 million JPY a year in agricultural and forestry damage. The deer has also caused traffic accidents with trains and cars as well as destruction of natural vegetation, amounting to a major social problem. The union’s challenge contributes to the problem’s solution by helping maintain an appropriate number of deer via increased captures and increased venison consumption. In addition, the union is seeking to use Ezo deer as a local sightseeing resource; it is now trying to transform its temporary rearing facility of captured Ezo deer (run by 3 member companies) into a sightseeing farm and plans to allocate employees of the companies as local guides.
Improved productivity and working environment with an auto-harvester

Automated harvesting for raw-edible sweet corn, realizing efficiency and working environment improvement.

**Responds to agricultural producer demands**

Making use of the technology of its predecessor, a car maintenance factory established in 1972, the company fully enters into manufacturing of agricultural harvester in 1990. It develops and sells machines in high demand from agricultural producers, such as carrot harvester, daikon harvester, raw-edible sweet corn harvester, and cabbage harvester, and thus contributes to agricultural productivity improvement. Utilizing the development and manufacturing know-hows in auto-harvesters for carrot and daikon, it has developed the raw-edible sweet corn auto-harvester.

**Cooperating with farmers to develop auto harvester for raw-edible sweet corn**

Farmers used to harvest sweet corns by hand for preventing product value reduction, but they also yearned for development of an auto-harvester for improving productivity. Against such backdrop, the company has developed the new product by cooperating with farmers. The raw-edible sweet corn auto-harvester development has been difficult given challenges of harvest damage prevention, efficiency, and price, but the company has succeeded in development through technical cooperation with Hokko Farm. Hokko Farm has collaborated in product testing and information collection on its farm and continues to support the company for upgrading the auto-harvester.

**The only manufacturer of self-propelled carrot harvester**

The company is the only manufacturer for self-propelled carrot harvester, which has received high user evaluation, such as the No.1 Domestic Share recognition. The daikon harvester has won the Chairperson Award and Governor of Hokkaido Award at the 29th Excellent Agricultural Machine Awarding by the Hokkaido Agricultural Machine Industry Society. Recently, the company has been actively trying to expand overseas, exporting products to Taiwan and exhibiting its carrot harvester in Agrí-Technica 2013, an agricultural exhibition held in Germany.
Tanaka Sake Brewing Co., Ltd.

Traditional sake maker particular about Hokkaido-produced ingredients makes sake from a new breed of rice

Collaborating with farmers to produce new Hokkaido-brand rice fit for sake-making; Making variety of alcoholic beverages, sake and others, using locally-produced ingredients.

Traditional sake maker that uses “100% Hokkaido-produced ingredients”

The company is a sake maker with a long history since 1899. It has made sake by using 100% Hokkaido-produced materials. It is engaged in R&D of fermented food that uses sake-making technology and direct sales of manufactured products to tourists. It has steadily increased its sales despite reduced tourists after the Great East Japan Earthquake.

Growing new breed of rice suited for sake making

By cooperating with agricultural experiment stations, food processing research centers and farmers in Hokkaido, the company grows a new breed of rice suitable for Hokkaido-produced sake. It is also trying to use Hokkaido-based ingredients for other types of alcoholic beverages. Via cooperation with various areas and organizations, it seeks revitalization of the local community through sake by renovating shops and factories for attracting tourists.

Seeking to make use of local “unused” fruits

With the help of Otaru Chamber of Commerce, the company has developed Otaru Beauty, plum wine made from plums of Niki-cho and Yoichi-cho in Hokkaido. In the wine, the company has included juice of aronia, a fruit with beauty effect, as well as hyaluronic acid, vitamin C, and collagen. Targeting women, the product is sweet and easy to drink, and has a pretty label imaging a woman in kimono. The project has been the first case for product development that makes use of previously “unused” local fruits. The product is sold at Canal Plaza in Otaru and inside JR Otaru station.
Kankyo Daizen Co., Ltd.

Commercialized bio deodorant made from cow urine, providing a solution for local river pollution

*Kie-ru*, a safe and harmless deodorant made 100% from natural ingredients. Contributing to earthquake disaster relief by eliminating daily-life odors.

**Uses bio-technology to utilize cow urine. Constantly developing related products**

The company develops, sells, and manufactures products utilizing the deodorant and soil-improvement effects of *bio-active water* made from useful bacteria fermented and cultivated for the purpose. After finding that *bio-active water* made from bacteria in cow urine eliminates odor, it has commercialized the innovative bio-deodorant *Kie-ru*. It has also developed and commercialized a bathing powder using pyro-ligneous acid mainly extracted from Japanese cypress and cedar. It has expanded its sales after expanding its business to B to C.

**Products from 100% natural ingredients – applicable to business and private usages.**

Bio-enzymes in *Kie-ru* prevent odor-making bacteria from multiplying, thus attaining antibacterial and odor eliminating effects. The product is made from 100% natural ingredients, and is safe and harmless. Its antibacterial and odor eliminating effects continue for a long time, because this product promotes multiplication of useful bacteria such as lactic bacteria and yeast. One interesting characteristic of the product is that it only eliminates odors and keeps good scents untouched. The company has verified the product’s odor eliminating effect by acquiring analyzed data from Kitami Institute of Technology, Japan Red Cross Hokkaido College of Nursing, and Obihiro University of Agriculture and Veterinary Medicine, and has gained more product credibility.

**Contributes to regional problems such as cow urine disposal and river pollution**

Development and sales of deodorant *Kie-ru* contributes to regional problems such as cow urine disposal and river pollution. The company has also increased its staff given business expansion, and has thus contributed to local employment. The company has donated its products for eliminating odors of bathrooms and daily lives in evacuation centers and first-aid stations in the devastated areas of the Great East Japan Earthquake, and has received many letters of gratitude from relevant organizations.
KushiroFish Co., Ltd.

Contributes to local revitalization via local seafood processing, local stock breeding, and tourism

Developed nearly 50 products combining fish *miso* with cheese, saury, etc.

**Products using local seafood – jointly developed with external research institution**

The company produces food using local seafood such as Alaska pollack. In order to process such “irregular” fish, it has jointly developed fish *miso* with Hokkaido Comprehensive Research Organization Food Processing Research Center. It has developed about 50 products combining the *miso* with cheese, saury, etc.

**Heightening value of seafood by also using other local resources**

While seafood resources decrease as fishery shrinks, the company looks to add value to seafood by means of processing. It sells irregular fish, which has had no product value previously, by processing them into dried fish. It has combined Alaska Pollack *miso* with local kelp and Alaska pollack roe, commercializing the product as side dish *miso*. It also collaborates with companies outside fishery to make use of local non-seafood products as well. The company uses whey, previously wasted squeeze in cheese manufacturing, for seasoning fish.

**Contributing to the area as local problem solution and sightseeing resource**

The company’s products using local ingredients are sold as tourist souvenirs in antenna shops. The company contributes to local revitalization of fishery, stockbreeding and tourism. It actively employs handicapped people. At present, it hires 5 handicapped part-timers and accepts handicapped people for job training in fish pretreatment and labelling.
Develops original contents based on local resources and explores new markets

A talent agency based in Hokkaido.
Contributes to value enhancement of local resources and maintained employment through original contents development.

Creating new market by developing original contents based in Hokkaido

The company, since the establishment in 1992, has been a talent agency (entertainer management agency) based in Hokkaido. It produces its original contents, operates related business, and also manages businesses rooted in the region. It conducts businesses aiming at “delivering entertainment from Hokkaido, its root”. In 2008, the company has opened a multi-purpose hall called cube garden. As a talent agency based in Hokkaido, it aims at new market development via original contents planning and development.

Acquires fans through original contents production

The branding strategy of Office Cue is not only to acquire fans for each individual talent belonging to the office, but also to commercialize the fan club by bringing out all the talents in one group. Meanwhile, the company sticks to its basic concept of including Hokkaido’s “attractiveness” into its contents, e.g., Hokkaido-rooted music and movies. The company conducts contents planning and development, such as the planning of a movie The Bread of Happiness that portrays local resources as lifestyle aspects.

Contributes to employment and value of local resources

The above-mentioned movie enhances the value of local resources by promoting Hokkaido’s food, nature, tourist attractions, and local products to the global market. Also, for the sake of Hokkaido as the company’s origin, the company shares its corporate vision with its staff and clients to maintain local employment even though its top talents have become nationwide entertainers.
Kunneppu Machinery Industry Co., Ltd.

Develops products that meet customer demands, while training local technical personnel

Becomes an indispensable agricultural machine maker for Hokkaido farmers by customizing products to each client.

**Contributes to the region as a leading manufacturer in Hokkaido**

The company designs and manufactures agricultural machines and food processing machines. The main products are onion pickers, onion tappers, and sweet corn harvesters. In 2012, it won the 4th Manufacturing Japan Grand Prize’s Local Contribution Award. It is a very famous agricultural machine maker in the industry. It is a leading maker in terms of manufacturing skills in Hokkaido and is indispensable for agricultural workers.

**Ability to develop products that directly reflect customer demands**

Among the few agricultural machine makers producing onion pickers in Japan, the company is the smallest. However, the company is highly competitive due to its product development policy that directly reflects customer demands; it collects opinions from local farmers and improves its products every year. It has 8 patents, 2 utility models, and 12 design registrations. It secures customers by order-made detail designing and by pursuing individual customer convenience.

**Employs and educates local technical personnel**

The company contributes largely towards the local economy. Many of its employees have graduated from local industrial technology schools. The company also accepts interns from local high schools and technology schools for technology personnel development.
Revitalizing the industry by efficiently introducing guesthouses to students and long-term lodgers

Offers guesthouses to students and businessmen via coordination with local lodges. Bringing new customer to the industry and the region.

Operating portal website for students and also long-term lodgers on business

The company operates portal website Guesthouse Japan that coordinates guesthouses in Japan. The network consists of 6,240 houses. It seeks new guesthouse businesses, such as those for long-term business stayers. Due to decrease in the number of students given declined birth rate, the industry has been shrinking, but the company has come up with a new range of customers (businessmen).

High appraisal for its matching method

Most guesthouses are individually owned and have not cooperated with each other. Guesthouse Japan coordinates all customer requests and introduces member guesthouses that match the requests. Not only students but also businessmen of construction companies highly value this service. Over 120 companies from all over Japan use this service. The company has enabled efficient use of vacant rooms by responding to demands from long-term (over 1 month) users from construction companies. Member guesthouses can expect distant customers without much advertising expense.

Encouraging better service and experience for revitalization

Though guesthouse owners have had little competition so far, the company is trying to stimulate competition among guesthouses through customer questionnaires. Also, the company’s website provides students with opportunities to communicate with various generations. Moreover, the company contributes to the region by asking member guesthouses to use locally-produced foods so as to introduce the “charms” of the region to students and businessmen.
SATO CHUKO Co., Ltd.

Transformation through systematic quality control and continuous R&D

Educating all employees from engineers to managers to maximize potential and passing down skills of experienced employees to younger engineers.

**Transformed into a mass production factory for agricultural machine and car parts**

The company has started as a family factory to make coal stove casting parts. It has transformed itself into a mass production factory for agricultural machine parts and automobile parts. It has been catching up with high level demands from car industry through establishment of quality-control systems and continuous R&D. By working on Quality, Cost, and Delivery-time improvement through business system building, task standardization, and product management rule improvements, the company has transformed itself from a casting house in a small inconvenient town in inland Hokkaido into an indispensable company for the automobile industry.

**Meeting quality standard expected in the car industry**

The company has been engaging itself in quality improvement through professional skill improvement, but the car industry demands harsh conditions such as *mass production, feasible planning, no defect, and low cost*, in addition to quality of each product. The company has worked on QCD improvement via standardization of internal tasks and by employing ex-employees of car makers. As a result, the company now directly deals with large car makers, providing 40,000 case-parts a month, in addition to provision to large industrial vehicle makers and industrial machine makers.

**Educating employees to maximize individual potential: passing down skill to young engineers**

The company works on skill improvement of professionals for each casting process through casting skill tests and casting engineer licenses, and on QCD improvement through small group activities. It provides education to all employees, from manufacturing engineers to managers, so that they can maximize their potential, and also conducts skill transfers from first class engineers and experienced employees to young engineers.
Shinoda Kougyo Co., Ltd.

Shift from public construction dependent business by active new business development

Highly contributive business with original product “Melody Road” developed with Hokkaido Research Organization.

Management innovation through active new business development

The company has expanded its business by shifting from construction machine lease into construction business. The company has realized management innovation for transforming the business model from public construction monoculture, by strengthening the financial ability under severe business environment due to decreased public construction, and by actively working on new business development. It has been building alliances and networks with outside collaborators by building on its high reputation acquired for meeting many social demands of the region, i.e., development of elimination machines for unnecessary seaweeds in Japanese little neck clam farms.

Expanding the business with original product “Melody Road”

Melody Road, which plays melodies by friction when vehicles pass over the slight engravings on the pavement, is an original product realized through the company’s accumulated road pavement technology in collaboration with Hokkaido Research Organization. Melodies are suitably played when cars pass at legal speed. This product is effective not only for traffic safety promotion, but also for sightseeing resource creation and local revitalization when using melodies of local music. Melody Road has been used in Okinawa and many areas of Japan, and orders are coming from a large resort facility in Henan Province of China, and from U.S., Russia, Germany, Canada and Korea.

Various businesses in response to local and social needs

Melody Road contributes to safe driving promotion and local revitalization by using melodies from local music and TV commercial songs for local products, and music matching with local landscapes. The company has quickly donated food and 4 temporary bathing units to the cause of the Great East Japan Earthquake’s relief; it has subsequently planted trees and supported local businesses starting the year after.
Sopratico Co., Ltd.

Innovative fitness business, contributing to local health promotion

Operating fitness services suitable for the region. Contributing through health promotion and active local employment.

Proposing a health promotion model in balance with the lifestyle

The company operates sports facilities, Kids Park, nurseries, various schools, entertainment services, photo studios, movie production offices, and music production offices. It has developed a new service model for health management of the region by uniquely combining its fitness, entertainment, nursery, and care facility services. The company’s business model is highly appreciated by mothers and elderly people.

Innovative services that meet customer convenience and demands

The company’s business model is based on simultaneous operation of hot springs, nursery, rock climbing, table tennis, orthopedic clinic, nail salon, etc. The CEO directly collects its staff’s voices and tries to tackle problems as a team. The company always develops new services with new thought. The company actively collects customer opinions and requests through questionnaires so that the company can maintain high customer satisfaction level. The company also computerizes routines for more efficiency. With a centralized member management system, the whole company can expeditiously share information and daily reports.

Local contribution through health promotion and employment of high school graduates in the region

Branches at Otaru, Yuni-cho, and Saitama Prefecture operate healthcare planning consulting for local citizens. Especially in Yuni-cho, the company operates businesses considering local needs, e.g., winter health promotion programs for farmers. The company has 13 branches in Japan, aggressively hiring local high school graduates (about 5 students per year).

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Established: 2004
Capital: 10m JPY
Employees: 487
CEO: Takashi Ohba
Contributing to disaster prevention with accurate measurement of danger zone

Developed 3D laser scanning technology to equip automotive with, enabling accurate measurement of dangerous areas.

3D laser scanning technology to install on moving bodies

The company has started as a surveying office. Currently it operates surveys for public construction, civil design, geological survey, environment assessment, insurance compensation, IT solution, 3D measurement, etc. The company has developed a 3D laser scanning system equipped in unmanned helicopters, helicopters, vehicles, and ships, and has commercialized measurement services in dangerous zones where people cannot enter easily. Thanks to high evaluations for these high-tech services, orders are coming in not only from inside Hokkaido but also from outside Hokkaido, such as collapsed danger zones in Tohoku and western Japan.

Original technologies making difficult terrain measurements possible, contributing to disaster relief

The company can provide services in zones where counterparts cannot measure, given its partnership with companies with high-level maneuvering techniques for industrial unmanned helicopters and with abundant helicopter photo-shot experience. There have been increased demands for detailed terrain measurement of water edge and land erosion along seashores, dams, and reservoirs by ships equipped with this system. In times of emergency, the company can provide 3D data with high density and accuracy by immediately making analysis on the spot. This service is extremely effective for emergency disaster relief such as landslide and base-rock fall.

Solution for lack of personnel: effort towards human resource development

The company’s services can contribute to construction companies lacking personnel by allowing different projects to be conducted with less number of personnel. The company actively recruits staff (3 people in 2014) and conducts human resource development via OJT and internal seminars. At the time of the Great East Japan Earthquake, the company has created a reconstruction support team for reconstruction of the devastated districts.
Applying technology from special-use vehicle production to meet local demands

Developed a new transporting vehicle maintaining high quality of carcasses by enabling suspension during transportation.

Developed beef-carcass suspension transportation vehicle with accumulated technology for special-use vehicles

Since its establishment in 1975, the company has been continuously developing products by coming out with original ideas. It has developed various special-use vehicles utilizing oil pressure technology, such as a vehicle that can cut and load woods as well as a self-loader with crane. It has developed a beef-carcass suspension transportation vehicle leveraging its strength in special-use vehicle production and Tokachi’s local strength in stockbreeding. The vehicle can transport carcasses of more than 3 meter long and over 200 kilograms in suspended state, leading to carcass quality improvement. Due to the vehicle’s reputation, the company takes orders even from distant areas such as Kansai and Kyushu.

Earns high credibility and competitiveness in meat industry for its original technology

Traditional transportation vehicles have simply piled up carcasses, causing damages by shocks in transportation and quality decrease by uneven cool air. The company’s new vehicle maintains quality by enabling transportation with suspension in air, just as in food processing factories, leading to quality enhancement via meat maturation by air contact. The company has high credibility and competitiveness in the industry. Rails and hooks durable for carcasses of 3 meters long and 200 kilograms is an original technology of the company. The suspension transportation vehicle with rails inside has become a public patent of the company.

Human resource development emphasizing technical trainings

The company has stable business and employment. Its human resource development emphasizes technical trainings, as production and maintenance requires high level skills.
Hokkaido Wine Co., Ltd.

Branding wine made from 100% Japanese grapes and developing products using wine processing remnants

Producing wine made from 100% Japanese grapes, supporting farmers by total-volume-purchase and passing on the know-hows of grape production to the younger generation.

Producing wine from 100% Japanese grapes, contributing to grape producers in Hokkaido

The company produces wine using 100% Japanese grapes, contributing to wine producing farmers in Hokkaido and other areas in Japan. It has introduced cultivation of grapes used in German wines, which can adapt to cold areas, to Hokkaido. With 300 contracted farmers in Hokkaido, it has made wine grape cultivation in Hokkaido the largest of its kind in Japan. It aims at further technical innovations by developing technology for soil and for breed improvement related to grape production, and by conducting joint researches with Hokkaido University and other universities in Hokkaido.

Established Otaru Wine and Tsurunuma Wine brands, and developing products using remnants from wine making

Using 30% (2,500 tons) of local Hokkaido-produced grapes, the company produces purely-made-in-Japan wines representing Hokkaido, such as Otaru Wine and Tsurunuma Wine. These products are now famous as brands representing Hokkaido and have contributed towards local revitalization. Also, by making use of remnants of wine production, which are rich in polyphenol, the company has developed wine vinegar and vinegar drinks via joint research with AIST, universities, and public testing institutions. It exercises zero emission through this use of remnants, adding to the value of local grapes and wines.

Supporting farmers by total-volume-purchase and passing on know-hows of grape production

The company has 300 grape producing farmers as contracted farmers. It supports the farmers by purchasing all of their products each year. Also, for successor education of grape producing farmers in Hokkaido, it provides trainings in related companies for production know-how succession, aiming at matching educated human resources with grape producers.
Aomori

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Del Sole Joint-Enterprise Cooperative

Publicizing the region’s appeals from community café

Model case for female entrepreneurship and for agriculture-commerce-industry partnership utilizing local resources to develop local brand product and events.

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URL: http://www.delsole-aomori.jp/
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FAX +81-173-34-3971
Established: 2009
Capital: 1m JPY
Employees: 5
Representative Director: Naoko Shibuya

Based in a community café, develops products and events using local resources

The union operates community café Del Sole (restaurant and shop), develops products using local resources, enhances “employability” of Hirosaki University’s students, promotes tourism for communication within and outside the region, and organizes events based in the community café. The café, which used to be a vacant space in front of Goshogawara Station, has started with support from Tsugaru Railways, Tsugaru Railways Supporters’ Club, and local citizens. The café provides menu using local food, souvenirs, various events, and place for communication between local people and tourists.

Publicizes the region's appeals by developing local brands through partnership

The union develops original brand products by collaborating with producers and local companies, and the business enhances producer motivation as a result. Especially, Yumehimiko, a juice beverage made from Goshogawara red apple mixed with proteoglycan, is certified as a Goshogawa local brand. The business has become a female entrepreneurship role model.

A pioneer case for female entrepreneurship and agriculture-commerce-industry partnership focusing on local resources

The union suggests a new work style for mothers and youths in terms of work sharing and social participation. It has employed 6 people so far, contributing to local employment. The union contributes to the local economy by product development using local resources and by tourism for human interaction. The union is receiving attention as a pioneer case for agriculture-commerce-industry partnership focusing on local resources, local networking, and for female entrepreneurship.
Nigara Hamono., Ltd.

Synergizing traditional technique and modern technology

Applying to modern manufacturing the Japanese traditional forge welding technique passed down for generations.

**Steel frame production with forging technique of a 350-year old tradition**

The company is the most famous sword smith in Japan with 350 years of history in Tsugaru blade. Since 1963, it has produced welded metals, using its metal processing technology accumulated through blade and weapon production. At present, it is engaged in production of construction steel frame (100 tons a month), manufacturing and sales of premium blade, and designing and crafting of construction steel frames and other metals.

**Aspiringly developing new products using wrought iron technology**

The company produces steel frames using wrought iron technology accumulated via blade production. Regarding construction, it operates steel frame processing and production with high level processing and welding technology and quality control inspection standards. Since FY 2007, it has participated in the Tsugaru blade brand development project by Hirosaki Chamber of Commerce. It actively exhibits worldwide, such as at the Maison et Objet. Especially the company’s An-mon, which conjures images of Japanese swords, is highly evaluated by Europeans and Americans who are interested in Japanese culture, as well as by Japanese. Applying its wrought iron technology, it aggressively develops new products for EU market such as Germany and France.

**Prepping the future generation to inherit the traditional technologies**

The company develops new products and businesses by making use of traditional technology. It is trying to create and maintain employment by exploring new markets. In order to have next generations grasp a further understanding for manufacturing, it accepts interns from high schools and universities and conducts factory visits for elementary school students and non-Japanese people.
First International Corporation

Exporting local products, contributing to earthquake disaster relief

Established as a local trading company by the Hachinohe Chamber of Commerce’s Youth Group, explores international sales channels for local products and contributes to earthquake disaster relief.

Established as a local trading company by the Hachinohe Chamber of Commerce’s Youth Group

The company was established by the Hachinohe Chamber of Commerce’s Youth Group. The company is a unique region-based trading company, importing construction materials and exporting local fruits, vegetables, and seafood. Using Japanese government subsidies, the company sells local products to the U.S. for earthquake disaster relief and local economic promotion. The company partners with other trading companies in Japan, exploring international demand for Japanese food products.

Organizing the local SMEs to introduce local produce to U.S.

After the Great East Japan Earthquake, the company held an Aomori Fair at a large supermarket in Honolulu, Hawaii, for 6 days in order to expand sales channels for local companies. The company coordinated with 12 local SMEs. As a single company cannot easily expand business internationally, such fairs organized by local trading companies are now attracting attention. To continue this project, the company has then launched the Aomori Product Export Promotion Council in 2014 in collaboration with the Hachinohe City Hall. The company is expected to further expand its business by enhancing its publicity and by involving more companies in Aomori.

Promising promoter of local employment

The company is promising as a promoter for creating employment demand in the region. If it conducts international business well, seafood-processing workers who lost their jobs by the earthquake may be employed once again. The company is highly credible as it was established via local support from organizations such as the local chamber of commerce and has developed business partnerships with local governments such as Hachinohe City.
Hisiya Syuzou Co., Ltd.

Special sake and collaboration product for Sanriku Railways, contributing to disaster relief

Overcame the damage from Great East Japan Earthquake with unyielding spirit. Contributing to disaster relief with collaboration products for Sanriku Railways.

Awarded gold medal at the Japan Sake Award for 2 consecutive years

The company is the only sake maker situated in Miyako, Iwate prefecture. It has been established in 1852. Senryo Otokoyama was awarded gold medals by the National Research Institute of Brewing for 2 consecutive years. The tsunami of the East Japan Earthquake has totally destroyed the ground floor of the company’s storage; the company lost storage tanks and almost all products. However, the company has rebuilt the factory with a never-give-up spirit.

Providing pure rice sake “Phoenix” and collaboration products with Sanriku Railways

The company has provided its first sake after the restart to the first New Year festival of the city after the earthquake, contributing to forming a sense of unity for rehabilitation among the citizens. The company has since been selling Pure Rice Sake Phoenix as the sake that symbolizes rehabilitation. For visitors of disaster relief tourism from all over Japan, it provides a variety of local sake that match local seafood so as to appeal the “charm” of Miyako’s seafood. In partnership with other damaged sake makers located along the seashore, it has been selling collaboration products for Sanriku Railways, packaging pure rice sake cups of each company, and thus supporting rehabilitation of the railway.

Supporting Machikon and offering job training for intellectually challenged people

The company contributes to the city by providing free sake to Machikon, a city-based socializing event mainly planned by the young people after the earthquake for inviting smiles and energy all over the city. It provides sake cake to local companies that use sake cake for making fish pickles and ice cream. Not only has it worked on quick reconstruction of its factory, it has contributed largely to the region’s rehabilitation and has also reemployed some of its former employees who worked before the earthquake. Moreover, it accepts job training of intellectually impaired people for labeling and washing bottles and continuously employs them.
Yamadamachi Specialty Distributing Cooperative

Operating joint sales and purchase website of local products. Immediate support for disaster victims

Works on joint sales and sales channel expansion of local products. Restarted food sales instantaneously after the earthquake responding to desperate local demands, in addition to local rehabilitation and economy revitalization.

Managing local industry promotion facility and conducting joint sales and sales channel expansion

The union manages and operates the local industry promotion facility (forestry exhibition-sales joint facility) of Yamada-machi as its certified operator. It conducts joint sales of member products and sales channel expansion projects. While the whole area destructively was damaged by tsunami of Great East Japan Earthquake, the union responded to local demands by providing refuge and foods. It is engaged in supporting victims through partnerships with companies.

Operates joint sales and purchase websites for local products

The union has sufficiently made use of characteristics of the local industry (including agriculture), history, culture, and nature. It has conducted joint sales businesses for promotion of local products by members and local economic revitalization. Since the earthquake, increased website viewers have tried to collect information of town and local products. The union has established a system for purchasing local products of the union online.

Supported disaster victims of the earthquake, in partnership with direct sales facilities

While the local commerce and food provision functions were totally destroyed by the earthquake, the company instantaneously restarted food sales in partnership with direct sales facilities, responding to desperate local demands, in addition to local rehabilitation and economy revitalization. As part of the Disaster Victim Rescue project, it has held events of preparing meals outdoors, in partnership with direct sales facilities. It newly employed 3 disaster victims.
### Miyagi

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Internationally expands processed seafood and established a business model penetrating fishery, manufacturing, and retail

Has led the local economy from many aspects by shipping processed seafood products, employing local people, and inviting tourists.

Operating seafood processing factories, hotels, and other facilities in Sanriku region

The company operates many seafood processing factories and tourist facilities such as hotels in Sanriku area, with Kesennuma in Miyagi in the center. It has led the local economy from many aspects by shipping processed seafood products, employing local people, and inviting tourists. It works on product development and sales in partnership with producers such as branding local resources by collaboration with Kiyomaru, a ship for fishing bonito with a pole. It concentrates on downstream markets by directly selling to retailers in Tokyo area, in order to explore sales channels for products with restarted manufacturing.

Internationally expands processed seafood and established a business model penetrating fishery, manufacturing, and retail

It has adopted HACCP (an international standard for food production sanitary management) at a very early time in the industry, and has expanded its processed seafood sales channels to North America, Asia, and Russia. It has entered into tourist business such as management of hotels, restaurants, and antenna shops for its processed seafood. It has expanded the business by establishing the business model of manufacturing processed seafood and consuming/selling the products at its facilities such as hotels and antenna shops. It contributes for local revitalization by increasing local employment and visitors.

Revitalizes the local area by accepting disaster victims and promoting sightseeing

When the Great East Japan Earthquake occurred and the infrastructures got damaged, the company opened its hotels for local people in addition to 350 guests, accepting 600 disaster victims at most. While the population decrease accelerates influenced by the earthquake, the company actively distributes information and invites tourists for local revitalization through tourism. It works on disaster area rehabilitation and victim support by operating Kataribe Bus to transmit disaster reduction mind, producing Minami-Sanriku Tenten Map to guide local sightseeing with local shops, and by holding open schools and concerts in collaboration with volunteers.
Gambare Shiogama LLC.

Making salt in accordance with strict traditional method and developing derivatives

Restoring the ancient salt making methods from the time of gods. Developed *Mosho of Shiogama*, influencing various local resources.

**Making the local “Mosho” salt with strictly traditional methods**

To commercialize making the local Mosho salt, the business union Gambare Shiogama was established in 2007. As the union started mass production with support from Shiogama Chamber of Commerce, it transformed into Gambare Shiogama LLC in April 2009. The taste of salt made by strictly traditional methods is highly valued, and the company has been distributing the information nationwide.

**Increasing number of cooperating shops; broad PR as local treasure**

Partner shops supporting the local salt have increased, covering wide range of shops such as for sweets, ramen, ponzu sauce, accessory, and bento. At present, Mosho related goods are treasured as souvenirs, has expanded the cooperation network to 50 shops in various industries such as mass retailers in the city, confectioneries, sushi restaurants, spectacles shops, and drug stores. Recently, the company broadly conducts the PR activities of the products as a local treasure, by using for snacks, sweets, fish paste foods, and sushi toppings.

**Providing boost for community development, manufacturing, and sightseeing of Shiogama**

The company revitalizes legendary salt making, maintaining ancient salt making methods. It newly develops and manufactures the salt as local salt *Mosho of Shiogama*, and influences various local resources, contributing to enhancement of community building, manufacturing, and sightseeing of Shiogama. It actively works on better image building and branding of local area by developing diversified products by collaborating with other companies, while protecting local original food culture.
Zao Green Farm Co., Ltd.

Built massive bok-choy cultivation pipe houses and developing specialty products

Builds bok-choy cultivation pipe houses and related facilities, works on product differentiation and sales channel expansion, and develops high value-added processed food products.

Actively works on new local specialty product development as a massive certified farmer

The company was established as a company for production and sales of agricultural products. In July 2011, it became a certified farmer of Shiroishi city. The total production is 100 tons a year, including bok-choy (4ha) and parsley & leek (3ha). By accepting 5 disaster victim farmers in Natori, the company built pipe houses for bok-choy cultivation. It works on local rehabilitation and revitalization by employing disaster victims, educating local farmer successors, and developing new local specialty products.

Differentiation, sales channel expansion, and value enhancement of bok-choy grown in cultivation facilities

Mr. Kikuchi, the president, took the initiative for accepting disaster victim farmers at Kitakama district in Natori, who had no prospect for restarting as farmers due to Great East Japan Earthquake damages. The company operates massive facility cultivation of bok-choy at Fukaya and Shirakawa district in Shiroishi city. It has built pipe houses and related facilities for cultivating bok-choy at Shirakawa district. It works on product differentiation, sales channel expansion, and development of high value-added processed food. It aims at improving local employment and profitability.

Contributing to research and development, human resource development, and employment as new specialty

The company introduces technology of Kitakama in Natori, operates 280 pipe houses in 2 districts, employs disaster victims and local farmer successors, solves radioactive problem by crop conversion, and conducts new specialty product research and development, contributing for local rehabilitation and revitalization. It sets the goal of full operation in FY2014 with over 50 employments. It aims at business expansion for employment of local young people and talents with technology who will become independent in the future and will make bok-choy cultivation take root in the area.
GEORA Co., Ltd

First to commercialize grilled ox tongue as souvenir

Pioneers in commercializing the now widely known grilled ox tongue, originally from Sendai, as souvenir.

Pioneers in commercializing “grilled ox tongue” as a souvenir

The company has worked on processing and sales of meat products such as ox tongue, since starting as a meat product processor and wholesaler. It commercialized grilled ox tongue originating in Sendai as a souvenir. The company built a new factory because the factory was damaged by the earthquake, and because grilled ox tongue demands have been increasing nationwide. It accelerates product development and sales channel expansion.

Sales not limited to sightseeing spots in Sendai city

Sendai area, as the origin place of grilled ox tongue, has consumed a lot of ox tongues for a long time. Allegedly there are over 100 specialized ox tongue restaurants in Sendai. The company pioneered in commercializing grilled ox tongue as a souvenir. Since then it sells the products nationwide, in addition to sightseeing spots in Sendai city. The product has grown to the extent that people say, “Sendai is famous for ox tongue”. The product leads to inviting tourists for Tohoku rehabilitation, and to local revitalization of Sendai area.

Heightening value of Miyagi prefecture and creating local employment

While there are few manufacturers in Miyagi prefecture, the company contributes to value-added of Miyagi prefecture as a nationwide meat product processor and manufacturer. It plans to employ dozens of staffs for expanded new business. It plans to employ these new staffs from the local area, contributing for local employment.
Takamasa Co., Ltd.

Original routes and original methods allowing stable supply and better quality

Manufactures “Sasa Kamaboko” and “Agekama”, specialty products representing Miyagi prefecture, with original methods without using chemical preservatives.

Manufacturing “Sasa Kamaboko” and “Agekama” with original methods to bring out genuine taste of fish

The company is a food processing company established in 1937. By its original manufacturing methods making use of characteristics of fish at the local Onagawa port, it manufactures good flavored products (fish meat paste and fish paste products) and sells the products at directly owned shops, department stores, and via mail orders. It manufactures Sasa Kamaboko and Agekama, specialty products representing Miyagi prefecture, with original manufacturing methods, specializing in extracting the original taste of fish without using chemical preservatives. The products are always highly valued as Takamasa brand, and have won many awards in various competitions.

Secures original import routes for ingredients, contributing to local economy revitalization

The company consistently procures ingredients of Sasa Kamaboko, a specialty product representing Miyagi prefecture, by securing original import routes from Myanmar, where high quality fish can be stably procured, in addition to buying fresh fish from local Onagawa port. It has long manufactured and sold high quality products with original methods utilizing fish characteristics, contributing to local economy revitalization. Based on the philosophy, “Local area makes the company alive,” the company is active in making contribution towards the local community. It has sponsored the local soccer team Colbatore Onagawa.

Employed over 70 staffs from the local area for the new factory

The president takes the initiative for restoration and rehabilitation of Onagawa-cho after the earthquake, as the chairman of Onagawa-cho Chamber of Commerce. The company lends its old factory to local seafood companies damaged by the earthquake, supporting the rehabilitation of fishery industry of the town. In 2011, the company employed over 70 staffs from the local area along with opening of the all-electric new factory with newest production facilities.
Producing detailed animation figures by analyzing characters from multiple aspects

Creating life size figures of animation characters in fine detail with thorough understanding of its world embodied by analogue and digital techniques.

**Japan's top company in animation character figurine/figure making**

The company produces 3D models, movies, voices, 3D computer graphics, and handmade figures. The company is Japan's most popular maker for life size figures of popular animation heroes and heroines as it synergizes digital and analogue technologies. The company comes up with animation character figure production after fully understanding the perspective of the world in the animation. The company has a large share in life size figure making of Japanese animation characters, for which customers require high-level details.

**Producing exquisite figures after analyzing characters from various aspects**

By improving the data produced for animation character life size figure making, the company established data reuse methods for 3D printing 1/8 scale figure prototype. The company can reduce the time and cost for production by visualizing the 3D figure in 3D CG. The company can also express unevenness by color shading, not just by physical unevenness. The company is actively working to possess 3D figure copyrights, and intends to expand internationally.

**Employs various talents; no outsourcing needed**

The company employs various professionals from a 73 years old steel weld professional to a 21 years old 3D CG modeler. New employees acquire techniques by internal training. Due to various internal talents, the company can produce all kinds of works within the company alone, from material processing, coating, polishing for figure making, to graphics, 3D CG, 3D CAD, and voice processing.
Tohoku Electronics Co., Ltd.

Leader in hybrid car core parts and car-related company network

Realizing customer requests through advanced technology utilizing accumulated know-hows and ample productivity due to abundant facilities.

Expanding orders through ample productivity enabled by abundant facilities and advanced technology

The company mainly engaged in electronic parts manufacturing and car parts resin injection molding processing. It has its strength in realizing customer requests via advanced technology that utilize long-term accumulated know-hows and by sufficient production ability enabled by abundant facilities. Recently it has expanded orders from car industry. It was a pioneer in entering the car industry in Ishinomaki and produces core parts in hybrid cars.

Contributing to local area by flexible networks of car-related companies

The company outsources mold processing and parts processing to partner companies. In outsourcing, the company prioritizes local companies. For car-related industry accumulation in the area, it focuses on the IM (Ishinomaki Machine) project for information sharing and technology improvement, thus contributing to local revitalization.

Striving toward rehabilitation

While large car makers increasingly shift their production to Tohoku after the earthquake, the company has increasingly contributed to local rehabilitation by expanding its orders to local partner companies (given increase in received orders). Since right after the earthquake, the company has provided its land for temporary houses and has built a soccer stadium for local people. Based on the philosophy that maintaining employment is to expand business, the company’s business ranges from outsourced processing to precedent processes such as development and designing.
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Yamazaki Die-Casting Co., Ltd.

“Integrated production” of precision parts by hot chamber die cast

Owns hot chamber aluminum die cast facility with high level manufacturing technology, and actively leading the region as a pioneer of car industry promotion in Akita prefecture.

From precision die cast parts trial to integrated mass production

The company’s strength lies in the integrated production system by hot chamber aluminum die cast, a high level manufacturing technology. The system covers mold designing of aluminum, magnesium, zinc alloy, as well as mold production, casting, assembly in-house. By owning related facilities for integrated production, the company has become competitive in production technology. Road Electronics Industry, a subsidiary of the company, owns assembly process for small-lot many-kinds electronic device, responding to assembly demands.

Overcame chamber defect, common in hot chambers, after 10 years of effort

The company realizes Japan’s only practical hot chamber, responding to mold design and production of precision die cast parts, such as car parts and electronic parts, design and manufacturing of automatic machines for energy saving, trial production, and mass casting, processing, inspection, and assembly. The hot chamber method, unifying a melting furnace and a casting machine, can efficiently inject melted metal into molds. Injection used to suffer from chamber defects (aluminum corrodes the iron chamber), but the company took 10 years to solve the common problem.

Actively leading the region for car industry promotion in Akita prefecture

The company is director of Akita Automobile Industry Promotion Association. As a pioneer of car industry promotion in Akita prefecture, it actively leads the region via aggressive sales to car makers, assembly trial, and sales involving local companies.
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Kan Manufactory Co., Ltd.

Washer maker supporting Japan’s high level manufacturing, expanding business worldwide

Has high technical skills in complicated shaped parts washing; products are used worldwide at factories of transportation and construction machine related clients.

**From design & manufacturing to sale**

The company started its business from precision processing machine tool design & production, and developed and sold CNC (Computer Numerical Control) high pressure burring washer for the first time in Japan. Its operations range from design and production to sales of specialized machine tools and fixtures. It has a patent for its originally developed industrial washer. In February 2010, it was certified as a *new partner for development and commercialization of new washer using new type nozzle changes* given its high reputation for technology.

**Developing products for washing parts that are becoming increasingly complicated**

The CNC high pressure washer of the company has characteristic nozzle changes, and it can quickly burr complicated shaped parts by changing nozzles. Recently, automobile and construction machine parts are going through multi-parts unification, becoming increasingly complicated in shape, and coming to require very high precision. The washer can sufficiently clear these requirements with quicker operations. The new machine has higher productivity, lower cost, and higher competitiveness.

**Dispatching employees to its clients, mostly large corporations and repeaters, even overseas**

The company deals with 160 large companies making transportation and construction machines, and over 60% of the clients are repeaters. It takes orders when clients launch overseas factories and new lines. It dispatches employees for machine installment and maintenance at client factories in Asian countries such as China, Vietnam, Indonesia, U.S., Brazil, and the Netherlands.
Sanchoku Aguri Co., Ltd.

Operating a visitor site handling local rice, fruits and processed food

Producers free decision on pricing and shipping amount stimulating competition among members, leading to local competitiveness enhancement. Reflecting female member opinions on business strategies.

Introduction of competition principle and agriculture-business integration

The company operates Sanchoku Aguri, a farm stand covering variety of local rice, fruits, and processed food. A fruits direct-sales facility operation management association established in 1997, gathering about 80 local farmers, became incorporated in 2008. It became a site for enhancing local industry competitiveness through competition system and agriculture-business integration, and a site for attracting consumers from outside the area.

Building adjoining food processing facility and restaurant

The company sells local fruits, vegetables, rice, and processed foods made from them. Though the farm stand has high gross margins, producers bear the inventory risk. This system induces producers for new breed cultivation and processed food development. By expanding product lineup, the farm stand attracts more visitors. The company builds a food processing facility and a restaurant beside the farm stand. The facility produces original brand juice using various local fruits. The restaurant provides country cooking using vegetables and fruits in the high season.

Producers freely deciding the pricing and shipping amount

The farm stand Sanchoku Aguri has merits different from normal distribution routes. Producers can freely decide pricing and shipping amount, and gross margin rate is about 90%. There is no shipping regulation such as minimum lot, and producers can disperse risks by using this route and existing distribution routes together. The system stimulates competition among members, leading to local competitiveness enhancement. The company collects female member opinions and reflects on business strategies.
Shoji Lumber Co., Ltd.

Contributing to local forestry development through use of Kanayama and Mogami cedar

Supplying products just in time. Shipping to home depot with growing wood product sales. Utilizing a closed down school.

Supplying Kanayama and Mogami cedar “just in time”

The company is the largest lumber company in the northern area of Yamagata prefecture and one of the largest in Japan, mainly dealing with Kanayama cedar and Mogami cedar. It can provide just-in-time supply by cross-trained workers, taking advantage of the resourceful location with the old forest. It fortifies shipping to home centers with increased wood product sales, contributing to local forestry.

Expanding sales of cedar and utilizing closed down school

The company is located in Mamurogawa-machi. The town population has decreased a lot, and young people move to other areas for finding works. The company acquired a closed-down junior high school (where the president graduated from) upon request from the town. The company built lumber sawing facilities at the ground and built water culture farms and greenhouses at school buildings and gymnasium. It plans to introduce biomass boilers. It contributes to the area’s revitalization through local Kanayama cedar and Mogami cedar sales expansion and employment creation.

Using local resources for problem solution and job creation

As schools integrate nationwide due to low birth rates, closed-down school buildings and lands become problems. Many of them are reused as public halls, but the reuse of a factory has been a rare case that has solved local problems. The company has expanded its lumber sawing sector and has started water culture farm as a new business, creating over 10 new employments. It plans on further job creation.
Yonetomi Seni Co., Ltd.

Transformed itself from an OEM maker into a designing & production maker of knit products with high originality

A rare *kouhen* technology successor leveraging its know-hows and imagination realized *kouhen* knit, a material with textile taste.

**Comprising textile innovating division, covering from planning to production**

As a knit maker, the company provides knit products with high originality through its knit textile development section. The originally developed textiles consist of more than 10,000 types. The company’s business ranges from planning to production in-house. It is a rare successor of traditional *kouhen* technology (a woven-like surface knitting technique), using multiple materials at one time. Originally it conducted mainly OEMs, but young successors of the president formed a design team for original brand. In 2010, it was certified as a local resource utilization business. It has expanded its sales by unique sales methods and branding.

**An unprecedented *kouhen* knit maker, from material production to final product making**

*Kouhen* knits has lower productivity due to much more complicated production processes than those of general knit products, and needs design and planning abilities in addition to skill levels. Almost none in the world other than the company fully covers the final products of this genre. In fashion markets, originality becomes a big advantage, but existing apparel makers hardly can realize their originalities, because they are dependent to manufacturers about material planning, development, and production. *kouhen* knits of the company attract apparel makers for “sales as materials”.

**Providing hope for traditional knit production with a high retention rate; esteemed for *kouhen* knit worldwide**

The company is preparing for product planning, development, production, and sales, through adopting outside designers and employing domestic and international sales personnel. It has high retention rates, though the rates are low in apparel industry in general. Yamagata prefecture is an old and famous knit production area, but the know-hows are on the verge of termination due to much decreased knit makers. Worldwide high evaluation for *kouhen* knit of the company provides hopes for knit production areas.
Fukushima

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Asserts “happy lifestyle” in a population decreasing society of Fukushima

Active undertakings for local safety, environment, and happiness through 24-hour security monitoring system and distributed mega-solar generation business. Aims to be Japan’s most energizing company.

Continues to be “customer-first” and locally based, supported by customers for 43 years

The company started as a LP gas distributor in 1971. It has caught customer demands by launching solar generation system sales business in 2000 and renovation business in 2004. It started Apollo Solar Farm in 2013. The company is a local-based and life-based general energy supply company, with customer-first philosophy. The company is engaged in delivering smiles for children at Fukushima, and has donated toys and picture books to nurseries and kindergartens for 3 years, making a total of over 15,000 children smile.

Vitalizing local people as general energy supply company

Apollo Gas installs 24 hours security monitoring system for free for all of its customers. It provides the most advanced monitoring service Safety Mails for customer households. The company operates distributed mega-solar generation business for renewable energy promotion and environmental protection. The company donates some of the electricity income to Apollo Happiness Fund for protecting the future of children.

Delivering smiles to children at Fukushima

The company directs the Apollo Warm Heart project for the purpose of delivering smiles for children at Fukushima. Fukushima Akalitolive is one of the activities of the project. Candle folders with messages supporting Fukushima have been collected from all over the world. To pass on the supporters’ will to the future, the company renews the candles used at Akalitolive and have offered unique and original candle making experience to 1,600 children.
Eiyoh Co., Ltd.

Holder of international patents for dried fish cake production methods actively expanding business overseas

Creates local employment both in oversea branches and in Iwaki city, Fukushima, Japan.

Has 100% domestic market share of dried paste product as the pioneer maker

The company started as a dry food maker in 1972. Since 1979, it has acquired patents in dry food production and processing methods. It has started providing dried Naruto and Kamaboko to large domestic noodle makers as a pioneer, and has established the business with 100% market share. It has patents for dried paste production methods in Japan and 17 other countries (in the Middle East, Asia, Europe, and the U.S.). It is a competitive and leading company in the industry.

Differentiation by active overseas expansion and food security and safety through HACCP certification

In addition to evaluated food drying technology, the company is HACCP certified, which is a food sanitary management method developed in the U.S., for building quality management system securing food security and safety and for differentiation from competitors. It has established global production systems and sales channels, and expanded local markets in Thailand (Bangkok), China, and Korea. Especially Southeast Asia has large cup noodle consumption per capita. In Southeast Asia, it has a top class food drying ability in FD (freeze dry) method.

Customer satisfaction and local employment both in Japan and abroad for social contribution

In its overseas expansion, the company prioritizes local employment for overseas branch companies, creating local employment. After the huge earthquake and tsunami disaster of 2011, it actively employs in Iwaki city, producing local employment. The company has promoted in-house product development, so that it can provide all products other than “noodles, soups, and cups”, in order to increase customer satisfaction towards the products. 10 years ago, the company started cultivating vegetables in-house for securing safe vegetables. It develops various character products as dry food materials in cup noodles and seasoned powders, providing visually enjoyable food.
Sakuma Construction Industry Co., Ltd.

Constructing wooden temporary housing through building local support system and gathering forestry potential of Aizu

Developed comprehensive local resource utilization business covering joint works, forest preservation, material production, processing, and construction. Constructing wooden instant housing in alliance with “IORI Club”. Has created about 90 local employment.

Address: 687 Yunodaira, Hayato, Mishima-machi, Onuma-gun, Fukushima 969-7406
URL: http://www.sakuma-kk.com/index.html
TEL +81-241-52-3111
FAX +81-241-52-3320

Established: 1919
Capital: 20m JPY
Employees: 65
CEO: Genichiro Sakuma

Strives to realize sustainable and recyclable new local industry “coexisting in the local area”

The company is a construction company mainly operating public works. It develops comprehensive local resource utilization business such as joint works for local infrastructure maintenance, forest preservation, material production, lumber sawing, drying, processing, construction, and product development, working on system building for supporting the local area. Through the forestry resource complex utilization business at Oku-Aizu district, the company strives to realize sustainable and recyclable new local industry. Setting coexisting with the local area as its mission, the company aims at alliances with companies and individuals sharing the mission.

Jointly exercises housing construction models by professionals with traditional skills utilizing local materials

In 2009, the company launched forestry business office and fully entered into forestry and lumber processing industries. In 2010, the company launched Oku-Aizu IORI Club, involving about 30 companies and individuals related with forestry, e.g., producers, lumber companies, and construction companies. In 2013, the club became a legal entity IORI Club for further development. The club jointly suggests housing construction models by Itakura construction method used by professionals with traditional skills of utilizing local materials. It aims at further development through interaction with visitors and clients.

Supporting construction of temporary houses and creates employment

Just after the East Japan Earthquake occurred, upon requests from the Fukushima prefecture, the club jointly offered temporary housing construction support with the prefectural construction industry association, carpenter association, and construction union. IORI Club took the initiative and the company constructed 200 wooden temporary housing by Itakura construction method all over the prefecture. The company continues to work for disaster rehabilitation. Mishima-cho has 880 working age population. The company has created about 60 new employments, and its related companies have created about 30 employments.
Syntec Co., Ltd.

Aggressively challenging in medical device industry, contributing to its restoration in earthquake disaster areas

Started as a venture based on accumulated knowledge and experience, contributing to “elderly work promotion” for realizing all-life-working society.

Started as a venture based on accumulated knowledge and experience

The company started as a venture in 1996, building on long-term experience gained in production sites of large companies. It has succeeded in development and mass production of high function atomic wrist watch antenna in its electronic device business, and has started sales through a large domestic watch maker since 2003. It then entered into medical device industry with surface processing technology as the core. In 2012, it acquired the medical device manufacturing license in 2012. In 2013, it acquired the Class 1 Medical Device Manufacturing and Sales License and ISO 13485.

Challenges technology and product development matching real medical demands

Through fund raisings, the company succeeded in technology and production development for solving problems in conventional in-body fixing cables and teeth-straightening wires. It has applied and acquired the related patents. For solving the problem that conventional in-body fixing cables can hardly stretch and catch up with body shape change caused by aging, the company has realized high unity with the bone by applying the technology for adding stretch ability and flexibility to highly biocompatible titan alloy cables. Its teeth-straightening wires with 3 surface layer processing has 1/100 nickel elution of existing products, and solves the problem that nickel elution by saliva changes the wire color.

Continues with medical device R&D despite damages by the earthquake, and plans to build a new factory

Though the company had suffered big damages in production facilities due to the Great East Japan Earthquake, it has succeeded in fund raising through continuous efforts for medical device R&D in order to meet demands of medical institutions. It is going to introduce medical device verification and appraisal facilities with national subsidies, and is expected to create large-scale employment.
Tomatolandiwaki Co., Ltd.

Contributes to local agriculture revitalization by safe and efficient production methods

Producing low agrichemical high nutrition tomatoes. Contributing to local revitalization by sales methods and food processing & branding.

Overcame reputation damage after the earthquake by expanding direct sales

The company is engaged in production, processing, and sales of agricultural products such as low agrichemical and highly nutritious tomato, making use of massive glass greenhouses and long hours of sunlight. Also, it produces and sells high value-added products such as puree and juice used raw edible tomatoes. After the Great East Japan Earthquake, it intensified sales by the internet and direct sales stores to overcome reputation damage to Fukushima foods. The company is highly regarded for agriculture-business collaboration such as branding of processed foods and customer promotion.

Realizes safe and steady tomato production, contributing to local revitalization by gathering customers

The company can produce highly nutritious tomatoes throughout the year, because its massive green house facilities are computer controlled to most suitable environment for growing tomatoes. It adopts eco-friendly cultivation system using only 1/3 of agrichemicals, and recycling cultivation waste fluids. In 2013, it launched Wonder Farm as a subsidiary for construction of a complex with production, processing, sales, and tourism functions, which should help local revitalization.

Maintains employment even after the earthquake, also contributing to young farmer education

The company has maintained 40 employees even during the sales decrease caused by the earthquake. It hires local farmers as part-timers for producing tomatoes in winter. The company is actively inviting local school children, providing agricultural experiences and accepting interns, contributing to the education of young farmers.
Hayashi Seiki Seizo Co., Ltd.

Producing beautiful metals with original technology, professing making good things as its philosophy

Synergizing strength in precision metal processing with corporate culture of making beautiful pieces. Works on skill transfer of its original Zaratsu polishing and publicizes the value of “Made in Fukushima, JAPAN”.

Diversifies wristwatch case production to precision metal parts processing, FA machinery making, and surface treatments

The company started in 1921. Its 3 core businesses consist of precision metal processing (wristwatch case, complete watches, precision metal parts), surface treatment (electroplating on plastic parts, circuit boards, ion-plating, special anodizing), and designing and manufacturing of various OEM devices, rationalizing equipments, and industrial robot systems. Company is going to enter into medical devices, plastic surgery implant devices, and automobile parts production.

Covers all related processes with precision processing and surface treatment technology

Wristwatch cases, the company’s original business, require highly sensitive texture and beautiful finishing in addition to precision. The company owns high precision cold forging and ultimate mirror polishing technology as the only specialized maker in Japan. Now, it works on development of innovative technologies such as special anodizing (AL Advance) with thick coating and high hardness on aluminum, and nitrogen absorption processing (Pure Bright) on nickel free ferrite stainless steel with adding anti-corrosion being superior to that of austenite and hardness higher than that of martensite.

Transfers skills and technology accumulated through wristwatch making to next generations, and synergizes traditional skills with cutting-edge processing technology.

The corporate culture is to continue to produce beautiful metals. The company aims for succession of its original Zaratsu polishing technology to the next generation. It has a craftsmanship team in-house so as to develop human resources for the next generation’s acquisition of skills and technology accumulated through wristwatch-making. It won the 4th Japan Manufacturing Award Special Prize in FY 2012 for its polishing technicians and engineers, and the 4th Utsukushima Manufacturing Grand Prize in FY2011 for its high grade wristwatch case employing full of sophisticated polishing skills.
Loyal Yuki Co., Ltd.

Explored niches and maintained business and employment by high-mix, low-volume sales

Explored niche fields of lubricant and grease, and recovered from the earthquake by high-mix, low-volume sales system. Contributed to employment creation and reputation damage eradication.

Address: 107-4 Ie no Mae, Yotsukura-machi Kaminida, Iwaki-shi, Fukushima 979-0202
URL: http://www.loyal-grease.jp/
TEL +81-246-32-6657
FAX +81-246-32-6658

Established: 1968
Capital: 10m JPY
Employees: 8
CEO: Tadayoshi Sato

Explored niche fields of lubricant and grease, dealing with various business partners

The company is a trading company specialized in lubricant and grease, and has a strong edge in niche fields. It trades 6,800 types of lubricant and grease, with 2,400 companies from SMEs to listed ones and with research institutes all over the world. The main office is located in Yotsukura-cho in Iwaki City, 30 kilometers from Fukushima Daiichi Nuclear Power Station. The company lost 1/3 of customers due to the earthquake, but it recovered against the backdrop of original products and original business model, further expanding local employment.

Differentiated itself by establishing high-mix, low-volume sales system

The company differentiates itself via high-mix/small-amount/small-lot sales for lubricant and grease in quick response to market demand. Also it expands sales channels by new product development collaborating with large companies and lubricant and grease consulting sales. It provides its original lubricant and grease function comparison information through the internet. The company has acquired customer loyalty through lubricant and grease consulting, taking advantage of know-hows accumulated since its establishment. 80% of the new customers come from the company’s website opened in 1998.

Contributed for reputation damage eradication and employment

Just after the Great East Japan Earthquake, the company launched a new distribution branch at Chiba prefecture and reopened operation. It not only maintained existing employees but also additionally employed 2 people after the earthquake given new branch launch and recovery. The company delivers monthly newsletter to 2400 customer companies, contributing to overcome Fukushima’s reputation damages.
Watanabe Shuzohonten Co., Ltd.

Works on locally committed sake making and sake promotion to wider range

Promotes automation of bottling process without damaging the sake, while maintaining handmade malt making, transmitting sake making as culture, and eliminating reputation damages.

Operates locally committed sake making and builds production and supply systems for safe production

The company was established in 1871. It is a Japanese sake maker producing Yukikomachi. It works on locally committed sake making, using local sake rice and water. It provides sake with high quality and originality. After the earthquake, it has continued lectures about safe cultivation for farmers in the prefecture. It takes initiatives for building safe product production and supply systems, in alliance with people related with sake making.

Synergizing traditional and new technology, and promoting sake to broader population

The company promotes automation of bottling process without damaging the sake, while maintaining handmade malt making. It works on synergizing traditional technology and new technology, and on sharing and transmitting know-hows by preparing manuals. It is highly motivated in transmitting sake making as culture, and it has continued sake factory visits as sake education for local elementary school children. It works on sake promotion for broader segments by developing sherbet-type food products for women.

Involving other SMEs to eliminate reputation damage

For reputation damage that one company cannot solve, the company operates a project to eliminate such reputations, involving local SMEs related with sake making. For sake rice farmers, it has held over 20 seminars, recommending them sake rice production using potassium fertilizer which prevents the rice from absorbing radioactivity. For sake makers in the prefecture, it has strictly controlled their operations by not making them use the ingredients with radioactivity of over 1/10 of national standards. It has disclosed results of these activities, striving to eliminate reputation damages.
Ibaraki

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Otomo Co., Ltd.

**Produces high value-added products for next generation as a creative development company**

Has strength in plastic exterior parts, establishing its original technology for UV coating on plastic surface with high durability and silk printing on curved surface.

**Challenges development by leveraging accumulated technology**

The company covers injection, coating, assembly, and substrate installment of plastic parts for cleaners and plastic products for the amusement industry. Its strength lies in plastic appearance parts (decorative parts), and the company has established its original technology such as UV coating on plastic surface with high durability and silk printing on curved surface.

**Developing functional LED lights with adjusted wavelength**

Emphasizing Made in Japan, the company conducts all circuit and organization designs, device selections, parts installments, assembly, and inspections at its factory in Ibaraki. Responding to niche market customer demands, it has developed special wavelength LED lighting controlling biology of plants (vegetables/herbs/flowers), mushrooms, insects, and animals – 1) plant cultivation LED lights promoting photonic synthesis, 2) LED lights limiting lights for each mushroom type, 3) complete water resistant LED lights usable even in the water, and 4) energy saving normal LED lights (fluorescent/projector/street lights).

**Works on new product and sales channel development and expects new employment**

The company works on the establishment of Ootomo 3D Sheet Insert Injection technology and sales channel development. It expects to create employment in manufacturing staff, as it speculates new car industry sales channel on top of existing amusement industry clients.
Constant attempt to new product R&D with a challenging spirit

Manufacturing semiconductor production parts and optical fiber production materials while specializing in glass processing for physical and chemical analysis; actively expanding businesses.

A top company for precision glass processed products and special lamps for analysis

Since its establishment in 1965, the company has worked on manufacturing and sales of precision glass processed goods, special lamps for analysis, cells, burner processed products, and polished products. It is a top company in the physical and chemical industries, and also designs and develops high purity water production device with liquid surface heat distillation method. It researches and develops new products in physical and chemical analysis with high quality requirements, contributing to the technological development of medicine via more precise analysis and measurement. It plans to expand overseas, e.g., Beijing, China, with global and future-oriented prospective. It aims to expand its sales to Europe, U.S. and ASEAN countries.

Expands business with glass processing for physical and chemical analysis as its core

While the company works on high value-added manufacturing in glass processing for physical and chemical analysis, it expands its business coverage from physics and chemistry to medicine, optics, semiconductor, optical telecommunication, automobiles, to biotechnology, through manufacturing of semiconductor production parts and optical fiber production materials. The company works on special lamp development and manufacturing, such as hollow cathode lamps and deuterium lamps, as its second business core, while also seeking a new business expansion in xenon flash lamp module.

Introduces an original Meister system for improvement and transfer of operator’s technical skill

The company has moved and launched a new factory after the East Japan Earthquake, and has improved its employees’ working environment. It has employed disaster refugees from Fukushima prefecture. Since 2002, it has introduced an original Meister system for improvement of operator’s technical skill by mastering multiple processes. It has many employees who are master craftsmen in glass thermal processing and glass polishing and who are awarded the *Ibaraki Prefecture Technician Award*, playing a large role in improvement and transfer of the technical skill.
Mo-House Co., Ltd.

Creating new life style for women via nursing clothes and contributing to female employment

Pioneers the nursing clothes market by original production and sales of nursing clothes in Japan. Contributes to employment creation by asserting new work style for mothers.

Pioneers the nursing clothes market with women’s perspective

The company is a pioneer in the nursing clothes business. There was no specialized market in Japan when it started, and gradually many mothers became supporters of Mitsuhata’s passion to make clothes with functions that mothers want. The company produces and sells nursing clothes and inner clothes, and also plans and produces events for birth and nursing. By suggesting and introducing a work style accompanying children, based on perspectives of women who experienced birth and nursing, it succeeded in exploring and commercializing the nursing clothes market.

Differentiates itself by exquisite design and functions making use of employees’ experience

Mitsuhata first suggested a work style accompanying children, based on her own experience. The employees are also users of nursing clothes, so they can develop products based on users’ perspectives. Their products differentiate themselves by an overwhelming usefulness of breasts being able to be hidden while feeding, and by various designs with small lots of domestic production. Customers highly value baby-friendly functions such as hook-free structure around feeding places for preventing hurting babies’ faces. Many customers recommend their products to their influencer.

Provides flexible work places for mothers, contributing to female employment creation

The company uniquely permits employees to accompany their children to work. The company allows mothers with children to post (place) all kind of positions matching their skill. The company also creates a flexible working hour system. For example, if an employee cannot commute for a long time, she can work at home or she can start a Mo-House Salon that introduces the company’s nursing clothes.
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Kantatsu Co., Ltd.

Realizes further share increase by expanding its sales channels to overseas makers given its high quality

Manufactures precision molds, the core for stable quality, by experienced workers utilizing cutting-edge machine tools and inspection machines. Realizes lens units with sub-micron precision focal point matching through precision injection technology and patented technology.

Address: 1150-23 Kataoka, Yaita-shi, Tochigi 329-1571
URL: www.kantatsu.co.jp
TEL +81-287-48-2471
FAX +81-287-41-7010
Established: 1979
Capital: 90m JPY
Employees: 275
President & CEO: Keiju Akutsu

Japan’s largest and one of the world’s top three micro lens maker

Since its establishment in 1979, the company produces mechanic units for video cameras, accumulating planning, processing, and management technologies for a range of products, from precision press and plastic injection parts to precision devices. At present, it is one of the world’s top three and Japan’s largest company in making micro lens for mobile phones. Although supplies to its main customer, a large northern European maker, drastically decreased due to increase of smart phones, the company’s products have been adopted by the world’s top three makes and Chinese makers as a result of overseas sales channel expansion against the backdrop of the products’ high quality. It is expected to further increase its market share and improve profitability.

Secures its dominance by precision mold manufacturing and precise focal point matching technologies

The company’s products differentiate themselves from other by three technologies: 1) precision mold manufacturing technology, 2) transcription technology for lens injection, and 3) assembly technology for precisely matching multiple micro lens focal points. The excellent micro lens unit enabling super high pixilation is cost competitive thanks to automatized mass production in China. The company is one of the world’s three largest micro lens makers, with its products adopted by smart phones of the world’s leading makers and rapidly growing Chinese makers.

Allocates many staff to mold manufacturing, aiming at secure technological succession

The company’s factory in Japan has over 250 employees though it is just a factory for molds and trial products. The company aims at smooth technological succession by allocating many staff to mold manufacturing, the core of its high product quality. The technologies are to be securely transferred given abundant human allocation.
Kikuchi Gear Co., Ltd.

Secures efficiency by flexibly alternating production lines for samples and mass production

Whole company set to improving employee skill; over 70% of staff have technician licenses. Also advising local industrial high school students.

Provides various gears from general to specific use, responding to customer demands

Since its establishment in 1940, the company has provided various gears from aerospace to car and construction use, and from general to special use, responding to customer demands, through flexible production facilities and long-term accumulated experience and technologies. At present, it sustainably provides trial and mass productions, from car and construction use gears to aerospace and printing use gears.

Successful mass sales by exploiting its strengths such as project management skills

The company is strong in planning and manufacturing through past experience, has supply results for a wide range of industries, flexibly assembles production lines from trial to mass production, and has utilization improvement know-hows for processing machines. It also has project management ability for constructing original supply chain, because finalizing gears need other processes such as heat processing. Exploiting its project management strength, the company has succeeded in selling to large overseas aerospace makers requiring integrated production.

Aim for improvement and succession of processing technology; coaching local industrial high school students

The company has constantly employed new graduates regardless of economic fluctuation. The whole company is engaged in employees’ skill improvement, and over 70% of the employees have technician licenses. The company aims for improvement and succession of processing technology, and promotes next generation’s human resource development and contributes to the local community by coaching local industrial high school students.
Kyoei Industry Co., Ltd.

Re-birth of used PET bottle by Kyoei's unique recycling technology

Constructed a closed recycling system to transform a pet bottle into another. Contributing to reducing CO2 emission, recycling domestic resources, and saving production cost and energy.

Establishes the company for used plastic recycling

The company was established in 1985 for recycling of used plastics from factories and households. Since establishment, the company has developed recycling technology to further utilize waste plastics, defining waste plastics as precious city oil fields. As social contribution, the company works on recycling promotion activities such as corporate support for the “All Japan High School Eco-Action Project”, participation in environment volunteer activities, and accepting of over 2000 factory visitors a year.

Develops mechanical recycling technology to transform used pet bottles into high purity PET resin

The company has developed mechanical recycling technology to transform used pet bottles into high purity PET resin (MR-PET). Compared with conventional chemical recycling (chemically dissolving collected bottles into particles and rebuilding resin), the new method drastically decreased the lead time, contributing to manufacturing cost saving and energy saving. The company realized the technology with the help of Suntory, a large domestic beverage maker, and constructed a closed recycling system, transforming a pet bottle to another pet bottle, for the first time in the Japanese beverage industry. This technology contributes not only to reducing oil resource usage and CO2 emission, but also to increasing domestic resource recycling in Japan.

Launches a specialized factory to meet increased demands, largely increasing employment

For meeting increased demands for beverage bottles with mechanical recycling technology, the company constructed and launched its MR factory, specialized for mechanical recycling, at Oyama in Tochigi prefecture in 2012. The factory is used not only for beverage bottles but also for food packages and film-to-film. The company largely increased its employees as a result, contributing to local employment.
Koike Dyeing Co., Ltd.

Develops materials for daily goods utilizing silk-cotton combination fabric and expanding overseas

Contributes to the area through development of functional material with good texture, bedclothes goods development and sales, and overseas sales channel expansion such as Ryomo Silk World Study Group.

Address: 2833 Nishinomiya-cho, Ashikaga-shi, Tochigi, 326-0817
URL: http://www8.ocn.ne.jp/~yabos45/2015.html
TEL +81-284-21-7341
FAX +81-284-21-7342
Established: 1905
Capital: 6m JPY
Employees: 3
CEO: Takashi Koike

Actively conducts functional material development and bedclothes goods development and sales

The company operates material dying and arranging in Ryomo area (textile production area). Utilizing traditional silk fabric and silk-cotton fabric (combining silk and cotton threads) in Ryomo area, it develops materials for daily goods (bedclothes) adapted for current lifestyles. To broadly develop traditional silk fabric and silk-cotton fabric in Ryomo area for daily goods, the company cooperates with local material makers and universities, based on its strength in material arrange processing. The material has good texture through its original processing of natural silk and cotton fibers. The company actively conducts functional material development and bedclothes goods development and sales.

Responds to international demands expeditiously and in detail

For maintaining traditional textile technology in Ryomo area and local companies, the company launched Ryomo Silk World Study Group with local companies, actively working on overseas sales channel expansion, mainly Europe. In product development, the company fully utilizes the merit of Ryomo area as a complex textile production area, aggregates local technology and know-hows, and responds to international demands expeditiously and in detail. It has made deals with several European companies.

Improving working environment and brand recognition of Ryomo region

The new product development and endeavors such as Ryomo Silk World Study Group have resulted in promotion of Ryomo area, publicizing its high technology and response levels. These activities have stimulated other companies and have led to the entire region’s revitalization. The company is engaged in improving its employees’ working environment improvement.
Koga Co., Ltd.

Coordinates suppliers and customers as a *manufacturing trading company*, contributing to local industry development

Supports local SME manufacturers by problem solving after grasping customer and supplier demand.

*Solves problems of manufacturing as a manufacturing trading company*

The company operates wholesales of test measurement appliances and factory facilities. It established new one-stop order entry group allied with local manufacturers, by making use of its sales power and information networks. It is known as a *manufacturing trading company* that can solve problems in various manufacturing settings of large and small Japanese companies. Also, it provides introduction service that connects customer companies and partner companies.

*Maintains bottom-up potential and supplements necessary functions for suppliers*

The company conducts original R&D such as abnormal sound detection and sensory numeration. It actively cares to maintain bottom-up potential for continued domestic production. It launched a joint order-management group *Brains Network*, supplementing delivery date and quality management functions as a *manufacturing trading company* so as to realize win-win situations for both customer companies and supplier companies.

*Launches common order-management group that coordinates customer and supplier companies, contributing to local industry development*

The company holds *Tochigi Production Technology Seminar* as its non-profit contribution to Japanese manufacturing. It also leads common order-management group *Brains Network*, which coordinates local SMEs and customer companies. *Brains Network* is applying for the government’s first authorization as *special partnership subcontracting business*.
Farmers Forest Co., Ltd.

Operates regional businesses with Utsunomiya Romantic Mura as core and assist local business to take off

Develops 4 core businesses: 1) agriculture and alcohol (beer) production, 2) agriculture support and local area producing, 3) local trading company (comprehensive distribution for agricultural specialty goods), and 4) local site operation such as Michi-no-Eki and locally committed tourism.

Comprehensive producer that coordinates agriculture, diet and local resources

The company was established in July 2007, triggered by operation outsourcing of Romantic Mura, an agriculture-forest park in Utsunomiya city. In April 2008, the company began its overall operation of the facility as the certified operator. Since then, it expanded various businesses for local revitalization. With comprehensive producer that coordinates agriculture, food and local resources as the company’s policy, it conducts businesses with 4 cores: 1) agriculture and alcohol (beer) production, 2) agriculture support and local area producing, 3) local trading company (comprehensive distribution for agricultural specialty goods), and 4) local site operation such as Michi-no-Eki and locally committed tourism.

Develops many products using local agricultural products and materials

The company develops many products using local agricultural products and materials. It functions as an original sales channel by using its distribution network. It develops Tochi-gift, a cross-media gift catalogue specializing in specialty goods of Tochigi. It distributes the brands through paper media, internet, and radio programs. It conducts activities to enhance local value, such as locally committed tourism, which utilizes the land around the old site of Otani rock quarry, and low-cost summer strawberry cultivation testing business, which utilizes underground temperature fluctuations under business-academy-government partnership.

Role as the core hub of local value chain

The company propounds regional businesses with the operation of Michi-no-Eki Utsunomiya Romantic Mura as the core. It provides places for agricultural and local specialty product development and for local added-value. By operating antenna shops and specialty goods specialized wholesales, it coordinates overall take-off for producers and manufacturers in the prefecture. It develops locally committed tourism that holds Michi-no-Eki as the core hub of local value chain, by making use of local companies and local resources.

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URL: http://www.farmersforest.co.jp
TEL +81-28-665-8800
FAX +81-28-665-8678
Established: 2007
Capital: 80m JPY
Employees: 145
President & CEO: Yuzuru Matsumoto
Ryoshoku Service Co., Ltd.

Explores the market of specialty foods for dietary treatment, improving the industry’s reputation

Explores the market of specialty foods for patient treatment, enhancing the industry’s reputation, increasing local employment.

As a specialized trading company, deals in providing foods for dietary treatment.

The company is a spin-off from the non-profit Tochigi Prefecture Dietician Association. It wholesales foods and beverages, including foods for treatment of patients with special needs. It trades with around 800 medical institutions and 1,200 healthcare facilities. It provides foods at retail shops to treat patients with kidney disease and diabetes, and senior citizens in need of care. Retail sales and profits have been increasing since the founding of the business. The company is growing its market position by providing healthy recipes through the launching of a cooking room.

Actively exploring the treatment food market, meeting the demands of senior citizens in need of care

The company is expanding its business in the aging national community. It actively responds to customer requirements by delivering its catalogues to medical institutions and healthcare facilities twice a year. It intends to expand its market share and to receive customer opinions by launching a cooking room on company grounds to provide healthy recipes. It also delivers its product catalogues for free, responding to specific requirements of the customer.

Striving to enhance the reputation of the industry, creating more employment as the business expands

Along with aggressively expanding business, it actively hired sales staff. The company hired 2 people in October 2013, providing jobs for the local community. As an industry pioneer, it strives to enhance the reputation of the industry.

Address: 43-117 Hiraide Kogyo-Danchi, Utsunomiya-shi, Tochigi 321-0905
URL: http://www.a-ruesu.co.jp/
TEL +81-28-661-0131
FAX +81-28-661-1262
Established: 1981
Capital: 98m JPY
Employees: 52
CEO: Takeo Nomura
Develops order-made black teas, using local specialty goods, and with images of sightseeing resources

Works on black tea promotion and community building. Supports local revitalization of areas including those other than Utsunomiya.

Develops order-made teas using local specialty goods, and teas with an image of sightseeing resources

The company sells black teas at Orion Dori Shopping District in Utsunomiya city. In addition to standard black teas, the company always deals over 30 types of its original blend black teas, and produces black teas customizing the flavor and image by order made. It acquires customers even from outside the city and the prefecture. It develops black teas using local specialty goods and black teas imaging local sightseeing resources, contributing to local area and agriculture.

Works on black tea promotion and community building

Though black tea has anti-oxidization and stress diffusion effects, its consumption is less than that of Japanese tea and coffee. It works on black tea promotion by holding black tea seminars, operating tea therapy at hospitals and elderly welfare facilities, and creating a black tea club in an elementary school first in Japan. It launched a local revitalization volunteer group Utsunomiya Machi-zukuri Daigaku, gathering shopkeepers at Orion Dori Shopping District, professors, company employees, and government employees. It conducts volunteer activities such as cleaning of the shopping street. Evaluated for such activities, it won Utsunomiya Machi-zukuri Contribution Company in 2007, Tochigi Prefecture Social Contribution Company in 2010, and Japan Foundation CSR Grand Prize in 2010.

Revitalizes the local area through original black teas

The company develops new original black teas every year, and the activity has become popular among black tea fans. Some fans visit Utsunomiya to visit the company shop. In 2011, black tea consumption at Utsunomiya and in Tochigi prefecture became the largest in Japan. The company contributes to revitalization of Utsunomiya. As for areas other than Utsunomiya, it develops local black teas, original black teas based on local resources and specialty goods, requested by local governments and sightseeing organizations struggling for local revitalization.
### Gunma

Gunma Employment Development for Middle-Aged and Elderly Joint-Enterprise Cooperative

- COCO-LO Co., Ltd.
- Kobayashi Machine Co., Ltd.
- Shibata-Gosei Co., Ltd.
- Nukabe Corporation
- Navel Ltd.
- MATSUI KNITTING CRAFTS MFG., Ltd.

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Secures local employment and created workplaces with \textit{working for the socially weak} philosophy

Conducts activity to secure and create workplaces for local elderly, intellectually impaired, and physically impaired people, in cooperation with local government and related organizations.

\textbf{Secures employment opportunities for elderly and handicapped people}

The union was established for securing employment opportunities for elderly and handicapped people. With the philosophy of \textit{works for socially weak people}, it works on employment of the handicapped since establishment. It mainly operates general waste collection, transportation, and disposal since establishment. As for general waste disposal, it segregates recyclable garbage by hand, making high recycling rates. It operates town sports fields and comprehensive athletic parks as a directed operator. It actively works on green projects such as weeding and pruning.

\textbf{Waste segregation outsourcing to the local handicapped welfare center}

Since 2011, the local handicapped welfare center has operated waste segregation under technical instruction of the union at the town clean center (flammable garbage incineration facility with a recycle center inside). Through this work, the local handicapped welfare center has the following merits: 1) it can operate works with external interactions, and 2) it can increase labor salary. The local government (Tamamura-machi) has following merits: 1) it can reduce costly wastes and increase recycling, and 2) it can increase employment of the handicapped.

\textbf{Indispensable for the town as a handyman}

In cooperation with the local government and related organizations, the union conducts activity for securing and creating workplaces for local elderly, intellectually impaired, and physically impaired people. Since establishment, the union has actively responded to low profitability works for securing member jobs. Such endeavor has been accepted by the government and citizens, and the union becomes indispensable for the town as a \textit{handyman of the area}. 
COCO-LO Co., Ltd.

Providing care services by acquiring talents with unique management

Provides high quality care services by acquiring professional staff through unique employment strategy.

Provides high quality care service with unique management

The company is a care service company started with several nurses. Its principle lies on work-life balance, aiming for business expansion through sufficient work and rest systems. In medical and care industries, lack of staff is a nationwide serious problem. On the other hand, the company has better working systems and gathers many candidates with qualification. These talents with specialties provide high quality service, leading to differentiation, increased customers, and enhanced business results.

Stimulates new service development through acquisition of talents

A Day Service office introduced free beauty services such as head-spa and nail art to customers. This office succeeded in acquiring repeater customers by also improving the diseases from mental aspects. The company strategy is to promote work-life balance and to produce better working environments with various work style, career support, and holiday systems. As a result, the company succeeds in gathering local talents unexplored.

Maintains professionals by adopting flexible working environment

The company has various systems and facilities such as semi-employee system for those with someone to look after, nursery holiday system, original holiday system (e.g. Anniversary Day, Self-Loving Day, Family Holiday) and free day nursery. It tries to improve working environment by recommending visiting nurse to not commute to the office.
Kobayashi Machine Co., Ltd.

Expanded business by used machine sales with high added-value

Expanded business by introducing buy-back guarantee system for used machine sales. Creates employment by hiring mechanics.

Additional services when selling used machines

The company operates wholesale of new machines and tools, and sales, repair, and rental of used machines and tools. The company is relied upon by customers in repairing used machines and selling them with high value-added. It adopts unique services in sales, aiming at sales expansion.

Reducing customer risks by buy-back guarantee system, leading to more sales

It adopts a buy-back guarantee system, a unique system in the industry. It sets the re-procurement price beforehand. Customer companies can easily sell the machines if they abruptly need to terminate production. The system brought customers risk hedge. The company established new sales methods such as short-term rental system, e-mail auctions, and website auctions.

Contributing to local employment by increasing mechanics

The company’s strength is in adding value to used machines through repairing and in providing high quality maintenance. It requires steady recruitment of mechanics. It has been increasing mechanics along with business expansion (up to 40 mechanics within FY 2014), contributing to local employment expansion.
Shibata-Gosei Co., Ltd.

Realizes cost and lead time reduction by weldless methods and non-coating metallic forming

Eliminated weld lines, a weak point of resin injection molding, by forecasting by utilizing flow analysis and developing partial mold heating methods.

Constructs total support systems in both Japan and China

The company realizes total customer support by integrated plastic product manufacturing system covering product design, trial, flow analysis, mold design and manufacturing, injection, and assembly. The company mainly deals with car parts, medical devices, smart phones, and amusement related products. The company aggressively entered the Chinese market for sales channel development. It launched a mold manufacturing factory and an injection & assembly factory at Tianjin, as well as a mold design office at Shanghai. It can provide penetrated production in China as well.

Realizes weld-less methods by flow analysis and partial heating

Resin injection mold products have an unavoidable weakness: weld lines at where melted resin converges in the mold. The lines look like scars, making bad appearance and lowering intensity. The company has solved the problem by forecasting weld line points with flow analysis systems, and by developing methods for partially heating weld lined points. It has established non-coating metallic forming methods by technology development for controlling particle flows of aluminum mixed with the resin, further developing the technology above. This new technology can reduce costs, lead times, and environmental burdens by non-coating.

Works on “technology transfer” in the industry

The company promotes employees acquiring the national license, Injection Molding Technician license. In January 2014, there are 12 first class technicians and 14 second class technicians. The majority of injection staffs have licenses. It works on social activities such as technology transfer and successor education in plastic industry. It played a main role for launching young executive/successor school and skill transfer school in Gunma Prefecture Plastics Industry Promotion Association.
Nukabe Corporation

Specializes in metal processing for over 65 years since establishment, accumulating precision processing technology

Internationally expanded the business for new market development under globalized economy. Operates Japan-U.S.-China’s 3-axes prioritized production.

65 years of history as a car parts maker

The company is a first-tier car parts (fuel spray pump, brake, steering and air conditioner) supplier (directly supplying products to car makers) with a 65-year history since establishment. The production sites locate at Tomioka, Takasaki, Matsuida, and Uda in Gunma prefecture, as well as Hong Kong, U.S., and China. The company expanded its business overseas for new market development in the globalized economy. It operates prioritized production with the 3 axes of Japan, U.S. and China. It conducts aggressive business with its technical ability as the background, by concentrating factories at Tomioka and Matsuida to a 10,000 Tsubo (1 Tsubo=3.3 m²) location at Kanra-machi and planning a new factory building.

High competitiveness in high precision processed parts, used for parts requiring high quality and reliability

Since establishment, the company has specialized in metal processing, accumulating precision processing technology. For example, it can process thin bar shaped products, easily deformed in grinding, within 3 micron roundness tolerance. These high precision processed parts have high competitiveness, used for parts requiring high quality and reliability such as for car engine parts. It has realized differentiation by acquiring high precision processing skills in cutting, turning, grinding, gear cutting, rolling, and polishing so that it can build penetrated production lines with multiple processing methods.

Contributing to local employment and revitalization such as by a new factory launch

In the recent 5 years, the company has employed about 20 staff each year. After the Lehman Shock, it minimized staff reduction by using employment coordination government subsidy. It increases employees now, creating local employment. In 2013, it launched a new factory in Kanra-machi, contributing to further employment creation and local revitalization.
Navel Ltd.

Local skating shop rising to world class special shop given its high-level knowledge and skills

Became a world class special shop for its deep knowledge and skills on maintenance of skating shoes. Promotes local sports and health.

Local skating shop grown into world class special shop

The company imports and sells slap skating shoes and blades, mainly products of Maple. It also operates sales of skating related goods, repair, and maintenance. The company is a specialized shop for skating shoes in front of JR Shibukawa station. World top skating athletes support the company for its unique procurement routes and high polishing & repairing skills.

Worldwide support for its high maintenance skills

The company is qualified as the only sales representative in Japan by world top makers such as Maple in the Netherlands (a world top maker for slap skating shoes), due to its deep knowledge and high maintenance skill level. Aside from skating shops, it develops whetstone for polishing blades of skating shoes by collaborating with a maker in Kyoto.

Promoting sports and health

The company has contributed to promotion of skating through skating shoes sales and skating event support. Also the representative of the company launched Shibukawa Active Health Sports Club in 2007 as a Comprehensive Local Sports Club, which MEXT recommends. He promotes local citizen health using his 19 year experience as a school PE teacher.
MATSUI KNITTING CRAFTS MFG., Ltd.

Developed a unique new product through inherited traditional skills and new value creation

Develops high value-added products synergizing local technology and knowledge, taking full advantage of the characteristics of Kiryu, a complex textile production area, and partnering with local textile related companies.

Produced with characteristic multi-stripe patterns, using its original rib knitting technology

The company is a traditional textile company started in Kiryu in Gunma prefecture, a textile production area. It produces mufflers with characteristic multi-stripe patterns, using its original rib knitting technology, which the company has been strong for dozens of years. It actively expands the products both inside and outside Japan. It developed a golf wear applying its muffler making technology, after being certified for a local industrial resource utilization business plan. In the shrinking textile production area, the company actively works on the only new product development through inherited traditional skills and through new value creation, contributing to the production area promotion and recognition improvement.

Developed a new product by fully utilizing rib knitting technology accumulated since establishment

Fully utilizing rib knitting technology accumulated for dozens of years, the company developed a multi-color rib knit with original materials, emphasizing various color and patterns. Using this product, the company is working on new product development in apparel such as artistic sweaters with functionality such as water repellency. The newly developed golf wear has durability for strenuous movements. The product differentiates itself by its bright stripe pattern from existing products generally with banding patterns. It is highly valued by the market, and has been adopted by a large department store.

Enhanced the whole production area by developing unique product

Taking advantage of Kiryu as a complex textile production area, the company works on high value-added product development that synergizes local technology and knowledge, by partnering with local textile-related companies. The knitted scarves are internationally highly regarded, contributing to enhanced recognition of Kiryu, the town of textiles, and to production area promotion. Stimulated by the company, companies intending unique product development have been increasing.
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Ishizaka Sangyo Co., Ltd.

**Coexisting with local society through eco-friendly waste disposal**

Expands the business by coexisting with local communities through operating eco-friendly waste facilities.

**Expands business through eco-friendly waste disposal**

The company operates intermediary processing for construction wastes. It expands the business by eco-friendly philosophy and skills. For example, it renewed a plant facility into an eco-friendly indoor facility. It promotes collaboration with local society such as biodiversity preservation and environmental learning. The company is free from price competition, due to its thoroughly eco-friendly facilities and recycling skills.

**Promotes proper waste disposal through local inhabitant understanding**

Customers understand the cost of proper waste processing and support the company, because it provides indoor processing facilities considering the environment and local citizens, and because it has enhanced waste distinguishing and recycling skills. Though industrial waste intermediary processing industry is very competitive, the company’s eco-friendly facility building and recycling skills can change customer mindsets for waste disposal and the cost, leading to promotion of proper waste disposal in the whole society.

**Works on working environment and provides “experience opportunity place” to learn about the environment**

The company won the 4th Saitama Kagayaki Ogino Ginko Award (FY2008) for diversity-oriented work environment, such as the short-time working system. It is working to build an eco-friendly working environment. It has also opened Ishizaka Gijuku for supporting employee skill enhancement. The facility is authorized as an experience opportunity place under the Environmental Education Promotion Law, and more than 2000 people have visited for environment studies.
Developed **grandchild nursing goods**, creating employment for the elderly

Providing manufacturing environment where the elder and mothers can work comfortably. Solves various local problems by creating a new market for **grandchild nursing goods**.

### Solving local problems by focusing on roles of local elderly people

The company operates **BABA Lab**, a manufacturing laboratory for working environment until 100 years old. The laboratory provides intergeneration communication by creating elderly employment and by promoting participation of mothers accompanying children. It also provides community business, social business, social entrepreneurship support, know-hows to solve local society problems. Its business contributes to Saitama city a lot.

### Exploring new markets such as grandchild nursing goods

**BABA Lab** plans, makes, and sells **grandchild nursing goods**, convenient items for the elder (in their late 50s or late 60s) to nurse their grandchildren. It sells **carry-help futon** for weak armed elders to carry babies easily, and sells **bag with a ring** to go out with grandchildren more conveniently. It actively collaborates with universities and companies for their product development.

### Creating local communication opportunities through business operation

The company holds events and workshops, which neighborhood grandmothers and young mothers can easily join, in order to **make an open place to local community**. These events are popular as easy local communication opportunities.
TAGA Co., Ltd.

Business model coordinating Japan HQ and local factories for efficient production

Quick to enter China for its market of overseas production by clients. Expanding business with overwhelming technical proposal ability and cost competitiveness.

A top class maker for precision springs for car brakes, aggressively expanding its business internationally

The company is a manufacturer of precision springs for four-wheeled vehicle brakes. It is a Japan’s top class precision spring maker both in quality and quantity, with penetrated production system covering design/mold production, press, heat processing, and polishing. Notably, it focuses on production using multi-forming machines with high skill levels. In 2004, it entered into China for overseas production markets of Japanese car makers. With unprecedented technical suggestion skills and cost competitiveness as the backgrounds, the company has high market shares in springs for Japanese cars in China. It expands the sales channels to European, American and Chinese makers.

Synergizing mold development ability in Japan and mass production ability in local factories

The company has built a quick-response system by locating at Tianjin in China, a car-industry accumulated area, eliminating after-service disadvantages. It has established an overwhelmingly competitive business model by 1) maintaining technical suggestion abilities to customers with alliance of the head office in Japan and factories in China, 2) improving production skills of local staffs backed up with the head office in Japan, and 3) establishing high quality and low cost product supply systems by synergizing mold development ability in Japan and mass production ability in local factories. Building on the business model, it opened a factory in Thailand in 2012 for sales and production ability expansion in the ASEAN countries. It aims at 100% market share in precision springs for four-wheeled vehicle brakes in Thailand.

Expands its business and employment as overseas production expands

As the sales and production in Chinese factories expands, the Japanese head office needs more technology development and mold design and production. In addition, domestic deals will gradually expand through increased evaluation from makers, leading to business and employment expansion.

Address: 5-10-18 Kishi-cho, Urawa-ku, Saitama-shi, Saitama 330-0064
URL: http://www.taga-inc.co.jp/
TEL +81-48-825-5911
FAX +81-48-825-5915

Established: 1952
Capital: 45 m JPY
Employees: 155
CEO: Masanobu Taga
Chichibu Jueki Seisan Cooperative

Developing and selling new specialty products in Chichibu, while protecting forestry environment

Positioning maple sap as a new forest resource in the Chichibu area, protecting forestry environment, providing raw material for the domestic maple syrup industry, and developing new products.

Address: 919 Otaki, Chichibu-shi, Saitama 369-1901

URL: http://acermono.com

TEL +81-494-55-0122

Established: 2012
CAPITAL: .5 million JPY
Employees: 7
Representative Director: Takahisa Yamanaka

Developing and selling maple sap cider and maple jellies in collaboration with the Chichibu Tourism and Souvenir Cooperative

Aiming to launch a maple industry, our cooperative was established in June, 2012. The members consist of silviculture companies, forestry products companies, and nonprofit organizations. As a joint business, we work on maple sap collection and sap product selling. Collaborating with the Chichibu Tourism and Souvenir Cooperative, we develop maple sap products such as maple cider and jelly, and commercialize them, which are becoming notable specialty products of the Chichibu area.

Establishing a new forestry pattern with “No Cutting”, concerning forest environment protection

With drastic temperature change, the Chichibu area is suitable for growing maples. Among 28 maple species recognized in Japan, 21 species are naturally growing here. Concerning forest conservation, we position the sap extracted from maple trees as a new resource in the Chichibu area. Collecting maple sap and providing raw material for the domestic industry of maple syrup, we establish a new forestry pattern featuring no cutting. During the sap collection, with the collaboration of local universities, sap ingredients are analyzed, and strict standards about the collection time, method, amount and utilization are made in order to protect the environment. Also, such active industry-academia collaboration is performed in the survey of maple tree distribution and properties.

Developing diverse maple sap products utilizing local resources

We have developed and sell series of maple sap products which are branded Wa-Maple, such as maple cider, jelly, 100% sap drink, and syrup. Moreover, using the sap and syrup, the members of our cooperative have developed and sell other products such as western cookies and sweets, breads, and alcoholic beverages. Those diverse Wa-Maple products fully utilize the local resources, resulting in strengthening of the tourism appeals of the Chichibu area, as well as improvement of the business of souvenir merchants.
DREMAX Co.,Ltd.

Realizes automation of food cutting, formerly thought to be impossible

Realizes speedy mass processing while maintaining material freshness and flavors with patented vegetable cutting machines. Many products exist due to the company’s technology.

Maker of commercial food processing machines

The company is a maker of industrial food processing machines, such as vegetable cutters for kitchens and factories. The vegetable cutters realize speedy mass processing while maintaining food freshness and flavors. The company has over 70 types of products, selling them mainly to food processing factories and restaurant chains. Responding to customer demands, they have succeeded in cutting-process automation, which was once thought to be impossible. They keep developing many new products. It procures parts and operates processes in local areas such as Kawaguchi and other in Saitama prefecture.

Compact cutting machine, allowing speedy mass processing while maintaining material freshness and flavors

The vegetable cutters differentiate themselves by the patented Planetary motion system of round blade. Round blades, set in the quickly rotating (orbiting) plate, further quickly rotates and cut the food materials. The machines ultimately simplify the structure. This simplification made the cut surface sharper and more beautiful, leading to less damage to the vegetables. It reduced size and weight with less number of parts in moving parts, and decreased malfunctions with easier dissolving and cleaning due to higher water and dust resistance. The machines are very simple and compact compared with conventional machines, and are convenient for controlling and working.

Finding ways to put wasted food materials to use

There are many products which exist purely due to the company’s technology, e.g., dried daikon using previously wasted Oden daikon parts and high quality jelly using previously scarred and bad shaped wasted peaches (by cutting the whole fruit without damage). The company contributes to reduction of garbage and CO2 emission from burning garbage.
UNIPAC Co., Ltd.

Cleanable and reusable mid-function air filters developed based on AC maintenance experience

Developed cleaning and reusing technology for air conditioning filters, which formerly were for single use, contributing for energy saving and waste reduction.

From manufacturing and sales to maintenance service to plumbing and wiring

The company operates filter manufacturing and sales, air conditioning facility maintenance service, and facility works such as pipe and electric works. It has developed and sold cleanable and reusable air filters based on air conditioning facility maintenance experience. It has developed and sold new energy saving service focusing on air transportation mobility. It has succeeded in technology development for cleaning and reusing air filters which were for single use as the common sense, contributing for energy saving and waste reduction.

Developed cleaning and reusing technology for air conditioning filters

By developing the cleaning and 3-time-reusing technology for air conditioning mid-function filters, which were for single use as the common sense, the company contributes to waste reduction. By selling the products with repair and maintenance, the company expands the business from maintenance-based building management to operation management including energy save tuning. It succeeded in air conditioning filter pressure damage reduction, realizing drastic energy and electricity saving through “air transportation mobility” reduction, which was not considered as energy and electricity savable unlike lighting and air conditioner itself. By realizing cleanable ad reusable filters, it enabled drastic energy and cost reduction.

Reduces about 40% of 4 year average cost, compared to conventional filters

Low pressure damaged cleanable reusable mid-function filter (Kunpu) is cleanable and reusable, and reduces about 40% of 4 year average cost (filter purchase, cleaning, exchange, delivery, and disposal costs) compared with conventional filters. It has been adopted by many commercial facilities.
### Chiba

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Atariya Noen Co., Ltd.

Developed simple gardening kits for beginners. Actively conducting green activities

Works on new demand creation. Contributing to further development of seeding industry, to local green activity and to earthquake disaster relief.

Sales of seeds in small bags on consignment for the first time in Japan

Since establishment in 1922, the company has sold seeds and bulbs. It started seeds sales in small bags on consignment first in Japan. It has major home centers all over Japan as clients. It has stable sales as a major seeds maker. Recently it has been working on new demand creation, such as developing simple gardening kits for gardening beginners

Contributing to the development of seeding industry by its praised product planning and development ability

Since establishment, the company has operated sales of seeds in small bags as the main business. As the whole seeding market has saturated recently, it is working on new demand creation by developing simple gardening kits for cultivation only by feeding water, such as Fresh Vegetable Laboratory and Vege-tama, so that gardening beginners can easily enjoy gardening. It contributes to further development of seeding industry by its product planning and development ability, said to be the best in the industry. It developed seed sales fixtures (patents acquired), which are already popular now, first in the industry. It is a pioneer of display style sales in the seeding industry.

Proactive participation in local green activities

Since when the current Katori city was called Omigawa-machi, the company has actively took part in regional cleaning and greening activities. It has planted sunflowers and field mustards at local parks and banks along the Kurobe River, contributing to building of a town with greens and flowers. Since the Great East Japan Earthquake, the company has participated in earthquake disaster relief flower campaign, providing 600000 flower seeds bags for free.
Challenging to commercialize polymer material with various applications

Despite continued deficits as a R&D oriented venture, earns public funding for its practicability and prospect of business expansion according to management plan.

### Aims at commercializing an innovative polymer material “slide-ring material”

The company was established in 2005 for commercialization of slide-ring material, invented at Ito Kozo Laboratory in the University of Tokyo. The slide ring material is an innovative polymer material with moving cross-linked points, and various applications in coating of industrial and biomedical materials are expected due to its unprecedented excellent characteristics. It has already realized mobile phone coating and mirror polishing materials, and anti-damage coating material in Nissan’s automobiles is under development.

### Challenges for application development for various usages

Slide ring material has unique physical characteristics such as extensiveness and resilience through moving cross-linked points, and it is easy to add various functions. It is an innovative and highly applicable polymer material. For example, it is applicable to coating, vibration-proof, bio, actuating, and adhesion materials. It has been already commercialized for high quality coating materials and vibration-proof materials. The company and user companies are jointly developing applications for various uses.

### Aims at usage development, processing method development, and cost reduction for further proliferation

Slide ring material is a polymer material with various applications. The company is developing usages, materials, processing methods, and synthesizing methods for lower cost, with funding from Industrial Innovation Organization. The applied products include dielectric actuator (artificial muscles), under development with Toyota Gosei, and blasting polishing material, developed with Fuji Manufacturing. These products were impossible to make with conventional materials and were realized by using slide ring material. The company aims at expanding application fields to products that only new materials can realize.
Taking part in various local contributions; enhancing the quality of service through office cleaning

Contributes to the area, leading to better relations with local society and government. Works on improving working environment for women.

Local contributions linking to business

The company’s businesses are real estate management, rental agent, and renovation. With the philosophy of *lighting up a corner*, it operates the business with _be helpful_ mindset based on gratitude. It aims at Japan’s best relied real estate comprehensive management company. It has acquired ISO 9001 and ISO14001 certifications.

Differentiation through local contributions

It actively works on local contribution as a locally committed SME real estate company. The fact leads to better relations with local society and government, company value-added, and differentiation. It daily conducts internal cleaning as part of _environment management_, motivating employees and always enhancing service quality.

Contributes to the area and permits accompanying children to work

The company thinks that local activities are its works and life. All employees including part-timers conduct 250 activities of local contributions (traffic control, pupil nursing, and garbage collection) a year, during their working hours while doing jobs. It was selected for FY2012 *Hospitality Business Company Selection* by the Ministry of Economy, Trade and Industry. It permits working accompanying children, and employees take turns for their care.
Kikukawa Kogyo Co., Ltd.

Responds to demand for greater function and design with innovative technology and craftsmanship

Harmonization of people and metal. Carrying the potential of metals to flower, creating new value to the city space of 21st century.

Metal engineering company from design to implementation

The company operates design, production, and implementation of metal interior & exterior working of buildings. It is a metal engineering company operating metal processing of stainless, aluminum, bronze, and titanium for 80 years. It provides 100% order-made works for realizing demands from worldwide famous architects and interior designers. So far it has done interior & exterior works of Tokyo Tower observation, Tokyo Sky Tree observation, Fuji TV's sphere shaped dome, Tokyo Mid Town, New Marunouchi Building and other office buildings, world famous brand shops, and temples and shrines such as Narita-san Shinsho-ji and Nikko-Toshogu.

Going global

The company has offices in Hong Kong and Singapore and a factory in Shanghai. It launched a 3D-CAD center in Ho Chi Minh City, Vietnam, to fortify its planning ability. It has several outside brains in Europe and the U.S., building a global network. It is certified as a construction manufacturing factory for aluminum and stainless. The company finishes construction with good appearance and durability. It aims at the world's best metal work company, producing metal architects stimulating imagination of architects and designers.

Unprecedented endeavor

As for the core technology, plate and welding, the company has many cutting-edge technologies such as deep bending over machine ability and laser welding with extremely high energy density. High function and design demands such as 3D curving are increasing. The whole company challenges in meeting such demands via technology transfer from experienced employees and advanced technical license acquisition in monthly Saturday trainings. The company works on developing eco-friendly products to contribute socially, using its accumulated metal processing technology.
Sanritsu Machine Industry Co., Ltd.

Aims to be the only maker in the niche market of electric wire recycling

Contributes to the recycling society by reducing wastes and reusing precious metals, with increased demands for the products after the Great East Japan Earthquake.

Contributing to the “recycling society” via technology to “isolate” metal resources

The company mainly develops, manufactures, and sells wasted electric wire processor, semiconductor parts brusher, and various recycling machines. It invented and acquired patents of wire-stripping device for wasted electric wire recycling machines, in order for copper resource recycling. It has acquired many utility models and patents. With the philosophy of contributing for recycling society through metal recycling technology, aiming at proper and reasonable processing, the company has a line up covering from wasted electric wire recycling processors to selection devices and semiconductor parts crushers, providing the products to metal recycling and waste processing industries.

Providing recycling machines nationwide with integrated development systems

The company has systems for integrated development, manufacturing, and sales, and works on recycling technology development for high collectivity and accuracy. It has installed the developed machines inside the factory for demonstration, and users all over Japan visit the factory of the reputed Sanritsu in Chiba, leading to test trials and sales. It has continuously exhibited the products at the New Environment Exhibition, held at Tokyo Big Site every year by Nippo IB and supported by the Ministry of Environment, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure and Transportation, Ministry of Agriculture, Forestry and Fishery, and the Ministry of Education, Culture, Sports, Science and Technology.

Significantly contributed to waste disposal after the East Japan Earthquake

For waste disposal after the Great East Japan Earthquake, the recycling processors contributed largely for waste reduction and reuse of precious metal resources.
Chiba Recreation Urban Development Co., Ltd.

Contributes to local revitalization through operation of Hasunuma Water Garden, Chiba Kodomo no Kuni, and hotels

Leading tourism industry in Choshi, Kujuukuri, and Ichihara areas.

Address: 368-1 Hasunuma-ho, Sammu-shi, Chiba 289-1803
URL: http://www.hasunuma.co.jp/
TEL +81-475-86-3171
FAX +81-475-86-3174
Established: 1975
Capital: 499.98m JPY
Employees: 99
President & CEO: Nobumitsu Ikeda

Leads tourism of Choshi, Kujuukuri, and Ichihara areas

The company is a third sector enterprise funded by Sanmu city, Chiba prefecture, and major companies based in the prefecture. It operates prefectural parks, child welfare facilities, hotels, and restaurants, including Kodomo no Hiroba in Hasunuma Kaihin Park, Water Garden (summer pool), Park Golf Course, Hotel Marino, Chiba Kodomo no Kuni in Ichihara, and hotels in Choshi. These facilities attract many visitors from local area and all over Capital area, and contribute to local sightseeing and other industry.

Known for recuperation of hotels, parks, and amusement parks

The tsunami and reputation damages made by the East Japan Earthquake created an unprecedented crisis for the company. However, the company expeditiously restored the parks in alliance with Japanese and prefectural governments, realized normal operations from that summer, and have been seeing much increased visitors since then. It has acquired retreating local hotels and has made stable business results, contributing to tourism of Choshi. It acquired Chiba Kodomo no Kuni, as the prefectural foundation dissolved, and thoroughly reviewed the amusement park’s service quality and advertisement. In this fiscal year, the 7th year since acquisition, the facility expects 310,000 visitors, a 45% increase from the first year.

Multiplier effect among operating facilities, contributing to revitalization of eastern part of Chiba prefecture

The company started its business from management and operation of Hasunuma Kaihin Park. Improving the sightseeing business method acquired through this experience, it utilizes the method for management of newer facilities. Via facility collaboration, it works on increasing the share of staying-type tourists. Even under economic depression and children decrease, its pool had 227,000 visitors this year, the 3rd most visitors in its history. Hotels, restaurants, parking lots, and Michi no Eki in neighboring cities and towns have shown much gratitude towards the company. The stable business of Inubozaki Hotel, the largest hotel in Choshi, contributes towards neighboring sightseeing facilities and other industries.
Realized shop branding through systemized reliable high quality beauty skills

Succeeded in branding with systematic and consistent beauty skills. Acquiring many overseas customers in Hong Kong, etc.

Providing top-level skills and services reasonably, attaining user support

The company provides services to support women who want to be always beautiful forever. Beauty salons in Aoyama and Ginza provide high quality hair style design, skills, and services, but are expensive. On the other hand, local beauty salons vary in quality. The company provides reasonable and high quality designs, skills, and services in the area, establishing skills systems equivalent to top hairstylists in Aoyama.

Acquiring repeaters by providing consistent service with systematized beauty skills

By collaboration with Peek-A-Boo, a top level beauty salon in Japan, the company has established training system that allows everybody in every shop to be able to provide same designs, skills, and services. By applying the system to each hairstylist, it manages quality at high levels. It has acquired overseas customers through Japanese-style homogeneous quality and services, by practicing the same training system abroad.

Creating employment through expanding shops inside and outside Japan

Thanks to the skill system, the company operates 15 shops in Chiba, 6 in Hong Kong, 1 in Guangdong, China, and 1 in Beverly Hills. It entrusts each shop owners for making important decisions.
Technoprobe Co., Ltd.

Works on development and commercialization of probe structure capable of accurate high frequency measurement

Supporting telecommunication infrastructure development and high frequency telecommunication demand expansion by world class high frequency inspection probe technology.

**Pioneer of high frequency inspection probe**

The company designs, produces, and sells high frequency inspection probes (inspection needles) for high frequency semiconductor (IC) wafer and chip analysis and wafer inspection in mass production. It has sold probes responding to 67 GHz for the first time in Japan. It has supplied high frequency inspection probes for more than 20 years to many laboratories and IC makers researching and manufacturing high frequency semiconductors.

**Successfully developed a practical next generation high frequency inspection probe**

Partnering with National Institute of Advanced Industrial Science and Technology (AIST) and other companies, the company has developed and commercialized next generation high frequency inspection probes. Next generation high frequency inspection probes solve the problems of conventional probes (connectivity, stability, high durability, and measured object damage), do not need complicated positioning, and drastically improve measurement accuracy. The company has advanced probe manufacturing technology such as technology for making resilient probe pinpoint structure with super precision forming technology and technology for adjusting probe pinpoint inclination with accuracy of several microns. At present, it is a globally rare probe maker for 110GHz probes, which are very difficult to make.

**Actively employing young people for long term training of probe manufacturing engineers**

The majority of the 18 employees live in Chiba prefecture. The company actively employs young people, because mastering of the probe manufacturing technology takes 5-10 years. The majority of the staff is in their 20s and 30s.
Hino Kogyo Co., Ltd.

Nationwide business with temporary equipment of original know-hows. Contributing to earthquake disaster rehabilitation

Prepares comfortable environment for construction sites and events. Started research and development very early and commercialized disaster reduction items.

Expanding business nationwide by temporary equipment with original know-hows

Since establishment in 1952, the company has expanded nationwide networks. It elaborates for providing comfortable environment for construction sites and event places through temporary equipments such as portable toilets. Especially its bio-toilet is registered in the New Technology Information System (NETIS) of the Ministry of Land, Transportation and Infrastructure. The company has original know-hows. It is a unique company with nationwide operation in this industry. It operates business at earthquake disaster areas, contributing to disaster area rehabilitation and employment creation.

Contributing to earthquake disaster rehabilitation mainly by providing portable toilets

It contributes to earthquake disaster area rehabilitation mainly by providing portable toilets for construction sites and temporary houses. It has long been developed products, proactively and early catching social demands. Especially it started research and development very early and commercialized disaster reduction items such as toilets for disasters. Because it has branches all over Japan and has made locally committed sales operations, it was able to expeditiously secure and provide portable toilets for disaster areas.

Actively partnering with various entities and creating employment

In addition to providing portable toilets to construction sites, the company has cooperated for disaster area rehabilitation by providing portable toilets, in proactive alliances with various entities including both public and private sectors. It has sales offices at Sendai, Kooriyama, and Morioka. It has created employment by hiring some staffs from disaster areas. It newly launched a sales office at Yamagata to expand its service network in Tohoku area.
MITSUI ELECTRIC Co., Ltd.

Responds to researcher demands through its strength in product development synergizing mechanics and electronics

Develops its first original product through joint research with universities and through utilization of subsidies, after moving to Tokatsu Techno Plaza, a business-academy-government coordination site.

The company started as a spinoff of ship motor manufacturing company in 1967. With high speed rotating motor as the core technology, it has expanded its business in physics and chemical appliances and evaluation test machines such as centrifugal machines for serum and high speed stirring machines. In 1998 it moved to Tokatsu Techno Plaza, a business-academy-government partnership site, jointly researching with universities and utilizing subsidies. In 2007, it has developed its first original product, supersonic homogenizer, now becoming the main product of the company.

The company has strength in product development synergizing mechanics and electronics. By installing PLL (phase lock loop) in the supersonic homogenizer, researchers no longer need complicated tuning works before processing, can record control and process status in processing, and can take stable processing results. In FY2011, the company exhibited at MEDICA, a German international medical device exhibition, utilizing Japanese government subsidy, and found that this technology was unprecedented even in Europe. In Europe, many cutting-edge medical researches and developments are ongoing. High function physical and chemical appliances are highly needed. Taking the situation as a chance to international sales development, the company aims at acquiring the CE mark, which is necessary for sales in Europe.

Under the suggestion of the local chamber of commerce, the company has accepted local industrial high school students as interns from 5 years ago. 1 in 3 new employees in next spring will be from the interns. It works on engineer age balance optimization and local employment revitalization. In 2006, the company has acquired ISO 9001, conducting human resource development based on quality management system.

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278-0015
URL: http://www.hinokogyo.co.jp
TEL +81-4-7125-5761
FAX +81-4-7125-6105
Established: 1967
Capital: 10m JPY
Employees: 23
CEO: Kazushige Hayakawa
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Suggesting natural lifestyle for individual, sharing perspectives with customers

Improving goods and service quality by taking in customer opinions and perspectives. Opens internal facilities to local community for coexistence.

**Differentiates itself by customer-oriented skin care goods production and sales**

The company manufactures and sells skin care products mainly made from oriental herbs. Though it is a mail-order business, it precisely reacts with customer demands. It suggests simple skin care not dependent on products and not disturbing skin potentials. It differentiates itself by an individually customized customer-oriented sales style, not only pursing rationality and productivity.

**Acquiring new customers and repeaters by adopting customer opinions**

The company’s philosophy is to jointly create lifestyle with customers. Though there is no customer operation manual, each staff reacts with customer situations and realizes heartfelt services. The company acquires new customers via recommendations from existing customers, not by existing mass advertising media.

**Employing various talents through flexible working systems and promoting coexistence with regional society**

The company can employ various talents through its flexible working styles and by promoting community activities. It builds close relations with local communities by opening its employee cafeteria Forest Cafeteria and its communication space Forest School.
Azuma Arare Honpo Co., Ltd.

Focusing on taste, production methods, ingredients, security and safety; heartfelt customer service

Produces and sells rice snacks. Products sold as gifts, souvenirs, and daily uses at direct shops and through wholesale to classy supermarkets in Tokyo.

Wins ward mayor award and consumer award

The company produces and sells rice snacks (arare and senbei). It sells the products for gifts, souvenirs, daily uses at 3 owned shops and 1 tenant shop, and through wholesale to classy supermarkets in Tokyo. Highly noted for its emphasis on taste, production methods, ingredients, security and safety, and heartfelt customer service, the company won the Ward Mayor Award and the Consumer Award at the Sumida-ku Store Competition in 2003.

Developed a product collaborating the taste of Sumida and traditional skills

The company is located in Kamezawa in Sumida-ku, where Katsushika Hokusai, a famous Ukiyoe painter of the Edo period, was born. The company concentrates on development of products related with Hokusai. It has developed Hokusai-age using three paintings from Hokusai’s Fugaku Sanjuu Rokkei for its three packages of salt, soy sauce, and Japanese curry flavors. The product was selected for the 2011 Sumida Modern Certified Products by the Sumida Brand Certification System of the ward government. The company developed a gift product, packaging the Hokusai-age by four types of original handkerchiefs with Hokusai-manga, and dyeing with indigo patterns of Kenji Fujisawa and Yukihiro Fujisawa, who are Intangible Cultural Property holders of Sumida-ku. The gift has gained great popularity as a collaboration product combining the taste of Sumida and traditional skills.

“Hokusai-dori Machi-zukuri no Kai”

The company contributed to the establishment of Hokusai-dori Machi-zukuri no Kai in 2005 with an aim such that the area’s inhabitants themselves can consider and act for community building and revitalization of Hokusai-dori, so that habitants become mutually engaged and love the area with pride. In 2006, the association was certified as a community building association by Sumida-ku. Since then, the association has worked on management of the Hokusai Festival and publishing of Machi-Zukuri News.
Enter the measurement appliance industry as a venture, and realizes manufacturing responding to customer demands

Aims to contribute to R&D of eco-friendly cars such as high fuel performance cars, showing consideration for social contribution through its products.

Newly entered into measurement appliance industry, said to have no opening for latecomers

The company is a venture with 9 years of history; it newly entered into the measurement appliance industry, which has been said to have no opening for latecomers. It develops, manufactures, and sells original brand measurement appliances, control devices, and sensors for researching and developing cars and engines. It has developed products customized to meet user demands, in addition to its specialty products.

Contributes to car and engine R&D by its two main products

The company contributes to car and engine R&D by its two main products. Biofuels, which are effective for CO2 reduction, have different ethanol-gasoline mixing ratios in each country, leading to enormous cost and labor for procurement of necessary kind of biofuels. Fuel blender can mix fuels with any ratio even in the experiment, enabling expeditious development. Crank position pulse multiplier produces pulses, equivalent to those from measurement sensors, from car parts sensors, without installing measurement sensors at engines. It realizes drastic experiment process reduction, contributing for real car measurement.

Makes use of various talents necessary for innovation

For innovation, various talents are necessary. The company both employs and outsources to such talents, seeking to realize perfect environments for them. It also works on promotion of flat organization structure and cross-unit projects. Employees welcome the company’s flexible time working system.
Developing future core businesses, while establishing its current position as the only one company

Realizes high-mix, small-lot production system in addition to mass production, with its strength in technical seeds accumulated through meeting customer demands.

High-quality, high-precision manufacturing using cutting-edge technology

Since its establishment in 1922, the company has been a specialized wire fabric maker, providing wireworks and punching panels. In addition to mass production products, it responds to diverse demands with high-mix, small-lot production methods for high-quality, high-precision manufacturing using cutting-edge technology. Notably, it has strength in technical seeds accumulated through actively responding to customer demands. It has originally developed products from private use wire fabrics for subcontracted production of industrial machine, car, and weak current product parts, as well as design punching panels, and electrostatic plastic separator realized by business-academia partnership.

Produces high-quality designs quickly using original large press machines

Perfor-Art Panel (trademark registered), based on the company’s original technology, can freely express image designs that conventional punching could not express. By developing a large press machine, it can produce punching metals with more varieties and higher quality at fast speed. It is highly cost-competitive. As a result of technology development, facility investment, and patent acquisition using all of the company’s resources in the 1990s, Perfor-Art Panel related construction material products have come to hold a 30% sales share in the company as its core business.

Actively developing future core businesses

The company actively develops future core businesses, while establishing its position as the only one company in wire fabric industry. For example, it develops original products such as electrostatic plastic separators through business-academia partnership, develops fabrics assembling different metal materials, establishing KANAORI brand for exploring new markets and future of wire fabrics, and is planning on overseas market expansion.
Expanding through planning and operation of exhibition shops; creating employment

Creating employment as business expands by operating shops in museums and exhibits, which original merchandises are also developed for.

<table>
<thead>
<tr>
<th><strong>Expands business by planning and operation of exhibition shops and original goods</strong></th>
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<tr>
<td>The company has expanded its business since establishment in 1987, through planning and operation of museum shops and exhibition event shops and planning and development of original goods. It is notable in planning and operating highly value-added museum shops, and in planning and providing characteristic original goods. Their business brings much more customers and repeaters for many museums and events.</td>
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<th><strong>From character planning to license application</strong></th>
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<td>In product making, the company focuses on original goods development of each exhibition facility. It can produce original characters and can plan and apply for commercialization as well as production of licensed goods. It produces characters with stories and creates new characters with new episodes every year. Tokyo Sky Tree Long Roll on sale at the Tokyo Sky Tree Official Shop has become popular after being introduced by TV and magazines.</td>
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<th><strong>Attracting people to public facilities. Creating employment via business expansion</strong></th>
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<tr>
<td>The company has increased employment of sales staff as it now operates new museum shops and event shops. It enhances the museums’ value and attracts customers into the museums using the museum shops and goods with local characteristics.</td>
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CareerMam Co., Ltd.

Creating employment for mothers building a network for homemakers

Conducts researches outsourced by client companies via homemaker membership network, creating mothers’ employment.

Outsourcing services using membership network of homemakers

Constructing the 100,000 member network of homemakers, the company now conducts customer-oriented marketing, secret store investigation, translation, and input projects. It supports employment and careers of mothers and women. It creates continuous works for over 3,000 female staff working at home every year, as it has designed and operates an innovative system for women to work while staying at home.

Contributes to customers’ product development via marketing surveys using homemaker’s opinions

The company has its origin in a nursing circle started by its representative. The circle held various events for providing workplace for mothers. As the activities expanded in Tama New Town, the circle turned into a company. It makes orders to the members residing all over Japan regarding marketing surveys and interviews, and the members conduct the tasks using the work-at-home program developed by the company. Customer satisfaction survey says that more than 90% of them are very satisfied or satisfied with the company. Sales have been increasing 120% on average during these 3 years.

Creating employment for mothers with work-at-home model

The company promotes women to work and creates new employment by activating mothers via its work-at-home model. It creates new markets through new products and services of clients coming into reality with homemakers’ opinions.
Fishmeal Industry Co., Ltd.

Leading the economy of Ishinomaki through partnership with local fishery related companies

Leading company in fishmeal feed manufacturing with four factories in Japan.

The largest company in making fishmeal as feed

The company was established for integrated production of fishmeal for feed from fresh fish and seafood processing remnants at Sanriku seashore. It has 4 factories including the Ishinomaki factory. It is the largest maker of fishmeal for feed. The Ishinomaki area, where the company owns a factory, is famous for a largest fish landing area in Japan. Before the earthquake, about 200 species of fish landed at the port every year. The landing quay is 1,200 meter long, the longest in Asia. The company has partnered with local fishery related companies, leading the economy at Ishinomaki. The company is a group company of ZEN-NOH (National Federation of Agricultural Cooperative Associations). The product sales channels are nationwide, including ZEN-NOH.

Maintained employment of local staff even after the earthquake

Just after the earthquake, the company once considered closing the Ishinomaki factory and concentrating on the remaining 3 factories. However, it decided that reopening the factory is indispensable for disaster area rehabilitation, and continued to employ the local staff. When it rebuilt the damaged factory, the company made a contract with a local construction company instead of outsourcing to a large company.

Contributing to local economy and employment

In 2013, the company rebuilt the factory and restarted operation, maintaining employment of 14 staff. As the factory restarted operation, the local fish market restarted auctions at the temporarily-built market. The company is expected to continue its contribution to the local economy, by accepting seafood processing remnants from local seafood processing companies.
KIYO Learning Co., Ltd.

Explored a new market with *manabiz.jp*, qualification courses for businessmen

Explored a new market by developing online audio/video courses and by commercializing *manabiz.jp* for business people who wants licenses. Improving services through organizing a student community.

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**Developed manabiz.jp for businessmen who wants licenses**

The company developed *manabiz.jp* for business person who want licenses such as Certified Management Consultant, Real Estate Sales Person, and Financial Planner. Customers can play the audio/video courses and practice questions by smart phones, leading to efficient use of commuting time. It organizes student & alumni networks, seminars and forums, leading to higher motivation for acquiring licenses.

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**Improves services through organizing student community and gathering opinion**

The company provides service by delivering the sound data and texts to smart phones and PCs, while competitors use paper materials. This service reduces publishing costs. It recently started seminars using recorded videos. It organizes user networks by utilizing SNS such as Facebook and by holding students & alumni networking events. It improved its services by the collected customer opinions. Uploading voices of students & alumni has led to more service credibility and new customers.

---

**Maintaining employment adopting flexible hours and work-at-home systems**

The company provides flexible and worker-oriented working environment such as flexible-time working system, working at home, license acquisition support, and seminar & study support system. When the Great East Japan Earthquake occurred, it extended the contracted lesson period for free for disaster area customers and also accepted refunds.
Creating purpose for retiree via entrepreneurship supports, leading to new service creation

Creates seniors’ happiness via comprehensive entrepreneurship supports. Contributes to new service creation.

**Comprehensively supports seniors’ entrepreneurship**

As a seniors’ entrepreneurship support company, the company provides support services such as start-up consulting, rental-offices, entrepreneur networking events and seminars. It has supported about 5,000 seniors’ entrepreneurship through an one-stop service of soft services (start-up consulting, license acquisition, fund raise, networking, etc.) and hard services (providing convenient and reasonable rental offices, etc.).

**Supports senior start-ups, operation, and networking**

It has many successful cases and makes advices so that entrepreneurship can become happy second life for seniors in 50s and 60s. Their rental offices Entre-Salon is located in convenient places such as Ginza, Tokyo Station neighborhood, and Yokohama, and the offices make practical legal and accounting advices. As a result, it differentiates itself from competitors, leading to over 950 senior entrepreneurs as users. It has monthly held 100-member senior entrepreneur networking events for over 60 times.

**New service based on experience of retiree**

Many seniors do not know what to do for making use of past careers. The company supports lifetime engagement with the society while making use of past experience, without overworking. Its services lead to new service creation based on senior people’s experiences.
Classico, Inc.

Designs in-house, outsources manufacturing to domestic sewing plants, and sells through company website

Started in the traditional white-coat industry where many large competitors exist. Expanded the business steadily by grasping the demands of doctors seeking fashionable white coats.

Plans, manufactures, and sells fashionable white coats

The company plans, manufactures, and sells white medical coats. One board member of the company acts as the designer, and the company sells the products through its website. The white coats utilize tailor skills for tailoring suits and have characteristic beautiful silhouettes. One year after the establishment, it opened an English website for international sales. In 2012 it opened branch offices in the U.S. and Taiwan. It started in the traditional white coat industry where many large competitors exist, but it has grasped doctors’ demand for fashionable white coats, which competitors did not care for, leading to its steady business expansion.

Sells high end products using tailor skills

White coats were about 3,000 JPY per unit and thought to be relatively cheap working clothes. The company considers white coats as business clothes such as suits, and sells them as sophisticated goods, selecting materials and using tailor skills. Typical coat is about 20,000 JPY. It has grasped doctors’ demand for fashionable white coats, which competitors did not care for. One board member of the company, who is also a starting member, acts as the company designer. TV dramas often adopted the white coats as costumes and thus added to the company’s popularity. Though it was newly established in 2008, it has already expanded the business to 3,000 unit sales a month.

Outsources manufacturing to domestic sewing plants since establishment

The company adopts a fabless system, a system outsourcing manufacturing to other sewing plants. Though it partially outsources manufacturing to overseas sewing plants given overseas-branch launchings and securing supplies, the company has outsourced to domestic sewing plants since its establishment, creating jobs for the domestic sewing industry that is under severe business depression.

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URL: http://www.clasic.jp/
TEL +81-3-6427-4767
FAX +81-3-6427-4768
Established: 2008
Capital: 10m JPY
Employees: 11
CEO: Arata Ohwa
Keihin Kosyosho Co., Ltd.

Directly supplies makers, and aims at excellent manufacturing through development, manufacturing, and sales unity

Always pursuing the limitless potentials in cutting, grinding and polishing. Has built systems allowing development, manufacturing, and sales partnerships and high-precision, high-efficiency production.

First in Japan to succeed in making sandstone with an axis. Manufactures and directly sells grinding sandstone and diamond tools

The company manufactures grinding sandstones and diamond tools based on long accumulated technology after its success in manufacturing sandstone with an axis for the first time in Japan, always aiming at the best quality, directly selling all growing companies such as car makers. In order to provide excellent products to customers, it establishes the systems for development, manufacturing, sales partnerships and high-precision, high-efficiency production, and is developing technology for the world best level manufacturing. It actively seeks to expand its business to various industries and to overseas markets.

World’s top-level technology, focusing on micro fabrication by diamond tools

The products are sold under Keihin Toishi and Keihin Diamond brands. Recently, the company has worked on micro fabrication by diamond tools. It realizes less fiber damage and higher electric transmission rates in developing optical fiber cutting diamond blades, and it has 80% share in the industry. Recently it has succeeded in developing a super micro general diamond bite with blade top shapes for any curves. Micro uneven shaped film is indispensable for energy saving display light source. The company’s super precision bites with 150nm precision of micro uneven shape are in the world best technology level.

Secure and develop human resources for production, and prepare for global sales channel development

The factory has increased staff, especially the younger generation, to improve existing products, increase new product developments, and to transfer skills. It has secured human resources for fortifying development sections, especially precision processing sections. The sales section has increased sales and administrative staff who can speak foreign languages, training them through participation in overseas exhibitions.
Energizes the local community by coordinating meeting of makers and consumers

Introduces and sells local specialty goods in Tokyo market, coordinating makers and consumers, energizing local areas, and internationally expanding Japanese goods.

Introduces local-specialty goods to consumers, thereby energizing the local community

At Nippon Department Store, the company not only sells local specialty goods but also directly explores attractive goods throughout Japan. It plays a role of coordinating goods makers with consumers with regards to previously not well-known goods by focusing on unknown but attractive local specialty goods. As a result, the company has energized the local community by augmenting goods maker income and by helping consumers understand about the goods makers’ passions and the local community.

Providing a place where consumers and makers could meet. Aims for overseas expansion

The company aims at producing places where small goods producers can meet consumers in Tokyo, and vice versa. It tries to transmit backgrounds behind goods-making and makers’ profiles through shops and media. It actively deals with small lot craftworks and handmade foods, attracting many overseas visitors. It is now conducting researches for expansion to Singapore, Taiwan and Beijing.

Promotes Made-in-Japan goods in the center of Tokyo

It has enhanced recognition of Made-in-Japan products among the young people in central Tokyo and has greatly reached out to them. Its shop in Akihabara, a town attracting many foreign visitors, has been promoting Japanese products, especially food. It actively hires young people as full-time employees (over 10 people for this FY).
Cybernoids Co., Ltd.

Expands the business through unique 3-D expression technology for 2-D data

Explores contents industry through 3-D expression technology by 2-D data.
Expanding the business with its unique technology, contributing to industry development.

Developed unique technology to express 2-D pictures 3-dimensionally

Since its establishment, the company has increased its sales through licensing of and production by Live 2D, unique graphic technology to express 2-dimension pictures 3-dimensionally. Though 3-D data is overwhelming in the contents industry, there are demands for modifying 2-D contents such as animations into 3-D. That is why the company developed Live 2D, exploring new markets such as movie and game making.

Realizes 3-D expression with original 2-D tastes of animations by unique technology

The technology can smoothly move the character, even animation characters that are difficult to modify into 3D. It adds high value to various goods and services such as movie production, game, and websites. Because Live 2D can smoothly move on smart-phones due to its light file size, over 100 titles of smart phone game animation adopt the technology. Because Live 2D is unique technology, it is internationally competitive.

Contributes to 2D expression development, which is Japan’s strength

The company now widely opens usage of its software to individuals, students, and educational institutions, contributing to development of user-generated contents (UGC) and 2D expression.
Started by-the-hour bicycle parking business, reducing illegally-parked bicycles by utilizing IT

Developed IT system for bicycle & car parking management. Reduced illegally-parked bicycles by expanding operations with efficient management.

**By-the-hour bicycle parking business, reducing illegally-parked bicycles**

The company is a bicycle and car parking operator. In 1998, it started the by-the-hour bicycle parking business as *Cycle 24h*, and its current capacity has 28,000 bicycle lots. It expanded the business by under new schemes, such as bicycle-parking construction with construction assistance fund (authorized as a *business innovation project* by the government). In 1998, jointly with a bicycle parking machine maker, it developed *Individual Lock By-the-hour Bicycle Parking System*, the first-ever of its kind in Japan. The system provides 2-hour free service, reducing illegally-parked bicycles in the area.

**Enhanced facility management efficiency by IT-based system**

Bicycle parking lots are connected with call centers and the company via the internet. The company can react with customers by remote controlled devices, grasp facility operation data (used hours, utilization rates, sales, etc.), and monitor by web cameras. Interlocked with Google Map, the system can pick up facility specific business data and camera data from the map, thus drastically enhancing work efficiency. The company was selected as an *IT management practice company of 2012*, due to high evaluation of highly systemized and efficient bicycle and car parking management utilizing IT.

**Collaborates with local government to reduce illegally-parked bicycles and creates employment**

Comprehensive bicycle-problem operation (prevention and removal of illegally-parked bicycles and parking management as one package), conducted in collaboration with local governments, clearly decreased illegally-parked bicycles, improving street sights and employment. The company is solely outsourced by Tokyo Sky Tree Bicycle Parking, which opened in 2012. In October 2013, the Governor of the Tokyo Metropolitan Government awarded a letter of appreciation to the company for reducing illegally-parked bicycles through its 2-hour free parking service.
Acquired support of young fan for “Real Escape Game” via collaboration with various media

Acquired young fans by planning and operating the “Real Escape Game”. Enhanced public recognition through collaboration with various media.

Expanded the business through planning and operation of “Real Escape Game”

The company plans and operates Real Escape Game, participation-style events where players need to exit certain locations by means of mutual cooperation within set time limits. The company provides new entertainment contents using collaboration with animations and games. While defining the business core as Real Escape Game, it actively expanded into various media, e.g., REGAME (Real Escape Game online), Real Escape Game TV, and Nazo-to-kinema (Puzzle Solving Cinema), acquiring overwhelming popularity among youths of both sexes.

Enhanced public recognition by collaborating with various media

Involving perspectives and stories of animations and movies in an escape game, the company realizes collaboration with famous animations and movies in terms of acting as a new type of promoter for animations and movies. For sustainable business, it has established a permanent location for the games. It enhances public recognition by collaboration with TV and movies, cross-industry partnership, and new service provisions.

Contributing to the industry with employment creation and media alliance methods

The company was publishing free papers as its core business when it was established. Through business expansion into Real Escape Game events, it has created many employment. It has largely influenced the entertainment industry by suggesting new styles of entertainment contents, which collaborate with various multimedia such as the internet and TV.
SEIKO CORPORATION

Revitalized the area with local Sumida brand “IKIJI”

Realizes high-quality, high-mix, small-lot, and short-lead-time responses by synergizing its advanced production technology and production management systems.

Realizes high-quality, high-mix, low-volume, and short-lead-time responses

The company is a manufacturer of polo shirt and cut & sewn. Synergizing its long accumulated advanced production technology and production management systems, it realizes high-quality, high-mix, small-lot, and short-lead-time responses. It establishes stable business bases by building a strong relationship with apparel companies. In 2011, four apparel makers in Sumida-ku, including the company, launched a Sumida local brand IKIJI. The company is working on local revitalization through original brand development by company alliance, combining local industry and local brand.

Local brand conceptualizing Edo/Tokyo downtown culture

Four apparel makers in Sumida-ku, including the company, partnered to launch IKIJI, a Sumida local brand. The brand conceptualized Japanese culture modernization, with style of Edo, spirit of craftsmen as its theme. It aims at appealing Sumida as a manufacturing town through high quality products. The company actively works on IKIJI recognition enhancement as the center player of brand development.

Works on local industry development, local economy revitalization, and employment expansion

The company provides high quality apparel products by OEM production for large brand. It appeals Sumida as a manufacturing town through local brand development, contributing to local industry development and area’s economic revitalization. It has introduced advanced production management system in domestic sewing factories, providing internationally competitive high-quality, short-lead-time product supply systems. It works on domestic employment expansion.
Social-Design Institute Co., Ltd.

Revitalizes local area by operating Taito Designers’ village and Mono Machi

Accumulates creative talents to the area by the fashion related entrepreneurship support facility in Taito-ku. Created a new local industrial community through Mono Machi, now noted as a local revitalization method.

Operating Taito Designers’ Village

Mr. Suzuki, the president of the company, is a professional marketer coming from a large textile maker and provides consulting for fashion and manufacturing companies. Since 2004, the company operates Taito Designers’ Village, a fashion-related incubation facility, which Taito-ku launched in a former elementary school. The company is highly trusted as an entrepreneurship supporter of fashion creators and as a coordinator company for local manufacturing companies.

“Visualize” manufacturing sites through open factory

The company plans and operates Mono Machi in collaboration with local manufacturing companies. At present the project involves about 300 companies, shops, and 100 creators. Attracting 110,000 visitors, the project has brought over 100 million JPY worth of economic effect, creating a new local community. The open factory of Mono Machi, that allows people to visualize the whole area with manufacturing sites as places for experience, interaction, sales, has stimulated other manufacturing areas, and is now noted as a new endeavor for local revitalization.

Accumulates and supports creative talents

The fashion-related incubation facility Taito Designers’ Village has supported over 50 creator start-ups, and 23 of them open laboratories and shops in Taito-ku. The facility contributes to local employment creation and new business development with manufacturing companies. Through holding Mono Machi targeting general visitors, the company has enhanced local reputation and recognition, leading to accumulation of further creative shops and companies in the area.
Tatsumori Ltd.

Responds to semiconductor demands for higher function and integration as a large filler maker

Expands its business worldwide with an ingredient supplier (Sri Lanka), a processing factory (Malaysia), and sales offices (China, etc.)

Specializes in making silica, an ingredient for semiconductor sealing material

The company is a specialized maker for silica, an ingredient for semiconductor seal material (protection material of elements). The company responds to semiconductor demands for high integration and high function, and covers all fillers used in electronic devices and semiconductors as a large company in the industry. It expands the business worldwide with an ingredient supplier (Sri Lanka), a processing factory (Malaysia), sales offices (China, etc.).

First in Japan to develop diverse non-organic fillers with high purity

The company is the pioneer as a filler ingredient manufacturer. Partnering with large domestic semiconductor seal material makers, the company realized sphere shapes for activating silica’s original characteristics such as low thermal expansion, electrical insulation, and low moisture absorption, and developed high purity and various non-organic fillers first in Japan as a semiconductor seal material specialized maker. It has been certified as business innovation plans for 3 times, and it has high reputation in technical development. It has world top class lineup as a filler maker for semiconductor and electronic appliance industry.

Utilizes new domestic production potentials created by overseas production increase

In the business innovation plan certified in 2013, the company’s subsidiary in Malaysia will invest in facilities for overtaking parts of processes done in Kooriyama in Japan, and the company will invest for new development in the city using the newly created production potential; employment creation is imminent. In November 2013, it launched a new factory in Gifu prefecture, and the factory will start production in May 2014.
DoCLASSE Co., Ltd.

Exploring the clothes market for middle aged women

Explored the fashion market for middle aged women with staffs of the same generation, acquiring customer reliance through products, catalogues and services.

Increased customers with fashion brands for middle aged women

The company is an apparel mail order sales company with *Energizing 40s and 50s in Japan* philosophy. Nationwide 1.1 million catalogue members support the company for the trendy designs with high quality materials, bright colors, and elaboration for showing figures middle aged people beautifully. It operates from product planning to manufacturing, sales and distribution, and it has high quality customer services.

Acquired customer reliance using staffs of the same generation

Most of the staff consists of people in their 40s and 50s, same generation as customers. This fact leads to products attracting sympathetic customers. Many customers support the convenience *reasonable price and washable at home* and the high design sense of *trendy, clean, and pretty*. Call centers equipped with product samples respond to customer inquiries with much care. It provides services almost equivalent to those of face-to-face retail, such as accepting refund requests and making exchanges.

Explored the market with product strategy from female owner’s perspectives

Though the company has only a 7-year history, it has increased customers by marketing and product planning with the female owner’s perspectives. The company may become a role model for female entrepreneurs as a company with female entrepreneurship promotion and diversity management.
Total Solution Co., Ltd.

Providing consistent service to chain stores nationwide by networking electric works

Provides consistent maintenance services by networking electric working operators all over Japan, matching with short-term low-cost demands from chain stores.

Networks local electric working operators, matching chain store demands

The company is a comprehensive electric maintenance company with a nationwide working operator network. Networking nationwide 1400 electric working operators, it operates short-term and low-cost electric facility maintenance business for shops such as chain stores. It established a win-win service by coordinating demands from shops and electric working operators, leading to business expansion.

Provides consistent nationwide services, establishing call centers

The network and targeting at small maintenance workings enables continuous business flow from chain stores and further short-term, low-cost service. To realize this, electric engineers stay at call centers, so that they can grasp the problem and that they can reduce the time and the cost. The company provides these services with the same price nationwide, 24 hours a day, and 365 days a year.

Promotes local employment and human resource development, raising local contributors

The company hires locally, 4-5 people a year. It actively conducts human resource development, so that the new employees can professionally react with electric working problems. Some ex-employees had started their own business making use of the acquired knowledge at the company, enhancing and revitalizing local industries.
Nagashima Medical Instruments Co., Ltd.

Covers enormous lineup of medical devices for otorhinolaryngology as the top company in Japan

Plays an essential role for commercialization in new medical device development projects in partnership with medical university and SME manufacturers.

One of the few companies in the world with a vast lineup of medical devices for otorhinolaryngology

The company started as the first domestic medical device maker specializing at otorhinolaryngology in 1910. It has the top domestic market share in otorhinolaryngology, and one of the few companies in the world that covers enormous medical device lineups for otorhinolaryngology. Recently, utilizing the accumulated know-hows, the company participates in new medical device development projects in alliance with medical university and SME manufacturers, playing a center role for commercialization.

Developed new medical devices with local manufacturers and medical university

Endoscopic surgical navigation system for otorhinolaryngology, which the company played a center role for commercialization, was jointly developed with local manufacturers and medical university, for solving medical sites problems. For safe and secure operations, endoscope needs a function to follow patient movements, but existing products cannot precisely follow patient movements. Otorhinolaryngology operations always bear risks because the brain and eyeballs are very close. With the commercialization of this device, doctors can safely and securely conduct operations by grasping pin top location in operations. The company realizes less expensive price sales compared with existing operation navigation systems.

Constantly employing new graduates, and attentive to building a comfortable working environment

The company employs new graduates every year, regardless of economy fluctuations. In FY 2013, it opened a sales office at Nagoya, creating new employment. It works on convenient working environment building, and is certified as a work-life balance promoter company by Bunkyo-ku government.
Japan Laser Corporation

Meeting customer demands as a trading company specialized in laser with its own engineering department

Became independent from the parent company by MEBO as Japan’s first trading company specialized in laser, meeting various customer demands.

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URL: http://www.japanlaser.co.jp/
TEL +81-3-5285-0861
FAX +81-3-5285-0860
Established: 1968
Capital: 30m JPY
Employees: 57
President & CEO: Nobuyuki Kondo

Becoming independent by MEBO, as Japan’s first trading company specialized in laser

The company is a laser-specialized trading company, importing cutting-edge laser appliances for domestic sales. In 2007, it made Management and Employee Buyout (MEBO) to become independent from the parent company. Because MEBO made not only board members but also all employees be shareholders, all employees share mind to make a better company. It has made profits for 20 years, saying that it never makes deficit whatever the business environment is.

Accumulates technical knowledge to match customer needs in detail

The company imports and sells laser related appliances from cutting-edge research use ones to industrial use ones, from manufacturers all over the world. It has a technology section for matching various customer demands. It has expanded the business notwithstanding the depression by detailed laser appliance customization and technical after support matched with customer requests, including the cases once rejected by larger manufacturers. 75% of its employees have engineering background and the company has been developing original products.

Improves working environment and maintains employment

The company defines its raison-d’etre as to employ people and its philosophy as no lay-off from the company’s side. It has been improving its working rules every year, such as introducing short-time working and working at home. It allocates 2 staffs for each customer, so that women can take nursing holidays easily. Also it has worked on diversity management by employing non-Japanese and elderly people.
Introducing highly competent single mothers and women leaders and contribute to company’s growth

Specializes in introducing highly competent women to companies and contribute to the growth of many companies. Companies have high expectation of exploring new markets and growing their business by utilizing women power.

Harmony Residence is a recruiting firm that specializes in introducing highly competent women for full-time employees and women managers. Companies are eager to hire highly motivated women so that they could expand their business and the firm provides such services by thoroughly meeting with companies demand. With over 1700 registered candidates, the firm has successfully introduced women to more than 120 companies and 90% of the companies that hired women request for repeated job orders to the firm.

Many companies are struggling to find ways to empower and train their female staff. The Club holds regular meetings and have goals ① to empower women and keep up the high motivation ② to improve networking skills ③ to broaden their views globally.

When there are role-models within the company, employees’ motivation is high, drop-out rates is low and business grows fast. The firm provides strategic consultation to companies as to what type of women should they hire as role-models and how to boost up the motivation of the entire women workforce.
HAGAKURE YOU-SHIN Co., Ltd.

Develops CSV management with food service as its core business, to match with social demands

Promotes CSV (Creating Shared Value) management with socially contributive businesses, expands to various business area deeply related with life.

Develops various business area deeply related with life, with food service as its core

The company started from bento delivery. It has expanded its business through providing meals to schools, nurseries, medical institutions, elderly facilities, and employee cafeteria operation. Its philosophy is heartful cooking and service for precious people. While defining the core business as food service, it has expanded its business to nursing support, care service, hotel and restaurant, deeply related with community and personal life.

Builds continuous business models matching with social demands

In 2005, the company won the Ministry of Agriculture, Forestry and Fishery Award for its food service business. It won high customer satisfaction by providing secure and safe services to customers and communities, and by grasping and analyzing customer demands, while business environment varies by customer demand diversification and by aging society. It has expanded its business through building business models creating values to both society and business, and through precisely reacting to social problems by grasping and analyzing social demands.

Maintains many employees, energizing local communities

The whole group employs over 3100 staffs (including part-timers). It is going to open new nursery schools continuously, and new employment is going to be created. Also it energizes local community by promoting sports such as holding soccer seminars for elementary school pupils.
BLD Inc.

Renovates existing facilities into wedding ceremony halls, maintaining local employment

Operates wedding ceremony halls by renovating existing facilities, differentiates itself through construction cost reduction, and contributes to local resource recycling and employment.

Operates wedding ceremony halls renovated from existing facilities, recycling local resources

The company operates four wedding ceremony halls at Kashiwa, Fukuoka, and Kumamoto. All facilities are renovated from business hotels and third-sector facilities with poor results. The company has strength in turnaround management adding values. Through renovation into wedding halls, it secures local employment and energizes local economy by newly inviting related industries.

Differentiates itself by facility information with wide networks and construction cost reduction

The company has a wide range network in bridal related companies and real estate companies, and collects and utilizes facility information. Target facility includes not only hotels but also commercial facilities and college campuses. The company can present wedding hall with original style utilizing each location and characteristics. By utilizing existing building and reducing construction costs, it can upgrade furniture such as stained glasses, leading to differentiation to competitors.

Accepts employees of former facilities, contributing to local employment

In all facilities, employees of former facilities are reemployed. These facilities have enhanced hospitality and presentation skills through staff training system of the company, bringing much larger sales as a result. The facilities are new clients for local bridal related companies, meaning virtuous cycle in the area.
Contributes to development of pharmaceutical industry through smart and comprehensive consulting about cutting-edge medical product development

Contributes to early realization of innovation and for progression of medical industries, through consulting about cutting-edge medical technology.

Strategic partner in advanced medical technologies with proven track records

The company provides services to support technical development strategy planning in medical industry, targeting at cutting-edge medical technology development by pharmaceutical companies and universities. It is a professional group that provides professional knowledge service for quickly commercializing promising technology seeds in Japan. It is highly expected for a new service model.

Saves development lead time through consulting about novel drugs and medical devices

It provides services to smoothly negotiate with regulators and to drastically shorten lead-time to clinical trial, through consulting covering from development strategy planning to clinical development phase by experienced professionals for medical & pharmaceutical goods and appliances development. Recently other industries such as precision machinery makers and chemical makers actively enter into medical industry. The company provides services from large companies to ventures.

Contributes to medical development through supporting clinical studies proactively and efficiently

Conducting clinical trial is not easy in cutting-edge medical technology development with little past experience and know-hows. The company seamlessly supports from consulting to clinical trial outsourcing about clinical tests for clients using its abundant knowledge and experience. It supports medical technology innovations, leading to contribution in social health, medicine, and welfare.
Bespack Co., Ltd.

Entered into a new business with advanced technology. Contributed to earthquake disaster rehabilitation by building a new factory

Made the entire factory with clean rooms. Acquires high technical evaluation in food package case manufacturing, also entering into medical industry. Built a new factory to continue employment of staffs in disaster with best effort.

Address: Maruki Bldg. 6F, 1-13-7 Nishi-Gotanda, Shinagawa-ku, Tokyo 141-0031
URL: http://www.bespack.co.jp
TEL +81-3-3490-2961

Established: 1966
Capital: 65m JPY
Employees: 250
President & CEO: Tatsuo Miyazawa

Acquires high technical evaluation in food package case manufacturing, entering into medical industry

The company broadly operates food package plastic case manufacturing. The entire factory consists of aseptic rooms, aiming at thorough quality management. It is highly noted for its technology. Recently it entered into the medical industry. It manufactures medical transfusion packages. The company has 3 domestic production sites (2 in Kariwa-gun and Nagaoka, Niigata, and 1 in Futaba-gun, Fukushima), contributing to local employment.

Built a new factory to recover from the earthquake

The factory in Fukushima was damaged by the Great East Japan Earthquake, and the region became part of the nuclear warning area. The company had to stop the operation and moved the production lines to two factories in Niigata. However it was difficult to maintain the production level before the earthquake, and the company built a new factory in an industrial park at Kasama, Ibaraki. Making use of the merits of Kasama, good traffic accesses to expressways and trains, the company sees the new factory as Kanto factory and operates the factory to manufacture products for clients in Kanto area, Nagano, and Miyagi.

Contributes to local employment and economic revitalization

The company made efforts for employment after the disaster; it built a new factory to continue employment. It has contributed to local economic revitalization by creating commercial deals with local companies nearby the new factory.
Maxim Co., Ltd.

Develops products with bottom-up methods, winning high evaluation in the fashion socks industry

Keeping up with trends through product development methods with bottom-up decision making, maintaining employee motivation.

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**Plans and develops fashion socks targeting young women**

The company has planned and developed fashionable and highly-moisture, highly-thermal socks, tights, and stockings targeting young women (mainly from 10s to early 30s) and has been making wholesales to apparel shops and special shops. Domestic fashion socks industry highly regards the company’s products made with high-level development skills.

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**Accelerates product development by focusing on bottom-up decision making**

The company emphasizes autonomy of managers and designers, and their judgments decide all development and sales. The system has brought unprecedented speedy product development directly reflecting young designers’ senses. The company realizes high value-added product development for young women, which is the main target. Designers also act as sales staffs and frequently communicate with special shops, so that they can prevent stock out beforehand and directly collect information about competitor best-sellers and popular trends.

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**Focuses on full-time employment and maintains employee motivation**

The company has a higher employee retention rate when compared with those of competitors. Many employees have worked for over 10 years, and 60-70% of the employees are female. The company hires all product monitoring and shipping staff as full-time employees, and recruits new graduates every several years. Due to the culture of maximizing employee autonomy, employee motivation and satisfaction is always high.
Developed *Muki Wa-guri* using strictly selected Japanese chestnuts, enhancing its brand value

Provides product made from chestnuts harvested by farmers in Ibaraki prefecture. Developed *Muki Wa-guri* from strictly selected Tanzawa and Tsukuba chestnuts.

**Produces Chinese tea, Chinese food materials, and dried fruits in addition to sweet roasted chestnut**

The company was established in December 1965 as a company for food import, manufacturing, and sales. Since then, utilizing the personal networks of the chairman in Greater China, the company has imported Chinese food materials and has expanded the business in domestic distribution. At present it deals with Chinese tea, Chinese food materials, and dry fruits in addition to sweet roasted chestnut, its main product, importing products from all over the world including the U.S., Turkey, France, and Thailand. Aside from imported goods, it allies with farmers in Ibaraki prefecture and provides products made from the cultivated chestnuts.

**Acquired organic JAS in sweet roasted chestnuts for the first time in Japan and developed “Muki Wa-guri”**

With the company philosophy of contributing to customers by providing safe, secure, and eco-friendly food, the company has worked on using organic agricultural products, and has acquired organic JAS in *Tenshin Amaguri* (sweet roasted chestnuts) for the first time in Japan. Many of chestnuts used by the company are from Hebei province in Chiba, but the company does its best to promote Japanese chestnuts. It has partnered with farmers in Ibaraki prefecture and developed *Muki Wa-guri* using Tanzawa chestnuts and Tsukuba chestnuts of Ibaraki prefecture. Because Japanese chestnuts have less sugar contents than those in Tianjin chestnuts, they are generally used for candied chestnuts and rice cooked with chestnuts, and not used for sweet roasted chestnuts. The company developed *Muki Wa-guri* using strictly selected Tanzawa chestnuts and Tsukuba chestnuts in Ibaraki prefecture, and the product is retort-packaged and is able to be preserved for a long time.

**New usage for Japanese chestnuts, contributing to brand value enhancement of local specialty products**

The company invented a manufacturing method to remain astringent skin by thinning it ultimately, so that the product can protect chestnut flavor and taste. It developed a new usage for Japanese chestnuts, contributing to brand value enhancement of local specialty products. It utilizes Tanzawa chestnuts and Tsukuba chestnuts in Ibaraki prefecture, contributing to local agricultural employment.
Aims at worldwide permeation of Japanese tea’s tastefulness by introducing Japanese culture

Transmits Japanese culture and taste of Japanese tea, the company’s products, by holding tea ceremonies and events introducing traditional craftworks.

Opened a Japanese tea special shop in Paris, expanding overseas sales channels

The company has produced and sold laver since its establishment in 1854. From 40 years ago, it has sold Japanese green tea. Recently it opened a Japanese-tea special shop in Paris, France, expanding its overseas sales channel. Using its product procurement and production know-hows accumulated over a long period of time, it has a medium-term aim for worldwide product permeation by introducing Japanese culture.

Emphasizes domestic and international market penetration via culture

The company distributes Japanese culture and goodness of Japanese tea, products of the company, by holding tea ceremony events and events to introduce traditional craftworks. It emphasizes domestic and international market penetration through culture. After exhibiting at Paris International Food Exhibition SIAL in 2006, it has started international expansion. In 2008, it opened a Japanese tea special shop in Paris in France, directly selling to consumers and wholesaling to classy restaurants and hotels. Highly noted for its products and business model, Japanese tea menus are adopted by many 3 star restaurants and 5 star hotels.

Continuously creates new employment by opening Japanese tea shops such as in Kabuki-za

The company works on business expansion, e.g., opening of a Japanese tea special shop in Kabuki-za in 2013, and has been creating new employment. It transmits Japanese culture by locally holding tea ceremony events and selling traditional craftworks using factory space at Tsukuba.
A driving school with innovative services, actively participating in local activities

Enhances customer satisfaction with various and innovative services, maintaining positive results, while actively participating in local activities.

Maintains good business results with innovative services

The company has operated a driving school for half century. With the philosophy that driving school is not education but service, it has provided high value-added high price school services, leading to nationwide ranked number of students while population decreases and people quit driving. It works on innovative organization building and human resource development, and wins customer support by providing various services. It actively contributes to local society such as open events and cleaning activities.

Enhancing customer satisfaction by providing various extra services

Standing with a viewpoint of instructors and customers instead of teachers and students, the company strives for quality improvement through pick-up service at start and customer questionnaires. Also it provides extra services such as nail care, massage, nursery, and rent-a-car after graduation. Thanks to such services with high customer satisfaction, it has made good business results even though the price range is higher than its competitors. It acts as an open school to the area by holding fireworks and rice-cake pounding events on campus.

Amending working environment toward employee satisfaction. Participates in local activities

It actively employs female instructors. Employee satisfactions (ES) is defined as the most important management factor under the philosophy of co-respect and co-prosper. It works on building a better working environment by improving training and welfare, employee communication through 10-minute daily morning meetings, and by consensus making. The company belongs to an organization for local revitalization, and the chairperson of the company also acts as the chairperson of the organization’s board committee.
Murakoshi MFG. Corp.

Provides products with overwhelming shares in brake parts requiring super precision processing technology

Both automobile parts and furniture/housing operations are indispensable for Japanese automobile, housing, and furniture industries.

Indispensable for Japanese automobile, housing, and furniture industries

The company was established in 1918 and has a history of one century. It consists of two business sections, automobile parts manufacturing and furniture/house metal parts manufacturing. In automobile parts, its breeder screws have over 50% domestic market share. In house metal parts, hinges and door function metal parts are widely used for furniture. Each section becomes indispensable for the industries of each.

High domestic shares in automobile parts and house/furniture metal parts manufacturing

The automobile parts manufacturing section mainly makes security parts for automobile safety such as breeder screws and brake pistons. Given the requirement of super-precision processing technology for breeder screws for brakes, the company has over 50% in domestic market share. Though it is a 2nd tier company, it is highly trusted by large automobile makers. The house metal parts section started with making wood joints such as insert nuts. The main products, door function metal parts for houses and furniture use, have high domestic shares. Especially, earthquake-proof latches series have over 50% in market share thanks to new product marketization after the Great East Japan Earthquake.

Contributing to restoration and rehabilitation of East Japan Earthquake stricken areas

The main factories are located in Iwaki in Fukushima prefecture, the region devastated by the Great East Japan Earthquake, and in Fuefuki in Yamanashi prefecture. Factories (5 sites) in Iwaki were damaged by fire, machine collapses, and factory ruptures, but were restored very quickly, thus contributing to disaster area restoration and rehabilitation by creating new employment. Since then the company has actively invested in facility development, contributing to local employment. It opened a solar power plant (mega solar) in February 2014, exploring reusable energy potentials, reducing manufacturing cost through electricity cost reduction, and aiming at global competitiveness enhancement.
Yasuhisa-Koki Bio Mechanics Co., Ltd.

Continues to develop unprecedented product prototypes and trial products

Utilizing its trial product development skills, partner universities, and networks with over 50 companies, mainly in Ota-ku, to develop various unprecedented products.

Continues to develop unprecedented product prototypes and trial products

The company has been manufacturing unprecedented product prototypes and trial product since its establishment in 1969. Just after establishment, it joined artificial heart development projects by Waseda University and Tokyo Women’s Medical College. Since then, it has been involved with various medical, precision, and general industrial device trial production developments such as artificial hearts.

Works on cutting-edge medical device developments as a manufacturer, making use of professional knowledge

Mr. Tanaka, the president of the company, has working experience at the artificial organ department of the National Cerebral and Cardiovascular Center Research Institute, and has a doctor’s degree in engineering for his thesis on medicine-industry partnership. Making use of his professional knowledge, the company has been working on cutting-edge medical device developments as a manufacturer. It has developed products by utilizing its trial product development skills, partner universities, and company networks with over 50 companies of mainly Ota-ku. So far, it has developed unprecedented products such as artificial hearts, touch pens for the visually impaired, and Patacones (foldable color cones).

Contributes to manufacturing industry promotion

The company actively helps with factory visits, job experiencing, and job trainings sessions of local elementary and junior high schools students, and lectures in the schools. It helps out with student internships from high schools and universities, and provides a workplace for a university club activity (machine processing). It hopes that one day some of the visiting students will become employees of the factories.
Yanagisawa Wind Instruments Co., Ltd.

Promoting apprenticeship and transferring skills to younger generations

Continues to make saxophones beloved by top class players and highly evaluated worldwide via traditional methods with nearly 100 professionals.

One of the world’s top three saxophone makers

The company is a special maker of wind instruments (saxophones). Along with Selmer and Yamaha, the company is one of the world’s top three saxophone makers. The saxophones made one by one by the hands of professionals are beloved by the world’s top class players.

Made one by one by hands of nearly 100 experienced professionals

Since it first produced its saxophone in 1954, the company has improved production each year. All processes from pipe welding and forming to curving are done by hand-made production of experienced professionals. Especially Japan’s first soprano saxophones made in 1968 are the masterpieces made with the entire set of skills owned by the company, and they have started to attract many players. In addition to sound quality and functions as instruments, the company produces great added values such as artful beautiful curves and glazed texture. It has maintained its tradition of preserving design plans of good sound quality and making continued improvements.

Transferring the crafting technique to younger generations

The company works on skill transfer of long-term accumulated technology, and promotes apprenticeship to be formed within the company. While pursing beautifulness of sound in wind instruments, it has continued to transfer traditional crafting technique to younger generations.
Realizes short lead time from high-mix/small-lot to mass production with large line

Works on R&D of YM-Military-Black (black chromium plating) process for further environment protection and technical problem solution.

Especially skilled in nickel and chrome coating

The company is a traditional company established in 1923. It has strength in nickel and chrome coating. It has about 500 clients in Tokyo area. It operates its businesses with an eye on employee resource development and global environment. It is tackling the R&D of YM-Military-Black (black chromium plating) process for environment protection.

R&D of YM-Military-Black (black chromium plating) process

In requirements for black chromium plated products, makers must respond to RoHS directions (not more than 1000 ppm of hexavalent chromium to be contained). Black chrome absorbs coating liquid inside the sponge-like coating structures, and it was difficult to realize coating with hexavalent chromium less than the standard, through normal processes. The company aims at solving technical problems such as eliminating hexavalent chromium in the coating by cleaning, securing durability, and short lead time, by incorporating a part of YM-Military-Black (black chromium plating) process into automatic lines under development. It has large line facilities for decorative chromium coating and nickel coating, with largest production size in Tokyo. It realizes customer satisfaction through competitiveness and short lead times, covering from mass production to high-mix, small-lot production.

Actively engaged in human resource development for manufacturing via employee education programs

The company has educational programs for employee skill improvements. It promotes employees to acquire business related licenses, and has some highly skilled workers with various licensees. It dispatches employees to the Indonesia study tour held by Japan Association of Plating Industries. It has constantly accepted interns from Kasai Industrial High School, working on human resource development for Japanese manufacturing.
Livet Inc.

Enhances medical treatment levels via expeditious business for niche medical demands

Operates speedy and flexible business capable of meeting niche medical demands, contributing to the upswing of local medical treatment level.

Expands its business by meeting niche medical demands

The company was started in order to match desperate demands from doctors, which is difficult for large companies. It is a medical venture covering from software to hardware, from professional medical movie distribution to portable endoscope development for home healthcare support. It has grown in niche markets, making full use of its speed and flexibility as a small company.

Contributes to local medicine by building learning environment and miniaturizing endoscopes

In order to enhance medical quality in Japan, the company uses movies jointly produced with cutting-edge doctors to operate its Dream Scope business, an internet movie distribution business for efficient medical learning environment that connects doctors with need for learning with specialist doctors. The business has acquired about 3,000 members. Meanwhile, portable endoscope using iPad can be used at home. By jointly developing with a doctor who is an authority of aspiration pneumonia, the product has secured credibility from the academia.

Supporting medical examinations by developing low-price, lightweight endoscope

By developing portable endoscopic camera, the company has enabled endoscopic inspection at home for the elderly people who have difficulty visiting hospitals. The device has enabled endoscopic inspection in areas lacking doctors, medical facilities, or devices, due to its 1/5 pricing and 1/60 weight as compared to conventional endoscopes. The device can simultaneously connect with several iPads and be useful in education, leading to enhancement of local medical treatment level.
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Koyo Giken Inc.

Welding work becomes more efficient. Awarded Grand Prize for its high speed welding technology

Contributed to work efficiency improvement, process reduction, and competitiveness and profitability enhancement of the industry, through drastically reducing sears and distortions.

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TEL +81-42-760-4306
FAX +81-42-760-4309
Established: 1976
Capital: 20m JPY
Employees: 27
President: Mitoshi Kai

Awarded for a new SME’s “only one” technology

The company designs, manufactures, and sells industrial welders and other industrial machines. Table spot welder (MYSOT), which the company has consistently pursued, has 2,000 unit sales worldwide. In 2013, they won the Grand Prize at the 30th Kanagawa Industrial Technology Development Grand Prize for new only one SME technology in Kanagawa. The awarded table spot welder with high controllability enabling high speed welding is an electricity-saving table spot welder with high controllability, and can apply resistance welding to hard-to-weld materials with nice finishing through control technology to conduct high current in a short time.

Developed next generation spot welding machines with high controllability, function, and quality

The MYSOT with high speed welding technology can drastically reduce working hours via higher controllability, function, and quality when compared with standard table spot welders. The characteristic of the technology is 1) Less burn mark, 2) Less distortion on product surface, and 3) The rise at spot mark is minimized up to 10-15 micrometers. It contributes to process reduction, improvement in environment, and saving energy.

Improving client companies’ welding efficiency, enhancing competitiveness and profitability of the industry

The factory has ISO 9001 certification and is certified as a model factory in Kanagawa prefecture. Their machines reduce spot welding processes by simple setting system, whereas the spot welding technology previously relied on experienced professional senses and experience. They help in reducing finishing process, improving client company work efficiency, and reducing working hours, contributing towards competitiveness and profitability enhancement of the industry.
SANWA CREATION Co., Ltd.

Realizes pin shafts of small diameters with sub-micron precision, using hard-to-grind materials

Realizes super precise miniaturization of cutting-edge products such as information terminal, measurement devices and automobiles, through advanced technology to miniaturize diameter at high precision.

Challenges to micro precision grinding processing

Mr. Tezuka, who once worked for a large financial institution, changed his job to a laboratory with 5 employees. After doubling the sales through corporate governance, he acquired stocks and inherited the business of the company. The company manufactures a whole range, from high precision pin shafts and precision mold parts to industrial blades, diamond anticorrosion products and precision nozzles. The main products are super hard micron pins used for nozzle hole processing for diesel engine fuel spray devices, and core pins used for ink jet printers. The company realizes 0.0001mm precision, and challenges 10 nanometer precision.

Creating new processing method and expanding the business to new fields

From 2010, the company works on micro hole processing technology, producing precision nozzles. In addition to the quality requirement of smaller hole diameter with higher precision, the products are requested to maintain durability and price competitiveness. At present, the company is developing in-house processing devices, aiming at 3 times the productivity as compared to conventional methods. It has started producing structure parts for artificial dialysis through partnership with a material maker, aiming at business expansion to medical area.

Launching a wellness business

In 2012, the company newly launched the wellness business department with product development and sales for preventive and metabolism healthcare as the core. With the philosophy of living healthy and actively leading to QOL (Quality of Life) improvement, the main products consist of oral sanitary products and body care products such as Coagressh and Tongue smoother, which were jointly researched and developed with medical universities.
ShuR Co., Ltd.

Supports the deaf through remote sign language interpretation (VRS) utilizing IT

Provides innovative service of sign language interpretation remotely, supporting the deaf, contracting with commercial facilities and hotels.

Provides remote sign language interpretation as a new service

The company provides information and entertainments to the deaf, utilizing IT. While it defines its core businesses as remote sign language interpretation and information distribution with pictures, it has commercialized other previously unexplored services for the deaf, e.g., online sign language dictionary, sightseeing guidance application by sign language, etc.

Provides remote sign language and foreign language interpretation service to commercial facilities

It provides sign language interpretation service by video chat. Its remote sign language interpretation business can be used anytime and anywhere by connecting user PCs, tablet PCs, and smart phones with sign language call centers, responding to abrupt visit of deaf people to various counters and shops. It provides English, Chinese, and Korean interpretation service package with remote sign language interpretation, collecting monthly fee from contracts with commercial facilities and hotels.

Creates employment of sign language interpreters by launching call centers

It has launched remote sign language call centers in Fujisawa, Kawasaki and Fukuoka, creating new employment to sign language interpreters. The service has had huge impact to the deaf, because many of them are suffering from an inconvenient life environment due to lack of sign language communication in daily life.
SUPERKIDS Co., Ltd.

Produces concerts enjoyable to both parents and children, acquiring many fans

Produces concerts enjoyable to both parents and children, with high quality orchestra and enjoyable production, promoting parent-child communication.

Acquired fans by producing concerts enjoyable to both parents and children

With the concept of concerts enjoyable for parents and children together, the company produces Ongaku no Ehon, which are classical music concerts with professional players wearing animal masks. It holds about 130 concerts a year at halls all over Japan and abroad, including Taiwan. A fan club exists as well, and consists of many fans ranging from small kids to adults. It has realized unprecedented concerts enjoyable for parents and children together via enjoyable productions designed to avoid making children bored and via high quality performance for making adults enjoy.

Realized concerts enjoyable for both parents and children with skilled orchestra and entertaining program

The conductor and performers wear masks of animals such as lions, rabbits, and foxes. Various animals come and perform one after another. Animals suddenly appear from audience side and perform. As a result, children listen to the music until the end. Moreover, performers belong to famous orchestras or are awarded in competitions. Adults can enjoy the concerts due to high performance quality.

Promotes parent-child communication through listening to classical music together

Some parents want to make their children listen to live high quality classical music, but there had been no such opportunity. By Ongaku no Ehon, not only can small kids enjoy classical music, but also the concerts provides good parent-child communication chances by making both sides listen to the same music and enjoy together.
Explores a new industrial market in newly entered environment business

Works on environment technology development as the new business, anticipating existing market shrinkage. Succeeded in developing high function air cleaning system through joint research with the University of Tokyo.

Elaborating oil pressure device manufacturing and environment technology development

The company has operated oil pressure devices since establishment. It currently operates 2 different businesses through environment technology development as the new business, anticipating existing market shrinking. Machine device section operates oil pressure device manufacturing, general industrial device manufacturing, and development/manufacturing of test devices for makers. Environment device section operates manufacturing and sales of photocatalytic filters and photocatalytic environment cleaning devices, sales of local exhaust ventilation devices, and measurement of work environments related with labor safety and sanitary.

Explores a new market through developing products for industrial use

Air cleaning devices, using oxidized titanium photocatalyst, are already popular for household use through development of various products. On the other hand, for industrial use in various factories, existing technology could not deal with high burden odor. The company developed semi-permanently reusable filters by high activity and revitalization processing, and devices to maximize filter efficiency. The company explored a new market by developing products for industrial use. The product has been adopted by many public facilities such as New-Chitose Airport, smoking rooms in Tokaido Shinkansen N700 type trains, and other industrial use in hospitals and laboratories.

Integrated operation systems for labor & sanitary related photo catalyst and local exhaust ventilation works

Responding to labor and sanitary related legal amendments in July 2012, the company actively urges and subsidizes employees to acquire licenses such as Working Environment Measurement Expert Class 1 and Local Exhaust Ventilation Periodical Independent Inspection Instructor. The company builds integrated operation systems for labor & sanitary related photo catalyst and local exhaust ventilation works, covering proposal, implementation, inspection, and maintenance.
Yuki Precision Co., Ltd.

Responds to manufacturing of highly difficult parts and trial products by advanced processing technology and quality management

Responds to highly advanced requirements in aerospace and defense industry. Expands sales by utilizing its high technical ability and flexibility with a small but excellent team.

Address: 370-34 Enzo, Chigasaki-shi, Kanagawa 253-0084
URL: http://www.yukiseimitsu.co.jp/
TEL +81-467-82-4106
FAX +81-467-86-9614

Established: 1961
Capital: 20m JPY
Employees: 20
CEO: Masato Otsubo

Skilled with hard-to-grind material processing, covering aerospace and medical precision grinding processing

The company started its business from mass production of small metal parts such as screws, and has operated grinding processing of electronic devices and electronic device parts. At present, it has strength in the processing of hard-to-grind materials such as thermal and corrosion resistant super-alloy such as inconel alloy, other nickel alloy, and titanium. Highly noted for its advanced technology and high quality, it has clients including JAXA (Japan Aerospace Exploration Agency) and research institutions such as universities. Its businesses range from grinding processing of electronic devices and electronic device parts to precision grinding for aerospace and medical use.

Meeting difficult requirements in manufacturing parts and trial products for aerospace and defense industry

The company handles jet engine and experimental rocket engine parts, grinding nickel alloy such as Inconel alloy. Inconel alloy is a thermal and corrosion resistant super-alloy and hard to grind, requiring especially advanced skills for high precision and special shaped processing. The company realizes high processing precision with 0.2mm thickness and 0.01mm size precision. With the concept of a research and development oriented town factory, it responds to advanced customer requirements that other companies avoid, leveraging its advantages such as technical skills and know-hows specialized at precision grinding processing, securing of traceability utilizing IT, integrated in-house research and development system from design to processing, assembly, and testing, as well as high flexibility with a small but excellent team enabling small-lot, low-cost, short-time responses.

Presents benefits of SMEs to students and accepts student interns

The company holds activities to present benefits of SMEs to students, so that excellent students might become interested in SMEs, not only in large companies. The company lectures at universities, accepts internship students, and employs ex-intern students. It is strengthening internal trainings for transferring skills of experienced workers to the younger generation.
YSEC Co., Ltd.

Responds to short lead time demands from clients by actively introducing cutting-edge processing facilities

Operates super precision machine processing for hard-to-grind materials for airplane parts. Responds to orders from trial production to mid-lot production, and to orders with short lead time and high difficulty.

Operates super precision machine processing for hard-to-grind materials used for airplane parts

The company operates super precision grinding processing, mainly operating 5-axis 3D processing of hard-to-grind materials used in aerospace device parts. It takes orders from trial production to mid-lot production, and actively works on projects with high requirements such as short lead time and high difficulty, which other companies avoid. Especially, it has the strength in super precision processing of hard-to-grind materials such as titanium alloy and inconel alloy.

Actively introduces cutting-edge processing facilities, improving productivity while maintaining precision

The aerospace related parts, made by the hard-to-grind material grinding processing technology of the company, realize 4-5 micrometers tolerance in titanium alloy and heat resistant alloy. These parts are adopted by many makers worldwide as airplane engine parts and landing gear parts which require high precision. In partnership with the National Institute of Advanced Industrial Science and Technology and Niigata Industrial Technology Research Institute, the company works on new grinding processing technology for hard-to-grind materials. It responds to short lead time requirements from customers by actively introducing cutting-edge processing facilities in production lines that can be automated, and by improving productivity while maintaining product precision. It aims at becoming an all-engineer organization by concentrating human resources in technology sections.

Works on launch of a joint factory for integrated processing of airplane parts

The company is trying to launch a joint factory for integrated processing by partnering with a group company of airplane parts. Because public subsidies have been prepared for the company, it newly employs staff for building the factory’s operation systems.

(Fig.: New factory in Niigata completed in October 2013)
Niigata

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Records agricultural tasks using IT, enhancing farmers’ management skills

Developed system to record and refer to agricultural tasks and cultivation status using IT. Enhanced management skills of farmers, who used to rely on memories.

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**Improved agriculture management by developing agricultural-task recording system using IT**

The company developed Agri-Note, an application for agriculture. It has changed the way of agriculture from memory into records, because users can quickly and precisely access and input task records and cultivation records at their working spots using smart phones and tablets. It has solved the management and utilization of agricultural information problem of farmers by IT. Farmers using Agri-Note have improved their management skills, leading to higher competitiveness.

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**Enabled information check either from the office or at the spot using tablets**

Agri-Note has enabled input of task records and cultivation records at their working spots using smart phones and tablets. The input method with farm maps utilizing air photos prevents information confusion. Records and data exist in the cloud, enabling real-time information sharing between the spot and the office. Users can manage the tasks and direct to staffs, looking pictures of cultivation records. Especially Agri-Note has reduced information management cost of massive farmers who have dispersed farm lands to manage.

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**Increasing employees. Promotes interaction with farmers**

When the company started, it had three staff. Now it has 18 staff due to the success of Agri-Note. It has employed 16 staffs during the first 2 years since establishment. It operates Agri-Note Café, promoting interaction between farmers and development & operation team staff.
**Operates directly-managed shops with high quality low price strategy, while adjusting working environment**

Realizes high quality and low price product lineup via mass procurement and centralized production. Operates directly-managed shops all over Japan, providing customer-oriented services.

**Operates directly-managed shops with customer-oriented services**

The company manufactures and sells seals, stamps, and printing, and purchases precious metals in its 139 directly-managed shops in Japan. It has realized centralized mass production at its head-quarter via cost reduction through mass procurement of materials and via introduction of the newest, large carving machines. It realized high-quality, low-price, and quick customer response. It provides customer-oriented service, combination of traditional carving skills and IT, and abundant product variety in the shops.

**Streamlines management by scale merit and centralized production, while creating new markets**

The company has its strength in procurement with scale merit, centralized production at the head-quarter, and in thoroughly customer-oriented services by excellent sales staff. Also it purchases precious metals in addition to small lot printing, which large companies do not handle. It has acquired repeaters with its abundant goods variety such as fashionable stamps targeting women and the youth, stamp related goods, plates, beads, and gold seals. The company has created new values and markets.

**Builds comfortable working environment for women, elderly people, and handicapped people**

The company has worked on employment of handicapped people since establishment. It has full-time employees with leg impairment, hearing impairment, and mental disorder. It has introduced flexible working system for housewives to work when they can work easily. The company also motivates employees by 6 types of awards, such as salary increase, personal bonus, excellent shop award, and sales increase award, calculating points from sales results. Partners over 65 years old are also working. The company tackles on better working environment for all employees regardless of handicap, sex, and age.
KIMONO BRAIN Co., Ltd.

Comprehensive kimono processing business with high technology, actively employing women and the handicapped

Expanding business with its high levelled and wide ranging technology as a comprehensive kimono processor. Actively creating employment for women and the handicapped.

Operates comprehensive kimono processing business with high technology

The company covers high technology from repair to sewing as a comprehensive kimono processing company. It is the Japan’s largest company for kimono after care, handling 380,000 items a year by aggregating high levelled and wide range of technologies. Its subsidiary in Vietnam does sewing. Tokamachi City in Niigata prefecture is known for its silk textiles and kimonos. Though kimono market has been shrinking, the company has been rapidly growing by its high levelled and wide range of kimono after care technology.

Differentiates itself by quality and price through integration, while actively developing new technology

The company owns all major processes for providing customer satisfactory services in terms of quality, lead time, and price. It builds comprehensive kimono processing business, including after care such as whole washing and stain removal, water repellent finish, sewing, and special tailored kimonos easy to wear (wearable in 3 minutes). The original super water repellent finish Dream Care is a processing technology over water sensitive materials such as silk or wool, making dirt hard to stay attached and easy to clean by water. This technology is adopted by other industries such as apparel and sports.

Promoting employment of the handicapped, and actively employing women

Since 1989, the company started employing handicapped people, providing safe and happy workplace for the handicapped. In 1994, it won the Minister of Labor Award for its employment of the handicapped, and it has continued active employment of the handicapped while also actively employing women. It has won various awards such as The Company that Deserves Most Attention: Special Award in 2012 and 100 Companies Conducting Diversity Management in 2013.
Gyokusendo Co., Ltd.

Maintains high product value by thoroughly protecting the brand image

Uses traditional technology of cast copperware lasting from Edo period to work on new product development and sales channel expansion, actively partnering with overseas companies and designers.

Address: 2-2-21 Chuo-dori, Tsubame-shi, Niigata 959-1244
URL: http://www.gyokusendo.com/
TEL +81-256-62-2015
FAX +81-256-64-5945
Established: 1816
Capital: 10m JPY
Employees: 25
CEO: Motoyuki Tamagawa

Uses traditional technology of cast copperware, a traditional craftwork of Japan

The company was established in Edo period. While maintaining the traditional technology of Tsubame cast copperware as traditional craftwork, it actively works on new product development for current daily use and overseas expansion. Utilizing the traditional technology of cast copperware since Edo period, it actively works on new product development and sales channel expansion, in partnership with overseas companies and designers. It maintains high product values by thoroughly protecting its brand image.

Works on new product development for current lifestyles, while maintaining advanced traditional skills

Tsubame cast copperware is metal craftwork, made by casting a copper plate by hammer, and is a historical Tsubame area industry certified as national traditional craftwork. Because the work transforms a plain copper plate into a three-dimensional copperware, the work needs 20-30 processes, requiring extremely advanced skills. While maintaining advanced traditional technology as traditional craftwork, the company actively develops new products matching with current lifestyles, in alliance with overseas companies and designers, acquiring many supports from consumers. There are big demands from overseas. It occasionally opens the laboratory so that visitors can directly see professional skills and deepen understandings of manufacturing processes, advanced craftsmanship, and product characteristics, leading to further demands.

Earnestly works on successor education to pass on traditional skills

The company earnestly works on successor education to pass on traditional skills to the next generation. Other than working hours, young craftsmen can freely use in-house facilities and can receive advices from experienced craftsmen.
Conomi Co., Ltd.

Develops and sells *freestyle uniforms* as private clothes, creating a new market.

The company sells *freestyle uniforms* as private clothes, not uniforms regulated by schools. It has launched a special homepage. It operates three shops in Niigata, Nagano, and Tokyo (Harajuku). 80% of its sales come from original brand *freestyle uniforms* which the company plans and manufactures. It originally sold normal women’s clothes. Inspired by conversation with a schoolgirl customer, it started selling *freestyle uniforms* and has created a new market.

Created a new market through sales of freestyle uniforms, altering school uniforms into private clothes

The company sells *freestyle uniforms* as private clothes, not uniforms regulated by schools. It has launched a special homepage. It operates three shops in Niigata, Nagano, and Tokyo (Harajuku). 80% of its sales come from original brand *freestyle uniforms* which the company plans and manufactures. It originally sold normal women’s clothes. Inspired by conversation with a schoolgirl customer, it started selling *freestyle uniforms* and has created a new market.

Makes freestyle uniforms as a youth fashion brand

Increasing number of schools has abolished uniforms, increasing the number of students who have never worn uniforms. On the other hand, unexpectedly many students want to wear uniforms, because they cannot wear uniforms when they go to school without uniform regulations. The company has grasped the demand and launched a special homepage and real shops to sell *freestyle uniforms*. Store staff suggests coordination in blogs and organize fashion coordination contests. It also intends to enhance its brand value by temporary selling in department stores that attract young people and by providing clothes to student fashion magazines, movies, and TV.

Created new employment by opening new shops

The company opened a shop in Nagano, because many schools abolished uniforms in Nagano and because many student customers came from Nagano. It opened a shop in Harajuku since many voices requesting for a shop in Tokyo appeared after launching of the homepage. By opening real shops, the company has created new employment.
Niigata Yukimuro Branding Cooperative

Aggregates food products using snow cavern into unified brand *Echigo Yukimuro-ya*

Partners with Yukidaruma Foundation, develops snow-cavern-made foods, and contributes to food culture development in Niigata prefecture.

**Expands Echigo Yukimuro-ya brand nationwide**

Since establishment in 2011, the union has developed the *Echigo Yukimuro-ya* brand nationwide. It branded products utilizing snow cavern by food companies in Niigata prefecture. It contributes to joint branding and sales channel expansion of union member products. When established there were 17 member companies, but member companies have increased to 21 companies. The union sales have increased.

**Jointly building brands and sales channels, which were difficult for individual SMEs**

People in Niigata prefecture has used snow caverns for food preservation in winter for a long time. Snow caverns can preserve food with high moisture and low temperature, often making flavor and taste sweeter. Typical food product includes *potato from snow cavern*. Utilizing such characteristic snow caverns, food companies in Niigata prefecture had separately developed their sales channels as differentiating and unique products. The union aggregated these food products using snow caverns, which had been separately developed by each company, into a unified brand *Echigo Yukimuro-ya*. It expands the brand, aiming at joint brand and sales channel building, which was difficult for SMEs.

**Develops snow cavern preserved foods, contributing to food culture development in Niigata prefecture**

In product development, the union allies with a public organization, Yukidaruma Foundation. It develops snow cavern made foods, contributing for food culture development in Niigata prefecture. From November 2013, it employs sales staffs as internships, and aims at full-time employment if the business develops, expecting for local employment contribution in near future.
TANZAWA Co., Ltd.

Making use of the local resources of Kofu, known for crystal and accessory making. Developed Koshu Yume Koji

Builds unique and romantic atmospheres with antique furniture. Builds commercial facilities and streets where people can feel the history, culture, and industry of Kofu.

Opens shops with consideration for local history, nature, culture, industry, and landscape

The company conducts planning, manufacturing, and retail of accessories, mainly natural stones and polished glass. The shops have unique and romantic atmospheres with antique furniture. The company has 28 directly owned shops and 4 franchisee shops in Japan, mainly at sightseeing spots. In March 2013, it opened Koshu Yume Koji at the north exit of Kofu station, aiming at new business expansion. It opens shops at sightseeing spots and community building promotion areas, with an eye on local history, nature, culture, industry, and landscape. It aims to contribute towards local revitalization and society.

Has developed Koshu Yume Koji, aiming at revitalization of the city center of Kofu

Utilizing the local resources of Kofu, a production site for crystal and accessory, the company expands shops for accessories utilizing natural stones and mineral crystals nationwide. Utilizing its know-hows of sightseeing spot and community building accumulated through expanding of shops, the company has built commercial facilities that people can feel the history, culture, and industry of Kofu, at the north exit of Kofu Station, beside the Kofu Castle. For the purpose of revitalizing the main street of Kofu through inviting tourists to Yamanashi prefecture and Mt. Fuji from Tokyo metropolitan area and abroad, the company has taken 6 years to develop Koshu Yume Koji that consists of 20 stores.

Provides spaces for exhibition, sales expansion of products in the prefecture, and for presenting new products

There are rental galleries in Koshu Yume Koji facilities. The company provides the galleries to local performers of art, photo, and music as exhibition places. It contributes to developing consumer demands for local industries such as accessories, Japanese paper, and Kai silk. It sells wine, Japanese sake, jam, sweets, and dried fruits. It provides places for expanding demands for products in the prefecture and for presenting new products.
Minami-Alps Specialty Joint-Enterprise Cooperative –Hotarumi Kan–

Integrated operation ranging from production, processing, manufacturing, to sales. Received various awards

Provides an interaction place with processing room for commercialization, storage, cooling box, and hands-on training room.

Process and sells local vegetable and fruit

The union Hotarumi Kan mainly processes and sells local vegetables and fruits. It studies and commercializes processed foods such as jam, miso, and pickles as specialty products. Its engagement with 100 union members is widely noted as a symbolic contribution towards the local community. Most members are farmers, and the union covers production, processing, and manufacturing, and sells in the facility it operates. Each member is highly motivated.

Developed certified products in “certified foods of Kai-ji”

Home of Iris Revitalization Facility: Hotarumi Kan is a facility that aims at agricultural area revitalization and development, and that provides interaction with inside and outside the city. It includes processing room for commercialization, storage, cool box, experience study room, and Hotarumi-bashi Park on the south of the facility for unifying the facility and the park. It holds morning markets every Saturday, experience seminars, food distribution to local elementary and junior high schools, PR activities through various events, and sales channel expansion through operating Machi no Eki Kushigata.

Widely noted and highly evaluated

The various endeavors by the union are widely and highly noted. In 2002, it developed products certified as certified foods of Kai-ji by the Yamanashi prefecture, and was awarded by the governor of the prefecture in the Yamanashi Prefecture Agriculture Festival: Village Building Section. In 2003, it won the Minister of Agriculture, Forestry and Fishery Award as an Excellent Group for Rich Village Building. In 2010, it won the Local Revitalization Contribution Union Award.
Minobu Yuba no Sato Joint-Enterprise Cooperative -Toyooka-

Operates Yuba (dried bean curd) production and sales, Yuba cooking provision, and sales of agricultural and specialty products

Aims at promotion of traditional Yuba as a local brand. Trusted to boost promotion of farmers, tourist agencies and other local industries.

Producing fresh Yuba using domestic soy beans, and developing related products

The union was established in July 2003, for Yuba (dried bean curd) production and sales, Yuba cooking provision, and sales of agricultural and specialty products. The main facility Minobu Yuba no Sato opened in October of the year. It has studied, developed, and commercialized Yuba related products. Utilizing local history and tradition to local revitalization, it produces and sells raw Yuba using Japanese soy beans. It studies, develops, and commercializes related products using soy milk, such as soft cream and pudding. It conducts experience study of Yuba making for promoting the tradition.

Contributing to local revitalization through promotion of traditional Yuba as a local brand

At former Minobu-cho, Minobu Yuba no Sato project was developed for promotion of industry and sightseeing, by utilizing local high quality soy beans used for crop conversion as the ingredient of Yuba, a traditional food material originating from the vegetarian food at Mt. Minobu. Traditional Yuba promotion as a local brand is much expected for promotion of farmers, tourist agencies and other local industries.

Widely appreciated

The various endeavors by the union are widely and highly noted. In 2010, it won the Yamanashi Prefecture SME Organization Chairman Award, leading to further development of member activities.
Nagano

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Akada Industry Co., Ltd.

Perfects the vacuum technology, the fundamental and important technology of the manufacturing industry

Realizes semi-order style manufacturing through parts standardization, with production per unit, open price, and no designing as the concept.

Heightens vacuum technology and perfects “welding processing” and “machine processing” technologies

The company works on pursuing vacuum technology, the basis of Japanese manufacturing, and the two core manufacturing technologies, welding processing and machine processing. By enhancing the vacuum technology, it aims at transforming itself from a subcontracting processor into a maker for vacuum element parts planning, development, manufacturing, and sales. By enhancing the two core technologies, it aims at differentiation by cost and lead-time reduction for welded structure parts and by responding to increasingly complicated parts. It works on securing necessary human and facility resources.

Semi-order style with concept of open price, no designing and production per unit

The company provides vacuum airtight parts for various vacuum environment requiring devices such as electronic microscope and devices in semiconductor and liquid crystal production processes. Wide range of internal processing processes respond to required QCD (Quality, Cost and Delivery) with competitiveness. The company has partnerships for special specifications and software development, for responding to such requirements. The company found that the products, element parts of vacuum devices, differ from each other though functions and shapes are similar. It has developed a system for purchase by simply selecting specifications without user designing (semi-order style) through parts standardization, and has received high acclaims from targeted designers.

Recommends all employees to acquire technician licenses – 85% of employees are licensed

The company employs and educates new graduates every year. It has introduced a birthday holiday system from 2013. It jointly holds technician license seminars for industrial high school graduate employment in manufacturing industries, dispatching lecturers and assistants. The whole company is engaged in human resource development, establishing the HR system for evaluating people challenging for technician licenses. From 2011 to 2013, two employees have participated in the National Skills Competition each year.
Establishes digital mold technology to make mold parts from 3D printers

Partners with local resin injection and mold companies. Jointly addresses trial to mass production made possible by the technology and speediness of a small product designing company.

The company started as an electronic parts maker. As the clients transfer abroad, the company operates production designing works to materialize ideas expeditiously, by utilizing 3D printers for the purpose of creating new jobs from the area. It takes a wide range of designing orders from electric appliances to OA appliances. It makes technical suggestion from development time reduction, designing to mass production, by utilizing the newest 3D tools. It owns facilities such as 3D CAD devices, 3D printers, 3D scanners, grinding machines and coating booths.

In autumn 2013, the company has established digital mold (trademark in application), technology to make mold parts used for plastic parts manufacturing from 3D printers. It is the technology to make molds by combining highly heat resistant and durable resins, and the first case in Japan. Compared with general metals used for conventional mold production, the new method costs 1/6, taking 1/10 lead time. Mold trial productions, which are done overseas due to the cost, can be done in Japan. It is an innovative business model utilizing 3D printers.

The company actively employs young people with passions for manufacturing and designing in the area, contributing to local employment. Collaborating with the local community by using 3D printers, it launched the Perfectly Local Products from Ina! Local Souvenir Manufacturing Project Team. The team has commercialized a unique cherry blossom spinning-top that opens like a cherry blossom when rotated and trotting Ina city character toys, as souvenirs for cherry blossom sightseeing at the nationally famous cherry blossom place Takato-joshi-koen. All processes from parts designing to manufacturing are done by factories and social welfare associations, leading to welfare employment and local manufacturing revitalization.
Hiki Optics Co., Ltd.

Transforms itself from a mass production subcontractor into an independent company with original products

Builds technology and working process data base as well as person-to-person transfer, for maintaining and transferring local and internal accumulated technology.

Entering new field with original product manufacturing and sales

The company started in 1967, engaging itself in designing, trial production, and mass production of optical lens and assembly, manufacturing, and sales of graphic processing machines. With engineers in Suwa and Okaya areas, the company maintains and improves technology such as micro adjusting of mechanical parts such as small gears and screws. On the other hand, under the leadership of the current president, the company elaborates for new businesses such as lens customizing services and manufacturing and sales of original products such as fish-eye lens enabling smart phones to take panorama photos. It aims at independence from subcontracting while maintaining advanced technologies.

New demand exploration and product development and sales, using super precision assembly technology

The OEM products camera and lens of the company are adopted for digital single-lens reflex lens and conversion lens of large camera and video camera makers. The company works on exploring new demands such as small-lot high-difficulty lens assembly, and for original product development and sales. For example, the company has developed a general public controllable system for real-time adjustment of panorama graphic distortion, using the fish-eye lens of the company. The system can be used for panorama displays in TV broadcasting of sports and events.

Works on good manufacturing environment for employees

Transforming itself from an only function oriented factory (“nothing other than for manufacturing use”), the company works on good manufacturing environment, focusing on employee motivations and health. For example, the factory has bright colored walls, and the company outsources factory shutter paintings to local art school students.
First in Japan to realize high precision sheet metal processing of hard-to-grind kovar

Responds to orders and requests from large companies, in alliance with local companies, contributing to local economy revitalization.

Establishes high-speed low-cost production systems covering from designing to parts processing and assembly

The company is a precision sheet metal maker, having been pursing high precision and high speed processing created by human and technology harmonization, with the base technology of airplane sheet metal technology before World War II. It has established high-speed low-cost production systems covering from designing to parts processing and assembly. It has high precision sheet metal processing skills with 30-50 micron precision, by human resources with advanced skills and cutting-edge facilities. Leveraging the technology, the company realizes high-precision, low-cost, short-lead-time requirements from customers, applying structure parts processing by grinding and pressing to sheet metal.

Meeting demands for high precision, low cost, and short lead time, with high precision sheet metal processing

The company has its strength in precision sheet metal processing, and operates core parts processing for semiconductor exposure devices and industrial projectors. The devices makers require high precision as well as low cost and short lead time. While normal precision sheet metal has 100-200 micron precision, the company can process with 30-50 micron precision. The company responds to the client requests for high precision, low cost, and short lead time. It has enabled high precision sheet metal processing of kovar, a hard-to-grind material, for the first time in Japan. It provides further added value to clients with low cost and with proposals of making the device more compact and lightweight.

Aims to become a professional “engineer group”, educating all employees the principles of sheet metal

The company attaches importance to local employments, hiring 4-6 new graduates every year. It actively employs excellent mid-career engineers. It aims at becoming a professional engineer group, training all employees about the principles of sheet metal working such as characteristics of metals. It aims at productivity improvement through better devices and through processing technologies that make use of the five senses of employees.
Yudanaka View Hotel Co., Ltd.

Brings in international guests to the Japanese style inn, contributing to development of local tourism

Brings in international guests to the inn in Japanese style. Increasing services and facilities for accepting international guests.

Attracting international guests with a very Japanese-like style

The company operates an inn (ryokan), Issa no Komichi Biyu no Yado in Yudanaka-shibu Onsen-go in Nagano prefecture. While the baths (onsen) are a big draw, local attractions and events are highly appreciated by the visitors. Biyu no yado caters to international guests with staff who understand foreign etiquette and customs while maintaining genuine Japanese-style services and settings.

Services and facilities for international guests

International guests appreciate the unique services and facilities of the ryokan. The company entertains and educates their guests by sponsoring events as Japanese drum (taiko) show, lion dance show, flower arranging (ikebana) and even paper folding (origami). The inn provides flexible services such as offering alternative meals based on tastes and religion. They offer multilingual manuals explaining Japanese etiquette and tips for using the facility. The inn has even added private onsen for those reluctant to enter the common baths, and put in Western beds in the Japanese-style guest rooms.

Expands non-Japanese employment. Improves local tourism environment

The company hires non-Japanese staff to make international guests feel more comfortable. The staff also helps their guests with local sightseeing suggestions and regularly shows them around town. Because of the owner’s pioneering success in enticing international guests to his ryokan, many of the neighboring inns have also embraced this idea, thus paving the way for the town’s acceptance to benefit from the much-needed tourism boost.
Shizuoka

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YAMAMOTO GARMENT MFG. CO., LTD.  – – – – – – – –  198
Developed assorted tea bag product to casually compare and enjoy various leaf tea

Publicizes Shizuoka tea, contributing to leaf tea promotion. Actively works on product development and improvement, and sales channel expansion through exhibitions.

Relied upon by clients for its crude-tea blending and processing

The company was established as a wholesaler of crude tea. It has 66 years of history. It has its strength in crude tea blending and processing, inherited from the founder, acquiring the reliability from clients. Recently, leaf tea consumption decreases mainly among young people.

For publicizing Shizuoka tea and promoting leaf tea, the company is helped by the local chamber of commerce and actively works in product development and improvement and in sales channel expansion through exhibition.

Newly developed assorted tea bag package product

Recently, as convenient green tea drinks such as pet-bottled tea emerged, leaf tea consumption rapidly decreased, and increasing number of households no longer has tea pots. The company focused on the characteristic of Shizuoka prefecture that each production site makes teas with different taste and flavor. As a result, the company newly developed a tea bag package that allows users to easily compare and enjoy characteristic leaf teas from 5 sites in the prefecture. By developing this product, the company contributes to promotion of tea industry, a representative local resource of Shizuoka prefecture, and for revitalization of broad tea production sites.

Expected to increase green tea (leaf tea) demand

The business can improve the business of local small tea shops in sales decrease, and can improve local employment. By aiming at green tea (leaf tea) demand increase, tea related companies including small tea shops will be revitalized. The fact can stop the decrease of crude tea production in the prefecture (about 34,000 tons, about 40% domestic share), expected for tea industry promotion and development as a main industry in Shizuoka prefecture.
Creating employment and assisting stricken areas by providing paper products at a stable price

Stably provides low cost household paper products by covering from papermaking to distribution; contributes to local companies through facility investment; provides stable supply for stricken areas.

Stably provides low cost household paper products and distributes information

The company is a comprehensive paper-processed goods manufacturer, mainly covering household paper such as tissue paper, toilet paper, and towel paper. The group conducts from papermaking to distribution, stably providing low cost products. The president becomes a board member of a papermaking related organization, distributing information nationwide for local industry revitalization. The company installs solar power facilities for all offices in Japan.

Provides products with stable price, through the group production and sales systems

Fuji city has been famous for papermaking, because the area can utilize abundant subsoil and ground water from Mt. Fuji. Recently imported paper processed goods increases due to strong yen. The company provides stable priced products through establishing group production and sales system, contributing to local industry revitalization. Because the company needs facility investment every year, it stably orders the facilities mainly to local companies. It greatly contributes to local SMEs, while other papermaking companies in the area reduce production and investment due to strong yen for a long period.

Contributes to local employment and steady product distribution to stricken areas

The company aggregates factories in Fuji city, where it has its HQ. It builds distribution centers all over Japan, largely contributing to local employment. It has addressed Tohoku area as important sales area before the earthquake. It has distribution sites in Iwate and Fukushima prefectures. It has fortified its distribution ability to Tohoku (expanded distribution centers in Fukushima, Akita and Iwate), contributing to stable product distribution to disaster-devastated areas.
Kawata Construction Inc.

New commercial facility *Taisha no Mori Mishima*, stimulating challenging spirit

Expected to revitalize Mishima Taisha Monzen-machi and the neighboring shopping streets, and to inspire startup of a new business.

**Redefines the raison-d’etre of local constructor, contributing to local society development**

The company mainly engages itself in civil work, construction, and real estate businesses, ranging from public works to private works for civil work and construction, and ranging from development to agency for real estate. The company believes that the raison-d’etre of local constructors is contribution to neighboring area development, in addition to active engagement for disaster rehabilitation. That is why the company aims at development through various challenges for using accumulated experience to create local “charm points”.

**Promoting the Taisha no Mori Mishima project, comprised of 13 shops and restaurants**

The company opened *Taisha no Mori Mishima* for rehabilitation of Mishima Taisha Monzen-machi, revitalization of local shopping streets, and challenge spirit stimulation of local SMEs. The project will contribute to shopping street activation and local industry revitalization. *Taisha no Mori Mishima* consists of 13 shops, including 8 restaurants and grocery shops. Local companies provide local specialty products. It is expected for entrepreneur incubation due to its popularity and good location.

**Revitalizing local shopping street by bringing together Mishima Taisha and the shopping street**

*Taisha no Mori Mishima* is expected to become a trigger for partnership and synthesis between Mishima Taisha and local shopping streets, leading to rehabilitation of Monzen-machi and shopping street revitalization. It provides opportunities to jointly consider and act for local revitalization through *Myojin Alley project*.
Kunimoto Industry Co., Ltd.

Established car parts manufacturing technology with press methods

*Human resource development road map (10 year education plan) for newly employed staffs, working on thorough employee education from basic to professional knowledge.*

**Contributing to car weight reduction and quality improvement**

The company mainly manufactures car parts using pipe materials related with car engine parts and exhaust parts. It has the technology to develop and manufacture various products from a single pipe, through bending, mashing, shearing, pipe expansion, pipe shrinking, and thickening. Regarding car parts manufacturing, it has established parts manufacturing methods by press methods, without conventional bending processing and without jointing multiple parts by welding. It contributed weight and cost reduction by using its original technology that received patent protection. It is still developing new technology, such as mashing and shaving processing.

**Achieving global competitiveness**

The company has established pipe mashing processing technology as the ultimate pipe forming technology, utilizing its advanced skills for pipe processing. It has developed a combustion type heater ventilation pipe. The conventional bender processing needed multiple processes and more than 10 welding joints. The company has realized a unified structure by manufacturing the parts with pipe press. The technology has enabled drastic weight and cost reduction, and car space saving. The parts require processing with 5 times precision compared with conventional one, making the technology impossible for other companies.

**Interacting with local entities for HR development, contributing to local economic revitalization**

The company makes *human resource development road map (10 year education plan)* for newly employed staffs, working on thorough employee education from basic to professional knowledge. It emphasizes technology transfer in production and patent acquisition by adopting ex-employees of large makers, and also holds training sessions with local university professors as lecturers.
Kura Zemi Co., Ltd.

Offering various learning services, contributing to education for non-Japanese and non-attending students

Operates second schools with unique and various learning services. Solving local educational problems by launching a school for non-Japanese students.

Operating unique learning services, accepting non-Japanese students

The company operates second schools in Shizuoka and Aichi prefectures. It covers from elementary school to high school students with 44 schools. It operates a school for Brazilians (EAS Brazilian School) and Kirari High School for remote study. It operates various businesses such as a Brazilian school, a remote study high school, and iPhone education application development.

Diversifying revenue source by various educational services, while differentiating itself by HR development

Second school industry has been shrinking due to influence of low birth rates. As a result, price competition has been increasing. The company diversifies revenue resources by operating a Brazilian school and a remote study high school. As for the Brazilian school, the company has trained Portuguese speaking staffs as excellent teachers, leveraging its accumulated know-hows. Also it has launched a remote study high school, utilizing the education special zone system. The business model is advantageous due to hard market access by public regulation.

Improving working environment and solving educational problems

The company builds working environments to realize employee work-life balance, by making action plans for more nursing holiday rates and paid holiday rates. There are a lot of non-Japanese workers in Shizuoka prefecture. As a result, many non-Japanese children become non-attending students due to language ability problem. The company contributes for the area by proactively providing educational opportunities and improving educational environment for them.

Address: 230-15 Tamachi, Naka-ku, Hamamatsu-shi, Shizuoka 430-0944
URL: http://www.kurazemi.co.jp/
TEL +81-53-458-6111
FAX +81-53-458-6116
Established: 1975
Capital: 20m JPY
Employees: 115
CEO: Yoshiro Kurahashi
Enhanced local recognition by dried bonito shavings snack *Bari Katsuo-kun* and an original character *Katsuo-kun*

Mainly develops ceremony gift foods such as dried bonito shavings packages. Works on manufacturing the derivative products such as soups, seasonings, snacks and dressing.

**Develops and produces dried bonito shavings and derivative products emphasizing local production**

The company develops products mainly dried bonito shavings (local resource) made from bonito at Yaizu, the port with the largest bonito landing in Japan. It has mainly developed ceremony gift foods such as dried bonito shavings packages. Recently it works on manufacturing and sales of the derivative products such as seasonings, snacks and dressing. The products are 100% made by bonito landed at Yaizu. The company focuses on local production, only using seasonings, such as soy sauce, made at Yaizu. It develops products by partnering with local SMEs.

**Contributes to recognition enhancement of Yaizu and its local resource**

The company has commercialized *Bari Katsuo-kun*, dried bonito shavings as snacks, for exploring new demands for dried bonito shavings. In 2010, it won Governor of Tokyo Metropolitan Government Award in the National Seafood Processed Food Competition. It was publicized by various media and gained recognition for dried bonito shavings (local resource) and Yaizu. The company outsources ingredient production to local dried bonito shavings processor at Yaizu, contributing to local economic revitalization. It conducts promotion activities utilizing local resources of Yaizu, through actively participating in events all over Japan, and through originally producing a character *Katsuo-kun* in the motif of bonito at Yaizu.

**Contributes to the area via social contribution activities and employment creation**

The company contributes to local revitalization in many aspects, such as concluding a treaty with Shizuoka prefecture that the company makes the product as a *product with contribution*, contributing a part of sale for social contribution to protect Mt. Fuji. It works to accept factory visits of elementary and junior high school students. It has created many employments through new product development based on dried bonito shavings.
Established an organization, consisting of local farm housewives, to produce and sell new products from local food, which became a hit, energizing the area.

**Produces and sells new products as a group of local farm housewives**

Housewives at former Amagi-Yugashima-cho have accumulated results of product development of local agricultural products and sales at events. Though they struggled at first, they steadily sell products after the local government recommended using the shop alongside with Showa-no-Mori Public Hall, while utilizing professionals as well.

**Develops products from local food, appreciated by tourists**

There was no take-out product for local shiitake mushrooms. Their original taste croquets with shiitake mushrooms became very popular among tourists as a representative product with 1,000 unit daily sales in the high season. They maintain the principle of providing products only with healthy natural materials such as genuine wasabi pickles. In 2014, they started selling gelatos.

**Creates employment and purpose**

Union staffs have been employed since establishment. Local goods sales have motivated producers for developing products, energizing their lives. Providing local specialty goods for visitors has large PR effect for the area, revitalizing the area.
Chanoki Corporation

Operating a farmer inn and a tea farm restaurant. Developed sauce using tea leaves.

Provides tea tempura as a local unique restaurant menu. Jointly developed edible tea sauce with a local food processing company.

Operates a farmer inn to enjoy agricultural experience and a tea farm restaurant

The company operates a farmer inn for enjoying agricultural experience with one night stay. It provides blueberry picking and miso making events. It has a tea farm restaurant, providing unique menus utilizing tea leaves picked at the private tea farm. It sells tea leaves and blueberry dressing. It outsources blueberry and tea leaf harvesting to a local facility for handicapped people.

Provides agricultural experience at the tea farm to consumers, and developed tea sauce

The farmer inn makes use of local nature characteristics by providing consumers with agriculture experience of a tea farm, and by letting the guests enjoy the nature around Mt. Fuji. Fuji area people have had a culture of having tea leaf tempuras, but nobody had recognized this culture is original to the area. Fuji area needed an innovation for its tea leaf industry in addition to sales of green tea leaves, because tea leaf price decreased and because Fuji area tea leaves grow slower than those in Makinohara. It has provided tea tempura as a local unique restaurant menu, and has commercialized it for sales to restaurants. It developed a tea sauce (seasoning for vegetable, meat and pasta) with a local food processing company and suggests new usage of tea leaves.

Contributes to the area by partnership with local companies and enhanced publicity

The inn operates business in partnership with local companies. Various engagements of the inn were publicized by the media, and the area of Oobuchi in Fuji City received wide publicity. The outsourcing of harvesting tasks to the facility for handicapped people is paid by load, thus providing the joy of the labor.
Deaimura Kurara Joint-Enterprise Cooperative

Providing meals and goods utilizing old folk house. Revitalizing the area with the popularity of Kurara

Providing lunch and snacks, selling agricultural processed foods, sweets, and handcrafts, operating a gallery space, and holding handcraft experience seminars in an old folk house.

Solving local problems using old folk house

The union was established by local housewives in their 60s and 70s, for responding to local aging and for building sightseeing sites. Utilizing an old folk house, it covers providing lunch and snacks, selling agricultural processed foods, sweets, and handcrafts, operating a gallery space, and holding handcraft experience seminars. The old folk house restaurant provides a lunch utilizing local food materials with just 500 JPY, and always has full of visitors. It provides a convenient place for both tourists and local people, and a relaxing place for elderly people.

Spreading the popularity of Kurara to the whole area

Matsuzaki-cho has many local resources such as the rich nature, products, and many historic sites, but the resources are not utilized enough. The cafeteria of Kurara is popular among costumer both inside and outside the area. In lunchtime, there are always full of visitors, 500 JPY lunches prepared nearly 100 units sell out within 2 hours. For spreading this popularity of Kurara to the whole area, Kurara involved local restaurants and retail shops in May 2013. It made each shop prepare products for 500 JPY, aggregated the dozens of supportive shops into a map to deliver to customers, and started promotion activity of Matsuzaki-cho by the whole area.

Elderly people creating a workplace for themselves. Contributing to their health

Elderly people themselves created their workplaces. It made a big significance to the area. Kurara members are mainly in their 70s, taking turns for works such as cooking, confectionery, and cleaning, utilizing skills of each. It has been highly evaluated from the aspect of elderly health promotion. In November 2013, it was awarded the 2nd Healthy Life Extension Award by the Ministry of Health, Labor and Welfare, the award for excellent engagement in health promotion and lifestyle diseases.
Developing original products in addition to providing parts and materials for makers

Entered into medical appliance industry from car parts industry. Challenging to commercialize products with high import share such as in-plants.

Flexibly entered into new businesses, leveraging advanced technology

The company started as a screw manufacturing and sales maker in 1947. Based on its metal processing technology, it manufactures and sells screw parts for transportation devices, micro screws for electronic device parts such as hard disks, and medical appliance parts and appliances. Based on advanced technical skills, it has entered new businesses such as screw parts for transportation devices, micro screws for electronic device parts, and medical appliances. It challenges for commercialization of medical devices with high import share such as in-plants.

Has high competitiveness with products based on frontline demands

The company provides parts and materials for medical appliance makers, and proactively elaborates for developing original products in medical appliance, based on its advanced metal processing technology. Main products include QQ saver, an artificial respiration assist appliance, unprecedented in that savers do not need to directly touch patient mouths at respiration, preventing infectious diseases. Another main product, J pulse, is a cleaning device with 5% share after marketization in the previously 100% import goods market. The company has steadily expanded business results, and the products based on frontline demands have high competitiveness.

All offices and factories located in the eastern region of Shizuoka prefecture to contribute to the local area

The company locates all offices and factories in the east of Shizuoka prefecture, for contributing to the local area through job creation. It locates factories at quiet places with abundant nature for building stress-free employee environment, and builds company dormitory for better working environment.
Developed and expanding sales channel for paste made from mandarin oranges

Developed paste from irregular mandarin oranges and expanded sales channels both within Japan and beyond. Outsourcing to local facilities.

Succeeded in making paste from irregular mandarin oranges and expanding sales channels not only in Japan

The company started as a meat wholesaler and current president is in the third generation. The president succeeded in making paste from irregular Mikkabi mandarin oranges, applying meat processing technology. The company expands the sales channels inside and outside Japan through developing Mikkabi mandarin orange related products, collaborating with local and distant companies. It succeeded in adding values to previously low-value irregular products as paste material for various use. It also succeeded in export fruits that are difficult to export as fresh fruits as processed products using pastes.

Expands sales channels of mandarin orange paste as a versatile food material

The company developed Mikkabi mandarin orange paste, made from whole fruits of irregular Mikkabi mandarin oranges, which were previously undervalued. It widely sells the paste to food processing makers as a versatile food material with rich scent and flavor of mandarin. Mandarin Orange Paste Commercialization project holds presentation and tasting parties for food products using the material, leading to adoption to over 100 products. The paste is utilized for many products by local and large companies, due to its versatility.

Contributing to work center and facilities for the handicapped through outsourcing

The company developed a ponzu sauce from premature mandarin oranges that are picked up and discarded before. It has outsourced harvesting premature mandarin oranges, packaging products, and selling products to a local workshop that had suffered from decreasing outsourcing works. It has brought new profit and work flow to the workshop and facilities for the handicapped. The president operates various businesses for local revitalization as the chairman of Mikkabi Tourist Association.
Masatoyo Cutlery Co., Ltd.

Traditional special blade shop expanding sales channels through its website

Expanded sales channels by starting a website as a traditional special blade shop. Demonstrating the attractiveness of their blades through internet.

Traditional special blade shop expanding its business through use of IT

The company is a traditional special blade shop. Not only strictly maintaining traditions, but also unifying products and services by utilizing IT, it succeeds in premium product sales. Though the location is not so good because it is on the 2nd floor, it overcomes the situation by internet operations utilizing IT.

Promoting blades through the internet, leading to product promotion and professional employment

Not only by selling at the shop and the website, but also by activating the original character Otogi-chan to focus on sharpening of blades, the company makes consumers understood about sharpening, while appealing their blade competitiveness. As a result, it has increased not only new customers from sharpening, but also product sales. It promotes young generations about the traditional culture to reuse good blades by sharpening, exploring demands for domestic blades, increasing works for sharpening professionals.

Actively involved in revitalization projects for local shopping streets

The company employed a staff when it opened the homepage. As the sales increased, employee salaries increased. The representative plays a main role for revitalizing shopping streets in Shizuoka City.
Miyakoda Construction Co., Ltd.

Provides houses to customer with hospitality, achieving high customer satisfaction

Provides custom-built houses, defining construction as a hospitality business. Contributes to local society with hospitality mind and environment protection.

Considers construction to be a hospitality business

The company is a constructor for custom-built houses. Customers are highly satisfied with its high value-added hospitality. It provides after care services and suggests lifestyles. It aims at lifelong relationships with customers through local events. It tries environmental burden reduction through complete transition to green energy.

Acquiring high customer satisfaction by providing customer-oriented houses

The company produces home buildings like a movie, because house construction is a biggest life event for many customers. It frequently holds meetings from planning to construction. Employees always have cameras to take impressive family scenes so that they give customers edited movies with stories, in addition to the houses. That is how the company provides hospitality to customers. The company has no sale force and model house, making the business sustainable by minimizing sale costs.

Providing events for interaction with locals

The company was recognized as the FY 2012 Omotenashi (Hospitality) business company for its hospitality. It also won the FY 2010 Global Warming Prevention Activity Minister of Environment Award for using green energy for all processes. It is working on relation building with the local society by providing interaction among local citizens and customers via weekend vegetable gardens and summer festivals.
YAMAMOTO GARMENT MFG. CO., LTD.

Commercialized Atamiton, clothes with mittens, through medicine-nursing-industry partnership

A company specializing in uniform making developed a product for preventing tube removal by patients based on a nurse’s suggestion. Contributed to decreasing incidents in hospitals.

First to introduce denim overall to Japan, and began industrial production

The company started as Star Overall at Los Angeles in 1923. In 1926, it moved to Numazu and established Yamamoto Hifuku Seizoujo. It introduced denim overall for the first time in Japan, and started industrial production. It has expanded the business as a uniform-specialized company with manufacturing ability, and has supplied uniforms to large companies nationwide, as well as to local companies. It deals with 7,000 famous companies in Japan.

Commercialized Atamiton, clothes with mittens convenient for both patients and nurses

The company developed Atamiton, clothes with mittens for preventing tubes from removal by patients, based on an idea of a nurse at International University of Health and Welfare Atami Hospital. Until then, ordinary mittens did not perform well and caused many incidents because tubes were removable by patients. A nurse at Atami Hospital suggested development of clothes with mittens. In alliance with Pharma Valley Center Foundation in Shizuoka Prefecture, the company finalized Atamiton (utility model registered), clothes with mittens convenient for both patients and nurses, after trials using its sewing technology, and started sales.

Displays products at nationwide exhibitions, acquiring high praise from medical professionals

Atamiton has high acclaim from International University of Health and Welfare Atami Hospital that incidents have decreased. Since February 2013, the company started nationwide sales through a sales company, and sales increased steadily. It exhibits Atamiton at nationwide exhibitions such as International Hospital Show, acquiring high evaluation from medical professionals.
Chubu
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Pharmapack Co., Ltd.  202
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Pharmapack Co., Ltd.

Manufacturing sterile medicine based on container manufacturing technology by blow molding

Contributing in medicine manufacturing, requiring sterility, with BFS technology to simultaneously operate container manufacturing and sterile filling of content fluid.

**Pioneers cutting-edge Blow Fill Seal technology**

The company belongs to Hanshin Container group, mainly selling medicine containers. The company manufactures medicines. It provides cutting-edge blow fill seal (BFS) and penetrated production systems for container manufacturing and sterile filling of content fluid. The BFS the company provides plays a great role in medicine manufacturing requiring sterility. The company responds to technical requirements from large pharmaceutical makers. It has high productivity and technical abilities.

**Takes manufacturing orders from large companies, leveraging the strength of a group company**

Based on container manufacturing technology by blow injection, accumulated from group companies, the company can provide various content fluid preparation, container manufacturing by blow fill seal (BFS) and sterile filling of content fluid at one time, supplying handy and safe products steadily. As Hanshin Container group, the company can cover from product planning, development to sales, and can take outsourcing orders from large companies by acquiring various licenses such as medicine production license.

**Plans to increase production lines and employment**

With the production facility such as blow fill seal (BFS) machines as its strength, the company takes outsourcing orders from large pharmaceutical makers. It plans to employ (about 30 staffs) by increasing production lines.
Private Inn Nakanoya

Revitalization by special zone, serving the experience of local food and nature to the guests

Manufacturing Doburoku, cooking for the guests focusing on local-production local-consumption, and organizing Hyakusho Juku to experience agricultural works and nature of Toga.

Address: 551 Togamura Sakaue, Nanto-shi, Toyama 939-2516
URL: http://toga-nakanoya.com/
TEL +81-763-68-2104
FAX +81-763-68-2121
Established: 1976
Capital: -
Employees: 1
Representative: Kuniyasu Nakanishi

Cooking emphasizing local-production local-consumption for the guests

The inn operates organic pesticide-free production at Toga-mura in Nanto city, uses vegetable from its private gardens, wild vegetables collected by the inn, and wild fish, and serves cooking emphasizing at local-production local-consumption. Since 2012, it has worked on applying for Doburoku (unrefined sake) special zone. It acquired Doburoku manufacturing license and was funded by the prefectural agriculture-business alliance fund. It holds Hyakusho Juku to allow students to experience the nature at Toga and agricultural works. Highly acclaimed for its forest protection activities and nature experience instructions, it was awarded the social contribution award by the prefectural educational committee.

Revitalizing the area by “Doburoku special zone”, and promoting local-production local-consumption

Nanto city, where the inn locates at, and Himi city was certified as Doburoku special zone. The inn started manufacturing Doburoku using organic sake rice. Triggered by the fact, it invented Doburoku pudding using Doburoku as a new product, and the product was high evaluated. The inn promotes Doburoku nationwide through exhibitions, and utilizes as a tool to invite overseas tourists such as from Taiwan. The activity leads to increase of staying guests, sales of local foods such as agricultural products, wild vegetables, and wild fish, and to promotion of local-production local-consumption and of the mountainous village area.

Triggered rediscovery of local food culture and energized the area

Noted once again for its Doburoku and local cooking using local agricultural products, each event by the inn increased visitors. The inn triggered rediscovery of local traditional food culture. It is noted for combination of local song, Doburoku, and wild vegetable dishes. It energizes local people and companies through its product being focused by TV and exhibited in Tokyo.
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KUBIX Inc.

World’s first blood testing technology capable of analysis at a genetic level

Realized cancer screening with high sensitivity from little blood sample, reducing patient burden from conventional endoscopic inspection. Increasing the number of client medical institutions every year.

Providing screening service for digestive system cancer as a venture from Kanazawa University

The company is a medical venture from Kanazawa University. It operates digestive system cancer screening by utilizing abnormal genetic information only in digestive system cancer, through operation and analysis of blood tests using microarray. The digestive system cancer screening in alliance with Kanazawa University realizes high cancer sensitivity (from 25% to 98.5%) by blood collection of a small amount (2.5ml), and realizes patient burden reduction from conventional endoscopic inspection. Because this screening has higher cancer sensitivity, the number of client medical institutions has been increasing every year, though the service is not insured by healthcare.

Commercialized cutting-edge blood test technology catching blood cell’s reaction to cancer at genetic level

The digestive system cancer screening service is characteristic in high cancer sensitivity (accuracy to judge that the patient has a cancer) in clinical trials, high specificity (accuracy to judge that the patient has no cancer), and in low body burden due to blood test. Microarray blood test used in the screening service is a cutting-edge inspection technology, catching the situation of blood reacting with cancer cells at gene level first in the world. The test can check 4 cancers: gastric cancer, rectal cancer, pancreatic cancer, and biliary tract cancer.

Increasing employment and developing new inspection methods

In FY2012, the company has increased test-service client medical institutions nationwide. In FY2013, it employed 2 mid-career engineers. It plans to make further employments and further expand its businesses. It is developing a low cost and expeditious new inspection system as a project outsourced by the Japanese government.
Kongo Construction Co., Ltd.

Reusing abandoned farms, and realized circular agriculture combined with wasted food recycling

Entered into agriculture as the second business pillar, working on wasted food recycling, contributing to reuse of abandoned farms and creating employment.

Agriculture as the second business pillar

Since its establishment in 1965 at Kanazawa, the company has steadily expanded the business by local infrastructure works, mainly public works. At present it forms a corporate group of several companies, developing the business to various fields. While defining construction business as the core, anticipating future sales decrease, the company enters into agriculture as the second business pillar. It operates wasted food recycling business. It manufactures soil activator liquid made from wasted food, developing recyclable agriculture, combining agriculture and food recycling.

Realizes circular agricultural method in the area, and contributes to food education

Its engagement in agriculture has realized recyclable agricultural methods in the area. The company collects wasted foods from local food makers and restaurants. It manufactures soil improvement material using the waste. Farmers produce agricultural products using the material. They supply the products to local restaurants and restaurants operated by a group company. The company contributes to local revitalization by reuse of abandoned farms, new employment creation, and harvest work experience for local kindergarten kids.

Works on new recyclable energy creation

The company is studying and developing a wind-preventing generator for agricultural use. The generator will block strong winds that prevent agricultural products from growing, and create a new recyclable energy. In the future, it aims at commercializing the product, establishing a new business model, and further expanding employment.
Sanko Kikaku Co., Ltd.

New products displaying presence in the market of pavement-marking material, exploring new markets

Develops and produces pavement-marking materials with reduced lead time and excellent durability, contributing to public construction efficiency.

Displaying presence in the niche market of pavement-marking material

The company develops and manufactures pavement-marking material Quick Sheet, making the company presence in this niche market. Many pavement-marking materials are done by coating. Quick Sheet has the incorporated structure, cutting resin sheet by color. Users can directly paste the colorful pavement-marking sheet on the pavement. Starting from this product, the company developed Grouncial Sheet, an advertising printing sheet to paste on and remove from the pavement, developing new markets. It deals with public offices and over 1,000 companies nationwide, including traffic security companies and signage companies.

Providing products and services nationwide with 3 core businesses

The company provides products and services to nationwide customers through operating 3 core businesses: pavement-signage planning & production business for planning, designing, production, and sales of outdoor pavement markings and sheets, parking activation business for planning, designing, renovation, and maintenance of store & facility parking lots, and traffic-safety facility business for designing, construction, and maintenance of all kinds of traffic safety facilities.

Promoting good work-life balance

The company has the big family philosophy, defining the president as the father and the employees as children. Based on the way of thinking that the company protects the employees and their family, the company is promoting a good work-life balance so that employees can fully perform and contribute for the society while improving their private lives.
Surviving through the changes of market and other environment with high technology and customer trust

Opens “Takayama Academy” for technology transfer, working on technology & skill transfer to younger generations with ex-employees as lecturers, supporting loom parts quality.

Manufactures “reeds” as loom parts, with 70% domestic and 20% world market share

The company has 70% domestic share and 20% world share in manufacturing high quality reed from loom and warp machine. The company started from reed repair, producing reeds for looms and warp machines since then. It sells various inspection and testing instruments for traditional textile, industrial fabric, films, and unwovens, which detect various defects and measure air permeability, water resistance, tear strength and so on. Responding to high-mix with small-lot production demands from customers, it is the only company in the world that operates reed rental, and it develops recycling technology to collect reeds from customers to reuse first in the world.

Realized reeds maintaining high precision and durability, through world’s top level technology

The company has 70% domestic share in manufacturing reeds. Shuttle-less loom has 3 main movements (warp shed opening, weft insertion, and beating), and reeds are the parts for beating. It has the world best high precision technology that precisely process Dents (main parts) by press and homogeneously line up 1-50 Dents per centimeter with the accurate distance all over the reed. The solder-less reed for warp preparation reeds is eco-friendly and improves customer productivity. These technologies are expanded to overseas joint factories in Korea, Taiwan, China, Thailand, and Malaysia.

“Takayama Academy” for technology & skill transfer to younger generations

In 2007, the company opened technology transfer school Takayama Academy. The school has held seminars for technology & skill transfer to younger generation, with ex-employees as lecturers. 34 people have graduated from the school and are now supporting customer-oriented quality of Takayama Reed. The company actively accepts internships and factory visits from local elementary and junior high schools.
Selling kimono materials as textile, exploring new sales channels

Kimono material maker developing original western clothes material, changing its width, expanding sales channels in Europe.

Representing the traditional craftwork “Ushi-kubi-tsumugi”

The company is a representative company for Ushi-kubi-tsumugi, traditional craftwork. It and its related companies cover all the processes from making threads from Tama-mayu (a cocoon jointly made by 2 silkworms) to fabrication. Recently the company manufactures western clothes materials (140cm wide) in addition to kimono materials (38 cm wide), expanding the sales channels to classy maisons in Europe.

Producing western clothes material of 140cm width, expanding sales channels in Europe

Ushi-kubi-tsumugi is established as a brand in kimono market with many consumer supports. As lifestyles changes, the traditional industry can no longer maintain the market size, and Ushi-kubi-tsumugi Production Association has only 5 member companies. The company originally developed 140cm wide western clothes materials, and has exhibited at European exhibitions such as Premiere Vision every year for sales channel expansion to Europe, starting from JETRO Milano Exhibition in 2009. It is very rare to sell kimono material as textile, due to necessary changes from looms.

Transferring “Ushi-kubi-tsumugi” technology as an important local resource

The company has 2 traditional craftsmen. It actively promotes Ushi-kubi-tsumugi technology transfers as an important local resource by dispatching employees to trainings of the industry association and technology preservation association.
Gifu

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F.I.T. Co., Ltd.

Providing low price reuse machines for environment protection and cost reduction of the industrial sectors

Purchases extra and used industrial parts with good quality and resells on internet, leveraging its expertise and experience in industrial machine designing and production.

Operating mail order sales specializing in industrial parts reuse as a new business

The company established in 2001, operating design and manufacturing of industrial machines such as vehicle production facility devices. Influenced by the worldwide financial crisis in 2008, the company has developed a new business F.A machines.com, mail order sales specializing at industrial parts reuse, leveraging its technology and experience in machine making. At present it is focused on developing super compact lightweight high function all-in-one control device, with high development and technical ability. The customer-oriented F.A machine reuse business is widely supported.

Expanding sales channels all over Japan and in Asian countries through original mail order website

The company buys extra and used parts of industrial machine parts in production factories, and operates reuse sales by the internet. Generally speaking, industrial parts were purchased from maker trading companies and representative shops. There was no concept or way for reuse. It was impossible for reusing specialized machines such as facility machines. However, the company has realized reuse of industrial parts incorporated in facility machines, if specification matches. Through its original websites, it has expanded the business all over Japan and in China, Taiwan, Thailand, and Vietnam. Utilizing its expertise and experience in industrial machine designing and production, it guarantees product quality by purchase, inspection, and maintenance, acquiring reliability.

Contributing to environment protection and cost reduction of the industrial sectors

With reuse machines, production factories and industrial machine makers can save costs. They can save inventory costs by selling extra and used parts. Many customers want other companies also utilize this service, leading to environment protection and industry revitalization.
First in Japan to mass produce chicory. Opened **Chicory Mura** and develops and sells new products

Develops and sells processed products using chicory, revitalizing the area with a restaurant hiring local women farmers and sales of local specialty goods.

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**Opened “Chicory Mura” and produces sprout vegetables with no-additive no-bleaching**

The company made the side business (cultivation of bean sprouts) of the former company, Nakata Shoten (a manufacturer of soft drinks), into the main business. In 1990, the company renamed itself to Salad Cosmo. With no-additive no-bleaching as the philosophy, it has expanded the production of safe and secure sprout vegetables such as bean sprouts and radish sprouts. For energizing the local area Nakatsugawa, it started mass production of chicory (54 ha) first in Japan. It opened **Chicory Mura**, an educational sightseeing production facility.

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**Newly developed “Gifu Maru-Shibori Vegetable Juice” using local agricultural products**

Combining the chicory made by the company and agricultural products in the prefecture (carrot of Kagamihara, apple of Hida, **yuzu** of Seki, and **yomogi** of Ibigawa-cho), the company newly developed and sold a 100% juice with materials in the prefecture, **Gifu Maru-Shibori Vegetable Juice**. Since the first sales in May 2013, the juice has become popular, and sold out 30,000 bottles earlier than expected. The company started deals with 40 **Michi-no-Eki** shops as new sales channels. Usage of carrots for the juice will increase from 16 tons to 46 tons, contributing to agricultural promotion in Gifu prefecture.

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**A role model for “agriculture-business partnership” and “local resource utilization”**

At **Chicory Mura** (at Nakatsugawa) operated by the company, the company operates development and sales of chicory related products, a restaurant hiring local women farmers, and sales of local specialty goods, aiming at energizing Japanese agriculture, elderly people, and the local area through producing chicory. The facility has 250,000 visitors a year, largely contributing to local revitalization. After commercialization, the juice was focused by many media such as newspapers and TV. As a result, many farmers in the prefecture requested new product development. The company becomes a role model for agriculture-business partnership and local resource utilization.
Central Construction Co., Ltd.

Succeeded in new market innovation by multi-task operation of construction and care service

Consulting with original business model, motivating constructors all over Japan.

Fulfills various local demands by multi-task operation of construction and care service

Since started as the first pavement company in Gifu prefecture in 1961, the company had no construction results. However, after starting care business in 2006, care goods rental caused increase in construction orders such as renovation. At present the company has transformed itself into a multi-task creative company for construction and care service.

Innovates new construction and care service demands

Due to shrinking construction demands, increased construction companies start new business, but very few of them succeed. The company has been increasing renovation orders since starting care service. During 7 years until FY2013, 1,800 people used care goods, leading to over 700 renovation orders from 40% of care goods users. Little sales activity was necessary for this result. The synergy effect of construction and care service not only brings renovations, but also other new demands such as tomb management, vacant house management, and real estate sales.

Giving hope to construction companies all over Japan

Local commitment is the common key of construction and care service. Therefore, it is important to coexist with local community for both businesses. However, fewer and fewer people protect local security and safety. The company started instructing this business model for construction companies for each area. So far 12 companies in 9 prefectures adopted this business model, multi-task of construction and care service, increasing employment. This project is adopted by Japanese government.
Hayakawa Seiki Industry Co., Ltd.

Constantly introducing cutting-edge machines to enhance its high precision processing technology

Skilled in manufacturing order made special products, newly entering into airplane parts. Taking orders for trial products of newly developed parts.

Manufactures precision machine parts such as semiconductor molds and machine tool parts

The company has its strength in super precision processing technology; it manufactures IC package molds and precision fixtures for car ignition plugs, and designs and manufactures special imposition gauges used for manufacturing car parts. Earlier, it introduced excellent Japanese machines and overseas hyper precision parts processing machines, challenging micron and sub-micron processing.

Specialized in distinctive order made products, entering aircraft parts manufacturing

The company manufactures precision machine parts such as semiconductor molds, machine tool parts, and special grinding blades, and has strength in order made special products. The fixtures are used by large spark plug maker factories all over the world. The company has expanded its world market share by its fixtures with increased sales. It newly entered into airplane parts. Highly regarded by user companies for its precision processing technology, the company took orders for trial product development of newly developed parts. Placing importance on domestic manufacturing, it always aims at high precision processing ability enhancement through introducing cutting-edge machines, maintaining strength in super high precision processing technology.

Employs new graduates from local industrial high schools and Polytechnic University of Japan every year

The company employs new graduates from local industrial high schools and Polytechnic University of Japan every year, contributing to local employment. It accepts interns from junior high and high schools, factory visits of industrial high schools, and company visits by the school headmaster’s association.
Marujyu Paper Company

Pursuing usage of Japanese paper as a daily life tool

Has launched 3120 brand with two Mino paper companies and two design professionals. Develops products pursuing new value and usage of Japanese paper (Mino paper).

High technology in machine made Japanese paper making

The union has made machine made Japanese paper (Mino paper) since establishment in 1951. It has high technology in machine made Japanese paper making such as watermark and combination, manufacturing many function paper useful in daily life such as kaishi (paper folded and tucked inside the front of one's kimono).

Breaks the typical image of Japanese paper and pursues usage of Japanese paper as a daily life tool

With two Mino paper companies, an artist, and a design director, the union has launched its 3120 brand, breaking the typical images of Japanese paper, pursing usage of Japanese paper as a daily life tool, producing many new products. The union is in charge of making Japanese paper with high skills of watermark and combination. Actively utilizing Facebook, the union works on promotion of 3120 brand and Mino paper. Products of 3120 brand have been exhibited at international exhibitions abroad such as Ambiente, Tendence (Germany), and ORNARIS (Switzerland), in addition to various domestic exhibitions.

Periodically holds factory visits, promoting Mino paper and machine made Japanese paper.

The union monthly holds factory visit events, promoting Mino paper and machine made Japanese paper.
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Succeeded in private consumer product development as a subcontractor

Developed an enameled cast-iron pot enabling cooking without water, leveraging high technology (casting and machine processing) accumulated over long time in industrial machine parts making.

New bestseller product for private consumers

In 1936, the company started as Hijikata Foundry, and was renamed in 1965. At first it started as a textile machine maker, and operated casting and machine processing of industrial machine parts as a subcontractor. In 2010, it sold a new product for private consumers, an enameled cast-iron pot VERMICULAR, which became a bestseller. The product was developed by leveraging high technology (casting and machine processing) accumulated over a long period of time in industrial machine parts manufacturing. This enameled cast-iron pot is an innovative product with high sealability, enabling cooking without using water to bring out ingredients’ flavor while retaining nutrients.

Realized high sealability, difficult for enameled cast-iron pots

In developing VERMICULAR, the company realized high seal-ability, which was difficult to realize for enameled cast-iron pots. The product succeeded in differentiation by appealing able to cook without using water; enjoying material tastes. In addition to its high function as a cooking tool, the product is highly noted for its beautiful exclusive pearl-effect enamel processing and stylish designs, leading to great popularity. The product maintains and develops high branding power by working on existing users such as disclosing recipes using the product.

Creating employment as business expands

In accordance with business expansion thanks to VERMICULAR, the company gradually employed new product development, manufacturing, and customer support staff. At present it actively works on employment and education of young manufacturing engineers. It employs special staffs in house, such as recipe development staffs, customer support staffs and product designers, avoiding dependence on outsourcing, creating employment in the area.
IKEYAMA Medical Japan Co., Ltd.

Enhances patient QOL by providing artificial breasts and breast reconstruction methods

Provides high quality artificial breasts and breast reconstruction methods for medical institutions. Enhances QOL of women who excised their breasts by breast cancer.

The company makes and sells artificial breasts for individuals, and provides new methods and materials of breast reconstruction operation for medical institutions. The company provides services matching patient demands by breast rebirth total care system, a comprehensive support system providing new breast construction method which it developed with a surgeon, and order-made artificial breasts that change colors by water temperature, for the purpose of realizing high QOL (quality of life) for patients who lost their breasts by breast cancer.

Enhances QOL of women by providing exquisite artificial breasts

It is said that 1 in 16 Japanese women catch breast cancer, the most risky cancer for women. If the cancer is discovered in the early stage, it is highly likely to recover, but maintaining QOL after breast excision becomes a big issue. The company differentiates itself by providing breast reconstruction methods matching specific demands of the patients. In July 2013, breast reconstruction implant method became partially applicable to health insurance. However the method is difficult to reconstruct nipples because the method extends the skin. Artificial nipples applying artificial breast technology of the company will make great demand.

Educates engineers for artificial breast making, contributing for industry development

The company established Japan Artificial Breast Association to produce high quality artificial breast making engineers, for the purpose of steady supply of artificial breasts really alike. The association authorizes artists who passed the exam after 6-month training. At presents there are 20 active engineers and 60 others are on training.
Provides entry & exit monitoring service for preparatory and second schools

Built a new business of entry & exit monitoring service for second schools. Increased users by matching with parent and school staff’s demands.

The company provides study material planning, editing, sales, and education service for preparatory schools and second schools. Due to low birth rates, the market is not going to grow. The company aims at high competitiveness by proceeding to high value-added businesses. It has developed student entry & exit monitoring system for second schools. The system matches with demands from schools and parents, acquiring high evaluations.

The company provides kazasu service. The service automatically sends e-mails to parents about entry & exit time and pictures when students flash their ID cards over the camera at entry & exit, spontaneously making entry & exit records. Users highly appreciate the service because they can check not only times but also pictures of children. This service can send various kinds of information from preparatory and second schools to parents, and it is used as a communication tool.

This business creates the new value-added in second schools concept, expected to activate related service markets. At present, this service covers over 1,500 rooms in over 700 groups, with over 60,000 students and parents. It highly contributes to local society by providing security and safety to children and parents.
Develops totally new foam with new functions and properties, based on market demands

Expanded its business into functional industrial parts and heat insulation materials for construction, applying SK impregnated plastic foam, adding new functions and properties.

Mainly operates steam molding of expandable and expanded plastic foam with wide product coverage

The company mainly operates steam molding of expandable and expanded plastic foam. It covers from 3D designing to sales, acquiring reliability from large light/heavy electric machinery companies and large car related companies. And the company started floor heating, heat insulation material used for and Eco Cute, building external heat insulation system. The group consists of 4 domestic companies and 2 overseas companies.

Aims at new business development with the totally new “SK impregnated foam”

In the market, high quality is required in terms of product liability and consumer protection. On the other hand, technology levels in Asian countries are improving. Heat insulation parts for home electric appliances are required heat resistance, waterproof, and high rigidity in addition to lightweight and resilience. Responding to such market demands, the company has developed a totally new SK impregnated plastic foam, made by material osmosis into bead clearance of conventional plastic foam products, adding new function and properties. As a result, the company has created new products with conductivity, antibacterial, and chemical resistant properties. Especially, ant-proof heat insulation material for construction use is expected for market revolution.

Restarted employing new graduates, working on direct employment of temporary staff

Since 2008, the company restarted employing and educating several new graduates a year. New employees do not belong to a specific section for their first year, studying manufacturing by theories and practice. It promotes direct employment of temporary staff.
Kondo Machine Corporation, Ltd.

Develops a new business by challenging B to C business

Newly entered into bicycle business by making use of its aircraft technology, creating bicycle hubs with the world’s best functions.

Newly entered the bicycle business making use of its aircraft technology

Since establishment, the company has made car related designing, manufacturing, and precision parts manufacturing as the core business. Using this high technical ability, the company entered into aircraft industry, acquiring aircraft JISQ9100 and Rolls & Royce certificates. Due to sales decrease after the Lehman Shock, it then newly entered into the bicycle industry by making use of its aircraft technology and created the world’s most functional hub.

Bicycle hubs with the world’s best functions, based on aircraft-parts manufacturing processes

The bicycle hub utilizes aircraft manufacturing methods in materials and processing methods. Each product has an engraved product number for traceability, first adoption in the industry for bicycle hub. Hub itself has the world best property with 400kg withstand load, 35,000 rpm maximum rotation speed, and 10 year guarantee. Asahi University, with a competitive team for bicycle race, highly noted this product before commercialization. Other teams worldwide heard this evaluation, and the product became beloved from bicycle racers. On the other hand, the company unprecedentedly exhibit to Paris Air Show, leading to high evaluation for application of aircraft technology to private use.

Acquired talented people by high evaluation of hub functions from bicycle race professionals

Due to high acclaims for hub function from bicycle race professionals, bicycle loving engineers, ex-racers, and the coach of Asahi University Bicycle Club joined the company to assemble hubs and bicycles by themselves. Over 100 people applied for recruitment, leading to employment of an excellent case of personnel with aircraft maintenance engineer license. The company secures employment regardless of economic or sales conditions.
Developing business with food machine making as its core, focusing on creativity since establishment

Manufactures baking molds with high design requirements with different mass production facility specifications by each customer, based on accumulated designing technology and know-hows.

Manufactures food machines as the core, and conducts car related parts processing, as well as designing and manufacturing of general machine devices

Since establishment, the company has maintained the philosophy of performing creativity. With food machine manufacturing as its core, it conducts car related parts processing as well as designing and manufacturing of general machine devices. Its confectionery automated machines, especially ice cream Monaka production machines, almost monopolizes the domestic market with over 80% share. It takes orders of high precision processing parts from large car parts companies.

Over 80% domestic market share in ice cream cone making machine

The company provides all large confectionery makers of confectionery machines for ice cream cones and ice cream Monaka, leading to the monopolizing market position with over 80% domestic share. Its dominance is due to the mass production facility designing and manufacturing technology to appropriately bake confectionery dough with different specifications by each customer, based on long accumulated high designing technology and know-hows. Its dominance also owes to the fact that the company can produce and supply baking molds with high design requirements precisely and quickly, responding to customer requests. Moreover, the dominance stems from the fact that the company operates and provides the above-mentioned strengths as inseparable.

Monthly technology transfer seminars for young employees

The company employs 1-2 new graduates every year. It monthly holds technology transfer seminars for young employees. It aims at a company manufacturing future products with beauty and utility, synergizing newest technology and traditional craftsmanship.
Takagi Chemicals Inc.

Realizes development and commercialization of colored flame-retardant fiber from PET bottles

Realizes drastic weight and cost savings through colored flame-retardant fiber from PET bottles, responding to “lightweight and low cost” requests from car industry.

Works on recycling business of vinyl chloride, nylon, and polyester since establishment

The company deals with different materials in resins, metals and textiles, and operates business in press processing, sheet metal processing, surface treatment, resin injection molding, resin processing and synthetic fiber supply. Since establishment, it worked on recycling business of vinyl chloride, nylon and polyester. Recently it manufactures colored flame-retardant fiber by directly kneading coloring materials and flame-retardant materials into the raw material from waste PET bottles. Compared with conventional flame-retardant resign coating products (backing materials), the product realizes drastic lightweight and cost reduction, expanding the sales by responding to lightweight and low cost requirement from car industry.

Realized development and commercialization of colored flame-retardant fiber from PET bottles

As a national project, the company has realized development and commercialization of colored flame-retardant fiber made from waste PET bottles. Previously colored fibers were coated by flame-retardant backing materials. The company realizes colored flame-retardant fiber by directly kneading coloring materials and flame-retardant materials into the raw material from waste PET bottles. Because it needs no backing material, reduces chemicals and achieves 23% weight saving and 30% cost saving. It is wide used as car interior materials (for seat backs and trunks). It can be made from 100% polyester short fibers, enabling reuse of waste materials in client (car seat maker) manufacturing processes, leading to industrial waste reduction.

Has pioneered recycling since establishment

Since establishment the company operates recycling business. In 1972 it challenged making fibers from waste polyester resin the first time in Japan. It is a pioneer company for building recycling systems by usage developments. It has made social contribution with local community, by realizing local-production local-consumption style PET bottle recycling through collaboration with neighboring local governments.
Fully utilizes local sightseeing resources including human resources, making local people as spokesmen

Tourists interact with “spokesmen”, local people inheriting historical knowledge through generations. Tour guides of Inuyama Omotenashi Party are local citizens.

Conducts locally committed tours with local citizens

The company is a tourist agency specializing in locally committed tours in a town beside Inuyama Castle (a national treasure) in Hida-Kisogawa Quasi-National Park. Now sightseeing becomes an important industry for Japan, and especially locally committed tours provide a new travel concept. Locally committed tours newly utilize local unique resources, which were previously not recognized as sightseeing resources, solving various local problems such as population decrease. They provide a sustainable new travel concept realizing good for customers, areas, and companies. The company incorporates experience and interaction elements in tours at the town, considers sustainable revitalization of the town through expanding interactions, and proactively elaborates for locally committed tours fully utilizing local resources including human resources.

Locally committed tours as a business certified by the Regional Resource Utilization Promotion Law

Inuyama city in Aichi prefecture has only 75,000 people, but 610,000 tourists a year visit the Inuyama castle and the town. However most of tourists take the sightseeing-only style as before. The company maintains resource values of the castle, the old town, the festival, and local gimmicks, and utilizes these values for tourism. It plans and conducts locally committed tours for rediscovering the local culture through experience and interaction with local people.

Inuyama Omotenashi Party, a group of professional tour guides who love their home town

All staffs have accumulated experience as guides of tours to enjoy and study, such as domestic & overseas cruises, domestic bus tours, world heritage tours, historic tours, and gourmet tours. Applying accumulated know-how's to locally committed tours of their home town, the staffs work on rediscovery of local culture with joy.
TOYORIKO Co., Ltd.

Specialized in plastic plating and realized application to various resins

Covers development and designing, mold and fixture manufacturing, injection, plating, painting, spattering, and assembly of car and bicycle related parts.

Established as Japan’s first company to specialize in plastic plating

The company was established as Japan’s first plastic plating processing company. At present, the company has established an integrated production system covering development and designing, mold and fixture manufacturing, injection, plating, painting, spattering, and assembly. It mainly manufactures car and bicycle related parts. It can provide plating processing to various plastics such as MLT (metal sound plastic plating). It has ISO 9001/14001, eyeing environment protection in addition to quality management.

Produces decorative plating to nylon resin with world top level production amount

The main products consist of car and bicycle related plastic parts and plastic parts for houses and amusement use. The company adopts originally developed high anticorrosion plating, has plating lines only for engineering plastics, and provides plating processing to nylon resin. It produces world top class amount of decorative plating for nylon resin. It provides other various plating processing such as white trivalent chromium plating and pearl silver (satin style) plating.

Originally developed MLT plating (metal sound plastic plating), a plastic plating much more like a metal

Originally developed MLT plating (metal sound plastic plating), as a plastic plating more similar to metal, has super heat resistance (200 C) and high size precision, and makes metallic sound. It was mass produced as the alternatives of aluminum die cast.
TOMEY CORPORATION

Has worldwide share in ultrasound and electrophysiology related test devices for ophthalmology

Creates pioneering testing devices for ophthalmology, utilizing its technical strength in ultrasound and electrophysiology.

Developing medical devices for ophthalmology, using very wide range of technology

The company develops medical devices for ophthalmology, using very wide range of technology such as ultrasonic, electrophysiology, laser, optics, sensor, electronics, and mechatronics. It has worldwide shares in ultrasonic tomography devices, axial length measurement devices, and electrophysiology related products. Especially the anterior eye OCT (optical coherence tomography) is the only one product in Japan, and there are only 3 companies for the product in the world.

Developed world only anterior eye OCT technology

The company has 40 years of history in ophthalmology test devices. Though the domestic share is the 3rd largest, the company has created pioneering products such as electrophysiology test devices for ophthalmology, ultrasonic graphic diagnosis devices, and cornea shape measuring apparatus. Especially the anterior eye 3D OCT (optical coherence tomography), which the company started sales in 2008, realizes 3D visualization of microstructures in angles and corneal opacity, through free domain method using special optical source that can gain all information at one measurement lay. The product drastically enhances the processing speed by a digit compared with conventional anterior eye 3D OCT. It is the world only on product, used for various clinical scenes by various applications.

Employing doctoral graduates as developers through joint researches with universities

After developing the anterior eye OCT with Tsukuba University, the company has promoted joint researches with universities. While employing doctoral graduates of such universities as developers, the company proactively employs mid-career people. Its product exhibition room is used as an open facility for client trainings.
Comprehensive opto-mechatronics maker based on optics, precision machines, and electronics

The company is a comprehensive opto-mechatronics maker with three core specialized technologies, in *opto* (optics), *mecha* (precision machines), and *electronics* (electric technology), covering customer demands from designing and development to commercialization. It applies its core technologies, optics and precision technology, to various products. It always challenges for new technology developments, highly evaluated in the industry.

Applying camera technology, accumulated since establishment, to various products

The company applies its optical parts manufacturing technology, developed from camera technology accumulated since establishment, to various products. It has specialized original technology fields such as optical glass lens, optical plastic lens, complex asphere lens, vacuum disposition multi-layer mirror/filter, precision injection molding parts, optical assembly unit, precision tooling/fixture, and specialized facility development, leading to complex and comprehensive optical device manufacturing technology. It technically suggests for customer specialized specifications, and originally suggests based on its optical designing technology. These suggestions are adopted as customized specifications. It has realized free form shape in precision mold processing technology for plastic lens. It conducts various development researches for head mount displays and head up displays for automobile.

Manages 11 group companies, creating domestic employment

As the core company in Toyo Circle Company Group, the company manages 11 companies. It creates domestic employments and adopts elderly re-employment systems. It actively accepts high school internship.
Nakamura Ironworks. Ltd.

Now indispensable to Japanese aircraft and aerospace industries

Skilled in super precision processing of super large component, being unrivaled in body processing of aircrafts and rockets.

Departs itself from a mere subcontractor through acquiring technology that no other company has

The company was a subcontractor of large companies as an industrial machine parts processing company, but succeeded in departing itself from a mere subcontractor through acquiring technology that no other company has. It operates parts processing for precision devices such as semiconductor manufacturing devices and aerospace industry. While processing parts of oil plants in the Middle East, the company took order of Japan’s H-II A rocket body processing. Especially the body processing technology for aircrafts and rockets are incomparable. The company is indispensable for current Japanese aircraft and aerospace industries.

Skilled in super precision processing of super large component such as that of rockets

The company has its strength in super precision processing of super large parts such as rockets. Recently it operated rocket body processing of Japan’s H-II A and H-II B, by processing aluminum, duralumin and super alloy into rounded form. The processing needs micron base precision, and final processing and finishing needs hand works. The products have high competitiveness, and the company inspect by itself, using its 3D laser measurement devices. It prepares environment for any technical requirements by owning a laboratory factory always at 20 degrees temperature.

Transfers technology by thorough practical training, considering technology transfer as an urgent agenda

From 2014, the company is going to employ about 5 new graduates every year, and considers accepting 2-3 international trainees. Technology transfer is an urgent business agenda, but it is difficult to transfer technology just by showing. Experienced workers educate new and mid-career workers by thorough practical trainings. The company launches solar electric generators all over the factory, aiming at reducing environmental burdens.
BTT. Co., Ltd.

Provides high function tools by advanced technical skills accumulated in cutting tool re-sharpening business

Realizes productivity improvement by developing optimized cutting conditions, in addition to re-sharpening cutting tools. Transforms the business model to selling cutting technology.

Operates manufacturing from order made tools to advanced cutting tools for aerospace parts

In 1989, the company started re-sharpening of metal cutting tools. It operates from order made tool designing/manufacturing to development and manufacturing of advanced cutting tools for aerospace parts. It works on manufacturing with a further step, developing cutting-edge SiC single crystal tools by industry-academy alliance.

Transforms the business model from selling “tools” to selling “cutting technology”

The company provides optimized tools for user facilities and cutting conditions by order made, responding to problems of commercially supplied general tools through collecting user voices in re-sharpening business. In addition to providing products, it suggests cost reduction through developing optimized cutting conditions and improving productivity. It transforms the business model from selling tools to selling cutting technology. At present, it operates OEM production of a famous large tool maker, performing advanced and elaborated cutting tool designing and manufacturing skills accumulated in re-sharpening business.

Opened an educational facility for tool re-sharpening technology, aiming at technology diffusion

The company is going to open an educational facility for tool re-sharpening technology for cutting tool users in September 2014, and expects about 100 students a year. In October 2014, the company is going to be a lecturer in the tool sharpening technology seminar of Polytechnic Center Chubu.
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Contributing to attracting tourists through the *Okage Yokocho* and through sports

Opens “Okage Yokocho”, reproducing the old street sights from Edo to early Meiji period at Monzen-machi in front of the inner shrine of Ise Shrine. Contributes to captivating tourists and enhancing local brand image.

**“Akafuku Mochi”, Japanese sweets representing Mie prefecture. Opened and operates “Okage Yokocho”**

The company established in 1707. It manufactures *Akafuku Mochi*, a Japanese sweets representing Mie prefecture. The product is mainly sold at Ise, Nagoya, and in Kansai area. In 1993, it launched *Okage Yokocho*, reproducing the old street sights of Monzen-machi in front of the inner shrine of Ise Shrine. A group company operates the street. Many tourists (4.5 million people a year) visit the street, contributing for inviting tourists to Ise and Mie prefecture, enhancing the local brand images, and for creating local employment.

**Recaptured tourists, significantly contributing to the local economy**

The Oharai-machi before the company opened *Okage Yokocho* was desolate, without reminiscence of the active street with full of people for *Okage Mairi* during the Edo Era. Tourists just pass through the street. The company took the initiative for the solution, with support from local government and local supporters. In 1993 when *Shikinen Sengu* was held, it reproduced and moved buildings with unique Ise styles in a corner of Oharai-machi, and it reproduced the Ise Shrine Monzen-machi that had full of visitors for *Okage Mairi* from Edo to early Meiji period, naming the new street as *Okage Yokocho*. Since then, tourists have visited Oharai-machi again (4.5 million people a year), contributing for the company business and local economy a lot.

**Created new employment, and built and donated “Ise Football Village”**

By opening *Okage Yokocho*, the company, its group companies and other local companies contribute for new employment creation a lot. The company built a soccer stadium, Ise Football Village, at Asama-cho in Ise, donating the stadium to Ise city. It conducted the project for inviting visitors to Ise through sports.
Renewed hot spring facilities and sharing local culture, acquiring many visitors

Renewed hot spring facilities and bring to light the local culture by adopting top class chefs and creators. Maintains many visitors, creating local employment.

Aquaignis Co., Ltd.

The company started from operation of Kataoka Onsen, a day tour hot springs facility owning original springs. It operates complex facilities with hot springs, restaurants, and hotels and provides various events, collaborating with famous chefs, designers and creators. It distributes new food culture such as original products and services, utilizing local food materials cooked by a famous chef.

Realizing high value-added services by working with top class chefs and creators

The company opened world-famous cook-produced restaurants, cafés, patisseries, and member-only rental farms, based on its traditional strength as hot springs. It provides only-one highly value-added services by developing menus (dishes and sweets) utilizing food materials from the farms and local producers. Several designers and creators cooperated in building, interior, furniture and accessory. The facility itself makes artistic atmosphere, synergizing with the services. As a result, visitors have been increasing with support from the young and women.

Creating employment through business success, while also working for local interaction

The company employed 240 staffs, 3 times of former 80 staffs, making a great local contribution in employment. It holds Yummy Food Festival 4 times a year under cooperation with local food producers and restaurants, opening the facility for free. The event provides local interaction opportunities, leading to local revitalization.
Provides total local life support services as a “local handy man”

The union provides such services as renovation of barrier-free houses, disposal or purchase of unnecessary furniture, product reuse and recycling, care goods rental and sales, house cleaning, and water plumbing maintenance and repair.

Supports elderly people with their disposal of disused articles

The number of seniors living alone is increasing and the disposal of disused articles is becoming an issue. The union helps them with disposing and recycling such disused goods, contributing to the promotion of efficient resource usage and the formation of recyclable society with sustainable business and profits.

Accepts high school interns and provides child-support programs

The union now accepts 2 interns from Kuwana Industry High School in Mie Prefecture. It also provides employees’ children with their playground and children house.
Tsuji Oil Mills Co., Ltd.

Constructing green recycling system, using wood biomass for local revitalization

Conducts manufacturing, sales, research, and development of vegetable oil, seasonings, various functional lecithin, functional materials, and natural perfumes. Actively leads local development activities.

Originality oriented company conducting manufacturing, sales, and R&D of various products

The company focuses on natural materials, with the originality-oriented company philosophy, “Do not imitate others. Do what nobody can do.” It is a comprehensive food maker conducting manufacturing, sales, research, and development of vegetable oil, seasonings, various functional lecithin, functional materials, and natural perfumes. The core business, vegetable oil, has the largest production amount in Japan. The company is the world’s largest lecithin maker that succeeded in commercializing high purity power lecithin refinery. Utilizing its technology accumulated by creative R&D, the company provides unused resources such as by-products as high value-added products. It takes a major role of business-academy-government alliances and local resource usage for local promotion.

Building “green recycling” system to revitalize local lumber industry and agriculture

The company has participated in launch and operation of Matsuzaka Wooden Biomass Thermal Utilization Association. The association sells vapor energy by burning wooden chips crushed from local thinned wood, wood waste, tree skin, and lumber market remnants, as an endeavor for biomass business contributing for construction of green recycling systems to forest management and for local lumber industry revitalization. The company commercializes and sells byproducts from squeezing vegetable oil as feed and fertilizer. It processes and sells agricultural product made by contracted farmers with its original technology. The company aims at constructing recycling systems to effectively utilize all resource.

Launched “Ureshino Agri” for new employment creation

The company has launched Ureshino Agr jointly with Asai Noen and Mitsui Corporation, for developing a new agriculture business model using local resources. Ureshino Agri operates an energy-saving, low-running-cost plant factory utilizing vapor energy from biomass business at maximum. The company will make Ureshino Agri a workplace for the handicapped, thus contributing to local employment.
Bankyo Pharmaceutical Co., Ltd.

Produces eco-friendly cosmetics utilizing local resources

Jointly covers processes from development to manufacturing with large pharmaceutical makers, in addition to contract manufacturing. First in Japan to commercialize cosmetics developed by high school students.

Partner to 70 pharmaceutical makers, mainly conducting external medicine contract manufacturing

The company is a contract manufacturer specialized for external medicines (creams, ointments, and liquids). It responds to all kinds of fillings and packages. It suggests development also. Originally it had its head office in Hyogo prefecture, but the office was damaged by the Hanshin Earthquake, and the company moved the office to Mie prefecture. At present the company partners with 70 pharmaceutical makers, mainly operating external medicine contract manufacturing. In addition to contract manufacturing, it jointly covers processes from development to manufacturing with large pharmaceutical makers.

Commercializing cosmetics developed by high school students for the first time in Japan

The company manages Taki Industry Association, which is comprised of 20 industrial companies in town. The president is the chairman of the association. The company builds mutual cooperation systems in Mie prefecture pharmaceutical industry association, operated by pharmaceutical companies in Mie prefecture. It develops *product development project* in cooperation with Oka High School’s Production Economy Department located in the neighborhood. With full supports by the company, the high school students developed and commercialized cosmetics *Magokoro Tea Hand Gel*, the first such case in Japan.

Producing eco-friendly cosmetics utilizing local resources

For local revitalization, the company produces eco-friendly cosmetics using local resources in the prefecture. It develops local original cosmetics utilizing local resources which were wasted at each area, area around Kumano Kodo (a world heritage), Ise Shima area, and Iga Ueno. Recently its external medicine for improving scars became a bestseller. This genre of products is increasing sales. For more manufacturing ability, the company will expand the factory, contributing to local employment creation.
Built an energy plaza among the largest in Japan, and utilizing exhaust heat for local revitalization

Substitutes old waste disposal facilities, solving the local government problem, by building one of Japan’s largest recycling center.

The company is the core company of Daiei’s environment group, supporting resource recycling society. It appropriately processes and disposes wastes and recycles them as resources. It always challenges for new problems as an environment creation company with the Japan’s largest plant cluster.

The energy plaza that the company built in September 2013 has Japan’s largest thermal processing (including drying and carbonating) ability with 953 tons a day, and generation ability with 4,000kw. The trans-heat container system built aside the plaza can collect and storage the heat made by the facility operation, and can transport the heat by vehicles. The system without using conducting pipes is adopted as a outsourced project by Ministry of Environment. It is expected for usage at neighboring hot spring facilities and public facilities, further contributing for the area.

By building a recycling center with the largest size in Japan, the company contributes to local employment. It enhances local employment, sells exhaust heat to local leisure facilities for prices cheaper than heat using normal electricity, and provides compost to neighboring farmers.
Kinki
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Eco-Farm Mikata Co., Ltd.

Making plum wines using local specialty products. Developing new products and expanding sales

Using natural plum juice with original production methods to develop products such as soft drinks, jellies and candies, triggered by certification for an agriculture-business alliance project.

Is the only plum wine specialized maker using the local specialty “Fukui Ume”

The company is an agricultural production entity established by Wakasa-cho and individuals. It operates the plum wine manufacturing sector for making plum wines using Fukui Ume, specialty plums picked from its plum garden as the main business, the retail sector for selling agricultural products and processed foods, and the delivery foods manufacturing sector for providing foods for prefectural facilities. It is the only plum wine specialized maker using the local specialty Fukui Ume, playing a role of expanding local specialty goods. Since FY 2011, it has elaborated for proactive new product development and sales channel expansion, developing these activities in alliance with other local makers.

Integrated production from growing and harvesting to wine manufacturing and bottling of the “Fukui Ume”

The plum wine Baijyo is made by integrated production covering from growing the local specialty Fukui Ume by company plum garden, to harvesting, plum wine manufacturing, and bottling. The plum wine establishes the position of a representative souvenir of Fukui prefecture. In FY 2009, it was certified for an agriculture-business alliance project. It works on new product development using natural plum juice with original production methods as the ingredient, such as soft drinks, jellies and candies, in partnership with other local makers. In March 2013, the company’s agriculture-business integration business plan was certified by the Ministry of Agriculture, Forestry and Fishery. It is to challenge new local resource utilization and sales promotion.

Contributing to new product development and sales channel expansion

In FY 2012, the company has led the 8 member companies of the Specialty goods development and sales promotion project. It started catalogue sales of gifts realized by the partnership, while building business bases to perform as a regional wholesaler. The company works on new product development with local makers of tofu, sake, pickled plum, and sweets. It contributes to local specialty goods sales expansion by actively participating in exhibitions and business matching events in Tokyo area.
Shitsurindo Co., Ltd.

Proposes creatively designed lacquer wares with original brands, contributing to local tourism

Continues to produce products with Japanese paper and lacquer, utilizing new senses while caring for traditions. Actively conducts business-academy-government joint researches, publicized by media of all sorts.

Developing both traditional and modernized products, focusing on natural lacquer

Since establishment, the company has continuously operated Japan manufacturing and sales as the core business. It mainly operates production of industrial and OEM lacquer wares, and painting and repair in the area. While carefully maintaining its 200 years of tradition, it actively manufactures products utilizing senses of young people. Focusing on high quality natural lacquer, it develops both traditional products and modernized products. With its original brands such as Owan-ya Uchida and aiso mo cosomo, it suggests creative designed lacquer wares.

Active engagements

Through joint research with local companies and industrial technology center in 2010 and 2011, the company developed a lacquer ware usable in microwave ovens and dishwashers, and the product gained publicity. The company jointly develops products with Japanese paper industry. In addition to sales through wholesalers, it directly exchanges opinions with consumers and directly sells the products through exhibiting at exhibitions. Through the Lacquer Cellulose Project in 2010, one of the Japanese Brand Promotion Support Projects, it developed a new product (name card holder) utilizing textures of lacquer and Japanese paper, jointly with Echizen Washi production sites. It continues to produce products with Japanese paper and lacquer, utilizing new senses while caring for traditions.

Actively conducts business-academy-government joint researches, and contributes to local tourism

The company actively conducts business-academy-government joint researches, such as realization of high hardness of lacquer utilizing electron beam irradiation technology. These study results are publicized by various media including NHK. The company contributes to local sightseeing by demonstrating lacquer ware making (painting) by traditional craftsmen once a month at craftsmen laboratory in Urushi no Sato Kaikan, Echizen lacquer ware’s industry hall.
Shimomura Shikki Co., Ltd.

Combining lacquer lamination expertise with new technology. Established system for mass production

Won the excellence award in the “Traditional Technology Application Section” of the 3rd Monodzukuri Nippon Grand Award. Actively works on local technology improvement and traditional technology diffusion.

Address: 8-7 Katayama-cho, Sabae-shi, Fukui 916-1223
URL: http://www.shimomurashikki.co.jp/
TEL +81-778-65-0024
FAX +81-778-65-2202
Established: 1962
Capital: 10m JPY
Employees: 16
President & CEO: Akio Shimomura

Woks on new material and product development incorporating new technology in traditional technology

Since establishment in 1900, the company has manufactured lacquer wares using traditional skills in Echizen area. Recently it works on new material and product development incorporating new technology in traditional technology, and expands sales. It developed super durable IH usable plates synergizing traditional lacquer lamination technology of Echizen lacquer ware and new technology, through business-academy partnership. The new product brings new supply system for delivery foods in hospitals. The company produces highest quality lacquer wares with craftsmen all over Japan, spreading the products to all over the world. It actively works on local technology improvement and traditional technology diffusion.

Developed super durable IH compatible dishware, based on lacquer lamination technology

The company developed new products, super durable IH usable plates, based on lacquer lamination technology, accumulated in the area. The product responds to CO2 and running cost reduction demands from delivery food industry. To pinpoint cook raw food material on plates on tray, plates need to have contamination resistance and heat insulation properties. To realize this, it is necessary to use resin kneading technology, coating liquid synthesis technology, multi-layer coating technology for stronger adherence without making peelings and cracks. The company utilizes its traditional technology for realizing this challenge.

Increased work for professionals, enhanced motivation, and created employment by starting a new business

The company won the excellence award in Traditional Technology Application Section of the 3rd Manufacturing Japan Grand Prize for its super durable IH usable plates. Through new product development, the company receives increased demands from delivery food suppliers for hospitals and schools. To respond to the demands, the company established mass production system in partnership with Echizen lacquer ware craftsmen. By new business creations, local professionals increased their works and enhanced their motivations.
Farm Maama Kineya Joint-Enterprise Cooperative

Effective utilization and value-added improvement of local agricultural products by JA’s female members

Developing processed foods utilizing local produces, mainly rice, as many of local farmers made rice. Recognized as Kinesha = Ohagi due to successful branding.

Aims at effective usage and value-added improvement of local agricultural products

The union was organized from multiple processing groups by JA women member, for effective utilization of local agricultural products and value-added enhancement, triggered by that JA launched a direct sales shop of agricultural products. Because the total sales of the processing groups became over 100 million JPY, the groups considered the integration from 2009. The groups became a business union in 2011, while establishing working systems and financial management systems. It has expanded the sales until now.

Supported from all over the prefecture, recognized as Kinesha = Ohagi due to successful branding

The union worked on developing processed foods utilizing rice and started sales of Ohagi, as many of local farmers made rice. At present the union is widely supported by local and prefectural people, and is recognized as Kinesha = Ohagi due to successful branding. Ohagi consists of 30% of total union sales. It works on development of prepared foods and bento utilizing local agricultural products, contributing to local agricultural product value-added improvement through sale increase. It is indispensable for neighboring weak consumers such as elder people. It provides bento for local events, responding to local demands.

Indispensable to the area

At establishment, the union has employed 14 part-timers for processing. All members including part-timers are housewives around the factory. The union is indispensable for the area due to effective utilization and value-added improvement of local agricultural products and for creation of job opportunities.

Address: 9-10-1 Koumasu-cho, Fukui-shi, Fukui 918-8218
URL: http://www.shimomurashikki.co.jp/
TEL +81-776-52-2260
FAX +81-776-52-2260
Established: 2011
Capital: 5.95m JPY
Employees: 39
Representative Director: Chizuko Matsuda
Boston Club Co., Ltd.

Created attention-getting spectacles brand with creative designs and high functionality

Designs, plans, produces, and sells original and other brand frames. Competing with Chinese spectacles, adheres to designs that can only be realized by Japanese technologies.

“Made in Japan” spirit, taking root in the local area

The company has the philosophy of building original spectacles culture, attaching great importance to human relationships. It designs, plans, produces, and sells original and other brand frames. In Ginza, Tokyo, it operates a Tokyo sales office bostonclub tokyo and a directly-managed shop GLOSS. It manufactures emphasizing the “Made in Japan” spirit and by taking root in the local area. The company transmits a variety of attractive spectacles frames to the world, such as JAPONISM, BCPC, and MUGUET, which combine local advanced technologies and original designs.

Focusing on design that “lasts”

By fully making use of advanced spectacles manufacturing technology fostered by Sabae, the company focuses on designs that can only be realized by Japanese technology, and has been competing with Chinese spectacles. Recently it has developed spectacles with a design theme of long-usable without boredom, incorporating internationally communicative perspectives in addition to technology. It has also succeeded in developing a LADDER HINGE, a removable and exchangeable hinge, aggregating various technologies in the Sabae area. It realized functional beauty that is even more appealing than visual design. These products have been covered by many magazines and have received great attention.

Leads Japan’s house brands, contributing to local revitalization

The company has developed original brands to depart from OEM production, striving to compete against Chinese products despite higher prices. One of their brands, JAPONISM, has grown to be a leading house brand in Japan with strengths in creative design and high functionality, contributing to local revitalization. The president represents SBW (Sabae Brand Working group), a group of young executives leading the next generation’s spectacles industry and conducting activities for the future industry.
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Expanding the environment business, mainly waste water processing technology, to East Asia

Commercialized technology to enable processing of persistent pollutant (refractory organic compound) in waste water with simple maintenance.

Aims to expand environmental businesses, mainly waste water processing technology, to Southeast Asia

The company operates factory plant and pipe cleaning business since its establishment in 1976, waste palette carbonation recycling business and water processing business. By conducting joint R&D with Ryukoku University, the company aims at international expansion of environment businesses (mainly industrial drainage water) to Asia (Taiwan, Vietnam and China). By partnering with universities and other institutions, it has commercialized a technology to enable processing of polluted substances in waste water with easy maintenance (OH radical processing).

Waste water processing technology and products with high-function, low-cost, and reduced maintenance

The company’s strength is in waste water processing technology and products, which can process any kinds of factory waste water with high-function, low-cost and reduced maintenance. Terrast, a treatment agent with special carbon and aluminum as the ingredients, enables flocculation precipitation treatment of heavy metals, which were conventionally difficult to process, through eluting active aluminum ions by throwing the product into the water and by circulating the water. The product is low cost, easy for maintenance, and suitable for small coating factories. The OH radical, much made from using Terrast, enables persistent substance waste water processing and efficient processing of color, odor, and oil. The product is used in China, Vietnam, and Taiwan.

Education young employee for global activities

The company recently aims at international expansion to Asia. It works on young employee education for global activities. It accepted a Vietnamese trainee group (HIDA training) in 2011. Since then it has been trying to expand its business to Vietnam and has exhibited its products at Viet Water, the largest water processing exhibition in Vietnam, for 2 consecutive years.
OHMI BUSSAN Inc.

Manufactures and sells high quality recycled plastic materials, as contribution to a recyclable society

Transforms used materials into “high quality recycled materials” with quality equivalent to that of virgin materials, through new material development by industry-academia partnership and improvement of material evaluation, blending, and kneading technology.

Manufactures and sells high quality recycled plastic materials, to contribute to a recyclable society

The company has the philosophy of contribution to recyclable society. It transforms various used polypropylene materials from car parts, home electric appliance parts, and containers into high quality recycled materials with quality equivalent to those of virgin materials. It sells and provides the materials for recycled car parts.

Primary strength in providing recycled plastic material of high quality

Quality level of recycled plastic material is the biggest strength of the company. To break the typical image of recycled plastic as second class, the company has earned property revitalization technology for each plastic material, through new material development in partnership with universities (Industrial Research Center of Shiga Prefecture, Osaka Municipal Technical Research Institute, Ryukoku University, Kanazawa University, etc.), through used material degradation and environment burden substance analysis, and through instruction of additive composition technology. It provides products responding to quality requirements from users, through long accumulated resin material composition and extrusion kneading and granulation technology. It provides perfect product quality management, acquiring high reliability from car industry and electric machinery industry.

Aims at local employment through further business expansion

It launched a joint venture for steadily securing car battery case fracture materials. In 2008, it made its factory in Fukushima become independent so as to fortify recycled resin material production. It is expected to contribute to local employment through further business expansion.
Incorporating new designs into Japanese traditional cask making methods

Constantly challenging new fields, while maintaining traditional cask making technology. Actively expanding its sales channels worldwide with high value-added products of unprecedented design and usage.

Incorporating new designs into Japanese traditional cask making methods

Shuji Nakagawa, the representative, started apprenticeship of barrel making as the home business (Seiji Nakagawa, his father, is a holder of Important Intangible Cultural Property), just after graduation from 3D modelling department, Faculty of Art, Kyoto Seika University in 1992. In 2003, he became independent launching Nakagawa Mokkougei Hirakoubou at Otsu city in Shiga prefecture. Incorporating new designs in Japanese traditional barrel making methods, the company developed a champagne cooler authorized by a French champagne brand Don Perignon. It proactively expands the business both inside and outside Japan, and is highly noted for its differentiated business operation.

Actively expands its sales channels worldwide by unprecedented highly value-added products

Though the company maintains traditional skills of barrel craftsmen, it always challenges for new areas. The highly value-added products with unprecedented design and usage are innovative business developments for the industry. The company targets clients worldwide. It actively works on product and technology PR in overseas, e.g., holding wood craftwork exhibitions with mainly European companies. It partners with overseas companies such as producing wooden stool designed at OeO, a design studio in Denmark. It actively develops manufacturing synergizing western senses and Japanese traditional skills. Its technology and design ability is highly regarded worldwide.

Works toward increasing and educating craftsmen, in order to respond to sales increase

Frequently focused by media, the production cannot catch up with the sales increase, extending the lead time. The company is going to employ new craftsmen and normal staffs (including temporary staff). It actively educates craftsmen.
Hiei Yuba Honpo Yubahachi Co., Ltd.

Develops local Yuba into a notable brand and promotes new product development, enhancing recognition of Yuba

Develops a brand name for local Yuba and actively explores sales channels, publicizing Yuba internationally. Aggressively develops new Yuba products by collaborating with local companies.

Established: 1940
Capital: 25m JPY
Employees: 73
CEO: Sachiko Yagi

Address: 4-3-10 Chuo, Otsu-shi, Shiga 520-0043
URL: http://hiei.yuba.jp/
TEL +81-077-522-7398
FAX +81-77-525-7128

Developed a brand name for local Yuba and actively exploring sales channels

The company has started Hiei Yuba (dried bean curd of Hiei) production and sales since 1969. It has developed the business by distributing charms of Hiei Yuba collaborating with restaurants, and by branding original goods. Recently, supply amount has been rapidly increasing due to raw Yuba deals with middle-size food makers. It aims for higher profitability, exploring direct sales channel by actively making use of exhibitions.

Presenting new products through collaborations, enhancing recognition of Yuba

The company aims at transforming Yuba into a world class innovative food material, while maintaining tradition of Yuba. The soy beans used as the material are all from Shiga prefecture since January 2012, accomplishing local-producing local-consumption. It enhances local recognition by presenting new highly value-added products realized through collaboration with local bread, liquor, and udon companies. It has increased local restaurant sales by alliance, specializing Hiei Yuba as a food material.

Employing local handicapped people and recommending community work to employees

The company employs from a local school for the handicapped and provides a packaging workplace by cooperating with a welfare workshop for the handicapped. It actively participates in Lake Biwa Forest Making Partners and other social welfare association businesses. It recommends its employees to take holidays for community work.
Hiyoshi Corporation

Environment analysis at the core, provides environmental services worldwide as an environment protection technology group

Provides services worldwide as a technology group for environment total solution services, actively training international human resources.

Providing environmental services worldwide as a technology group. “All things start from measurement.”

The company is an environment total solution service company with 80 business licenses and over 1,700 license holders. It covers various environmental business fields such as testing for water and other environmental samples as well as, food, and sanitation, water facility maintenance, chemical sales, and waste collection. It expands the business by its one-stop total services for environmental problem. Building on over 50 years of experience, it launched a subsidiary in India in 2010 for environmental service business.

Develops and introduces a simple testing method for dioxins, expanding to developing countries

The company comprehensively provides environmental services from measurement and analysis to water and waste treatment facility management. It developed and introduced CALUX, a simple screening bioassay for dioxins, expeditious and low-cost compared with conventional high resolution gas chromatograph mass spectrometry. The method has accumulated results in environmental, food, feed, and biological samples. In 2005, the Ministry of Environment certified the method as Japan’s official method. For permeation of CALUX into markets of Japan and Asian countries, the company aims to expand steadily through international academic-industrial joint research projects and national standardization. The company also intends to spread the product in developing countries that do not have dioxin solutions.

Maintaining employment through business expansion, while actively training international engineers

With the philosophy that environmental problem is borderless, for more than 20 years since the 1980s, the company has accepted international trainees and has dispatched professionals for environment protection technology instruction and transfer. It has accepted over 200 international engineering trainees from 19 countries, using HIDA, JETRO and its original programs.
BIWAKO HOME Co., Ltd.

Acquiring high customer satisfaction with locally committed business development at targeted areas

Acquiring high customer satisfaction with locally committed business development. Realizing top local market share for 10 years. Energizing local area through community activities.

Address: 1033-7 Minakuchi-cho Nasaka, Kouka-shi, Shiga 528-0035
URL: http://www.biwakohome.com/
TEL +81-748-63-2506
FAX +81-748-63-2776
Established: 1990
Capital: 3m JPY
Employees: 36
Chairman & Representative Director: Hiroyasu Ueda

Expanding business by targeting limited area and building close relationships with customers

The company operates house construction and real estate sales, specializing at Koga, Konan, Higashi-Omi, and Gamou areas in Shiga prefecture. Biwako Home and 2 other companies form a group. With the philosophy of building happiness of the people and the city through ‘life-inspiring businesses’, the company has abolished commission bonus payment, a custom of the house-sales industry, so that employees can construct closer relationships with customers. It defines the trading zone as 30 minutes distance by car. All employees visit their customers every 2 months, providing perfect after-sales services. It has realized local top market share for 10 years.

Acquiring high customer satisfaction via after-sales services and full-time contract with carpenters

The company has standardized free maintenance check by its house doctors (housing maintenance analysts), providing 9 times of checks in 10 years for free, making customers feel safe. As for partner companies, which are often shady from the eyes of customers, the company has built a system of having 8 partner carpenters work exclusively for the company, so that customers can feel secure. Past customers often introduce new customers to the company by designating specific carpenters of their choice. Visualizing partner carpenters matters a lot. Customer satisfaction is very high, and customer referral rate has been very high.

Energizing local area with community activities

The company actively participates in local community events and activities. It holds massive local cleaning activities with partner companies (and carpenters) in every 2 months, showing customers their gratitude directly. It holds potato digging events, inviting past customers, and the events have become indispensable in the local area. The company actively exchanges information about service lineup and implementation through Bi-yu-kai, creating a virtuous cycle among companies in the community.
Builds on shipbuilding experience, high-level technology, and knowledge accumulated since establishment

Always building ships with up-to-date materials. Also undertakes manufacturing and processing of “specially-equipped vehicles” by using FRP shipbuilding technology.

Pioneering shipbuilding in the setting of Lake Biwa

The company is a traditional shipbuilder established in 1872. It manufactures ships that can navigate in shallow water, making use of the shipbuilding technology of Maruko ships that supported water transportation in those days. Ship material has changed from wood to FRP (fiber-reinforced plastic), and from FRP to steel (and aluminum). It operates up-to-date shipbuilding and ship repair checks. It has the largest dock in Lake Biwa. The company has built the majority of mid-to-large ships on Lake Biwa. Recently the company tries to build eco-friendly light alloy ships, aiming at business expansion through new business entry utilizing shipbuilding technology.

Building low cost and eco-friendly ships reusing structure materials

The company always builds ships by using up-to-date materials. Building on its long experience since establishment, high technical abilities, and accumulated knowledge, it has manufactured excellent products. With high recognition, there are many building and repair & inspection orders of patrol & survey ships from public institutions such as the national, prefectural, and municipal governments, and from the private sector. At present the factory is in full operation. In 2008, the company won Ship of the Year Grand Prize and Small Passenger Boat Section Award. The awarded ship is Megumi, a light alloy trimaran (three-body) ship, partially made of materials recycled from old ships, and is now gaining popularity as an eco-friendly passenger boat.

Prioritizing local employment, providing jobs by creating a new business utilizing shipbuilding technology

The company prioritizes local employment by hiring local high school graduates every year. Recently, it commercialized manufacturing and processing of specially-equipped vehicles by changing commercial car rear deck interior into FRP, and subsequently new employment has been created.
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Two Nine Japan Company Limited.

Specialized business field given its strengths in original metal materials and advanced de-molding technology

Specializes in tableting pestle for medicine tablet manufacturing, from processing with original technology to manufacturing and sales of tableting pestles and mortars.

Transforms business from metal-processed parts for semiconductors to tableting pestle for medicine tablets

The company originally manufactured metal-processed parts for semiconductor manufacturing. Emphasizing at de-molding (processed parts departing from molds) technology, it now specializes at tableting pestle for medicine tablets. It operates processing using its original technology such as TNJ TOP punch and multi-layer coating, and manufacturing and sales of tableting pestles and mortars, acquiring high reliability from many partner companies.

Specializes in pestle for medicine tablet manufacturing, with original metal and advanced de-molding technology

The company has its strength in original metal materials and various de-molding technology. As for original materials, it has materials with competitive hardness and resilience. The company mainly specializes at tableting pestle for medicine tablet manufacturing. Highly reputed for its high quality and proper price, the company has been increasing orders and sales. It has commercialized recycle pestle with Japanese government certification. The product is unprecedented because it needs appropriate materials and high processing technology to realize. The company provides new products with customer merits (waste and cost reduction).

Built a new head office, devising layouts aiming to improve working environment

The company has many mid-career and young employees, and periodically employs new graduates. Anticipating future business improvement, it actively educates executives. In FY2012, it built the new head office expecting improvement of its brand power and employee motivations. It has improved its working environment by elaborating for office and factory layouts.
Supports overseas expansion using its vast network.
Publicizes Japanese traditional craftworks internationally


Supports overseas expansion of SMEs using network and experience

The company supports overseas expansion of excellent domestic products, such as traditional industrial goods. Making use of the network of the representative, it supports in-market product development, involving overseas distributors and designers. Based on the experience, it makes suggestions with maker perspectives. It produces future coordinators by generating success cases through these supports.

Total support for international expansion, leading to rediscovery of value in Japan

The company provides total support, ranging from overseas information gathering, product development, pricing, branding, to sales and PR. It realizes products that can be sold globally even when considering various margins and that can be made by manufacturers without difficulties. These new products have led to rediscovery of values in Japan, too.

Publicizing Japanese craftworks internationally, motivating other SMEs and young entrepreneurs to follow

When requested from overseas distributors and designers, the company also introduces other Japanese traditional craftworks, thus publicizing Japanese traditional craftworks as a whole to the world. It stimulates SMEs’ overseas expansion and puts effort into cultivation of young entrepreneurs, both done through various seminars describing the company’s own successes.
Hachidaime Gihei Co., Ltd.

Adds value to blended rice, promotes product branding, and explores the gift market

Blends rice according to dishes and brands them using elaborate packages. Exploring gift market for blended rice.

Explores gift market by adding value to blended rice

Through the internet, the company sells *Juuni-Hitoe Series*, a package gift of blended rice for various cooking usages. The company wants to *make customers understand the joy of selecting rice brands* from all over Japan, through leveraging its *rice tasting* know-hows and blending skills. Emphasizing Kyoto style, its packages uses Kyoto styled bright colored wrapping cloths for elegance. It adopts small lot packaging for convenient use at home. It explores new market of rice as gift, by adding new values to blended rice through suggestion of various way of taking rice matching with dishes.

Realized shops to change perspectives on rice through blended rice experience

The company has developed *Bamboo!!*, an original rice cooking earthen pot, so that the company can provide its original blended rice with perfect condition. It has opened *Rice restaurant Hachidaime Gihei* that provides just-cooked rice in Gion, Kyoto, and Ginza, Tokyo. By making consumers taste the rice that the company selected, the company has built a system to guide consumers from experience to gift and from gift to shops.

Actively employs young people

The company actively employs young people and has expanded student internship programs. It accepts several students every year and actively exchanges opinions between employees and students.
Maintains business by adding value to engine oil and by being locally committed

Abolished use of previously wasted engine oil canisters, reducing procurement costs and environmental burdens, giving back to clients and society. Maintains results even under severe business environment.

Maintaining business results by adding value to car engine oil

The company is a specialized wholesaler of engine oils for automobiles and motorcycles. It sells 1,500 items with 35 brands to car maintenance factories, car dealers and motorcycle shops. Though the car engine oils sales decrease due to increase of hybrid cars and electric vehicles, the company has made constant results with an excellent business model by locally committed business strategies, original sales methods contributing customer business improvements, products with added value and customer-oriented information.

Providing service to reduce environmental burdens by changing procurement

The company provides IBC lorry service, a service reducing package costs, waste disposal costs and environmental burdens, through procurement and sales of engine oil by returnable liquid transporting containers called IBC tanks, instead of using drum cans or pale cans which became wastes after usage. IBC lorry service is the first eco-mark authorized car engine oil service. The service leads to highly value-added product supply. For example, car dealers (customer companies) can suggest the service to eco-oriented car users for their differentiation.

Proactively creating employment and improving working environment

Using the Job Card System of Ministry of Health, Labor and Welfare (practical training under a given term), the company employed one staff as a full-time employee candidate, and is trying to find another using the same system. Also, in FY2014, it is going to employ two staff by regular means. In recent years, it has increased employee work productivity and salary levels.
MITSUWA Co., Ltd.

Takes all client orders and undertakes skill acquisition and technology development

Makes original test result reports. Stores self-inspection photos and test records even if not required, leading to higher credibility.

Takes all of client orders and undertakes skill acquisition and technology development

The company started as a private company with husband, wife, and 1-2 employees. Since then, it has taken all client orders (does not decline any order), actively undertaking skill acquisition and technology development. It covers various canning, various plant, machine processing, sheet metal processing, energy-saving machine designing and production, and various industrial machinery maintenance.

Operates with higher-than-standard processing precision and with original quality standards

Generally canning industry regards 3mm error per 1,000mm as that of no choice. The company finishes products within 0.5mm error. It can respond to all requests as all operational categories can be undertaken; the company allows welding only by licensees. It guarantees quality, such as strength, by non-destructive testing by a licensee. It also has its own original appearance quality standards. The quality guarantee section re-checks whether the products went through in-process tests match with drawings and specifications or not, makes original test result reports, and keeps self-inspection photos and test records even if not required, leading to higher reliability.

Holds staff study groups for all employees enabling them to understand others’ tasks and help each other

Every Saturday, the company holds all-staff study groups, grasps all works in the administration and frontline, and creates mutual helping working environment. As a result, employees trust each other, and new employees can smoothly adapt to the working environment.
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ASADA MESH Co., Ltd.

Overwhelms cutting-edge electronics industry by the world’s highest definition metal mesh products

Presides the Next generation mesh laboratory as the leading company of high mesh for screen printing. Distributes cutting-edge technology information to the world.

Leads the industry of high quality screen printing high mesh

The company was originally a mercer of Kawachi cotton before entering into wire fabric manufacturing. In industrial wire fabric manufacturing, with over 70 years operation history, it is a leading company for screen printing high mesh used for electronics manufacturing. It has 70% world market share in high definition mesh over 500 meshes. In the shrinking industry due to cheap overseas products, the company succeeded in developing the world highest definition metal mesh, overwhelming the industry in cutting-edge areas in electronic parts, and adapting to the industry changes.

Has led screen printing technology development with the world highest definition metal mesh products

The company has long contributed to screen printing technology development in electronics, by realizing high definition, high strength, homogeneous metal meshes. The world highest definition metal mesh is used for screen printing in manufacturing multi-layer ceramic condensers (MLCC), which Japan has 60% world market share. The company supports wide range screen printing manufacturing methods such as in solar batteries and touch panels. The company preside the Next generation mesh laboratory, distributing cutting-edge screen printing technology information to the world, in alliances with universities, research institutions, and printmaking, paste, and electronics makers.

Expands domestic main factories, contributing to employment. Undertakes long-term technology transfer

The main factory locates at Kagoshima in Japan, contributing for domestic employment. In April 2012, the 7th factory at Kagoshima started full operation. The company is going to create new employment, responding to production expansion. Mesh manufacturing processes require craftsmanship skills. The company conducts long term technology transfer to next generations by 1) technology transfer through automation by original designing and manufacturing and 2) involving the current president (the 3rd generation) at the production frontline for 20 years.
Okyu Co., Ltd.

Operating a business hotel with high repeating rate targeting international guests

Traditional business hotel, securing high repeating rate by establishing a business model providing various services for international guests.

Established a business model as a business hotel for international tourists

The company is a traditional business hotel specializing at individual international tourists as the main target. It provides various services for international travelers such as foreign currency exchange of over 30 currencies, free international call and multilingual guidance service. It directly contacts with travel agencies abroad for gathering customers. It has built a pioneering business model specialized for international guests in hotel industry.

Provides various guest services, maintaining high repeating rates

The company provides various services for international guests especially from Southeast Asia, such as free foreign currency exchange of over 30 currencies, a free international call booth, free bicycle rental, and multilingual guidance service. It provides religiously considerate services such as rental prayer carpets and compasses and special meals. At the lobby, it holds Japanese culture experience events every week, e.g., sushi making experience, takoyaki party, and game festival. These events break prejudice to business hotel industry. Customers are highly satisfied and the repeating rate has been high.

Contributes as a leading hotel and enhances employee satisfaction

The company discloses all business know-hows in hotel industry study groups, playing a precious role as a leading company with great influence. It admits decision rights up to 200,000 JPY for all front staffs including part-timers, so that they can freely use the money for event costs at the lobby without permission of bosses. It has many systems to enhance employee satisfaction as such.
Katashimo Wine Foods Co., Ltd.

Contributes to the area by cultivating eco-friendly grapes in Osaka, making quality wine, and creating employment

Acquired certification by Regional Resource Utilization Promotion Law in 2009 for “production and sales of casual ‘domestic, low alcohol, sparkling fruit wine’ utilizing Kashiwara winemaking expertise”.

Address: 2-9-14 Taiheiji, Kashiwara-shi, Osaka 582-0017
URL: http://www.kashiwara-wine.com/
TEL +81-72-971-6334
FAX +81-72-971-6337

Established: 1914
Capital: 15m JPY
Employees: 4
CEO: Toshihiro Takai

Actively develops new products that match consumer demand

The company produces high quality wine from grapes using organic fertilizer, elaborating for pesticide reduction, at Kashiwara in Osaka plain field. It actively develops new products matching with consumer demands, steadily increasing sales. Its production and sales of easily drinkable ‘domestic, low alcohol, sparkling fruit wine’ utilizing Kashiwara wine technology was certified under the Regional Resource Utilization Promotion Law in 2009.

New product to energize vineyards and restaurants in Osaka becomes sold out

The company developed Takosan (in-bottle fermented sparkling wine) in 2010, for energizing declining grape yards and restaurants in Osaka. First prepared 11,000 bottles sold out less than 1 month (about 500 for usual). Since then the company had sold out wines many times. Because the wine became much focused, restaurants, liquor shops, and local shops engaged from grape cultivation rapidly increased. The company challenges for topical new product development with these shops, making big results. At present the company collaborates with grape farmers in Osaka, shipping associations, JA, local chamber of commerce, Osaka prefecture, and Kashiwara city, in addition to consumers, and works on distributing new charms of grapes and for enhancing the value of grapes.

Contributes to local revitalization through human resource development and employment creation

The company actively accepts young people aiming at becoming grape farmers. It trains them grape cultivation through works at the company gardens. In 2009, there were 3 staff in the garden team (cultivation section), but there are 7 staff at present. While the local resource (Osaka grapes) utilization declines, the company revitalizes Kashiwara wine by new product development, actively elaborates for educating wine makers, and contributes to local revitalization including employment.
SANVI Corporation

Constantly developing new technology, educating experts, and maintaining originality in quality and grade

Realized strengthened lead time management and reduction by its sewing skills, quality control ability and information sharing, leading to further competitiveness.

Strengthens quality and cost competitiveness by developing original technology utilizing its production skills

The company has specialized in vinyl raincoat processing since establishment in 1953. In 1959, it entered into sports industry. It has established manufacturing and sales systems for raincoat windbreaker for mountaineering and golf, skiwear, and knit products. It has strengthened its quality and cost competitiveness by original technology development utilizing its production technology.

Realized more sophisticated and precise design and manufacturing by introducing CAD and CAM

By introducing CAD (computer-aided design) and CAM (computer-aided manufacturing), the company can provide more sophisticated and higher precision sewing design and manufacturing. The company realizes strengthened lead time management and lead time reduction, through its sewing skills, quality control ability, and information sharing, leading to its high reliability and competitiveness. In manufacturing technology, it makes expert teams by instructing, educating advanced engineer, and by introducing computers with high precision. It performs its originality in quality, grade of design, material, pattern, sewing, and finishing.

Tackles technology and sales development by employing new graduates

The company works on new graduate employment for strengthening technology development and sales development. The company is trying for customer satisfaction improvement and social contribution through its business by always developing new technology and by educating specialized experts.
CEMENT PRODUCE DESIGN Ltd.

Belief that design should cover from planning to distribution achieved credibility

Partners with local professionals and companies all over Japan and produces the processes from product planning to distribution with the market in mind. Trusted in assisting local industry to grow independent.

Covers various genre of design and promotes local industries

The company is a design company widely covering graphics, web contents and products. It operates Our local industry collaboration activity, a project for market-oriented original product planning, production, and distribution through collaboration with professionals and companies all over Japan. It comprehensively produces from design to sales channel, aiming for making the clients independent from subcontracting.

Trusted by local industries for product designs considering from planning to distribution

The company not only provides product designs but also covers distribution to users, with the design must cover from planning to distribution philosophy. It has networks of over 500 department stores and interior shops all over Japan. It collaborates with local industries for designing popular products instead of what designers want to make.

Expanded the business nationwide, building equal partnership with local professionals and companies

The project has expanded nationwide, such as Sabae in Fukui (eyeglasses), Asahikawa in Hokkaido (wood crafts), Tajimi in Gifu (glass crafts), and Higashi-Osaka in Osaka (metal processing). So far, some makers had inventory risks because their products were made as designers want to, without sales channel planning. To solve this, it builds equal partnership with makers through clarifying each tasks and sharing the risks.
SOLTEC INDUSTRIES CO., LTD.

Expanding business in the ASEAN region, starting with Vietnam; promoting local employment

Employs local Vietnamese staffs trained in Japan, providing competitive-priced products with Japanese quality. Expanding business in Vietnam and ASEAN.

Employing local Vietnamese staffs, providing competitive-priced products with Japanese quality

Soltec Industries Co., Ltd. is a company engaged in manufacturing and installation business for plant facilities. In 2010, the company launched its subsidiary in Vietnam, SOLTEC VIETNAM COMPANY, expanding its business in ASEAN, while promoting local employment. By employing Vietnamese staffs and equipping them with technical training in Japan, the company is succeeding in providing competitive-priced products with Japanese quality, expanding the business in Vietnam and ASEAN.

Entire process done by Vietnamese staffs, obtaining high evaluation in ASEAN region

SOLTEC VIETNAM COMPANY employs local staffs and provides them with technical training in Japan, resulting in products with Vietnamese price and Japanese quality, leading to high competitiveness both in cost and quality. Still very few local companies cover all processes from manufacturing to installation by Vietnamese staffs, bringing ASEAN-wide high evaluation to the company. Despite many examples of SME suffering its domestic sector shrinking due to overseas production sites, our made-in-Vietnam products are used for domestic installation works, succeeded in maintaining the company domestic competitiveness. It plans to launch branches all over ASEAN countries, proactively promoting Vietnamese talents.

Supplementing installation managing staffs, with the expansion of domestic use of Vietnamese products

The company maintains domestic competitiveness by outsourcing shippable-sized products to its Vietnamese subsidiary. Additional staffs are recruited for domestic installation management. Trainings are held periodically in Japan head office for employees of Vietnamese subsidiary. Twenty percent of our current Vietnamese staffs have gone through training in Japan.
DAIDO CORPORATION

A unique coating material maker with outstanding special floor, roof, and pool coating materials

Realized long-term concrete deterioration prevention with the coating material AQUA SEAL, expanding adoption for infrastructures all over Japan.

An engineering company with technology and factory with long experience and operation know-hows

The company was established in 1932. It is a unique coating material maker with outstanding special floor, roof, and signboard coating materials such as POOL COAT, the pool coating material with overwhelmingly largest domestic share. It is an engineering company with technology and factory with long experience and operation know-hows from special coating works of pools, floors, and roofs to concrete structure surface recycling.

Realizes long-term concrete deterioration prevention by special coating materials, contributing to long-lasting infrastructures

Though the coating industry is under severe business environment, the company increases demands for its AQUA SEAL, a surface impregnation material realizing long-life concrete. The product contributes to long-life infrastructures all over Japan. Many tunnels and bridges shortly become 50 years old, finishing their durable years. Tokyo Gate Bridge and Omi Great Bridge are included in such cases. Notably its concrete protection material AQUA SEAL 1400 can prevent concrete deterioration for a long time by its excellent impregnation and water repellency properties. It basically needs just one-time coating, drastically reducing cost and time for implementation, compared with conventional surface coating methods.

Develops technology and product of functional coating materials at the company technology center

Coating material exists to protect and decorate various substances. Recently coating materials with special functions are focused (e.g. thermal barrier coating to lower temperature in the room). The company conducts research and development of technology and products, for enhancing and assuring such functions. The technology center inside the head office conducts original product development by using ample research facilities.
Daiwa Gear Manufacturing Co., Ltd.

advanced technical levels
Maintained by motivated
employees acquiring new
processing technology

Manufactures super high-mix small-lot precision
gears with quick delivery production, through its
processing technology strengthened by active new
facility investment and new graduate employment.

Manufactures precision gears for a vast range of downstream industries

The company manufactures precision gears for machine tools, industrial
machines, printing machines, rail vehicles, and aircrafts. It always deals
with over 100 companies, mainly large domestic companies in 31
prefectures in Japan. It has been investing for new facilities for 13 years,
owning 190 types of 200 processing machines at Wakayama factory.
Employees elaborate for new processing technology acquisition,
maintaining advanced technology levels.

Entered into growing fields such as of aircraft with super high precision processing technology

The Wakayama factory with all engineers cover all processes skillfully
operates 200 processing machines. In addition to precise processing
tolerances, the factory can respond to short-term low-cost manufacturing
and assembly with super high-mix small-lot from 5mm to 3.5m. It can
respond to super high precision gears of DIN1 class in German industrial
standard. The company has entered into aircraft and rail vehicle gears
since 10 years ago. The new businesses are growing as business pillars.
The company aims at international expansion.

Employing over 80% locally, and supports employees to acquire new skills

For 20 years, the company has never cut employments, even under
depression. It has employed local people in Wakayama for 40 years, and
over 80% employees are from Wakayama, contributing to local economy
very much. Due to its many-young few-old employee structure,
employees are 33 years old on average, and the company realizes smooth
technology transfers. The company supports employees acquiring
technician licenses, so that employees can challenge acquiring new
technology with motivation.
Successfully expanded its business to the medical device field requiring high skills and expertise

Based on unique software technology cultivated in the bowling business, successfully leaped into medical device field where higher skill and expertise are required.

Successfully entered into medical device field

The company develops and sells automated scoring systems and internet match systems for bowling centers and currently obtains the largest domestic share of 43% in this field. While retaining the largest share in bowling business, the company explores new business field for business expansion. After extensive marketing research, since 2008, the company decided to enter into the medical device field where more high-tech specialties required, with unique software and hardware control technologies cultivated from the bowling business.

Developed diagnostic X-ray device and software all in-house

The company develops diagnostic X-ray device for dental application including software and x-ray detector all in house. The X-ray detector embedded in the device is based on photon counting type detector and Telesystems is the first company successfully adapting the photon counting X-ray detector to dental panoramic X-ray device in this industry. It realizes high quality image with lower dose to patients compared with conventional panoramic X-ray machines. Adapting a photon counting X-ray detector that counts the number of X-ray photons to panoramic X-ray device was facing some challenges in terms of high-definition, miniaturization, and high-speed measurement. However, the company has overcome these challenges through our tremendous researches and consulted through JAXA (Japan Aerospace Exploration) where cosmic ray photons measurement is conducted using photon counting technology and Hosei University where researches medical devices for many years.

Created employment in development, manufacturing, and sales by expanding business to new field

The company has created new employment in development, manufacturing, and sales by entering into medical device business in addition to bowling business. 9 members have joined the company since the company entered into medical business 5 years ago. The company is applying a panorama CT machine for FDA in the U.S., and planning for recruitment with international expansion prospects.
NANKAI Industrial Co., Ltd.

Maintains competitiveness as top brand by always committing to development

With 80% domestic share in loom parts, expands originally developed construction metal business by building on accumulated manufacturing technology.

The company was established in 1920. It manufactures heald frames *New Light (original brand)*, loom parts, and originally developed construction metals with high functionality and safety. It manufactures loom parts as the core, as a company at Senshu district of Osaka, a textile industry area. Its original construction metals leveraging such production technology make 70% of company sales, supported for its safety and functionality.

**With technology from loom parts manufacturing, expands originally developed construction metal business**

**Has overwhelming product competitiveness as the top brand in loom parts**

There are only 3 companies that manufacture loom parts, heald frames, the core business of the company. Its original brand *New Light* has 80% domestic shares, with overwhelming product competitiveness as the top brand. The material shifted from steel to aluminum, but the company introduces innovative products from carbon, reducing the electricity consumption to 70-80% of aluminum products. It always elaborates for further development. It entered into construction metal business, utilizing its production technology and designing know-hows. It is establishing solid business bases in large housing makers by continuously introducing new products with functionality and safety while acquiring many patents.

**Responding to expansion of client production network, built factories and employment all over Japan**

As the client production network expands, the company has opened factories all over Japan, including Hokuriku, Shiga, Kaizuka, Kanto, Tohoku, and Yamaguchi. At present it has 7 factories in Japan. By increasing factories, the company has created 250 employments.
FUJI IMPULSE Co., Ltd.

Top maker in impulse seal machines leading in expansion to Vietnam

Establishing supporting companies and participating together with other SMEs in international exhibitions to solve problems of SMEs seeking to expand to Vietnam.

Commercialized hot jet welder for the first time in Japan

In 1956, the company commercialized hot jet welder for welding rigid vinyl chloride. Since then, it has become the top maker (60% domestic share) in impulse seal machines, which weld plastic bags by thermal conduction through temporarily passing high current to the heater. The machines are widely used for food, electronic parts, precision parts, agriculture, and medical industries. For lot production, it has production sites in Vietnam and China. It aims at producing press, sheet metal, die-cast parts for other than seal machines in Vietnam and exporting the parts to the world. It is a typical success case of a SME’s international expansion.

Realized joint expansion to rental factories at Japanese industrial park in Vietnam

The company aggregated about 10 SMEs in Kansai and realized joint expansion to Japanese industrial park built in Dong Nai Province in the south of Vietnam. It aims at further accumulation of companies in Kansai. The project is funded as a New local revitalization model project involving SMEs’ international expansion. In the project, SME manufacturers in Kansai jointly expand their businesses in Vietnam. To solve the problems of SMEs aiming at expansion to Vietnam, problems both before and after expansion, the company actively supports the companies and jointly participates in international exhibitions.

Working to build framework enabling Japanese manufacturing factories to survive

There are many companies that maintain domestic production sites and expand internationally. They strengthen domestic competitiveness and aim at international expansion in the future. Against the backdrop of reduced domestic demands and lack of successors, Fuji Impulse works to build a framework for keeping as many Japanese manufacturing factories as alive, mainly by means of enhancing competitiveness via technology transfer to Vietnamese workers.
Supports R&D with high-level technology and increasing performance

Expands business through the fine support of R&D for leading manufacturers with high-level technology, while developing original products. Actively appointing female staff and improving employment environment.

Supports R&D of leading manufacturers with advanced technology

The company mainly supports R&D of leading manufacturers in sensor technology, built-in software technology such as signal processing and control and web technology. Contracted development makes a large share in sales. It always tries new system development, building equal relations with large companies due to its high technical levels.

Actively develops innovative original products

The company has developed a spatial position measurement equipment using supersonics, collaborating with universities. The system is highly innovative and acquires offers from various industries. Also, the company has developed a sleep measurement system using originally developed brain wave sensors. It holds innovative monitor events for general users called sleep concerts. Their Location Searcher, a location finding ASP service for companies, utilizing DoCoMo mobile phones, made 60M JPY annual sales.

Actively promotes women and improving working environment

The company actively promotes women to engineers and managers. Both female and male employees can take nursing holidays. Subsequently, the company has won the FY2011 Osaka City Kirameki Company Award, while the president has won the Gender Equality Bureau of the Cabinet Office FY2013 Female Challenge Award Special Section Award.
**Muscle Corporation**

Provides motor control systems as core parts of machines requiring complicated and accurate movements

Realized human-muscle-like movements with drastic compactness and lightweight compared with conventional products, applicable in various field, by motor control system, the flagship product.

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**Develops and manufactures compact high function motor control systems**

The company develops and manufactures motor control systems. The products are compact and high functioned, and adopted by large companies both inside and outside Japan, as core parts of various machines such as industrial stitching machines and artificial respiration devices. Recently, the company is commercializing new businesses such as robot care service devices. Since establishment, it has been engaged in international sales activities. It has succeeded in joint development of medical devices in the U.S. The company is a role model for ventures.

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**Realized human-muscle-like movement, drastically lighter and compact compared to conventional products**

The main product, a motor control system (product name: Cool Muscle), is drastically compact and lightweight as compared to conventional products, and realizes movements like those of human muscles. As a result, the product is widely used as core parts of various machines that require complicated and accurate movements such as industrial robots, operation nurse robots, and deep sea exploration machines. Recently the company entered into robot care service device business making use of its control system technology and know-hows. Because care service staff do not welcome for robots, the company is conducting product development reflecting frontline demands, by elaborating appearance and design in addition to function and controllability, so that both care staff and patients can accept the robots.

---

**Keeping an eye out for skilled staff all year round**

The company thinks that personnel in the development section decide the future of the company. It always employs skilled staff, both from new graduates and mid-career workers. Recently it employs 4-6 staffs every year. It accepts trainees from medical students of universities, in order to educate development staffs and grasp frontline demands.
MATSUDA PAPER INDUSTRY Co., Ltd.

Develops products with unique design, functionality, and amusement. Develops Captivating Packaging

Contributes to local revitalization through emphasizing manufacturing with proposal abilities utilizing paper processing, initiated as disaster victim support.

Manufactures all kinds of paper products leveraging original facilities and proposal abilities

The company started as a cupboard case maker, and entered into paper articles such as packages about 30 years ago. Since then, the company manufactures overall paper products, from cupboard cases to packages and displays, leveraging original facilities and proposal abilities. It manufactures all kinds of paper processed products from external box to internal box. Using cupboards using eco-friendly materials, it has developed products with unprecedented new design, functionality, and amusement (e.g. cupboard sumo), steadily expanding its sales.

Develops “Captivating Packaging” and launches Gal Mama Product Development Section

Working on development of Attractive Packages, the company manufactures all kinds of paper processed products. Developing the concept of eco-friendly, light and strong, utilizing characteristics of cupboard, the company developed furniture and disaster reduction goods made from paper. It was adopted as an Osaka Area Creation Fund project, for its utilization of manufacturing, a local resource of Naka-Kawachi area in Osaka. The company works on product development with consumer-oriented designs and functionality. It launches Gal Mama Product Development Section in cooperation with 5 local companies for manufacturing, planning, and sales of groceries and accessories, and develops new products, incorporating opinions of young mothers in the early 20s.

Contributes to the area by local procurement and company partnership

The company contributes to the local area through local procurement and company partnership. Based on its business philosophy of solving what customers suffer from, it provided cupboard partitions for Great East Japan Earthquake rehabilitation support. The company strives for local revitalization by adhering to paper processing and proposal-based manufacturing.
Maruni Business Logistics Corporation

Works as the best partner for our customers by utilizing own unique system and realizes low-cost and high-performance logistics to maintain high competitiveness

Has built own unique and exclusive logistics system and provides low-cost, speedy, accurate, and flexible logistics services.

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URL: http://www.maruni-soko.co.jp/
TEL +81-3-5605-2348
FAX +81-3-5605-2150
Established: 1952
Capital: 46m JPY
Employees: 1560
President: Hideo Yukawa

Implements 3PL and e-commerce logistics using in-house developed exclusive logistics system

The company operates eight logistics centers in Tokyo metropolitan area and seven in Kinki metropolitan area. They have experiences in various types of 3PL (Third Party Logistics), mainly for apparel and fashion products. Their team has developed unique and exclusive logistics system, and they are the pioneer in revolutionizing various innovative logistics works. The company is also the pioneer in e-commerce logistics. They have been steadily expanding their business and are competitive with major players in logistics industry.

Works as a strategic logistics partner with customers using “Hybrid Logistics System®” developed in-house

The company has developed Hybrid Logistics System® utilizing specially designed logistics systems, which made it possible to realize to meet various needs that had been considered as unattainable: low cost, speed, accuracy, and flexibility all at the same time. They have established an accurate response system that would be imperative to rapidly expanding foreign apparel companies and able to work as a strategic logistics partner. They provide various logistics services from a complete product logistics center operation to a simple warehouse entry, exit, and an inventory management.

Promotes environmental protection and work-life balance sustainable working environment

The company promotes saving energies aiming reduce electricity usage, and conducts activities such as planting trees to protect the environment. They publish Eco-news regularly and circulate them both to their employees and the public as a PR effort. The company has created an internal system and working environment to maintain work-life balance sustainability, and is certified as a working environment innovation promoter by the Ministry of Health, Labor and Welfare.
Manpuku Co., Ltd.

Providing local fresh foods for clients, including children, focusing on food education

Works on transportation cost reduction by using food cultivated in neighboring farms, as well as CO2 reduction among relevant companies.

Bento delivery service for various entities

The company operates bento delivery service mainly for companies, public offices, kindergartens, nurseries, and public junior high schools. It deals with about 1,160 clients mainly in Osaka prefecture. It had once provided bento for policemen at international conferences. Recently it concentrates on bento delivery for schools. There was no food delivery culture in kindergartens and nurseries. The company plays a role to support co-working households and to supplement appropriate nutrition for children. It works on food education by making its nutritionists directly visit kindergartens to tell the importance of food to children through theatres, and by making lectures for parents about allergy solutions.

Uses local specialty products, operating locally committed business

The company uses local specialty products through local wholesaler, so that it can provide local fresh food to clients such as children. It tackles transportation cost reduction by using food cultivated in neighboring farms, leading to CO2 reduction among companies related with the company. Due to its results in bento provision for Osaka prefecture policemen and Self Defense Force soldiers in international conferences and World Cup at Osaka, the company is heavily relied by local governments.

Pursues comfortable working environment

The company focuses on work-life balance, pursuing comfortable working environment. There are many female employees in the company, and the company keeps transparent corporate culture, promoting new plans, thought, and opinions. It actively invests for human resource development such as promoting mutual communication among employees and developing their careers. In 2013, it built a new factory, creating local employment.
Has over 90% domestic share in large electric fishing reel practical even for large tuna fishing

Manufactures unique products such as golf swing machines and large electric fishing reels, based on high technology accumulated in complicated shaped air conditioning parts manufacturing.

Manufactures creative leisure products, based on metal processing technology

The company manufactures spiral ducts. It operates manufacturing of various steel pipe processed goods such as spiral ducts, golf swing machines, and large electric fishing reels. Especially, it has over 90% domestic share in large electric fishing reels. Based on metal processing technology accumulated by over 40 year manufacturing experience in complicated shaped air conditioning parts, it has developed leisure goods since over 30 years ago, prospecting recreation industry development. Based on high technical abilities, the company is manufacturing unique products such as golf swing machines and large electric fishing reels.

Has over 90% domestic share in large electric fishing reel

The large electric fishing reel can automatically set the best condition by sensing the pull by fish and the rolling of the boat. Users can do fishing just by pushing buttons. The reel can fish large tunas, and has over 90% domestic share. The golf swing machine can realize various swings by inputting swing speed and trajectory. It is utilized for golf club and ball developments, because it has drastically increased development data collection amount.

Creates employment with business expansion

The company has created new employment with business expansion such as a new factory launch in Hirakata, Osaka, in May 2013. It focuses on customer-oriented fishing tool development, contributing to activation of recreational and professional fishery.
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Adachi Textile Co., Ltd.

Developed vacuum-packed towels and blankets most suitable for disaster reserve

Reduced the blanket thickness to under 1/7 by vacuum packaging. Realizing sanitary long term reserve with minimal storage space.

Started manufacturing and sales of vacuum packed towel products after acquiring a utility model

The company has manufactured and sold textile products such as handkerchiefs since 1970. In 1997, it started importing towels. It has long dealt with gifts and memorial service articles. Acquiring a utility model in 2000, the company started vacuum packed towel products manufacturing and sales. It has developed blankets for reserve with convenient shapes and sizes, aiming at sales channel development to public facilities and companies at seashores and big cities. There were many people could not go home just after the Great East Japan Earthquake occurred. The company strongly felt the necessity of blankets for reserve, and developed compact-sized (29.7cm-21.0cm-4.8cm) blankets, utilizing its vacuum-packing technology.

Reduced the blanket thickness to under 1/7, becoming the blanket best suited as emergency supply

Because the product has reduced the blanket thickness to under 1/7, it needs little space for reserve and storage. It enables sanitary long storage with insect-proof, mildew-proof and waterproof properties by vacuum packing. It is the best blanket to prepare for disasters. The company realizes A4 size package with 5.2cm thickness. The product suggests new reserve methods without storage, enabling users to keep the products in office desk drawings, bookshelves, cabinets, lockers, and disaster bags.

Won the Good Design Award

The company won the FY 2013 Good Design Award BEST 100. Moreover, it won the Good Design Manufacturing Design Award (Director-General of Small and Medium Sized Enterprise Agency Award) for an especially excellent design. In March 2013, the company has received government certification for its business innovation plan.

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Established: 1979
Capital: 10m JPY
Employees: 8
CEO: Toshinobu Adachi

The company won the FY 2013 Good Design Award BEST 100. Moreover, it won the Good Design Manufacturing Design Award (Director-General of Small and Medium Sized Enterprise Agency Award) for an especially excellent design. In March 2013, the company has received government certification for its business innovation plan.
Adachi Jozo Co., Ltd.

Undertakes innovation while maintaining traditional *natural brewing using wood barrels*

Realized mass production while maintaining traditional production methods through automating *malt making* process by introducing machines, and through maintaining traditional *fermentation* process by introducing large wood barrels.

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A *natural brewing soy sauce maker using wood barrels with over 120 years of history*

The company is a natural brewing soy sauce maker using wood barrels, with over 120 years of history. Focusing on *natural brewing using wood barrels*, the company has manufactured high quality and highly value-added products, using domestic organic soy beans, wheat, and black soy beans made in Tanba, and salt made in Ako. It has always pursued business innovations, while maintaining traditions as a company with long history. Last year, the company solved the problem of mass production that was difficult due to traditional production methods. In July 2013, the company started exporting soy sauce using organic round soy beans to Europe.

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Realized “manufacturing products with high added value by traditional production methods” and “mass production” simultaneously

The company has made highly value-added products by original traditional production methods, but mass production was difficult because the methods took time. On the other hand, makers with automated manufacturing processes can conduct mass production, but cannot add high value-added to products. In 2012, the company introduced large wood barrels and automated malt producers. It aims at efficiency improvement and power saving by automated malt making process. Fermentation process maintains traditional *natural brewing using wood barrels*. The company has realized *manufacturing products with high value-added by traditional production methods and mass production* at the same time. It is now working towards major overseas expansion.

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*Increasing employment for business expansion*

By launching a new factory in April 2012 and by automating time-consuming malt making processes, the company has realized high labor productivity. It is increasing employment for strengthened facilities and business expansion.
Acquires parking lot users by user-oriented business, energizing the area

Acquires parking lot users by innovative services inspired from other industries. Publishes a mini-communication magazine to collaborate with neighboring shops, energizing the local area.

Differentiates itself by user-oriented ideas

The company operates and manages over 120 pay-by-the-hour and monthly parking lots mainly in Kobe. It has pioneered user-oriented services such as and pay-by-the-minute. It has been continuously creating innovative services by networking parking lots, making use of accumulated merits gained from management of many parking lots in Kobe area. It contributes to local revitalization by gathering people through services collaborated with neighboring shops.

Acquires users by services inspired from other industries

With the Park as Long as You Want service, users can park all the day with fixed rates, like weekly and monthly apartments. On the other hand, in some parking lots users can park secure with pay-by-the-minute pricing. Their member-only system P-CLUB exchange user points accumulated by parking lot usage into coupons at neighboring restaurants and shops. With Network Monthly, users can freely use parking lots in the center of the city, if users contract monthly parking lots with the company.

Publishes a mini-communication magazine, energizing the local area

The company publishes P-CLUB News, a mini-communication magazine with shop information near the parking lots, and delivers at their parking lots and shops. It coordinates users and shops, while actively participating in local contribution activities for energizing the whole area.
Propagates *Lifmo*, new material recycled from 100% waste textiles, to various fields

Develops an innovative textile plate *Lifmo* by heating and pressing used clothes and cloths based on philosophy of consider limited resources carefully.

Develops the textile plate “Lifmo” with over 60 years of experience in recycling used clothes and cloths

The company operates two businesses dealing with clothes recycling. One is used clothes export. The company sells used clothes collected from households to Southeast and Middle East. The other is manufacturing and sales of products (industrial dust cloth and *Lifmo*) using used clothes as materials. Notably, *Lifmo* is a very creative product. In 2006, the company developed an innovative textile plate *Lifmo* by heating and pressing used clothes and cloths. The product is widely used due to its lightweight and strength.

Acquired eco-mark certification for the textile plate “Lifmo”, adopted for temporary traffic signs and more

*Lifmo*, certified with the eco-mark, is a textile plate made by used clothes and cloths. Characteristically, the company can freely adjust the density (hardness) of *Lifmo* in processing. The product is the world’s only one unbreakable plastic board with outstanding waterproof. It can be easily cut by saws and maintain nails very well. It is light and does not rot. The excellent textile plate is widely used for traffic signs such as simple regulation signs and dazzling light prevention plates, store show window shelves, package materials, and wall materials.

Developed “Tate-Niwa”, suitable for wall greenery board, by utilizing “Lifmo”

Utilizing the outstanding waterproof characteristic of *Lifmo*, the company sells vertical cultivation bases combining *Lifmo* with high water retention textile waste mats under the trademark of *Tate-Niwa* (a wall greenery board inspiring a garden). The product is easy for maintenance and able to set both indoors and outdoors. The company contributes to building recycling society that repeatedly and sustainably reuses limited resources.
GENUSION, Inc. provides memory solutions to the society through innovative technology development.

Invented **B4-Flash Memory**, flash memory technology with totally original operating method.

**Developed “B4-Flash Memory”, a next generation flash memory technology, as a venture**

The company is a venture funded by the **Industrial Innovation Organization**, developing next generation flash memory technology. It invented **B4-Flash Memory**, a flash memory with totally different movement methods. The memory has 100 times rewriting speed and excellent data holding function. The applied product **CE-File Memory** realizes complete physical data erasing. Through such innovative technology developments, the company provides memory solutions for the society.

**Developed “CE-File Memory” as the solution to security risks, first in the industry**

The files held in the conventional USB memories can be easily restored after erasing because the data actually remains in the USB. This fact causes a big problem in data security. The company developed **CE-File Memory** as the first solution to this problem. **CE-File Memory** realizes complete physical data erasing, making the restoration by file impossible. The memory has AES256 bit hardware encryption function and ACE function, which conducts automated complete physical erasing after the user set timing, drastically enhancing the security as USB memory. The product can hold the data for a longer period (over 20 years).

**Has increased employment with business expansion, while striving for better working environment**

At the time of establishment, the company had 5 staff, and since then, it has employed 24 people. It works on employee motivation improvement by reflecting company business results and personal contributions to each task and salary.
Content production to make complicated science and technology understandable

Specializes in content production to make science and technology understandable and attractive, contributing to the society by conveying complicated technology and knowledge to the general public.

Operates content production to make science and technology understandable

The company specializes in producing contents to make complicated science and technology understood easily, utilizing movies and computer graphics (CG). It is highly regarded by various science and technology fields and is used for exhibition sales promotion tools of manufactures and for academic society materials. It plays an important role to distribute complicated technology and knowledge of professionals, engineers and scientists, through visualization of science, technology (science media), information, and data (info-graphics).

Provides multiple visual solutions combining science with design and art

The company specializes in contents production on science and technology. It has developed a platform to provide multiple visual solutions combining science and technology with design and art, utilizing skills in movie, computer graphics (CG), visual programming, and sensory devices. It develops and provides visual solutions different from conventional movie productions, software houses, and media companies.

Addresses “science-phobia”, contributing to human resource development

Their science new network has counterattacked science-phobia by including movie expressions in science news so that audience even without interest in science can enjoy, with collaboration of scientists and creators as keyword. The company acts as one of main members of Vislab Osaka, a business-academic-government collaboration organization for visualization.
TAKEDASHOKUHINREITOU Co., Ltd.

Revitalizes local community by utilizing unused resources. Solves local problems in collaboration with fishers and students

Contributes to local community via commercialization of inadequate-sized fish and via processing and sales of often-neglected natural seaweed, *wakame*.

Processes and sells local fish such as “Ikanago no Kugini” and “Natural Wakame of Yura”

The company was established by the father of the current president in 1963. Yura, Sumoto, where the company is located at, has long been famous for fishery, and the fish value is nationwide due to high quality. It operates processing and sales of local fish. Current main products are fish boiled in soy sauce and salt dried fish, such as *Ikanago no Kugini* and *Natural Wakame of Yura*. It sells the products to co-op, natural foods shops and mail order companies nationwide.

Developed a new product using inadequate-sized fish

When local fishers fish by dragnets, they catch a lot of fish with sizes of low market value. Processing of such fish used to be too time-consuming for profitability and wasted so far. The company solved the problem and succeeded in commercialization, given funds from *Hyogo Agriculture-Business Fund*. There are many tasty natural *wakame* under strong current in the area. Until two years ago, only a small amount was picked for shipping and house consumption of fishers, making little market distribution. The company has pioneered processing and selling natural *wakame*, and has been highly evaluated nationwide. The best season of collecting *wakame* is when there is few fish for diving fishing.

Develops products and distributes information by collaborating with restaurant chefs and students

The company develops products in collaboration with the chef of an inn in Sumoto Hot Springs, a steak restaurant in Hyogo prefecture, a sake maker, and students of Awaji High School. An internship student from Hyogo Prefectural University supports PR activities such as information distribution through social media and exhibition supports. By purchasing previously disregarded natural *wakame* and wasted sized fish, and by selling with added value, the company provides new income source for fishers, thus solving lack of successors.
Child Heart Co., Ltd.

Operates secure, safe, and high quality nursing facilities, while looking out for working environment

Operates secure, safe, and high quality nursing facilities by utilizing IT. Maintains service quality and working environment through manuals to check operation status.

The company provides high quality nursing facility management services, emphasizing at safety and security of children and information disclosure to parents through IT utilization, leading to high customer satisfaction. It has introduced web cameras at nursing facilities first in Japan. It supports working women by realizing high quality nursing services. It provides nursing services customized for facility demands such as company in-house nursing facility operation and nursing support service at shopping streets, leveraging the accumulated know-hows.

Maintains service quality through manuals to check operation status

The company actively utilizes IT by introducing web cameras and installing IC tags for room entry management of children. It monthly holds questionnaire surveys to grasp user opinions. It has been producing and reviewing its nursing facility operation manuals and nursing facility check sheets with tens of items. It emphasizes at human resource development by adopting nurse self-evaluation sheet. It provides high quality and low cost in-the-office nursing facility operation services, operating 12 facilities now.

Tackles working environment building and attains low attrition rates

In order for service quality to improve, the company strives for a comfortable working environment for nursing staffs by continuously holding study groups and adopting self-evaluation sheet. It has attained low attrition rate via paid holiday increase and overtime working reduction.
TAT Co., Ltd.

By the growth of nail care market, expands the business and cultivates the industry

As the nail care market grows, the company expands the business to overseas markets, and contributes to the industry by supporting the business of the industry.

Expands business as the nail care market grows, while also emerging to overseas markets

TAT Co. Ltd., is a wholesale supplier of nail products in Japan. The company targets its sales to the manicurists, nail salons and beauty schools by mail-order online systems. Collaborating with an IT solution company, the company supports client operations, such as customer management or visitor promotion campaigns, in order to develop nail care industry itself. The company actively and aggressively expands its business to China, Korea, and Taiwan. While employing international staffs, the company effectively utilizes human resources in understanding of foreign languages, commercial customs, and cultures backgrounds.

Expanding domestic and international business, and supporting nail care industry to development

The company aggressively expands its business not only in Japan, but also in the outside of Japan. The representative shops had opened in Taiwan and many other countries, and established the first local company in China. Although, the Japanese manicurists have world-class skills, they have a weakness in the management of business. There, the company operates the support business to enable clients to operate customer management and visitor promotion campaigns.

Works on development of human resource and aims for globalization by employing international employee

The company updates its business plans and directions every year. Under its business policy, all of the employees make action plans and operate them under PDCA cycles, in order to attain their own growth, which leads also to the corporate growth. The company actively had employed more than 10 Chinese workers, and plans to hire more graduates from Asian countries, because they are especially eager to learn and has high motivations. In the future, the company aims for globalized corporate culture by developing human resources in order to accelerate more expansion through Asia.
Nishiyama Shuzojo, Co., Ltd.

Develops new products using rice fermentation technology. Publicizing Japanese culture

Develops and sells Amazake Yogurt, synergizing sake making technology and yogurt made with carefully selected milk, and liquors using half-matured 2 stage fermentation production method and local ingredients.

The company manufactures and sells traditional sake and is also engaged in new business such as new genre of liquor, health related food, and cosmetics. Based on sake making know-how and Japanese original traditional technology rice fermentation technology, the company develops new business and products using local products from Tamba and Hyogo prefecture. It directly exports sake, targeting wealthy clients in 25 countries.

Partnering with Hyogo Tantan Dairy Agriculture Association, the company has developed and sells Amazake Yogurt, synergizing sake making technology and yogurt made with strictly selected milk. The product has allowed the company to enter into the health business and farmers to newly develop sales channels. Using half-matured 2 stage fermentation production method, first case in the industry, and local products (Hyogo rice, Tamba black soy beans, Tamba Dainagon beans, blueberries, and peaches), the company has developed and sells low alcohol, mild-tasting liquors, expanding customers to women, who hardly drink Japanese sake. The company strengthens product images by original label design, unprecedented bottle design, and the shop’s building registered as a national cultural property.

The company’s efforts have led to new demand exploration of local materials, establishment of local brands, and local employment creation. By exporting the products, the company spreads Japanese culture internationally via Japanese sake. The shop’s building, registered as a national cultural property, is known as a place associated with Takahama Kyoshi, a famous Japanese Haiku poet. The company contributes to local sightseeing by opening the place to visitors, making employees explain about a Haiku stone monument and Kyoshi’s episodes.
Nipron Co., Ltd.

Works on development of high value-added products with no price competition

Succeeded in developing a non-stop power source with no-blackout and no-power-failure functions, establishing sales channels to electric and industrial machinery.

Succeeded in developing “non-stop power source” with no-blackout and no-power-failure functions

The company manufactures and sells switched-mode power supply. It succeeded in developing a non-stop power source with no-blackout and no-power-failure functions, and established sales channels to electric and industrial machinery markets. Recently, it plans on business expansion to green power source markets such as solar power electric rechargers. Anticipating the spread of PCs, it has strived for patent acquisition of non-stop power source for PCs and related technology from early stage in technological development. It has over 60% share in industrial PC built-in markets.

Maintains no-blackout & no-power-failure environment by 2 Gate-2 Engine circuit systems

The non-stop power source of the company can maintain no-blackout & no-power-failure environment by 2 Gate-2 Engine circuit systems, and the product has a large share in industrial PC (ATX) built-in market. Originally-developed primary redundant power source has been adopted for many large maker server products. The company provides abundant items from industry top class high efficiency (95%) versatile power source to normal products. The company has high product competitiveness in functions and reliability as the pioneer in the market. Recently, the company pioneers investment for green energy usage markets by developing multiple booster DC-DC power sources.

Fortifies production facilities for power source systems of green markets, planning on further domestic employment

The company works on development of highly value-added products for differentiation to avoid price competition. It plans on fortifying production facilities for power source systems of green markets and is expected to create further domestic employment. It employs over 20 new graduates every year, training future leaders since just after entry.
Provides new values to the market, maintaining the style of selling the functions of clothes

Succeeded in developing innovative stretch-pants with a concept of women’s beauty and health. Expands shops nationwide, with customer satisfying excellent product ability as the core.

Operates stretch-pants manufacturing and retail pursuing functionality

The company is an apparel maker operating manufacturing and retail of stretch-pants pursuing functionality using originally developed materials with high flexibility. It developed B-Three Magic Pants, innovative stretch-pants with the concept of women’s beauty and health. It sells 1 million pants a year, with customer satisfying excellent product ability as the core. In 2013 it succeeded in international expansion, aiming at becoming a leading company in the world.

Provides new values to the market through unprecedented strategies for apparel industry

It has developed stretch-pants pursuing comfortable fit and functionality, maintaining the innovative style of selling clothes functionality in the design-oriented apparel industry. It has expanded shops with a new business model of stretch-pants specialty shops. The group has grown to about 230 shops in 20 years since the first shop opened. It concentrates only on pants, and never bargains. It always provides new values to the market through unprecedented strategies for apparel industry. Customers have steadily increased. Early focusing on the importance of quality and enhancement of product development ability, the company launched the research facility Beautiful Leg Laboratory. Based on information from about 1 million members, it has established know-hows for pants manufacturing and sales.

Assists in publicity of SMEs’ advantages through industry-academia partnership education

To improve the employment mismatch between students and companies, the company has accepted students of Konan University as the part of a national project. It has also lectured on its business model as a specialized pants company.
Hotel New Awaji Co., Ltd.

Contributing to local revitalization by utilizing local specialty products and by renovation of abandoned hotels

Contributes to local-production local-consumption and to many local SME businesses, not limited to SMEs in direct business with.

Developing sales to individual customers

Since establishment in 1952, the company has operated a sightseeing hotel in Awaji Island. Recently, it purchased and renovated abandoned hotels. At present it operates 10 sightseeing hotels. It mainly develops sales to individual customers. It has outstanding recognition and results as a largest hotel in Awaji Island.

Contributing to local-production local-consumption and to many local SME businesses

The hotels of the company focus on local-production and local-consumption of local specialty products, such as onions, various fish, and Japanese ox. The hotels’ theme concept is the history of Awaji since the time of Kojiki. By purchasing and renovating abandoned hotels, the company contributes to many local SME businesses, including souvenir shops and gasoline stations, in addition to SMEs with direct deals (food supplier and linen supplier).

Contributing to “Awaji Island” brand enhancement

The company greatly contributes to local employment improvement through renovation of abandoned hotels. The representative becomes the chairman of Sumoto Chamber of Commerce, contributing to local revitalization. The company business contributes to enhancement of the Awaji Island brand, in addition to revitalization of SMEs with direct deals.
Maemi Seikakusyo

Developed **Yuzen-dyed leather (Hime-kawa Yuzen)**, combining tanning technology of the company and **Yuzen-dyeing** technology in Kyoto

Succeeded in developing classy Yuzen-dyed leather for differentiation.

**Operates primary leather processing (tan processing), selling the products to bag and shoe leather processing makers**

The company has specialized in primary leather processing (tan processing) since establishment, and has sold the products to bag and shoe leather processing makers. Until 2012, the company had struggled for differentiation from cheap competitor products, while operating general primary leather processing (tan processing).

**Succeeded in developing “Yuzen-dyed leather (Hime-kawa Yuzen)”, combining tanning technology of the company and Yuzen-dyeing technology at Kyoto**

In the end of 2012, the company succeeded in developing classy Yuzen-dyed leather (Hime-kawa Yuzen). The product synergizes tanning technology of the company and Yuzen-dyeing technology at Kyoto. The original tanning process is the most characteristic point. The process enabled better coloring without dye bleeding in the leather, various printing patterns and colors, dying patterns seamlessly, and activating leather texture.

**Collaborates with a local young designer group, planning to launch a manufacturing & sales laboratory for bags, wallets, and golf goods**

Since 2013, the company collaborates with Unite, a young designer group located in Himeji, manufacturing bags, wallets, and golf goods. It develops Hime-kawa Yuzen furniture in collaboration with Itabun, a local furniture seller. It plans to launch a laboratory with manufacturing and sales functions within FY2014; collaborating young designers will move into the laboratory. It aims to collaborate with industries without any previous connection and to propel overseas expansion.
Developed the world’s first resin puncture needle by adopting vegetable resin

Realized resilient and harmless needles. Needles made disposable by incineration, freeing itself from concern for infection after disposal.

Operates medical device manufacturing, sales, and development

The company is engaged in medical device manufacturing, sales, and development. It developed resin puncture needle for the first time in the world. The product reduces pain to human body, is free from infection (due to individual packaging of needles, as well as due to prevention mechanism against re-usage of used needles), and has fewer burdens to the environment.

Developed the world’s first resin puncture needle by adopting vegetable resin. Disposable by incineration

The product is the world’s first resin puncture needle, made by adopting vegetable resin (poly-lactic acid). By using vegetable resin, the company has realized a harmless needle with high resilience. By making the pin-top shape uneven like a mosquito needle, the needle reduces friction resistance with under-skin tissues, pains to human body, as well as risks of breaking. Each lancet is in a completely sealed individual package, assuring cleanness and antibacterial property. Users can dispose the needles by incineration because the needles are made from resin. As users are free from the problem of infection after disposal, the needle contributes greatly as a solution to a social problem.

Advances super micro-injection mold-processing technology, revitalizing injection mold-processing industry

Through realization of a highly value-added product based on super micro-injection mold-processing, the technology can further advance as Japan’s strong point and revitalize injection mold-processing industry. Also, realization of a single-use auto-lancet has improved the share of domestic products in the medical devices market, contributing to export increase.
LEC Co., Ltd.

Progressing as the top company in bridal photo industry. Increasing orders from overseas

Expands business as a top leader of bridal photo industry. Increases inbound orders thanks to high acclaims.

Leads the bridal photo industry as its pioneer

The company produces and sells bridal photo albums and operates a small-size specialized bridal ceremony hall. As a pioneer of the bridal photo industry, the company has established its current style of intimate photo-taking in documentary style to cover one day of wedding ceremony. It has led the industry as a top leader with advanced photo skills and quality, publishing the most number of albums in the industry. Also, it has introduced photographer nominating system for the first time in Japan and continues to develop customer-oriented products.

Increases inbound orders from overseas due to high evaluation in countries abroad

Recently the company has explored new markets by taking orders of tourists from Asian countries in addition to photo-taking in Japan and Hawaii. It has taken orders from China, Hong Kong, Taiwan, and Singapore. It produces albums by taking photos in locations emphasizing Japanese atmosphere, such as Kyoto and Okinawa. It looks towards creating a global photo culture and further expanding its photo businesses.

Contributes to female employment via new business development

The company started its small bridal ceremony business after succeeding in the bridal photo business. It suggests a simple and heartfelt wedding plan for people who could not hold formal ones for various reasons by providing bridal ceremonies for only 65,000 JPY. Customers have supported the company’s raffish style and various original ideas from female staff, and now, 9,000 couples use the company’s services annually.
FUK Co., Ltd. 302
Hajime Co., Ltd. 303
Developed innovative automated manufacturing devices, utilizing process technology accumulated in FPD

Developed a technology for bonding glasses under air pressure. Realizing highly energy saving, efficient and precise devices, mainly selling abroad.

The company was established 10 years ago, by engineers including the current president. Utilizing the process technology of the president accumulated in flat panel display (FPD), the company develops, manufactures, and sells automated manufacturing devices such as touch panel manufacturing devices and liquid crystal panel manufacturing devices. It succeeded in developing a new bonding method for touch paneled cover glass and liquid crystal module for smart phones that can be done under normal air pressure, in lieu of bonding under vacuum environment. This technology enabled manufacturing cost reduction of large touch panels.

In manufacturing processes for smart phones and tablets, bonding of capacitance touch panel and front face plate is necessary. The company developed the air bend method of bonding while bending the front face panel for bonding of glass and glass under normal air pressure. Compared with conventional vacuum bonding methods, the new method can reduce electricity consumption to about 1/3 by not using electricity for the vacuum pump. The new technology enhanced productivity and efficiency percentage, and realized highly energy-saving, efficient, and precise devices. The company sells the products mainly abroad.

In 2003, the company started with the president and employees of a local company under business crisis. Many employees are from the local area, contributing to local employment.
Hajime Co., Ltd.

Manufactures highly safe toys using EVA with original technology

Transformed from a shoe sole maker to educational toy maker. Developed specialized EVA processing machines in-house by making use of accumulated technology and know-hows.

Manufactures highly safe toys using EVA

As an educational toy maker, the company manufactures toys with high safety, using EVA (ethylene vinyl acetate copolymer resin) as material. All machines and fixtures in the factory are made by the company. The company has original technology to cover cutting, pressing, and polishing of round bars and spheres, which are difficult to process. Just after establishment, the company was famous as a shoe sole maker. Through its business shift to the toy industry and through industry-academia alliances, their technical ability is now widely recognized.

Has accumulated and utilized EVA processing know-hows, developing specialized processing machines

The EVA that is adopted for the company’s toy products is light, shock-absorbing, harmless without environmental hormones, and hard to deteriorate even outdoors due to its weatherproof and ultraviolet-proof properties. There are not many toys using the material, and the company’s educational toys are more safe and reliable than its competitors’ products. Though EVA has many good points, viscosity rises by heat in processing, and it is difficult to cut and process as intended. The company has accumulated EVA processing know-hows since when they were making shoe soles by employing a mechanic to develop specialized processing machines. The company utilizes the know-hows to the maximum for processing of complicated shapes, such as round bar and sphere.

Developed a non-contact education material using linear motor function for the first time in the world through industry-academia partnership

Partnering with Nara National College of Technology, the company undertakes technology enhancement. Its non-contact education material using linear motor function, developed for first time in the world in 2007, has patents in Japan and other countries.
m'affably Co., Ltd. 306
Kadocho Co., Ltd. 307
Hayashi-Nenshi Co., Ltd. 308
PLUS Co., Ltd. 309
Moriya Co., Ltd. 310
Cooperative Association LATEST 311
WACON Co., Ltd. 312
m'affably Co., Ltd.

Revitalizes the area by production and sales of aroma oil using local thinned wood

Extracts essences from various wood and plants to realize Kumano’s original fragrance. Undertakes damaged forest protection and hometown-loving mind creation.

Produces and sells aroma oil using local thinned wood

The company strives to produce and market aroma oil extracted from local unmarketable timber cut to thin the forests. It offers essential oil massage, aroma oils and consulting service to help clients recreate the atmosphere in their homes and businesses utilizing aroma oils. Since spring 2013, it produces and sells *Natural Fragrance of Kumano*, an aroma oil using local thinned wood (cedar and Japanese cypress).

Succeeded in extracting aroma oil from local cedar and Japanese cypress. Aims at forest protection and hometown-loving mind creation

The cedar and Japanese cypress of the region are famous as *Kumano-zai*, becoming the core of tourism to Kumano, a land of healing. The company focused on this relaxation, studied usage of *Kumano-zai* properties as aroma oil, and succeeded in extracting aroma oil from branches and leaves of thinned wood, in cooperation with Industrial Technology Center of Wakayama Prefecture. The company aims at protecting damaged forests by utilizing thinned wood and at creating hometown-loving local people by utilizing local forest scent as aroma. It hopes to extract essences from various wood and plants to pursue new original fragrances of Kumano introduce them to people all over Japan and the world.

Tackles project with local teamwork

In cooperation with local forestry association, the company procures thinned wood under instruction of the association’s forest experts. The association has seen declines in its profits due to the Kii Peninsula Great Flood of September 2011, but now has high hopes for the project as new profit source that uses wood. Also, the company’s product packages use wooden boxes made by local craftsmen. The wooden boxes are also made from local thinned wood. The company tackles this project by bringing together many experts in the local community with teamwork minds.
Developed soy sauce, *Nigori-jo*, with living yeasts, taking 10 years to complete

Continues to make soy sauce with the warehouse with 170 year history, wood barrel of Yoshino cedar, and traditional methods called *Yuasa-tamari*.

**Making soy sauce with traditional methods, maintaining its long history and tradition**

The company is located in the area designated by the national government as the *important preservation district of historic buildings* in Yuasa-cho, the *birthplace of soy sauce*. The company has maintained its long history and tradition through making soy sauce with the warehouse with 170 year history, wood barrel of Yoshino cedar, and with traditional methods called *Yuasa-tamari*. It strictly maintains traditional handmade manufacturing only in winter.

**Enthusiastically undertakes product development, such as “Nigori-jo” taking 10 years to finalize**

The company has specialized in *handmade production* and has survived for 170 years by making only soy sauce. It is because the company has had high reliability and product ability, incomparable with other companies. The company enthusiastically undertakes product development. The soy sauce with living yeasts, *Nigori-jo*, took about 10 years until completion. The company products are widely used in Japanese restaurants. In 2012, introduced by the local government, the soy sauce was used for collaboration with a ramen store at *Ramen Street* in Tokyo Station. The company actively participates in business matching events with companies both inside and outside Japan, working on international business expansion.

**Built a soy sauce museum, explaining soy sauce making processes and the history of Yuasa-cho for free**

At Yuasa-cho, the *birthplace of soy sauce*, local chamber of commerce and local government take initiatives for local promotion, and many tourists visit the town. Notably, the special district is a main sightseeing spot. The company, located in this district, built a museum at its own expense to help the public understand about soy sauce. The employees explain about soy sauce making processes and the history of Yuasa-cho for free.
Developed heat resistant mittens and cold resistant mountaineering mittens with high workability

Developed high function mittens and knit products with high heat resistance, cold resistance, cut resistance, and workability, by adding special twists to existing textile technology.

Produces heat resistant mittens, heat resistant knits, and cold resistant mountaineering mittens, utilizing its special thread twisting technology

The company produces heat resistant mittens, heat resistant knits, and cold resistant mountaineering mittens, utilizing its special thread twisting technology. It develops high function mittens and knit products with high heat resistance, cold resistance, cut resistance, and workability, by adding special twists to existing textile technology. Recently the company has developed the paper twisted thread Washi-tex that can weave and knit, promoting the product nationwide.

Developed heat resistant mittens and cold resistant mountaineering mittens with high workability

The heat resistant mitten is safe, preventing the heat of arc welding fireballs (about 1,200 C) hit at hand. It has high breathability, leading to high workability. It can be repeatedly washed and has durability. The cold resistant mountaineering mitten has high cut resistance and workability, using strong textile aramid and wool with remained oil. It has cold resistance by special twisted threads making wool contain much air. The company provided trial products for Shinshu University Graduate Mountaineering Club, and the trial products were used when the club members went to Nepal (5,000m height).

Increased employment, responding to business expansion such as development of new products

Responding to business expansion such as product development, the company employed 2 full-time employees and 3 part-timers for manufacturing in 2013.
Supporting producers by multi-shop expansion for direct sales of agricultural products

Contributes to local-production & local-consumption promotion, local producer sales channel expansion, local industry revitalization in Wakayama, Osaka, and Nara through agricultural product direct sales shops Sanchoku Ichiba Yottette.

New business model of multi-shop expansion for direct sales of agricultural product

The company conducts shop operation of agricultural product direct sales shops Sanchoku Ichiba Yottette and supermarkets for the use of professionals, real estate rental & management, and management of a sports club. In the main business Sanchoku Ichiba Yottette, the company sells local producer traceable fresh, safe, low price local products in multiple shops, bridging producers and consumers to promote local-production & local-consumption.

13 shops in Wakayama, Osaka, and Nara. Scheduled to open new shops in Wakayama and Kudoyama

Wakayama prefecture has rich nature and warm climates, and is the most active area for primary industry in Japan. In 2002, the company opened its first shop in Tanabe in southern Wakayama, the best sightseeing area in Kansai. At present, it operates 13 stores in Wakayama, Osaka, and Nara prefectures. In spring 2014, it will open shops at Wakayama and Kudoyama. By expansion beyond the prefecture and distribution among the shops, producers can expand their sales channels to multiple shops. The company contributes to local development by distributing tangerine oranges, peaches, persimmon, and beans, which Wakayama prefecture has the largest production, to consumers outside the prefecture.

Motivates producers for production and sales by stabilizing income with their own pricing

For the company, producers by themselves set retail prices and print price tags with barcodes. The company provides producer-traceable products with reasonable prices. The free pricing motivates producer for production and sales. It holds competitions and trainings for information sharing with producers and quality improvement. Through agricultural product direct sales shops, the company contributes for next generation agriculture.
Moriya Co., Ltd.

**Enhanced its processing technology via active facility investment for the future**

Produced numerous bestselling products through the 30 years of manufacturing experience and ideas from young staffs.

**Wood furniture manufacturing & sales company. 2 factories in town, locally employing mainly young people**

The company is a wood furniture manufacturing & sales company, turning into a legal entity from a laboratory in 2006. The company has two factories in the town and locally employs mainly young people. It directly deals with large mail order companies. After becoming a legal entity, the president, the successor, has made active facility investment, performed his planning ability, and steadily increased sales.

**Enhancing processing technology by active facility investment for the future**

The company has produced many bestselling products by the 30-year manufacturing experience of its representative and by hints gained from young staffs. The storage box to neatly keep PC rooter and chords and the wardrobe for children with Mickey Mouse cut design became the bestsellers with small ideas. The company has enhanced its processing technology via active facility investment eyeing the future. The *small-lot high-mix mass production device*, succeeded in development as a national project, is the most typical example. The device can process multiple tasks at one time by ordering the tasks with bar codes.

**Operates with young local employees. Aims at massive local employment creation by launching local promotion businesses**

The company mainly consists of local young employees. The company thoroughly instructs no overworking, leading to productivity improvement. It plans to increase employment. It aims at massive local employment creation by launching local promotion businesses (inviting restaurants and operating inns).
Cooperative Association LATEST

Develops processing technology to utilize various characteristics of Binchotan and bamboo coals

Has technology that can process carbide including Binchotan and tree extractives into various forms. Tackles industry-academia-government R&D.

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Established: 1991
Capital: 0.45m JPY
Employees: 10
Chief Director: Kazuki Nakagawa

Consists of 5 companies in Wakayama prefecture with different businesses. Develops technology to utilize characteristics of Binchotan and bamboo coals

The union consists of 5 companies in Wakayama prefecture with different businesses. The union was established in 1991. It had its office and laboratory at the Wakayama Prefecture Engineering Center from 1992 to 1998 and has been focused on reuse of flocks by carbonization. It now develops products such as carbonated flocks, carbonated wood waste, and extractives from thinned woods, pyroligneous acid, and Binchotan. The union has technology that can process carbide including Binchotan and tree extractives into various forms. Since establishment, it actively undertakes industry-academy-government R&D, making new developments for mainly natural materials. It always has new and newsworthy business seeds.

Developing sales channels by utilizing processing technology of transforming bamboo coals and Kishu Binchotan into coarse grain, granule, and nanoparticle dispersion

The union can process bamboo coals and Kishu Binchotan with limited production into various forms such as coarse grain, granule, and nanoparticle dispersion, and it sells the products to wide range of industries. It has the technology that can make products with quality fulfilling the standards of edible carbon power pigment and medical carbon. It has networks with scholars and researchers through Wood Carbonization Research Society and the technology research association of the Forestry Agency. It readily absorbs new information and technology about carbides and essences, leading to existing product improvement and new product development. It develops technology to utilize characteristics of Binchotan and bamboo charcoals. It strives for sales channel development by coming up with usages of new characteristics.

Actively utilizes human resources through new employment of R&D staff and employment of elderly people

The union newly employed a staff for R&D. It also employed 3 elderly people over 65 years old. The union actively utilizes human resources.
Challenges packaging optimization as a cargo packaging professional, realizing logistics with further efficiency

Works to make logistics efficient by concept and design ability. Aims at *ameba-style* all-member-participating business management to utilize employee individuality.

**Challenging to transform logistics in Japan**

The company has been challenging new business creation with innovative concepts. For example, it has launched a full-fledged export package facility in an airport, as the first case in Japan. If you directly ship the cargo to the airport, you can package it for exportation and put in the airplanes at the same place and time. It contributes to more speedy air cargo distribution, changing logistics so far.

**Optimizes packaging by high level design technology**

*Optimized packaging* is enabled by high level package design technology of the company. The package design ability, such as selecting various package materials and loading ratio improvement by 3D design, is highly evaluated in the industry. The company has continuously won prizes at the *Japan Packaging Contest* held by the Japan Packaging Association for 7 years. It owns 5 patents (including ones in application) of packaging container designs, and has 5 staffs with packaging manager licenses.

**Aims at “ameba-style” all-member-participating business management to utilize employee individuality**

The company is conducting *ameba-style* all-member-participating business management as a tool for working with individuality. It is registered as a Job Card promotion supporter company in *Job Card System* of the Ministry of Health, Labor and Welfare, and employs staffs by considering their individuality.
Tottori

OHO TRADING CORPORATION 316

Yoshitani Kikai-Seisakusyo, Inc. 317
OHO TRADING CORPORATION

Utilizes the internet for making used agricultural machine market efficient, and exploring overseas sales channels

Realized direct procurement and sales of used agricultural machines by utilizing the internet. Expanding the business by actively exploring overseas sales channels, creating local employment.

Expands the used agricultural machine purchase and sales, actively exploring overseas markets

The company has been undertaking purchase, export, and sales of used agricultural and construction machines. It had used an intermediary agent before, but it now explores new procurement routes (increasing direct purchase from farmers) and new sales channels by opening branches in Southeast Asia. It purchases used agricultural machines from all over Japan and exports them to 78 countries, which are mainly developing countries.

Realized cost reduction by direct procurement and sales, utilizing the internet

In addition to procurement from agricultural machine sales shops, the company utilizes online assessment in www.nokigu.com (agricultural machine purchase website) for directly purchasing from farmers. Only the company does nationwide procurement. It realizes high price purchase by minimizing intermediary margins through covering from procurement to repair and sales. It has established an internet-based management system to monitor international customer demands.

Creates local employment, while contributing to local farmer businesses

The company actively employs local young staffs to help the difficult employment environment of Tottori prefecture. So far, some Japanese farmers have given their used agricultural machines to company for free. The company actively purchases from such farmers, thus contributing to the local community.
Has led the industry through many product developments full of originality

Supplies originally developed products to local governments and large private companies all over Japan, as an order-made firefighting vehicle maker.

Has manufactured firefighting vehicles and pumps for over 80 years, and has steadily expanded its business

The company was established in front of Tottori Station in 1927. It started from firefighting pump manufacturing. Since then, the company has manufactured firefighting vehicles and pumps for over 80 years. It has steadily expanded the business, expanding the production of firefighting vehicles. It has 2 branches at Tokyo and Fukuoka. It operates manufacturing and sales of firefighting vehicles such as firefighting pump vehicles, firefighting pump vehicles with pool, chemical firefighting pump vehicles, rescue vehicles, small motor firefighting pump vehicles, height rescue vehicles, and high foaming vehicles.

Has made the history of firefighting pump vehicles and has led the industry through many product developments full of originality

The company has high reputations especially in technology development. Starting from development of A1 class pump with national test 1, the highest class for motor firefighting pump technology standards, the company has developed relayed pressure control bulb that makes water relay among firefighting vehicles, GV Touch Monitor, a firefighting pump control monitor with a liquid crystal panel, and many other products full of originality. It has led the history of firefighting pump vehicles and has led the industry. Manufacturing of firefighting vehicles takes order made style like order made houses. It operates a precious business in Japan, always ranks high among the makers, and supplies originally developed products to local governments and large private companies all over Japan.

Instructing successors with manuals containing originally accumulated know-hows of experienced workers

Firefighting vehicles require various and advanced technology, so that firefighters can work expeditiously and safely in diversified fire disaster cases. The company employees, mainly machine processing (milling machine works) engineers certified as Tottori High Skilled Workers (Tottori Meister), have experienced high skills in machine processing of firefighting pumps, the core of the firefighting vehicles. The company instructs successors by manuals containing originally accumulated know-hows of experienced workers.
Iwami-Ginzan Seikatsu Bunka Kenkyusho Corporation 320
OKU-IZUMO VINEYARD Co., Ltd. 321
Sanchoikuichi Mizuho Joint-Enterprise Cooperative 322
SOTAWORKS Co., Ltd. 323
Network Applied Communication Laboratory Ltd. 324
Branded lifestyle with the theme of *restoring old and creating new*, and distributes information, contributing to the area

Making known the lifestyle at Iwami Silver Mine as *Gungendo* brand all over Japan, considering that the lifestyle at Iwami Silver Mine, a world heritage, is the culture itself.

**Operates manufacturing, retail, and wholesale of “Gungendo” brand women’s clothes and household goods**

With *restoring old and creating new* lifestyle of the Iwami Silver Mine as company philosophy, the company operates manufacturing, retail, and wholesale of *Gungendo* brand women clothes and groceries. This *Gungendo* brand attracts strong supports mainly from female baby-boomers and continuous offers from classy department stores all over Japan. Though the company locates at mountainous area in Shimane prefecture, it has strong nationwide communication ability.

**Branded the lifestyle at Iwami Silver Mine**

The lifestyle at Iwami Silver Mine, a world heritage, is nothing but culture. The company distributes the lifestyle as *Gungendo* brand all over Japan. It actively utilizes local resources, such as joint activity with local government and people for interpreting local history, and reconstruction of local vacant houses for young employee dormitories. With *restoring old and creating new* as the company’s philosophy, the company sells products that are Japanese and country style but fashionable, that are old but new, and that nostalgic but fresh, from Iwami Silver Mine to department stores and mass sales facilities all over Japan.

**Distributes the brand nationwide, and contributes to local revitalization**

Even before the Iwami Silver Mine district was registered as a world heritage, the company had succeeded in branding simple country lifestyle. The company is the center of local revitalization of the area. For local revitalization, with town people, it jointly holds jazz concerts, classical music concerts, and *Hina no Hina Matsuri*, an event for considering rich lives with local women. The company contributes to local revitalization, in addition to the nationwide communication ability of its brand. As a result, some young people move in areas with decreased population.
OKU-IIZUMO VINEYARD Co., Ltd.

Provides integrated wine making with domestically developed breed of grape, contributing to the increase of interaction population

Focuses on building low pesticide farm, operates integrated wine making from grape cultivation and fermentation to sales, and holds events such as harvest festivals.

Provides integrated wine making with “coexistence” of nature and the community as the concept

Four members at Kisuki-cho started grape cultivation in 1980s, and they established Limited Company Okuizumo Grape Yard in 1990. The company started fruit wine production and sales from 1992. It focuses on low pesticide farm building, with coexistence of nature and the area as the concept. It provides integrated wine making from grape cultivation to fermentation and sales. In addition to wine making and sales, it opens a restaurant, a shop, and a gallery beside the factory.

Running a restaurant, shop, and gallery beside the factory, in addition to making wine

The company has its strength in wine fermentation technology such as accumulated know-hows and thorough quality management. In September 2008, it was certified under the Regional Resource Utilization Promotion Law. Aiming at differentiation from other winery mainly using European grapes such as Chardonnay, it works on wine improvement, new development, and sales channel expansion using domestically developed grape breed Shoukoushi. The restaurant provides cooking by procuring materials from local producers, leading to popularity. The shop sells company wines and specialty goods made by local companies. The company opens a gallery beside the underground barrel reserve, exhibiting various items by local artists, providing a silent and relaxing space.

Contributes to interaction population increase and local revitalization

Not only making wines, the company has opened a guest house and a restaurant as places for local communication. It holds events such as harvest festivals, contributing to interaction population increase, leading to local revitalization. It contributes to local employment by grape cultivation by collaborating with local farmers.
Sanchokuichi Mizuho Joint-Enterprise Cooperative

Contributes to local economic revitalization and workplace increase by *Sanchoku Ichi* and *Michi no Eki*

Introduced traceability systems for providing safe and secure agricultural products.

**Provides safe and secure agricultural products at Sanchoku Ichi Mizuho and Michi no Eki Mizuho**

The union was established in 2005. Since 2006, it has been a directed by Onan-cho. It operates and manages facilities of *Sanchoku Ichi Mizuho* and *Michi no Eki Mizuho*. Producers ship their agricultural products to *Sanchoku Ichi Mizuho*. It has made stable sales every year. It provides safe and secure agricultural products, in partnership with the shipping organization, Mizuho Sanchoku Ichi Association.

**Promotes distribution of agricultural and forestry products and development utilizing local resources**

The union business promotes distribution of agricultural and forestry products, development of local specialty goods utilizing local resources, local-production & local-consumption by providing local products to consumers, local revitalization, workplaces, and member income increase. As for sightseeing, the union had conducted tours for sightseeing, scenic, and historic sites at Onan-cho by collaborating with related organizations. The three tours have had over 100 visitors mainly from Hiroshima, contributing to sightseeing promotion. The union will fully introduce traceability systems for providing safe and secure agricultural products.

**Contributes to producer motivation creation and income gain**

Sales of producers shipping for the Sanchoku Ichi are increasing, proving high motivation among producers. The union contributes to producer motivation creation, income gain, and agriculture promotion in aging Onan-cho. By introducing traceability systems, it is expected to provide safe and secure agricultural products at the Sanchoku Ichi and appealing safe and secure agricultural products made in the town.
Entered the rapidly growing industry of printed electronics

Entered into promising industries such as screen printing machines for solar battery cells and for electronic devices, applying accumulated screen printing machine manufacturing technology as a specialized printing machine maker.

The company was established in 1938 and started from ship engine manufacturing. At present it is a major manufacturer of specialized printing machines in Japan. The company manufactures the majority of screen printing machines for CD & DVD surface printing in Japan. Recently it has entered into printed electronics such as screen printing machines for solar battery cells and high precision screen printing machines for electronic devices.

Realized precision and reliability in screen printing machines for solar battery cells and electronic devices

The screen printing machine for electronic devices is a printing machine for multi-layer printing on the surface of thin and long pillar shaped works (printed objects), with high precision within 10 micrometer unevenness of coating thickness after multi-layer printing. It has hybrid structure of motor drive and air drive. Only the device of the company can print on pillar shaped works with reliability. The screen printing machine for solar battery cells has high precision within 7.5 micrometer error in repeated positioning of works and screen masks. It realizes incorporation in mass production lines by incorporating positioning structure at screen masks.

Works on employment of young local people and human resource development

The company works on local human resource development contributions by actively employing local young people and by accepting internships from local industrial high schools. It has a summer time system during summer as part of its commitment to saving energy.
Network Applied Communication Laboratory Ltd.

Developed and promoted an OSS programming language born in Japan

A pioneer in OSS utilization in IT industry. Focuses on development, promotion, and engineer education of Ruby, an OSS programming language born in Japan, expanding the Ruby market.

The company has worked on OSS’s business use before world IT industry began to use OSS. It has been growing by establishing new business models while expanding OSS’s usage. Especially it has worked on promotion and development of Ruby, an OSS programming language born in Japan. The company has accumulated various system development results, and R&D results for quality improvement, and has established Ruby Association. In March 2012, Ruby was included in the ISO, leading to Ruby share expansion in current IT markets.

Providing various services to support Ruby developers

Based on accumulated know-hows through system development, the company provides engineer training programs as a Ruby Association certified educational institution and supports system integrators and engineers trying system development utilizing Ruby through providing support services as a certified support company.

Creating local employment and educating the engineer-to-be

The company employs 1 new staff per year on average, along with its expansion of system development projects using Ruby and OSS. It contributes to producing new engineers by dispatching lecturers for student Ruby education by local governments and by voluntarily instructing junior high school students at Ruby programming schools.
Okayama

Kaki no Ie Shiokaze  
Nakashima Medical Co., Ltd.  
Nankai Co., Ltd  
HIKARI LIGHT METALS Co., Ltd.  
MIYUKIYA FUJIMOTO Co., Ltd.  
MEIKEN LAMWOOD Corporation
Kaki no Ie Shiokaze

Focusing on being local on product development and distribution of information, expanding sales channels and contributing to the local community

Collaborates with local farmers for tomatoes used in the smoked oyster pickled in olive oil, also procuring olive oil and chips for smoking from the prefecture.

**Cultivates oysters, lands fish, and processes and sells these products**

Kaki no Ie Shiokaze has operated fishery for seven generations at Mushiake district of Oku-cho, Setouchi. At present, it operates oyster farming, small fixed netting, processing of its oysters and fish, and manufacturing and sales of smoked and boiled seafood. In 2010, it built Shiokaze processing factory. In May 2012, it was certified for an agriculture-business integration business plan, and fully started processed food manufacturing such as smoked oyster pickled with olive oil.

**Focuses on using ingredients from Setouchi and Okayama**

The product concept thoroughly focuses on only using ingredients from Setouchi and Okayama. For example, tomatoes used for the smoked oyster pickled with olive oil are produced by collaborating local farmers. The company procures olive oil from a local olive sales company. It explored forestry companies in the prefecture to develop the chips for smoking. The sales channels have expanded from resort hotels and restaurants inside the city to department stores in the prefecture, contributing to local revitalization.

**Strives for distributing information through awards and securing employment**

Supported by local chamber of commerce, the company entered the Japan Food Festa 2013-1st Local Product National Grand Prize competition, and was selected as one of the 20 finalists, winning the Judges’ Special Prize. The company’s product was nominated for Ultimate Souvenir by the Japan Tourism Agency. The company started processed-food business for selling products all the year and securing employment. When starting the business, it built a building for employee dormitory and processing factory, thus improving working environment. It is seeking to maintain secure employment of 3 staff, including the company’s successor couple, and 4 part-timers.
Nakashima Medical Co., Ltd.

Develops artificial joints and operation devices optimized for each patient by utilizing 3D printers

Applies manufacturing technology to medical fields. Employing the metal 3D curve processing technology, accumulated in ship propeller making, to artificial joint as medical device, developing products with originality.

Applies the 3D curve processing technology of metals, accumulated in propeller making, to medical devices

The company has its origin in the world top ship propeller maker. Applying the metal 3D curve processing technology, accumulated in propeller making, to artificial joint as medical device, the company has developed its manufacturing technology to medical fields. It has departed from the original company as a company for development, manufacturing, and sales of medical devices such as artificial joints and bone junction materials in 2008. It mainly deals artificial knee joint and artificial hip joint as the second largest domestic maker. Especially, it has the largest domestic share in other joints (hand, finger, and foot) of artificial joints.

Develops products through business-government-academy cooperation

Since establishment, the company conducts joint researches with medical and technology departments of universities, leading to new material development. So far, polyethylene, sliding component of artificial knee joint, has the problem of attrition, which is damage caused by oxidization, and deterioration, reducing the product life of artificial joint. By adding vitamin E, anti-oxidization material, to the material, the company has developed a material preventing oxidization and deterioration while reducing attrition by enhanced lubricity. Recently, the company introduced and utilized 3D printers from the early stage. It aims for development and commercialization of artificial joints and operation devices optimized for each patient, through enabling complicated structures which were difficult by conventional casting.

Aims at further employment increase according to the business expansion

In FY2012, the company newly employed 7 staffs as it introduced cutting-edge facilities for plastic surgery in-plant. It aims at further business expansion and employment increase through international expansion.
Nankai Co., Ltd.

Transformed a restaurant inn into a business hotel, acquiring customers through hospitality

Transformed a restaurant inn into a business hotel, acquiring repeaters through flexible services with hospitality which large chains neglect.

Address: 1-25 Mizushima Nishi Chidori-cho, Kurashiki-shi, Okayama 712-8065
URL: http://www.h-nankai.jp/
TEL +81-86-446-0110
FAX +81-86-446-0120

Established: 1968
Capital: 15m JPY
Employees: 60
CEO: Yasuhiko Tanaka

Transformed a restaurant inn into a business hotel, acquiring repeaters

The company started as a restaurant inn Nankai and 2 restaurants. In 1995, it closed the restaurant inn and opened Hotel Nankai Kurashiki, a business hotel with 111 rooms. Since then, it has renovated the 2 restaurants. It catches repeaters by services which large chains omit, emphasizing human relationship.

Provides flexible services with hospitality, obtaining repeaters

Business environment is very severe for business hotels in rural cities, due to market entry of large chains and huge fixed costs for facility maintenance. Nankai (Hotel Nankai Kurashiki) is set on the policy to thoroughly explore services which large chains omit, with the hospitality mind for stay and food, and focuses on guest service emphasizing care by eyes, minds, and hearts. As a result, it acquires high customer satisfaction, leading to repeater increase and new customer acquisition.

Conducts mutual staff care, and maintains employment through working environment improvement

Staffs mutually care for better performance, collaborating works maximizing their utilization. The company monthly holds individual consultation for all full-time employees about working environment and customer service. All staff meetings are also used for improving working environment. As a result, most employees have been working for more than 10 years.
HIKARI LIGHT METALS Co., Ltd.

Develops eco-friendly photo-luminescent aluminum alloy casting manufacturing technology

Realizes a new technology through integrated development research from alloy material design to trial and finishing. Explores new business fields for structure parts requiring decorativeness.

From small lot trial products to mass production, machine processing, and coating of aluminum alloy casting

The company is a specialized maker for aluminum alloy casting (die casting, sand mold casting, gravity mold casting). It undertakes casting, heat processing, machine processing, and coating, from small lot trials to mass production, in all industries from parts of agricultural machines, industrial machines, internal-combustion engines, telecommunication machines, ships, aircrafts, Shinkansen, OA appliances, and automobiles to finished goods such as aluminum wheels for vehicles and floor panels of computer rooms.

Developed “coating-free” aluminum alloy casting, as photoluminescent as hard chromite coating

The company developed coating-free aluminum alloy casting with photoluminescence equivalent with hard chromite coating. It realized environment protection, weight reduction, and cost reduction by developing new material with high strength and resilience and by establishing manufacturing processes. It found new business fields for structure parts requiring decorativeness such as bicycle casting aluminum wheels. The photo-luminescent aluminum alloy casting of the company realizes high photo-luminescence over hard chromite coating, and has mechanical property over car aluminum wheel standards. It continuously conducts joint researches with Okayama Prefectural University and Industrial Technology Center of Okayama Prefecture. It focuses on responding to extremely technically advanced requirements. It attracts both Japanese and overseas interests.

Exercises energy saving, CO2 emission reduction and resource recycling

According to the company’s environment report, total energy usage in FY2012 decreased by 3.5%; CO2 emission was reduced by about 17%, and waste such as waste plastics was reduced by a little more than 50% from the previous year. It exercises its environment policy: *We strive for material recycling and resource and energy saving, and aim at pollution prevention and continuous improvement of environmental burdens*.
MIYUKIYA FUJIMOTO Co., Ltd.

Develops healthy new products combining local konjac and fruits

Distributes the products for gifts, aiming at nationwide distribution to enhance images of Okayama, propagating Okayama worldwide, prospecting international expansion.

Works on high quality konjac products, and new product development utilizing local fruits

The company produces and sells various konjac foods, Tokoroten, Kuzukiri, and jellies. Since establishment, it has conducted production and sales of tasty konjac food made from high quality ingredients. While maintaining this tradition, it challenges for development of unique konjac foods with originality that nobody has never seen or had. It only uses domestic konjac ingredients. It works on new product development using local fruits.

Develops healthy new products and international sales

The company works on new product development of unique and healthy products combining konjac and local fruits. By publicizing the products for gifts, it aims at nationwide distribution to enhance images of Okayama. It actively expands its sales internationally, dealing with Hong Kong and France. Especially the noodles using konjac is popular and sold good. It aims at introducing healthy and tasty ways of having konjac with suggested menus, such as original konjac and dessert konjac including new developing products (using fruits in the prefecture).

Contributes to enhancing attractiveness of Okayama prefecture in partnership with local companies

In developing products, the company closely partners with local fruits wholesaler, business consultants, and designers. It participates in Okayama Fruits project (a project to distribute fruits made in the prefecture nationwide) run by the Okayama Chamber of Commerce, contributing to local economy revitalization through utilizing local fruits, and for enhancing attractiveness of Okayama prefecture.
MEIKEN LAMWOOD Corporation

Produces wooden biomass pellets and biomass energy utilizing local resources

Solved unused lumber procurement via local partnerships, sustainably supplying eco-friendly recyclable energy, and contributing to local revitalization via employment creation and lumber production increase.

The largest glued laminated timber manufacturer in Japan

The company is the largest glued laminated timber manufacturer in Japan. Accumulating technology for long, the products has high quality, certified by JAS and environmental grading. The company works on wooden biomass pellet manufacturing and biomass electricity generation. Making use of local characteristics of forestry and lumber manufacturing, the company launched a new company for electric generation utilizing the Feed-in Tariff Scheme for Renewable Energy in partnership with local companies. The new company will start its operation in FY2015.

Successfully built systems for sustainable ingredient procurement and realized biomass electricity generation

Though there are rich forest resources in the area, the local area wanted to improve usage efficiency of thinned wood, lumber remnants, and unused wood. On the other hand, conventional biomass electricity generation has bottlenecks in securing multiple procurement routes and high procurement costs, preventing from stable operation. High price purchase utilizing Feed-in Tariff Scheme for Renewable Energy accelerated the project. By coordinating with forestry unions, the company succeeded in building systems for stable procurement of ingredients. It will use 150,000 tons a year.

Sustainably supplies recyclable energy and secures local employment

The power output will become 10,000kw, the largest size for wooden biomass in Japan, responding to demands for 17,000 households. The company has solved the problem of securing unused wood via local partnerships. It will contribute to local revitalization through sustainable supply of eco-friendly recyclable energy, employment creation and lumber production increase. The company will also contribute to local employment – the new company will employ 15 operating staffs, while partner companies need lumber collection staffs.
Hiroshima

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Aigran Co., Ltd.

Operates nurseries nationwide. Realizes high quality services with operation by nurses

Expands nursery operation nationwide. Employs trained nurses, providing high quality services as differentiation.

Operates nurseries nationwide, differentiating by service coverage

The company operates 22 certified nurseries and 146 nurseries in the offices mainly in western Japan. In FY 2013, it will open 3 nurseries in Minato-ku, Tokyo. These nurseries are indispensable for working mothers and socially contributive. It has introduced unique new services and made sustainable results. It employs 1151 nurses, providing female employment opportunities.

Realized high quality nursing services, employing only licensed nurses

All the employees have nurse’s license, leading to high quality services. All nurseries are equipped with web cameras so that parents can always monitor their children via PCs and mobile phones. The company focuses on providing tasty food for infants, using fresh foods and porcelain dishes. It provides infant education programs similar to those of kindergartens, responding to demands from working mothers.

Contributes to job creation for women

The company employs nurses living close to newly opened nurseries. It now has 1151 nurses. It seeks to open new nurseries and thus provide many employment opportunities for women.
Ondo Corporation

Expanding sales even as global competition increases and large companies shift to overseas

Jointly manufactures drive parts with car makers by participating in design planning from the early development stage, and by various inspection and evaluation test facilities.

**Thorough commercialization technology from design development to integrated production of car’s drive parts**

Since the establishment in 1947, the company has operated integrated production of car drive parts, from materials to finishing. Under car fuel efficiency enhancement and environmental regulation fortification, the company actively develops innovative technology for drive parts and provides the products to multiple car makers. The company has a forging factory, and high total technical ability integrated from design development to manufacturing technology and quality test. It jointly manufactures with car makers, by participating in product planning from the early development stage, and by various inspection and evaluation test facilities. As for differential ASSY, the company invented unprecedented original tooth profile specifications, realizing higher strength and drastic size and weight reduction. Differential ASSY transfers the drive force to left & right wheels, while absorbing the rotation difference between inner wheel and outer wheel, when the car turns.

**Realized size and weight reduction, contributing to car fuel efficiency improvement and CO2 reduction**

Differential ASSY is required for higher silence and size & weight reduction, so that it can realize enhanced car fuel efficiency and driving performance. The company optimized differential case shape and invented unprecedented original high strength tooth profile specifications. The company realized 17% weight reduction compared with conventional products, contributing for car fuel efficiency improvement and CO2 emission reduction. It considers new market development strategy such as industrial vehicles.

**Expanded local employment by fortifying branches inside and outside Japan**

The company has expanded its business as global competition increases and large companies shift to overseas. Through fortifying branches both inside and outside Japan, the company contributes to local employment expansion (from 784 staff in 2010 to 865 staff in 2013).
Sake-show Yamada Inc.

Specializes in Japanese sake and shochu. Supports sake wineries and restaurants and promotes sake

Expands the business nationwide as a chain liquor shop specializing in Japanese sake and shochu. Promotes Japanese sake by coordinating sake wineries and restaurants.

Expands the business as a chain liquor shop specializing in Japanese sake and shochu

The company is a liquor shop chain with 2 shops in Hiroshima, specializing in Japanese alcohols such as sake and shochu. It deals with 160 sake wineries all over Japan and over 6,000 items of Japanese alcohol drinks. It is highly noted as a unique liquor shop chain. It explores unknown small-lot sakes and appeals the charms to customers and clients, collaborating with the makers. Many brands have become famous.

Supports businesses of both sake wineries and restaurants, while coordinating them

The company feeds back fresh information from nationwide customers and clients to makers. The makers heavily relies the company through its suggestions, advices and joint-development of new products. It has original business policies with unique perspectives, emphasizing the importance of accumulation of small things and continuous work over expectation. It deals with over 1100 restaurants nationwide, and creates many popular shops through planning and sales support.

Creates local employment and works on sake promotion

At present, it has 18 employees. It started new graduate recruitment since 2 years ago, and it will employ 2 staffs in the next fiscal year. On every Thursday, it holds study groups with 2 themes for 1 hour in the morning, and it holds events with sake wineries 30 times a year. Employees are highly satisfied with its human resource development through sake winery study tours and unique OJTs. It enhances value of Japanese sake and creates demands by continuous promotion and information delivery through All Japan New Sake Competition Eve Festival and sake tasting events.
Shikien Nishioota Joint-Enterprise Cooperative

Became a legal entity due to steady sales growth of agricultural products, energizing local community

Became a legal entity due to steady sales growth of the direct sales facility for agricultural products. Creates local income and employment, while promoting local sightseeing.

Became a legal entity from a direct sales facility for agricultural products, expanding to mass retail

In April 1998, some farmers at Nishi-Ota in Sera-cho established Shikien, a direct sales facility for agricultural products. Sales of local agricultural products and processed products had increased steadily and surpassed 80m JPY a year. The direct sales facility had to acquire certified manager license for continued operation. In July 2006, the facility became a legal entity, Shikien Nishi-Ota Business Union. At present, the union sells locally and operates booths inside urban mass retailer shops.

Brands local food and promotes local sightseeing

The union actively develops processed food products utilizing local materials. It has established union brand products before it became a legal entity. It operates sales synergizing local brand power of Sera highlands and planning power of the union. It delivers e-mails about sales and inventory information to shippers, constructing an efficient agricultural product supply system, minimizing opportunity loss by stock out. It increases tourists to Sera highlands by publicizing the area’s appealing points.

Creates local employment and energizes local area with increased income

It increases farmers’ income by increasing production and employment of elderly people and women. It energizes the local community by joining events in every quarter.
Chugoku Seira Co., Ltd.

Fortifies the business by developing technology in Japan and expanding sales channels overseas

Believes that the basis of manufacturing lies in strengthening technical development skills. Developing new products by R&D of the core technology, high precision cold forging technology.

4500 types of products, mainly car bolts and nuts

The company was established as a car bolt & nut maker in 1978. It has manufactured fasteners, providing for car industry and various other industries. The products consist of 4500 types. Responding to domestic market depression caused by strong yen, the company launched production sites in Thailand in 1996 and in China in 2011, for exploring overseas sales channels. It has steadily fortified its business by developing technology in Japan and by expanding sales channels overseas.

Realized orders for new product by R&D of the core technology, high precision cold forging technology

The company has undertaken technology enhancement for acquiring customer reliability, for 35 years since establishment. Though domestic sales gradually decreased due to strong yen, the company expanded the business to Thailand and China, fortifying its business. It thinks that the basis of manufacturing lies in strengthening technical development skills. It researches and develops its core technology, high precision cold forging technology, realizing new product orders.

Continues local employment even under depression, and educates employee through daily operations

The company has 100 employees at the present. It has continuously employed from the local area. It holds internal trainings in each profession and holds employees external trainings as necessity. It undertakes employee education through daily operations; as for the internal education, it helps young engineers practice quality and productivity using new drawing estimates, and helps young factory workers learn about maintenance using manufacturing facilities.
Yamaguchi

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Expands imported goods wholesale and original product planning

Expands imported goods wholesale and original product planning. Actively employs women and supports employee start-ups.

Expands wholesale of imported goods, while receiving high acclaim for product planning

The company has started wholesale of imported goods in 2002. It has strengths in various home appliances (mainly with single function), home goods, interior products, and toys. Regarding Coca-Cola brand products, it has outdoor products license and has made an original product lineup, enhancing product planning ability.

Reflects customer voices for unprecedented product development

The company has made unprecedented characteristic products reflecting customer voices, always with new, convenient, and enjoyable as mottos. It recently focuses on character product development. It has planned collaboration-type products of Evangelion and Hello Kitty, receiving high acclaim from customers. It has become the only licensee of Sponge Bob home appliances, providing various bestseller products with convenience and beloved characters.

Employs women and supports employee start-ups

The company actively employs women. It supports start-ups of excellent employees. It totally supports a company that an ex-board member has started, from fund-raising to sales and human resource development.
Contributes to the area by developing and producing jams using local fruits and by human interactions

Contributes to stable agricultural business, supports start-ups of would-be farmers, preventing the decrease in farmers and increase in fallow land.

Produces and sells local jams using local fruits, and develops a café with an orchard

The company produces and sells local jams in Suo Oshima, a famous island for tangerine oranges. It has opened a café with an orchard. The company’s sales have continuously increased for 9 years since establishment, due to purchase of tourists visiting the café and mail order sales. The company plans on making a fruits map of local sightseeing association, aggregating tourist farms and shops for local fruits in the island. It holds sales events at the jam shop, contributing to tourist increase.

Commercialized “baked jam” using local sweet potatoes and chestnuts, and developed collaboration products with local companies

The jam’s ingredients are basically local products. The company purchases fruits from new farmers with weaker business bases, at higher prices than those at the market, contributing for stable agricultural business. The company cooperates with farmers for realizing the best fruit production at agricultural production sites for the best jam production. As a result, many unprecedented jams have been developed. Baked jam using local sweet potatoes and chestnuts is a typical example. The company contributes to utilization of products other than fruits and income increase of farmers other than orchard owners, expanding the sales channels outside Chugoku area. It works on commercialization in collaboration with local companies, such as joint product development with local tofu and mochi makers.

Supports people moving to the island and people looking to start-up a business

The fruits used as ingredients are local products. The purchases prices are higher than those at the market, contributing to stable agricultural business. The company works on local entrepreneurship promotion through employing would-be-farmers for processing and sales experience. It solves farmer decrease and fallow soil increase. It aims at employment creation through handmade jam manufacturing. It cooperates with an entrepreneurship project in the local technical college, and holds interaction events to make moved people come back to the island.
Tabuse Chiiki Koryukan Cooperative

Sells local vegetables and processed vegetables, actively developing new products

Realizing over 300,000 visitors a year through agriculture-business integration. More people intending to improve their income through agriculture.

Realizes over 300,000 visitors a year

The hall is a direct sales shop for joint sales of local agricultural products. In addition to selling local vegetables, the direct sales shop processes these vegetables and sell the products. It realizes over 300,000 visitors a year, realizing agriculture-business integration. Since 2006 when the union became a legal entity, the sales have increased every year. Just after it became a legal entity, the union introduced systems for original tastes, safety, and security. It actively holds seminars for vegetable production enhancement and equalization. It undertakes operation with customer reliability and support.

Develops new products utilizing local produce

It aims at effective product lineup through local product developments. The croquet made from local taro acquired the tasty even it became cold reputation, and focused by nationwide TV networks. The union develops new products utilizing local products, such as local original rice power bread made from natural malt developed from local specialty fig. It wholly supported freeze fry processing planned by local young fishers. The processing has expanded their lineup to fresh fish, shellfish, and seaweeds, has strengthened sales products, and has provided one-stop function for customer buying fresh food.

Contributes to agricultural shipper income increase and local employment

The union realizes agricultural shippers' income increase, specialty goods development promotion, and increase in visitors. People who intend to improve their income through agriculture are increasing. As new businesses expanded, the union newly employed a staff. The whole union is challenging to realize truly tasty, harmless and low nitric acid products.
HIBIKI SEIKI Corporation

Leading the field in cutting edge machining technologies and processes while fostering growth and education in the local community

A second manufacturing center is nearing completion, with the ultimate goal of diversifying product line and making further headway into the rapidly expanding aerospace market.

Manufacturing focus and company breakdown

Hibiki Seiki currently has 58 employees with an average age per member of 34 years old. Through use of cutting edge machining centers and the latest manufacturing processes Hibiki Seiki currently produces parts used in the making of semiconductor fabrication machines. Due to the high level of expertise and technology required for semiconductor fabrication and thus the small number of producers of such manufacturing devices, Hibiki Seiki is currently focused on providing these few companies with high levels of repeat business. However, with the completion of its new factory Hibiki Seiki hopes to expand its aerospace product line and is taking steps to ensure its success in this area, such as the 2013 acquisition of JISQ9100 certification.

Steps towards expanding into the aerospace industry

- Comparing and testing our manufacturing skills and processes against other industry leaders (Recently awarded top prize for technical skills at the 8th Machining Dream Contest)
- Acquired JISQ9100 certification in 2013 (Certifications also include ISO9001 and ISO14001)
- Acquired 2 foreign staff members with English as a first language to facilitate overseas operations and assist in dealings with subcontractors
- Completion of a new factory, including the acquisition of brand new manufacturing equipment as well as several new staff members

Outreach and community

In keeping with its philosophy of growth and education in the local community, Hibiki Seiki often and proudly accepts requests form local groups such as school classes for tours and skill building sessions at our facilities. As vice chairman of the industrial section of the Shimonoseki Chamber of Commerce, Hibiki Seiki’s president Eiji Matsuyama believes strongly in the revitalization of the city through the strength of its businesses. Towards this end Hibiki Seiki provides on the job training and skills vital to a successful career in the field of industrial manufacturing.
Shikoku
## Tokushima

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Act Co., Ltd.

Responds to social demands through cleaning water, contributing to local environment protection

Enables in-house disposal of drainage (waste fluid), which was disposed by combustion treatment as industrial waste, by the flocculation agent.

Operates eco-friendly goods development, manufacturing, and sales, transforming itself from a compensation consulting and measurement planning company

The company started as a compensation consulting and measurement planning company in 1983. In 2002, the company launched the environment business section and started manufacturing and sales of flocculation agent Sui-mu and fixation agent Do-mu. By transforming its business, the company develops, manufactures, and sells eco-friendly goods at present. It researches, develops, and sells eco-friendly goods reflecting the company manufacturing philosophy safety as the top priority and goods with customer usability. The products have functions enabling environment protection by SME with reduced cost difficulty. The products are used for verification test of radioactive decontamination in ponds in Fukushima prefecture, and are expected for wide usage.

Enabled in-house disposal of drainage (waste fluid), which was disposed by combustion treatment, by the flocculation agent

The flocculation agent enables in-house disposal of drainage (waste fluid) that was previously impossible for drainage disposal and that needed combustion treatment as industrial waste. Using this technology, users can reduce wastes and reduce industrial waste cost for environmental protection (ISO). Responding to various water quality of drainage, the company has commercialized the products by blending several types of inorganic chemicals, and can provide the composition product customized with user processing requirements.

Contributes to local society through water cleaning

As a result of product usage development, the products are used for heavy metal ion collection, cleaning of ornamental pond, and cleaning of ornamental aquarium in addition to drainage processing, from industrial to private use. The company thinks that it can contribute to local society through water cleaning by providing the technology and products.
ICHIOKA SEIKA CO., LTD.

Revitalizes the area with the company catch phrase of *Awa Tokushima has tasty foods*

Works on development of *producer traceable* goods using Tokushima products. Expanding goods utilizing local resources nationwide.

**Produces and sells confectioneries using Tokushima products**

With the company catch-phrase of *Awa Tokushima has tasty foods*, the company uses products of Tokushima prefecture. It manufactures and sells half-dried and fried confectionery considering local-production, local-consumption, and agriculture-business integration. In March 2011, it won the *Minister of Agriculture, Forestry and Fishery Award* and the *Director-General of General Food Policy Bureau, Ministry of Agriculture, Forestry and Fishery Award*.

**Contributes to local development through local company consuming local products to sell goods nationwide**

The company has redefined local-production and local-consumption from its general meaning of *producing locally and consuming locally* – local companies consume (purchase and process) local products and sell goods nationwide and thus contribute to local industry development. It strongly emphasizes at agriculture-business integration as a company. Especially, it undertakes development of *producer traceable* goods using products in Tokushima, such as *Naruto Kintoki* (goods such as *Naruto Kintoki Baked Potato*), *Kito Yuzu* (goods such as Awa no Karintou Kito Yuzu), Awa Yamamomo and Mochi Mugi. It works on product names and packaging appealing usage of Tokushima products, striving for nationwide sales development utilizing local resources.

**Creates local employment and actively cooperates in events**

The company aims at local employment contribution though increasing local product consumption including local 3 group companies. It actively participates in events by Tokushima prefecture and new elaboration with producers and local companies.
Tokushimaru Co., Ltd.

Helps disadvantaged consumers and monitors elderly people through mobile supermarkets with an unique franchising/ownership system

Support disadvantaged consumers and local supermarkets

The company Tokushimaru provides operating know-hows of mobile supermarket Tokushimaru the same name as the company, in cooperation with local supermarkets, who are suppliers of products including meat, fish, produce and daily necessities. The company basically works as a franchisor at a glance: it provides the operation system including the usage of logos and customized sales trucks to its sales partners, the individual sales owners of Tokushimaru, and gets some commission from them. But it differs from a conventional franchisor in some points.

With its business model, not "franchising", but a collaborative "Owner System", expands to nationwide

The Owner System is the basic business model of Tokushimaru. Sales partners, the owners of mobile supermarket vehicles, are in charge of sales as individual business owners. Products have little loss risks due to allied supermarket sales outsourcing. The Tokushimaru company and each owner collaboratively make routes of each track based on door to door research in order to access to every single disadvantaged consumers. It is the first social business model in Japan for producing and supporting know-hows of customer development. The sales partners have steadily increased. There are 10 vehicles in operation at the point of April 2014. Business areas are expanding from Tokushima to Kochi, Kyoto and Tokyo prefectures.

Creates local jobs, monitors elderly people, and revitalizes local communities

The company creates new local jobs by the owner system with low cost start-up and low risks. It concluded an agreement on monitoring elderly people with Tokushima prefecture. Its mobile supermarkets advise on life problems of elderly people and report abnormal changes of single elderly people to local committee members, local governments, and police. It aims at revitalization of local communities which are being lost.
Kagawa

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Challenges for up-to-date trials. Constantly pursuing the potential of “dyeing”

Inherited the traditional dyeing method “Sanuki Nori-zome” for generations over 200 years, conveying local tradition and culture of Kagawa to the present.

Inherited the traditional dyeing method “Sanuki Nori-zome” for generations over 200 years

The office has operated dyeing as the family business, since the founder started indigo dye business near Takamatsu Castle in 1804. For more than 200 years, the office has inherited the traditional dyeing method Sanuki Nori-zome for generations, and has produced oilcloth of lion dance and banner, screen, curtain, and good catch pennant of shrines. It is the only company in Takamatsu city to maintain the tradition and culture of seal-dyeing at local Kagawa.

Up-to-date challenges for local tradition and culture to take root in current daily life

The current representative, as a traditional craftsman certified by Kagawa prefecture, operates the business with a strong sense of mission to maintain the traditional dyeing method Sanuki Nori-zome and to transmit the method for future generations. For local contribution, the office has held indigo dyeing experimental studies for local elementary school students and lectures/ workshops at the prefectural museum for nearly 30 years. It supports transmission of lion dance culture, a characteristic Kagawa culture, from the manufacturer side. On the other hand, it focuses on newest dyeing technology and pursues the potential of dyeing, not only focusing on traditional skills. Combining these methods, it invented the tote bag and wall scroll newly modernly arranging traditional patterns, and highly versatile mini-wrapping cloth. It elaborates for make local tradition and culture take root in current daily life, by deepening alliances with shops and by reflecting customer requests.

Demonstrates the allure of traditional dyeing technique through exhibitions and art festivals. Pursues the potential of “dyeing”

The representative and his son made a lecture in a university in the U.S. and demonstrations. They exhibited for Sanuki Nori-zome exhibition and Setouchi Art Festival. The company shows the glamor of traditional dyeing techniques through every way and opportunity available, such as collaboration with artists from various fields. It always pursues the potential of dyeing. Such enthusiastic activity is focused by various media such as industry information magazines, art magazines, and TV programs, proving the wide interest for the techniques. In 2012, highly recognized for such culture and art activity, they were awarded for cultural promotion by Takamatsu city.
Ehime

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Built distribution networks for reuse of old wood materials, thus promoting usage of old wood materials

Operates the business by building distribution networks for reuse of old wood materials. Creates old wood market by opening consumers’ eyes to the “charms” of old wood materials such as resilience and environment protection.

Has built distribution networks such as franchises, for reuse of old wood materials

The company operates franchise voluntary chains and consulting for purchase, sales, reuse of old wood materials, and usage of traditional resources. The company has started business of using used wood, because the company questioned common sense in the industry that they discard all used wood materials in old houses. It has started franchising businesses of wood material shops, dismantlement shops and constructors using used wood materials. These shops have been increasing.

Promotes utilization of old wood materials by proper pricing and by distribution networking, while opening consumers’ eyes to “charms” of old wood materials

Previously, used wood materials were sold for few maniacs with higher prices than new materials as antiques. The company sets the nationwide proper unified prices similar to those of new wood materials, building distribution network of wood material shops. It holds promotion activities to make general consumers understand that used wood materials are more resilient than new wood materials and that these materials are recyclable for environment protection. It renamed the word for used wood materials, Furu-zai, into Ko-zai.

Creates new values for old residences, creating new markets

It has created Old Residence Appraiser license (certified by the Professional Skill Promotion Foundation, a foundation certified by the Ministry of Health, Labor and Welfare) and its original Used Wood Materials Appraiser license. There are about 6,000 licensees. It creates new markets and business chances.
Step Communication Co., Ltd.

**Utilizes local unused resources, develops new products, and operates a direct sales and networking facility**

Creates new local specialty goods, aiming at local profit increase. Built a restaurant and a café using local foods, making the facility a new local networking site.

**Develops processed foods using local small fish. Builds and operates direct sales and networking facility**

The company has started as a home electric appliance shop. It has expanded as a NTT docomo representative shop in Nanyo district in Ehime. It has developed various businesses such as cafés, karaoke boxes, and business hotels. Recently, it has been developing processed food using local small fish. It was certified by agriculture-business alliance law. It builds and operates a direct sales and networking facility. It is highly motivated for local economy revitalization.

**Development to sales of processed foods using unused and rarely-used small fish caught by trawlers**

For revitalizing local fishery and seafood processing industry, the company has participated in Yawatahama Local Fish Utilization Study Group. It started development of processed food using local small fish, jointly with local fishers. It acquired a certification by agriculture-commerce- industry partnership law for its partnership with local SMEs and fishers. At present, it is developing new products such as oil marinated small fish and fish sauce. *Development, production, and sales of processed foods utilizing unused and rarely-used small fish caught by trawlers at Yawatahama port* is a project for using small fish that were sold at low price as fertilizer or feed, for selling the small fish as high value-added processed food, for creating new local specialty goods, and for increasing profits of both SMEs and fishers.

**Builds and operates direct sales and networking facility at Michi no Eki “Minato Oasis Agora Marché”**

The company builds a direct sales and networking facility at *Michi no Eki *· *Minato Oasis Agora Marché*. The company with local SMEs launched a new company for the operation. The facility sells local products at Yawatahama, and has a restaurant and a café using local foods beside the shop. The facility has become a new local networking site, creating new employment. The company holds *Tohoku Support Fair* selling products of Tohoku area, contributing to earthquake disaster area rehabilitation.
Sogabe Ironworks Ltd.

30% of construction machines in the world use gear parts of the company

Has been engaged in development and manufacturing of gears, indispensable for construction and industrial machines, for a long time and has high precision, high quality gear making technology.

Provides penetrated manufacturing of main product, a high precision speed reducer for construction machine

The company mainly manufactures high precision speed reducer for construction machines. It is a company specialized for gear manufacturing covering design, material processing, heat processing, inspection, assembly, and test working. It mainly deals with a domestic large construction machine maker with a high world market share, and 30% of construction machines in the world use gear parts of the company. Building on its strength in gear manufacturing, it challenges for business expansion to environment such as wind power generation.

Manufactures high precision, high quality products by accumulated gear design and manufacturing technology

The gears made by the company are widely used as machine structure elements for construction machines, iron making plants, chemical plants, and planetariums. The planetary gear structure, used for the main product planetary gear speed reducer, can array the input axis and output axis at the same axis, and can transmit large torque with compact size. Responding to the requirements for high precision, strength, and durability, the company manufactures high precision, high quality products by long accumulated gear design and manufacturing technology. By utilization of national subsidies for research and development, and by joint researches with the national college of technology, the company always elaborates for technology development to enhance quality such as gear durability, life length, vibration, and noise.

Strives to create employment and motivation and to bring out potential for elder people

The company reemploys staff of over 65 years-old via flexible working styles (short time and fewer day systems), actively working on employment, motivation, and bringing out of potential of elder people. The company was selected as one of the companies in 100 Vibrant Companies for 70 year-olds (2011).
Doi Pearl Co., Ltd.

Contributes to local revitalization through development of pearl cultivation experience tours and pearl powder

Provides experience of extracting pearls from oysters and accessory making by pearl-cultivation experiencing tours. Develops and sells cosmetics from “pearl powder”.

Develops businesses for branding Uwajima pearls

The company operates a pearl accessory shop, aiming at branding of Uwajima pearls. The shop holds pearl cultivation experience tours, appealing Uwajima pearls. To build the Uwajima pearl brand, the company builds systems for profiting all pearl related industry from cultivation to processing and sales. For example, the company uniquely develops pearl powder by crushing pearl oysters and provides new products and services using the pearl powder with local companies.

Develops pearl cultivation experience tour and pearl powder

Mr. Doi, the president, whose grandfather was a pioneer in pearl production, has developed various businesses utilizing pearls. For examples, he developed pearl cultivation experience tours. Tourists can enjoy the experience of extracting pearls from oysters and making accessories. Using his knowledge from studies of pearl biology in university and Pearl Science Laboratory, the president focused on conchilin, a protein consisting of 17 types of amino acids included in pearls. He processed the pearls into pearl power, which is a conveniently usable material, and strived for easier development of new local products and services using pearls, leading to greater pearl usage.

Looks to local revitalization through pearls

The company develops cosmetics using pearl powder with aestheticians of Uwajima, selling at hotels and souvenir shops in the city. At present, the company jointly studies with restaurants ways to cook using pearl powder, aiming at releasing new menus from Uwajima. It looks to local revitalization through pearls in various fields.

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Established: 2005
Capital: 3m JPY
Employees: 2
President: Kazunori Doi
Youth Engineering Co., Ltd.

Over 80% of employees as engineers, concentrates on technology development, and enters into environment business

Developed R2R type small vacuum coating equipment, in the process of accumulating air pressure plasma making technology know-hows, applicable for various businesses.

Over 80% of employees as engineers, concentrating on technology development

The company operates design and manufacturing of automated machines and electronic devices, since establishment in 1978. Over 80% of employees are engineers, and the company concentrates on technology development. It has kept stable orders from listed large companies due to its high technology. Recently it entered into environment business, and researched for development of greenhouse effect gas dissolution device by air pressure plasma through an industry-academia partnership with local Niihama College of Technology. It has commercialized the greenhouse effect gas dissolution device.

“R2R type small vacuum coating equipment” applicable for various business fields.

The R2R type small vacuum coating equipment, developed in accumulating air pressure plasma making technology know-hows, can be applied for various business fields. Many development requests about this technology have come from large makers. The company aims at relation building with industries for creating new values. The R2R type small vacuum coating equipment is a device that can continuously form functional thin film on rolled substrate (plastic film and metal foil). The technology can reduce emission time due to its compactness, and reduce lead time for film forming.

Undertakes researches with multiple universities under industry-government-academia partnership

The company undertakes researches with multiple universities under industry-government-academia partnership, in addition to technological development through an industry-government-academia partnership with local Niihama College of Technology. It conducts promotion and social contribution activities through interaction with local schools, so that manufacturing engineers would increase in the future.
Kochi

KAKIUCHI Co., Ltd. 360
Gomen Shamo Kenkyukai Joint-Enterprise Cooperative 361
Shimanto Drama Co., Ltd. 362
Covers everything about machines as company established by *Edison of Kochi*

Pelletizes various materials such as livestock manure and garbage as organic fertilizer using its pelletizer, the main company product, as a resource recycling device appropriate for a recycling society.

**From development and designing to manufacturing and installment. Always tackles new product development**

The company covers from development and designing to manufacturing and installment, and always tackles new product development as an industrial machine maker. While positioning *Silent Piler* manufacturing as the core, it has developed various machines such as granulators, concrete pumps, LP gas bombe inspectors and citrus squeezers. In addition to utilizing original technology, it is always developing customer satisfying industrial machines in partnership with Kochi University of Technology and Kochi Prefecture Technology Center.

**Solves construction noise and vibration problems by the *Silent Piler***

The *Silent Piler*, jointly developed with another company, is used for construction sites worldwide, as the first oil pressure pile injection and drawing machine in the world, solving construction noise and vibration problems. Another main product, its pelletizer (*Ryuzoukun*), has gradually increased clients among domestic chicken farmers, as machines to pelletize livestock manure as organic fertilizer.

**Contributes to local employment by employing from local universities and high schools**

It steadily employs from local universities and high schools, has almost perfect retention rates, and maintains good working environment.
Gomen Shamo Kenkyukai Joint-Enterprise Cooperative

Breeds and sells pure breed gamecock **Gomen Kenka Shamo**. Revitalizing the area by **Shachu Hassaku for local production visitor consumption**

Organized **Gomen Shamo Nabe Shachu**, setting the rules as **Shachu Hassaku**, including rules like “Shachu members must serve at least one dish with Nankoku vegetable”.

**Strives to build “recyclable production systems starting from farmer’s gardens”**

Members of local chamber of commerce’s youth section gathered with the following slogan: *Ryoma-san, sorry it’s too yummy!! Nankoku in Kochi has bright history and abundant fresh vegetable. Cheer up Nankoku!!* In 2008, they started **Gomen Shamo study group** in Nankoku, where tombs of three generations of forefathers of Sakamoto family exist. In April 2012, they established the business union. The union breeds gamecocks and sells gamecock meats and processed foods. Kochi Livestock Experiment Station gave them chicks of large gamecock (pure breed). The union strives to build *recyclable production systems starting from farmer gardens*.

**Developed specialty goods incorporating local resources and history/culture of Nankoku**

The union developed **Shamo (gamecock) Nabe** and **Shamo Sukiyaki** as specialty goods incorporating local resources of Nankoku such as abundant vegetable including Shihouchiku and the history and culture. The **Gomen Kenka Shamo** of the union is pure breed gamecocks, rare in Japan. They breed traditional gamecocks. To make **Gomen Kenka Shamo** become a specialty goods that children are proud of in the future, the union members visit elementary schools in Nankoku city. They explain that gamecock is very hard to breed, and that the union aims at producing new local specialty goods. The union focuses on local-production and local-consumption by providing gamecock meat for school delivery foods.

**Promotes “local-production visitor-consumption” through mutual collaboration with local companies**

In collaboration with 11 (19 at present) shops from restaurants (and hotels) in the city, **Gomen Shamo Nabe Shachu** was organized. The organization sets the rules as **Shachu Hassaku**, including the rule: **Shachu members must include at least a Nankoku vegetable in one’s dishes**. The members mutually collaborate for promoting *local-production and visitor-consumption* so that people can have gamecock dishes if they come to Nankoku. The union contributes to local employment, and is going to make further local employment in near future.
Developing a business model for a circulating industry, environment, and network

Succeeded in branding chestnut products, adopted by Ginza Senbikiya, ANA international flights, and Isetan. Brought newcomers to Shimanto area through internship.

The company has local, low technology, and low impact as its production concept. It develops a business model to recycle industry, environment, and networks, by realizing both production emphasizing at local products such as chestnuts and tea from Shimanto River area and natural environment protection. It develops and sells specialty goods made from local agricultural products. Also it produces and sells newspaper bags, manages Michi no Eki - Shimanto Toowa, and takes care of network member systems including publishing of an information magazine RIVER. It undertakes local business talents education.

Succeeded in branding chestnut products, working on acquiring repeaters

The chestnut products, a main product of the company, have succeeded in product branding, and have been adopted by Ginza Senbikiya, ANA international flights, and Isetan. The company works on protection of production sites and natural environment, such as planting chestnuts (1,000 trees every year). The company has built systems to manage fallow soils and deserted arable lands, forming partnership between elder people and young farmers. The company makes ways of thinking by producers and local people related with the products into the product’s added value; it informs consumers about product backgrounds, such as producers and production sites. Fans who support such ways of thinking have become repeaters, leading to the expansion of consumer networks (member systems).

Contributes to local industry revitalization, job creation, and young people’s immigration and interaction

Many local SMEs are involved in product development and production, contributing to local industry revitalization and job creation. For internship programs using local business sites, many young people joined from big cities including Tokyo area. About 20 of them moved into Shimanto area and started new local businesses. The company contributes to local revitalization through younger generation’s immigration and interaction and to system building to support such endeavors.
Kyushu
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ICEMAN Corporation

Realized around the clock automated sales of ice by auto-discharge ice machine that does cause “root ice”

Realizes 24-hours-a-day automated sales of ice by auto-discharge ice machine that does not cause “root ice”. Realizing low cost and power saving.

Top ice & snow maker in Japan

The company is the top ice & snow maker in Japan. Based on its original technology, it has many patents. The products are adopted for many industries such as seafood freshness preservation, food production, ski area snow makers, and construction & chemical plants. Recently it has contributed to fishery rehabilitation in earthquake disaster areas. By the product (ice auto-discharge device) developed by its original technology, the company improves fishery profitability by enabling 24-hours-a-day automated sales of ice that does not necessitate root ice (unused portion of root ice would remain if used).

Realized automated 24-hour sales by an original technology, auto-discharge ice machine preventing “root ice”

Other companies make ice discharge devices, but such ice discharge system is based on first-in last-out; the ice preserved at first becomes root ice, increasing costs by reducing reserve capacity and increasing maintenance costs. The ice maker has enabled first-in first-out ice sales by adopting its original technology for ice preservation. It has realized completely automated sales for the first time as a large ice-making facility, by introducing automated sales systems for discharging, which previously needed special personnel. By introducing this technology, it has realized savings in both electric power and cost.

Moved and expanded the head factory, responding to increased orders, and employed 10 new staff

The orders have rapidly increased as the technology has been getting recognition, in addition to high demand caused by rehabilitation needs in earthquake disaster areas. The company employed 10 new staff by moving and expanding the head factory.
SATO FOODS Co., Ltd

Selling local specialty foods through its website “Kyushu gourmet adventure”

Sells Kyushu specialty foods utilizing its wide sales channels. Acts as sales agent for producers.

Distributes fresh products

The company is a comprehensive food distributor, mainly dealing with chilled foods, fresh foods, salt dried, preserved foods, rice products, and local specialty foods. It provides fresh products to supermarkets and department stores in Kyushu and other western part of Japan. It develops local special food sales through the internet under the brand Kyushu gourmet adventure.

Conducts joint product development with local food processing makers utilizing the accumulated data

Japan’s Kyushu area is strong in agriculture, stockbreeding, and fishery. Each of the seven prefectures in Kyushu has characteristic specialty foods. The company has for a longtime broadly dealt with foods in Kyushu area. It conducts joint product development with local food processing makers for new usage of local foods, making use of various accumulated data.

Sells by making use of its wide sales channels, and also acts as sales agent for producers

Kyushu area has many characteristic food materials and products, but many of them are not well known, leading to opportunity losses. The company sees this situation as a chance for the company; it sells by making use of its wide sale channels and also acts as a sales agent for producers. Local companies can acquire sales channels through the company. This allows the company to differentiate itself from competitors by its growing item coverage.
Sanmatsu Co., Ltd.

Has an integrated production system, covering from designing to assembly, based on its sheet metal processing technology

Assembles various machine devices based on metal processing, with the philosophy of “secure and safe manufacturing by small-lot manufacturing proxy service”.

Assembles various machine devices, with the philosophy of “substitute small-lot manufacturing service”

The company established in 1972. It assembles various machine devices based on metal processing under the philosophy of secure and safe manufacturing by small-lot manufacturing outsourcing service. Specifically it operates chassis and can manufacturing, as well as machine and electric parts assembly, using metals such as SS material, stainless, aluminum plate, and pipe. It actively tackles new business development.

An integrated production system covering from designing to assembly, based on its sheet metal processing technology

The company has almost stubbornly maintained ordinary rules such as manufacture even from a single unit, elaborate for quality, and abide by the deadline. As a result, the company can respond to development, designing, control, processing, outsourcing, purchase, assembly, quality management, and production management regarding manufacturing, in addition to manufacturing from large semiconductor and liquid crystal manufacturing devices to fine electronic metal parts. The company has succeeded in developing control simulation software SMASH, while owning penetrated production system from designing to assembly, based on sheet metal processing technology. The software imports machine design models from CAD, and displays movies equivalent with real machines, by directly telecommunicating with control data. It is advanced and original.

Continuously employs new graduates from the local college of technology and industrial high schools, contributing to local employment

The company employed 6 new graduates from the local college of technology and industrial high schools. The company will employ 4 new graduates from the local college of technology and industrial high schools. It continuously creates new employment.
Discovery JAPAN Inc.

Expands the business by exploring and promoting Kyushu-style “experience gift”

Developing “experience gift” sales all across Kyushu. Promotes Kyushu brands by exploring “experience plans” and PR.

Selling Kyushu-style “experience gift”

The company sells Kyushu-style experience gift (catalogue gift that allows recipients to have experience via events, tours, and lessons) as its main business. It is the top company in the experience gift industry in Kyushu. In FY 2013, it sells the gifts not only to individual users and partner department stores but also to large companies as novelties and products for employee welfare.

Exploring good “experience plans” and sells “experience gift” offered all across Kyushu

The company provides experience gift in catalogue style, which allows recipients to have experience instead of material goods. The gift consists of experiences of aesthetics, parallel glider, and pottery, and the users can use the gift all over Kyushu. Gift prices come in four levels, 3000 JPY, 5000 JPY, 10000 JPY and 20000 JPY. The company has fully reviewed the service quality of experience plans by dispatching researchers to the locations before merchandising. It collaborates with leading companies in various industries.

Created employment with business improvement, while promoting Kyushu brands

The company has newly hired full-time employees thanks to much increased profit. Through the business, it has increased profits of partner shops all over Kyushu. By means of PR to Korean inbound tourists, it has enhanced economy and branding power of Kyushu quite hugely.
Known for creative product shapes, welding technology that leaves no mark, and polishing technology with mirror-like finish

Responds to various customer requirements by active and creative machine utilization, never before imagined by machine tool makers.

The company takes orders of trial production and manufacturing of special vehicle parts, medical devices, and cooking devices. It always improves the business by pursuing customer satisfaction with the philosophy of *imagination of an amateur, implementation of a professional and contribution to the local community by providing spiritual richness through technology enhancement*. It focuses on providing the best quality products to the world and on active next generation education.

The company competitiveness lies in integrated in-house production covering cutting, bending, welding, polishing, and assembly. Especially its welding & polishing technology was awarded *Gold Medal* at the *Excellent Sheet Metal Skill Fair*, held by a large metal processing machine maker. The products are unique in that processes begin from mold making, go through stainless parts hammering, bending, and forming, and finalize by welding and assembly. The company is highly regarded for its competitiveness in creative product shapes, welding technology that does not make lines, and mirror-like polishing technology.

The company employed 2 new high school graduates in 2011, and also employed 2 part-timers (became full-time employees in December 2013) for the operation of its 2nd factory in September 2013. In 2014, the company plans to employ new high school and university graduates. It offers profession experience lessons to local junior high school students.
Nishi-Nihon Reishoku Co., Ltd.

Explores specialty goods sales channels by organic fishery food product development, creating a local brand product

Develops “Shako Unagi” by challenging eel cultivation using “shako” (mantis shrimp) as feed. Contributes to local economy by exploring sales channels with a local brand specialty.

Operators development of secure and safe organic fishery food products

The company started development and production of secure and safe original organic foods, leveraging 12 year experience and network of the representative. It conducts development, import, production, and wholesale of frozen fish (sushi materials), fish cultivation and production, and sales of fish cultivation feeds. In February 2011, it has been certified for agriculture-business collaboration. It is working on highly value-added eel production and development of processed products of eels. It develops feeds and products through joint research with Fukuoka Prefecture Fishery and Marine Technology Center.

Develops “Shako Unagi” with a different cultivation method and explores sales channels

It promotes providing secure and safe eels grown under an almost natural environment coexisting with water-purifying bacteria. Building on experience in processing and sales of mantis shrimps, it has developed Shako as an optimized feed for eel cultivation, It has also developed sales channels using its sales networks as a fresh fishery wholesaler. The new Shako Unagi (Unagi means eel) is highly noted by existing sales channels, including customers, wholesalers, and eel shops. It intends to expand and create markets by selling the eels as local and prefectural souvenirs.

Contributes to local economy by a new Fukuoka brand product utilizing local resources

The company reduces production costs using Shako feeds instead of existing expensive feeds. It contributes to the local economy by providing a new Fukuoka brand product using local resources.
Develops Kyushu’s local tourism and energizes the region through local collaboration tours

Expands the business by developing tours to all over Kyushu with well-coordinated collaboration with local communities. Energizes the area by introducing locally active people.

Develops its business by planning and sales of tours emphasizing Kyushu’s local resources

The company plans and conducts domestic tours mainly in Kyushu. It plans and sells sightseeing tours emphasizing Kyushu’s local resources, such as Shima-tabi series. It covers various tours such as student group tours, sports camps, seminar tours, social study field trips, and class trips. It publicizes fascinating points about Kyushu to tourists from inside and outside Kyushu, creating new local sightseeing markets.

Expands the business by developing tours with well-coordinated collaboration with local communities

It collaborates with local communities with superb coordination, which was not done by large travel agencies. With the philosophy of providing experience of being able to see the faces of local people, it has developed various optional tours and experiencing tours. It has launched a tourism circle Tabi-no-Wa Kyushu, has involved local revitalization key persons all over Kyushu, and has distributed movies through SNS such as Facebook and Ustream for active networking and collaboration with customers. These activities focusing on human networks have led to more recognition, customers, and sales.

Supports student employment, introduces locally active people, and energizes the region

The company supports student employment, conducting about 100 employment support businesses in Kyushu. It further contributes towards local revitalization by producing original internet radio programs, publicizing key figures in Kyushu’s tourism, agriculture, and business that are energizing the local community.
Hiranoya Bussan Co., Ltd.

Building customer loyalty with its technical strengths and active R&D investments

Offers high value-added products and achieves product differentiation in the market by strategic use of patents. Launched a new factory to achieve business expansion.

A package material manufacturer, in business for over 55 years, has been building customer loyalty with its technical strengths and active R&D investments

The company has been manufacturing flexible package (for foods and for daily life goods) for over 55 years. It offers high value-added products and achieves product differentiation in the market by strategic use of patents. As a package material manufacturer in business for over 55 years, the company has been building customer loyalty with its technical strengths and active R&D investments, establishing a solid business basis.

Develops high value-added products using its patents

The company conducts development, planning, and manufacturing of various flexible packages from order made products with customized designs to high function product development, for the purpose of packaging foods and daily life goods. In addition to ensure the packed product properly, packaging is required for usability (easy to open) and eye-catching appeal on supermarket shelves. The packaged products utilizing the patented technology of the company provide high value-added (usability and appealing power) by realizing high functionality (Line Pouch: device to open easily) and characteristic appearance (standing bag with distorted shape).

Built a new factory to respond to elevated user quality requirements and plans on new employment

The company has actively employed staffs, and it has over 100 staffs at the present. It works on employee welfare, such as reemploying retired staff. First-phase construction of its new factory in Ukiha in Fukuoka prefecture has been completed in December 2013. The company responds to elevated user quality requirements by introducing production machines and room cleanliness improvement. The new factory will be eco-friendly due to the reuse of exhaust heat and module facilities. It plans on new employment as production increases.
Hukuman Soy Sauce Co., Ltd.

Publicizes the nice scent of soy sauce. Helping the world cut down on salt

Publicizes the nice scent of soy sauce, develops tasty but unsalted products, and contributes to spreading low salt diet through WTO.

Publicizes soy sauce, while actively developing tasty but salt-reduced products

The company is a planner, manufacturer, and retailer of soy sauce. It sells over 300 types of soy sauce all over Japan and operates a soy sauce tasting bar to taste all types of soy sauces and a restaurant providing lunches. It has developed and commercialized products based on customer voices suffering from high blood pressure. It has succeeded in developing products such as spray soy sauce (soy sauce to spray) and soy-zero (soy sauce without salt). Nationwide orders from large department stores and drug stores rush to the company.

Succeeded in development of unsalted soy sauce and started overseas expansion

The company has succeeded in developing a soy sauce with no salt content. It has been invited to the WHO Salt Reduction Forum held in Australia in March 2012, where it presented the new product’s salt reduction effect. Regarding sales of spray soy sauce and soy-zero, it emphasizes health and sells at drug stores, pharmacies, and hospitals through medical wholesalers. It sells the products in the United States, and plans to sell in China and Russia, where people are increasingly caring about their health.

Explores sales channels of soy sauce in each area. Revitalizes soy sauce industry

The company publicizes soy sauce with different characteristics in each area, and the activity has led to sales channel expansion for soy sauce makers in each area, thus revitalizing each local community. The representative has established Kyushu Soy Sauce Sommelier Association by gathering people interested in soy sauce, such as owners of makers and restaurants. The association holds events such as soy sauce tasting shows and soy sauce tasting ability tests. It contributes to revitalizing the industry of soy sauce, which is Japan’s traditional fermented seasoning.
Taguchi Plating Industry Co., Ltd. 376
Taguchi Plating Industry Co., Ltd.

Undertakes new original technology development and challenges new markets, such as in medical field

Provides over 50 types of coating and surface processing with high quality, high precision, and short lead time, covering from low to high technology and from micron to nano technology.

Since establishment in 1952, the main clients have been car and electronic parts makers. The company provides over 50 types of coating and surface processing with high quality, high precision, and short lead time as a department store of coating, covering from low to high technology such as micron and nano technology. For 3 years since FY 2009 as a national project, the company undertook micro machine and MEMS-related parts development, using synchrotron X-ray and coating technology. While car and semiconductor industries were low key due to the Lehman Shock and the Great East Japan Earthquake, the company has always worked on new original technology development and has aggressively developed new markets, such as healthcare.

The coating precision of finalized parts such as gears with 0.5mm diameter has enough functionality to be used as micro parts. Targeting micro machine makers such as medical device makers, the company looks to the development and commercialization of micro parts to realize super compact, lightweight, high precision machines.

The company seeks to secure young human resources by employing many science and technology graduates from national universities as research staff. It hopes for further business growth and development by giving young staff responsibility and by sophisticating product quality.

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Established: 1963
Capital: 30m JPY
Employees: 50
CEO: Hidenobu Taguchi
Limited Company Suginaga

Yamauchi Co., Ltd.
Limited Company Suginaga

Launches Nagasaki Kanboko Kingdom and contributes to the region by developing “Yuru-chara” and related goods

Nagasaki Kanboko Kingdom expected to lead to local economic revitalization by the Nagasaki Summit Project.

Launches Nagasaki Kanboko Kingdom, expanding sales channels

Since its establishment in 1962, the company manufactures and sells seafood paste products in Nagasaki, where there are abundant fishery resources. The Nagasaki region has been known for manufacturing seafood paste products. Since local consumption has been the vast majority of consumption, people have wanted to expand consumption outside the area. The company tackles sales expansion while contributing to the area by launching Nagasaki Kanboko Kingdom, a sales channel expansion project that networks competitors, associations, local governments, local chamber of commerce, financial institutes, and universities.

Develops strategic products for national recognition enhancement and strives for popularity and sales channel expansion

The company develops strategic products to contribute to national recognition enhancement of seafood paste products of Nagaki, based on rich fishery resources and traditional production methods. It strives for popularity and sales channel expansion through exhibitions, fairs, and events. Given high acclaims from local consumers, the company launched Nagasaki Kanboko Kingdom, developed topical Yuru-chara and related goods, and has involved the whole community for local promotion.

Contributes to developing a strategic product Nagasaki Oden

As a leader in the industry, the company contributes to local revitalization by making use of local resources. It plays a major role in expanding the Kingdom brand and in developing the strategic product for sales promotion of Nagasaki Oden Chapolitan. The activity of Nagasaki Kanboko Kingdom has been recognized as a project leading to local economy revitalization as one of the Nagasaki Summit Projects, an industry-academia-government endeavor for comprehensive local revitalization involving the prefecture, the city, Nagasaki University, local chamber of commerce, local committee for economic development, local business owners’ association, and the local junior chamber of commerce (JC).
Yamaichi Co., Ltd.

Developed new products, while inheriting the tradition of Shimabara Handmade Somen

Developed “soup ginger noodle”, “soup spinach noodle”, and “soup carrot noodle” under the Shimabara Handmade Somen Project.

Inherits handmade noodle culture and provides secure and safe foods

The company inherits the history of Shimabara Handmade Somen started in 1636. It has 40 years of history with slogans of tasty, happy, and make smiles. It has been striving to inherit the handmade noodle culture, providing secure and safe foods, and suggesting new food styles. While inheriting the tradition of Shimabara Handmade Somen, it collaborates with local Shimabara agricultural high school, and develops products for broad generations. The collaboration has become popular, and the company has expanded its sales through antenna shops and mail orders.

Developed new products under the Shimabara Handmade Somen Project

The company developed ginger soup noodle, spinach soup noodle, and carrot soup noodle under the Shimabara Handmade Somen Project for further recognition enhancement and revitalization of Shimabara Handmade Somen with 350 years of history. Users can cook the products simply, by boiling 450cc of water, boiling the noodle in the water for 3 minutes, and by dissolving the powder soup with the product. The products have been highly praised in popular shopping districts and tasting events held by business societies in Fukuoka. At the present, the products are sold at department stores and are becoming popular among high school students via word of mouth.

Stimulates local industries by partnering with local companies, Shimabara Agricultural High School, and the local governments

The company launched Somen Project, with members consisting of local companies, Shimabara Agricultural High School, the prefecture, the city, and prefectural SME association. The project has developed characteristic products that break stereotypes and has stimulated local industries. The company creates local employment by hiring 2 high school graduates who developed Soup Somen as part of the Somen Project.
Attracts 1 million visitors a year by high quality products and unique sales methods

Stations “Tamago An” as the place for coordinating producers and consumers, building a network with over 200 local producers and a system for directly selling local agricultural products.

Builds a direct sales shop, a restaurant, and a processing factory beside the chicken farm

The company operates a complex facility named Tamago An. The facility has a specialty goods shop, a restaurant, a confectionery, a processing room, a hall, conference rooms, and incubation offices. It is located in Kikuchi in Kumamoto, an active agricultural area with fertile land beside the somma of Mt. Aso. Many family tourists visit the facility from all over Kyushu. Almost all the eggs it produced are used at the specialty foods shop and the restaurant. It undertakes production and sales of processed goods, direct sales of local agricultural products, and development of restaurant menus.

Box sales of “Asadori Tamago” a bestseller, attracting 1 million visitors a year and over 30,000 members

The company sees the countryside with decreasing population as treasure. It operates the business with reverse thinking and makes customers directly come to buy its secure and safe eggs. It undertakes agriculture-industry integration utilizing fertile land and rich natural environment. It increases repeating customers by actively utilizing local rich food materials and by distributing information of products together with information of surrounding environment. It has made box sales of Asadori Tamago a bestseller, and it now has 1 million visitors a year and over 30,000 members. Positioning Tamago An as a place for coordinating producers and consumers, it has made a network of over 200 local producers and has built a system for directly selling local agricultural products. The company strives to increase visitors and farmers’ profits. Its restaurant provides menus using local agricultural products, and the company also transmits voices of producers via movies.

Creates employment in an aging mountainous region, contributing to local revitalization

The mountainous location is active for stockbreeding, and the company, which has chicken breeding as the core business, has the merit of stable production year-round. The company stably employs elder people mainly for processing-related tasks at Tamago An. The business has expanded from 1 staff (founder) to 170 staffs, creating local employment.
Nagasaki Shoten Co., Ltd.

Actively utilizes local resources, and develops projects involving surrounding companies

Utilizes local resources – appoints companies and artists from Kumamoto for launching an in-shop gallery space, publishing “La Bunko!”, and holding events at the hall.

| Address: 6-23 Kamitori-cho, Chuo-ku, Kumamoto-shi, Kumamoto 860-0845 |
| URL: http://nagasakishoten.otemo-yan.net/ |
| TEL +81-96-353-0555 |
| FAX +81-96-322-2245 |

Established: 1889
Capital: 24.12m JPY
Employees: 10
CEO: Kenichi Nagasaki

Becomes popular among women due to its modern appearance and comfortable space

The company is a traditional bookstore at a shopping district in the center of Kumamoto. It broadly provides general books, art books, and local-information books. It has launched a gallery space at a corner of the shop and has held many painting exhibitions. It has modern appearance and is especially popular among female customers. It develops unique projects by actively utilizing local resources and by involving surrounding companies.

Launches a gallery space and holds original book fairs

The gallery space exhibits products by artists in the prefecture. The space contributes to increase in visitors by becoming a popular spot where local culture can be closely felt. The shop holds original book fairs, making parodies of large publisher bunko fairs. In publishing La Bunko!, a pamphlet for recommending books, the company has appointed publisher, illustration designer, and cameraman all from Kumamoto. The pamphlet jointly created by members of the local community has become a hot topic and has led to sales increase. The company renovated its storage on the 3rd floor into a hall, and it holds various events such as local musicians’ concerts and talk shows.

Actively utilizes external resources such as local art and culture

As internet bookstores and large secondhand bookstores emerge, bookstore business environment has become even severer. The company actively utilizes external resources such as local art and culture, leading to its business improvement and local revitalization. It holds many charity events for supporting the Great East Japan Earthquake rehabilitation. Even though Kumamoto is far away in distance from the disaster-devastated areas, the store has becomes an important site for disaster relief.
Y's Reading Inc.

Enhanced diagnostic accuracy via remote graphic diagnostic services, solving local medical problems

Developed a remote graphic diagnostic system and provides radiogram interpretation services. Built networks with local medical institutions and solves local medical problems.

Built remote graphic diagnostic system and provides radiogram interpretation services

The company has developed remote graphic diagnostic systems for solving local doctor shortage and medical imbalance. It has built and has operated medical institution networks. In Japan there are too few specialist doctors who can interpret CT and MRI radiograms. It aims at solution of medical imbalance among areas and specialist doctor imbalance. The system has brought great merits for doctors, hospitals, and patients, and is highly hoped to create a new local medicine system.

Enhances graphic diagnostic accuracy by hospital partnerships, reducing burdens for doctors of radiogram interpretation

Though radiogram interpretation is important for early discovery and treatment of diseases, there are only few specialist doctors in core hospitals and even less in local individual hospitals. Doctors’ skill levels vary greatly. The company has developed high quality and stable remote radiogram interpretation system and has realized reports free of unchecked pathological abnormalities; this has been realized by partnering with Kumamoto Hospital, having primary radiogram interpreting doctors double-check their interpretations with specialists of each field, and then making conclusions reflecting multiple doctors’ opinions. This business model solves problems of both doctors and hospitals. It reduces overwork of radiogram interpreting doctors, as hospitals can share the burden and tasks.

Trains radiogram interpreting doctors and solves local medical problems

The company trains young doctors and medical students. The system can utilize experience and professional knowledge of female doctors who have to stop works due to birth and nursing. The company aims at building a local mutual medical support system and expanding the service coverage to health check evaluation, contributing to the society greatly through homogenization of medical services. It is a great solution for medical imbalance in remote areas and doctors’ overwork.
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J-TEC Co., Ltd.

Inspects facility damages by cutting-edge non-destructive inspection and realizes vast cost reduction

Introduced cutting-edge non-destructive inspection devices and greatly reduced management costs for large plant makers. Directly deals with large companies given its reputation for high-level technology.

**Address:** Inspection Takamatsu, 2-4-18 Takamatsu-Higashi, Oita-shi, Oita 870-0916
**URL:** http://www.jtec-solution.net/
**TEL** +81-97-503-1005
**FAX** +81-97-503-1055

Established: 2006
Capital: 20m JPY
Employees: 40
CEO: Seiji Abe

**Targets large plant makers using cutting-edge non-destructive inspection technology**

The company conducts non-destructive inspections for large chemical plants. It has succeeded in drastic cost reduction by developing new inspection methods, actively introducing cutting-edge devices that are rarely used in Japan, such as Digital Radiography System and neutron moisture meter.

**Discovers corrosion and cracks inside pipe works at early stage by introducing cutting-edge devices, reducing management costs of clients**

Using cutting-edge devices, the company has developed easily diagnosable inspection methods for corrosion and cracks inside pipe works. Previously such inspection needed dismantlement and eye checking. Because the methods can reduce costs greatly, large chemical plant makers increasingly adopt them. Also, previously, inspections for corrosion and cracks inside pipe works were conducted at the time of total inspection after a long time since the one before or when the plant had gone wrong. As a result, there were some disastrous cases due to failure in timely findings of problems. Using the technology of the company, users can inspect in very short cycles, preventing such accidents.

**Directly deals with large plant makers given its reputation for unique technology**

Most SMEs need to deal with intermediary inspection companies who then deal with large plant makers. However, good reputation for its unique technology has allowed the company to directly deal with large plant makers. The company contributes to local employment, following steady business results.
Develops a new generator system, utilizing fluid machine development and designing know-hows

Develops a new type generator *Yukemuri Hatsuden*, utilizing formerly wasted hot springs as low-cost, local-production, local-consumption energy sources.

The company develops and designs all kinds of fluid machines such as pump, fan, water turbine, wind turbine, and gas turbine. It developed a new type electric generator *Yukemuri Hatsuden* that can generate electricity by hot water from hot spring wells. Utilizing low temperature hot water (100-140°C) from hot spring wells, the company has developed a new generator system, through transmitting the energy from mixed jet of hot water and vapor into drive force by special 2 phase turbine. The product is promising as a low-cost local-production local-consumption energy source, because it utilizes wasted existing hot springs.

The generator facility makes electricity through transmitting the energy from mixed jet of hot water and vapor into drive force by special 2 phase turbine, the first such case in the world. It has super low pressure drive vapor turbine and exit vacuum condenser, so that it can thoroughly and efficiently utilize the energy from low temperature vapor. Used hot water can be utilized as hot spring water (60-80°C) as before. Because it utilizes existing hot spring wells, no new excavation is needed; this allows the company to greatly reduce costs of building, allowing the company’s technology to differentiate itself from conventional geothermal generation.

All of the employees (4 people) are female, and the company develops local female human resource into engineers by teaching them cutting-edge technology such as 3D designing and fluid analysis.
Beppu Bamboo Product Cooperative

Collaborates with designers and develops new products with artistry and functionality

Develops sophisticated accessories and interiors, breaking out from stereotypes of bamboo craftworks. Works on new market creation targeting at high-end customers in the U.S.

Develops businesses such as joint processing and joint sales of bamboo products, as well as successor education business

The union was established in 1978. In 1979, Beppu Bamboo Crafts became the only Traditional Craftwork of Oita prefecture. 51 craftsmen of the union develop businesses such as joint processing and joint sales of bamboo products and successor education business. In collaboration with bamboo material companies, bamboo product artists and bamboo product wholesalers in Oita, the union aggregates all business problems related with the bamboo industry and promotes endeavors to solve them by having the whole industry in the prefecture involved.

Works on sale channel expansion and new product development for increasing bamboo demands

The union operates sale channel expansion and new product development for increased bamboo demands, such as promoting advanced usage of bamboo boards and pulps, and holding exhibitions for bamboo products and craftworks. Recently, in collaboration with designers, it aims to develop sophisticated accessories and interiors, breaking stereotypes of bamboo craftworks, and works on new market creation targeting at high-end customers in the U.S. It conducts these activities in collaboration with local governments. It contributes to local revitalization through activation of bamboo production sites with abandoned bamboo forests and through protection and transmission of traditional skills by educating successors.

Tackles education and technology transfer for young artists challenging the world via Beppu Bamboo Brand

Advanced craftsmanship accumulated by tradition and history is needed to realize new product development with artistry and functionality. The union widely opens the door to young artists for education and technology transfer so that they can challenge the world via Beppu Bamboo Brand. If bamboo material usage expands through bamboo product demand expansion, producer incomes will increase, creating employment for bamboo forest protection.

Address: 1-5 Hikarimachi, Beppu-shi, Oita 874-0930
URL: http://www.beppu-take-kumiai.com
TEL +81-977-22-6439
FAX +81-977-22-4342
Established: 1978
Capital: 0.7m JPY
Employees: 1
Representative director: Ichiro Iwao
Miyazaki

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Smoke Ace Co., Ltd.

Developed vacuum-packaged charcoal grilled chicken, which is tasty even cold

Selling high quality products to customers outside the prefecture. Organized an e-commerce training in collaboration with Miyazaki chamber of commerce. Actively providing its know-hows and networks.

A smoked food factory covering from product development to distribution of chicken meat, Miyazaki’s local resource

The company manufactures and sells processed foods such as smoked meat and charcoal grilled chicken. All the products are developed in-house. For the first time in Japan, it has come out with charcoal grilled chicken in vacuum package, which allows the chicken to be tasty even when cold. It has acquired many fans through directly-managed shops at Miyazaki Airport and through internet sales. It actively operates as a smoked food factory covering from product development to distribution of chicken meat, Miyazaki’s local resource. It has high reputation in customer handling at the airport and in techniques for internet sales.

Contributes to local revitalization as a site for “food” and “art”

The products utilize local chicken meat, a symbol of agriculture in Miyazaki. By selling high quality goods outside the prefecture, the company contributes to Miyazaki brand’s value-added enhancement. The products have been awarded recognition as one of Miyazaki prefecture’s recommended excellent products. The company plans to rent its idling facilities as salons for local artists and fans outside the prefectures, making use of the location along the Nichinan Seashore Quasi-National Park, a local tourism resource of Miyazaki. The project is expected to help local revitalization as a site for food and art.

Contributing to enhancing local SMEs’ and Miyazaki’s value

The company makes lectures at EC seminar planned by the Miyazaki Chamber of Commerce, for supporting sale channel development by companies in Miyazaki. It dispatches lecturers to local SMEs, and provides technical advices through experience. It undertakes the mission of delivering the taste existing only here through the internet and the directly-managed shop at Miyazaki Airport. It publicizes Miyazaki not only by the sales of products utilizing local resources of Miyazaki, but also by heartfelt customer relations and DMs. It contributes to Miyazaki’s value by creating many fans of Miyazaki.
Acquired medical-device manufacturing license and entered into the field

Originally engaged in DTP printing and styrene injection molding, entered into the medical-device industry through contracted manufacturing of medical devices.

DTP printing and styrene injection molding to contracted manufacturing of medical devices

The company operates 3 core businesses: printing business such as DTP (Desk Top Publishing) that performs inputting, editing, and printing at the computer, styrene foam injection mold product manufacturing business, and medical injection mold product manufacturing business. Originally specializing in printing and labeling for medical and food products and styrene foam injection molding, it entered into the medical-device industry through contracted manufacturing of medical devices. In 2012, it acquired the medical-device manufacturing license and started manufacturing medical devices from 2013.

Establishes advanced quality management systems by acquiring international standards, GMP and ISO9001

The company has long dealt with a large comprehensive chemical maker, manufacturing printing material for gunpowder and artificial kidney parts. Notably, it has high-level technology in resin injection molding, such as securing transparency. For providing safe and secure medical resin products, the factory conducts clean room operations. The company has provided high value-added products by establishing advanced quality management systems by acquiring GMP and ISO9001, international standards for quality management. As a result, 50% of sales are from medical resin products. After certified as a special zone in March 2012, the company acquired the medical-device manufacturing license and started manufacturing medical devices. It strives for further entry into the industry.

Plans to expand the factory and create new employment

The company plans to expand the factory, and to create about 30 employments by FY2015. It is working on acquiring ISO13485 for medical-device quality management system during FY2014. It aims at becoming a medical-device maker through expansion in contracted manufacturing of medical devices.
Kagoshima

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Adan Co., Ltd.

Acquired quasi-drug manufacturing license, aiming at development of further functional products

Manufactures cosmetics mainly made from silk and related goods at Amami Oshima, has sales channels both inside and outside Japan, and launched a local subsidiary in France.

Manufactures cosmetics mainly made from silk and related goods at Amami Oshima, and has sales channels both inside and outside Japan

The company produces cosmetics made from silk and related goods in Amami Oshima, famous for Oshima Tsumugi, the traditional pongee weaving. It sells products at trade shows all over Japan and through TV shopping. In March 2013, it has built a new factory and acquired quasi-drug manufacturing license. It aims at product development with more functionality. It actively expands its business by launching a branch office in France in September 2013.

Acquired quasi-drug manufacturing license, enabling manufacturing/sales of further functional cosmetics

The new factory has acquired quasi-drug manufacturing license, and the company can manufacture and sell cosmetics with more functionality. A research institute at Lyon in France has certified that the company products are effective for anti-aging. Conducting joint researches with Kagoshima University and Tokyo University of Agriculture and Technology, the company verified the effect for human skin cell activity. It works on development of high function silk cosmetics effective for skin, applying the acquired data. By the original technology, the company manufactures cosmetics that use silk as the main ingredient, that compound much silk, and that do not use surfactant and emulsifier. The company manufactures cream-like cosmetics without using surfactant by applying its original technology.

Both head office and factory in the area, greatly contributing to local employment and industry revitalization

The company has its head office and factory in Amami Oshima, largely contributing to local employment. While silk farmer decreases and cocoon production decreases, the company builds a silk farming & cosmetics manufacturing factory in Amami Oshima, the birthplace of Oshima Tsumugi, contributing greatly to local industrial revitalization.
INFRATEC Co., Ltd.

Produces GRC using Japan’s only manufacturing machine, contributing to nationwide infrastructure building

Succeeded in developing GRC, glass fiber reinforced cement, products with bending strength 10 times that of ordinary concrete.

Undertakes manufacturing and sales of concrete secondary products for civil engineering, construction, and GRC products, as well as construction and civil engineering works

The company undertakes manufacturing and sales of infrastructure parts (GRC products and secondary products of concrete for civil engineering and construction), construction, and civil engineering works. In September 2013, the corporate group consists of 950 employees, 16 companies, and 22 factories, including a factory in Korea. The company has developed GRC, which has bending strength 10 times that of ordinary concrete, by using glass fibers. It produces GRC using the manufacturing machine jointly developed with a company abroad. The machine is the only one of its kind in Japan. GRC has largely contributed to nationwide infrastructure building.

Succeeded in developing GRC products maintaining bending strength 10 times that of ordinary concrete

The company has invested much resource and many staffs for research and development. During the research of GRC as a national project, the company succeeded in developing GRC products that have bending strength 10 times that of ordinary concrete. Many company products including GRC products are registered at the NETIS (new technology information system) and are recommended for use. The company has many patents, utility models, and highly functional products. GRC products are made by a manufacturing machine jointly developed with a German company. The machine is the only one machine of its kind in Japan. As a sub-ingredient of GRC products, the company uses Shirasu, deposits of volcanic ash and sand, massively piled up in Southern Kyushu.

Continuously employs new graduate and mid-career

The company has continued with new graduate and mid-career employments. In FY2014, the company will hire 10 new graduates, of which 3 are women. It focuses on improving its working environment by minimizing accidents in the factory and by improving compensation.
SUMAIS Co., Ltd.

Branded locally committed houses as Kagoshima’s Local-Material & Local-Construction Houses, using its forestry know-hows

Aims at developing potential demands of “housing construction with traceability”, through using materials matching with the climate of Kagoshima and through providing cutting and lumber experience.

Develops general individual consumption with “local-material, local-construction” as the motto

The company has originally operated forestry for generations and has started from lumber business. It proposes house-building that utilizes materials. It focuses on local-material, local-construction using Kagoshima-produced materials. It develops general individual consumption by using Kagoshima’s wood materials, suitable materials matching the climate of Kagoshima. Specifically, the company proposes house-building that would remain as many memories, by making main pillars and table furniture using cut wood from the mountains of clients’ ancestors.

Responds to customer demands by using know-hows on lumber

Using its know-hows about forest and lumber, the company responds to customer demands. In addition to using Kagoshima materials, it uses manufacturing methods accommodating to seasons and has come out with a new eco-friendly wooden house brand Goki no Ie. Using forest perspiration system (double wall structure), it reduces temperature differences within rooms by improving air circulation inside the wall structure. It has excellent reputation for building houses that takes into consideration health and that family with children can live comfortably. At present the company’s business is focused on the Kagoshima’s Local-Material & Local-Construction Houses project for branding locally-committed houses. The company strives to brand all the processes covering raw wood supply, lumber, pre-cutting, designing, and construction, enhancing the value of local-material and local-construction.

Makes use of local companies from wood supply to construction, contributing to revitalization of housing-related companies

Using the know-hows in forestry, which is the company’s original business, the company focuses on local wood materials for house-building. It organizes networks covering from wood suppliers such as cutting companies and lumber companies, to constructors including furniture makers, tatami makers, and plasterers, contributing to revitalization of local companies through R&D and joint events. Meanwhile, it provides clients with wood-cutting, plastering, and furniture making experiences, developing potential demand for housing construction with traceability.
True Balance Co., Ltd.

Launches medicine-health-services collaboration business, leading anti-aging medicine to expand in the local area

Opens health service facilities inside the clinic and realizes collaboration of medicine and health service. Makes anti-aging medicine take root in the area, building a healthy local community.

Opens facilities inside the clinic, operating anti-aging business

The company has created and operates a total anti-aging medical school by opening a restaurant, sports clubs, and an aroma care salon inside the clinic. The representative is the chief of the internal medical clinic. It develops comprehensive medical and health services such as anti-aging based on medical check-ups in the clinic. The business explores potential needs for healthy life-prolongation, contributing to the local society.

Allows anti-aging medicine to take root in the area, and realizes collaboration of medical and health service

The representative has a 27-year career as a medical doctor. Based on his experience in treating high blood pressure, heart disease, and diabetes, he has come to believe that preventive medicine prior to catching illness is extremely important. He established the company so that anti-aging medicine can take root in the area. The company conducts 7 types of medical check-ups in the clinic. Judging from the results, it provides services such as medical lectures, nutrition lectures, sports clubs (fitness and yoga), and a medical aroma salon. Generally speaking, collaboration between a medical institution and a health service company is difficult. Such service operated by the representative, who is a medical doctor, is receiving great attention as a model case of medicine and health service collaboration.

Creates employment for new service, and collaborates with local community for use of local food ingredients

The company started a new anti-aging business as an unprecedented medicine and health service collaboration model and created 5 new employments. Its restaurant business energizes the area by accepting local high school student interns and by developing recipes collaborating with local farmers.
Significantly saves energy and limits CO$_2$ via vacuum glass pipe solar energy collector

Develops and manufactures original energy-saving eco-friendly products under the “effective energy use” ideal.

Developed vacuum glass pipe solar energy collector with world top level functions

The company is an industrial green energy device maker, aiming at recycling society and efficient energy use. Especially its vacuum glass pipe (heat pipe) solar energy collector is very effective for energy saving and CO$_2$ reduction and was awarded the 14th New Energy Grand Prize. Since establishment, the company has held the effective energy use philosophy. The company has developed and manufactured energy-saving, eco-friendly original products such as solar energy collector and waste oil fuel formation device. Notably, its vacuum glass pipe solar energy collector has the world’s top-level functions.

Uses cylinder-shaped vacuum double glass pipes, enabling greater high temperature heat collection compared with conventional flat panel shaped products

Its vacuum glass pipe (heat pipe) solar energy collector Fuji Heat P SOLAR uses cylinder-shaped vacuum double glass pipes, which enables greater high temperature heat collection as compared with conventional flat panel shaped products, and highly saves energy and CO$_2$ emission. Glass pipes and heat pipes are better for maintenance, because they are exchangeable even in operation, and are sanitary because no water remains. The product is competitive and is increasingly installed in local governments, schools, and hospitals, as well as other industries such as agriculture and stockbreeding.

Looks to solve mismatch in employment between new graduates and SMEs

It looks to solve employment mismatch between new graduates and SMEs. It was certified as an employment-creating company by the Ministry of Economy, Trade and Industry in December 2010.
PrintNet Co., Ltd.

Starts internet printing and expands the business nationwide, creating employment

Expands business nationwide through internet printing. Differentiates itself by low cost, short lead time, and high quality. Creates employment nationwide through business expansion.

Expands business nationwide through internet printing

The company has been operating a locally committed business with majority of orders coming from the local community. In 2005 it started its internet printing business, and it began to expand the business nationwide with increased sales. Aside from the head office and factory in Kagoshima, it now has Tokyo branch and West Tokyo factory (Yamanashi prefecture), revitalizing the areas through employment.

Acquires customers by low cost, short lead time, and high quality

The company realizes low cost and short lead time, aiming for receiving data and shipping prints within the same day by having its customers prepare all of the printing data. It has Japancolor (standardized printing certification) and can provide high quality printings and convenient internet services covering from order to data submission. It has introduced a member registration system on the company website. User points accumulated through the orders can be used for next payment, thus leading to repeater acquisition.

Creates employment nationwide through business expansion

The company employs about 10 new graduates each year and is well known to schools and universities as an excellent company. Recently it opened a factory in Yamanashi prefecture, hiring 94 staffs at the present, creating employment nationwide.
Okinawa Kosodate Ryohin Co., Ltd.  
NA-BA Joint-Enterprise Cooperative  
Mabui Stone Corporation  
Mitano Create Co., Ltd.
Okinawa Kosodate Ryohin Co., Ltd.

Promotes branding proposing the value of “Okinawan nursing”

Develops mild skin care cosmetics with the concept of rediscovering local resources and supporting mothers and children under the strong sunlight of Okinawa.

Develops and sells cosmetics, household goods, and food that are good for mothers and children, using materials in Okinawa with “mother’s perspective”

The company has mother-perspectives as the basic business concept. It develops and sells cosmetics, groceries, and food that are good for mothers and children, using materials in Okinawa. It sells over 50 original goods to all over Japan through retail, wholesale, and internet. It has a specialized shop of goods for mothers and children in Haebaru in Okinawa. The shop provides products with high originality with mother-perspectives and Okinawan materials as the key words. In Okinawa, with the highest birth rate in Japan, the company promotes branding by proposing Okinawan nursing values, fully incorporating the local resources of Okinawa.

Develops products with concept of supporting mothers and children under the strong sunlight of Okinawa

With the concept of rediscovering local resources and supporting mothers and children under the strong sunlight of Okinawa, the company develops sunburn protection goods for babies and kids, usable from 6 months old, and mild skin care cosmetics. It develops and sells original formula cosmetics, focusing on safe Okinawan materials, such as shell ginger with antibacterial effect, bittern from deep sea water with good mineral balance, aloe essence with moisture effect. It also develops and sells non-caffeine tea using Okinawan herbs and wood lunchbox with antibacterial coating using shell ginger.

Contributes to local revitalization via collaboration with local SMEs

The company contributes to dissemination of information on Okinawa’s local resources, through production development and nationwide sales, actively using traditional Okinawan local natural materials. It aims to contribute to local economic revitalization through business expansion via collaboration with local SMEs, such as local resource producers, outsourcing manufacturers, and distributors. It contributes to local employment through new business expansion.
NA-BA Joint-Enterprise Cooperative

Develops business package by collaborating with local companies, enhancing recognition for Okinawan products

Develops a new shiitake production business package, combining shiitake mushroom production by shiitake bacteria blocks made from Okinawan sawdust, and heat insulation renovation of idling facilities such as vacant shops.

Strives for promotion of shiitake mushroom production via bacterial bed cultivation

The union strives for shiitake mushroom production via bacterial bed cultivation, which is hardly popularized in Okinawa prefecture. The union has built a production facility with subsidies from the Forestry Structural Improvement Project of Okinawa prefecture. Since December 2011, it has fully started shipping, and has expanded the sales to local supermarkets. It develops a new franchising business package by collaborating with local companies. It works on fostering new farmers and entrepreneurs.

Develops a new business package by collaborating with local companies

By collaborating with local forestry-related companies and Nago Forestry Production, Processing, and Sales Association, the company aims at economic revitalization in the north of Okinawa Island and at fostering new farmers and entrepreneurs. It undertakes a new collaboration business of franchising-business package, combining shiitake mushroom production by shiitake bacteria blocks made from Okinawan sawdust and heat insulation renovation of idling facilities such as vacant shops. In FY2012, the business was certified as a cross-field-partnership new business development plan by the Small and Medium Enterprises Agency. In FY2013, it was certified as an agriculture-industry integration business plan. It works on production and sales of powder-dry shiitake mushrooms.

Accepts experience-learning students of local agricultural high schools and creates local employment

The company contributes to publicity and recognition of Okinawan shiitake mushrooms through production and sales. It accepts experience-learning students from local agricultural high schools and works on promotion of mushroom cultivation technology. These activities have been leading to local employment.
Mabui Stone Corporation

Creates local **heroes**, develops contents business, and explores new international markets

Creates **Ryujin Mabuyer**, an Okinawan local **hero**, develops contents business nationwide, and explores international markets by planning local heroes of these countries.

**Creates local “heroes” and develops related contents businesses inside and outside Japan**

The company operates planning and production of **Ryujin Mabuyer**, an Okinawan local “hero”, and planning, production, and sales of related goods and services. The 6th TV series of **Ryujin Mabuyer** has been broadcasted this year. The series is broadcasted in Okinawa and Tokyo with stable popularity. The company operates broad contents businesses, collaborating with other companies in Okinawa. It is accelerating its pace of expanding overseas through new business expansion plans.

**Explores new markets by remaking local “heroes” for abroad**

National large media companies cannot easily develop local **heroes** that have backgrounds of local manners, culture, and tradition. The company has realized an unprecedented new type **hero** creation through background settings including local problems and through humanistic story settings without violence. Making use of the know-hows accumulated in Japan, the company planned and created a **hero** matching with Malaysian manners and culture. The Malaysian **hero** is now broadcasted on TV, and the company has started sales of related goods and contents, thus succeeding in creating new markets for local **hero** contents abroad.

**Creates employment via business expansion and energizes the area by disseminating local culture**

The company already hires 8 local staffs, but it is going to further increase local employment through overseas expansion and domestic new businesses. It energizes the area by disseminating Okinawan manners, culture, tradition, and fascinating points nationwide.
Mitano Create Co., Ltd.

Provides high value-added products by always attentive to profitability and customer satisfaction

Provides high value-added products by making all employees conscious of profitability and customer satisfaction. Enhances customer satisfaction and secures repeaters.

Enhances customer satisfaction by making all employees conscious of profitability and customer satisfaction

The company operates restaurants such as Direct-Shipping Broker: Ginji the Good Cognoscente and Chef’s Grille. With the philosophy of foreign production and local consumption instead of local production and local consumption, it directly manages cost prices of materials procured from all over Japan. All of the staffs always directly judge what to provide for how much price, eyeing profitability and customer satisfaction, and this has led to high customer satisfaction. Leveraging this business model, it has expanded its business to Thailand and Hong Kong, where Japanese food has become increasingly popular.

Considers high cost-rate ingredients as promotion expense, securing steady customer visits

The company realizes profitability by working on higher value-added products; all staffs, from chefs to hall staffs, learn the sense of business figures. The company thinks of excellent food material (“killer contents”) as a sales promotion cost. It realizes mass procurement while minimizing discarding of food materials; this has been enabled by steady customer visits through customer recommendations and repeaters. It develops products that successfully cultivate chefs and satisfy customers by procuring food materials from all over Japan.

Establishes management systems for more efficient site management

The company has newly established its sales development division using experienced restaurant staffs, so that the division can fill the gap between the head office and restaurants. In order to make restaurant chiefs concentrate on prioritized works, the No.2 store staff conducts business number check, cooking instruction, and customer response instruction on behalf of the chief. Sales development division staffs act as the No.2 staffs needed for each restaurant.
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**Nagata-jinja Mae Shopping District Promotion Association**

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Matsue Shin Ohashi Shopping District Promotion Association

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Tenjinmachi Ginza Shopping District Promotion Association

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Matsuyama Ropeway Shopping District Promotion Association

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Obihiro Denshin-dori Shopping District
(Obihiro Denshin-dori Shopping District Promotion association) Obihiro-shi, Hokkaido

FOCUS

Utilizes vacant retail premises for projects supporting elder and handicapped people, and effectively enhancing employment

Summary

In response to decreasing population around the shopping district, aging inhabitants of the neighborhood, and to demands from citizens, the district aims to build a “place for local contribution which covers job, food, and housing” under the concept of a “shopping district collaborating and coexisting with elderly and handicapped people”. The district is working on various projects such as active partnership with social welfare organizations and support groups for handicapped people. The district has created 40 new employments, mainly those of handicapped people.

Background:

Waning of a time-honored district

The district has been opened when the pioneer group “Banseisha” settled in 1882. It has developed along with the history of Obihiro, and became a union in 1971. The district is 1.5km northeast of JR Obihiro station. It occupies 450m of the “Denshin-dori”; the district’s name comes from the first electric power poles installed in the city in 1897. It is located in front of the Honganji Obihiro Betsuin temple. It has long played a major role in the commercial accumulation of Obihiro and has been loved as a locally committed shopping district. However, in the recent years, new housings and massive shopping zones have been developed in the southwest region of Obihiro and in neighboring municipalities, and the neighborhood’s population has been decreasing and aging. Vacant shops in the district have increased, lowering the district’s attractiveness and convenience.

Activity:

Plan - Do

Working on its strengths

The shopping district conducted a questionnaire to local people and visitors (136 samples). It recognized that increasing vacant shop spaces had lowered the district’s publicity. It concluded that the district needs to build a shopping district suiting the imminent super-aging society, through new business development based on its strengths in the sweets industry and historically solid local community, by utilizing vacant retail premises for start-ups and for inviting existent shops, and by building a core interaction site for local convenience services, including food education and security. After a public support center for the handicapped opened in the neighborhood site of a former junior high school, the shopping district strengthened the partnership with its support groups. Since FY 2010, using vacant shop space, it opened a facility to promote local food and another to realize social participation and employment for the elderly and handicapped people.

Effect:

Check - Action

Realizing a new community

Through such activities, the shopping district has transformed 7 vacant shops in 2 years, and created 40 new employments of elderly and handicapped people. The activities promote new community building by providing joy of work to citizens through social participation and local contribution. As for its food-related project, the shopping district has been continuously developing new products using rich produces of the Tokachi region (including Obihiro). The project has led to new business development such as the shopping district’s original gift sets and has been contributing to the district’s revitalization.
The shopping district forms a consortium with support groups for handicapped people and welfare facility operators, including social welfare organizations. It conducts collaboration projects with local universities and colleges to meet further consumer demand, develop new products, and promote entrepreneurship. It has been conducting an environment protection project with neighborhood participation, enhancing its strength in local bond. For securing its own financial resources, it has launched a company funded by the shopping district’s members.

The company operates parking lots and builds and manages houses for handicapped people. The company systematically donates its profit to the shopping district’s revitalization projects for sustainable activities.

Though originally an outsider, I have been running business here for more than 20 years. It is the 7th year since I have become the representative. While struggling, I have made a step towards revitalizing the shopping district, because I have luckily met with many good people. Our association has maintained the “strength of a shopping district with history” – its communication ability – since establishment.

This strength has allowed smooth decision making, leading projects to success. I believe that the people make the organization. I would like to actively promote participation of young people in order to maintain energy of the organization. In the shopping district projects, encountering with welfare facility operators has been the key for current activities. Since we started our green beauty project in 2000, we have brought in flowers and vegetables produced at the facilities for use in the shopping district, thus deepening our ties. At first, we struggled with different recognitions some people of the area had; we then formed a consortium including NPOs and launched the antenna shop project to support handicapped people, attaining deeper trust relationships within the community. In conducting revitalization projects, the most difficult thing is securing initial capital. Our shopping district has installed LED lights to drastically reduce electricity fees and has launched a community-building company conducting profitable projects. We shall do our best to make revitalization projects sustainable and to pass them on to the next generation with enough capital.

We are carefully considering what we can do for the area, so that our shopping district can continue to exist. In fact, it is not so easy to improve the situation, but I believe we can stop the decline by continuing our projects. As social structure changes due to low birth rate, aging society, and population decrease, our area has seen an increase in service-related shops and clinics but decreases in retail shops. Each shopping district bears its own problem; some needs large retail shops that can provide shopping convenience, while others need warm communities rather than convenience. We run under the concept of a “shopping district for collaboration and coexistence” and dream of a shopping district where everybody, including elder and handicapped people, can live comfortably. We shall continue to explore the best way to realize our dream, while contributing to the society.
After the East Japan Earthquake, the shopping district has formed Iwate Miyako Machinaka Shonin Group with its neighboring 6 shopping districts and 5 groups. For restarting the businesses of 108 companies, it plays a central role as the chairing union, contributing to shopping district rehabilitation. By procuring supply for disaster victims from local shopping districts, it issues “Rias currency”, a local currency for local economy recycling rehabilitation support. It has made “Rias currency” into a new rehabilitation support model by distributing the currency to disaster orphans in exchange for support from individuals and groups throughout the country, and by having tourists and visitors purchase the currency and buy souvenirs.

The shopping district was formed when the railway station was built in the early Showa period. It is in a 3-minute walking distance from Miyako Station. It is 350 meters long and 10 meters wide. The district has no pedestrian walk. The shops are mainly SMEs, many with Showa taste. The shopping district has long been a center of commerce and economy in the area. While there is no large shop or public facility, it has held local events at the interaction facility Suehiro Tei utilizing a vacant shop. Collaborating with neighboring shopping districts and area groups, it has conducted joint sales promotion and visitor invitation projects, creating energy as a locally committed shopping district.

However, recently, the district has no pedestrian walk and only few resting facilities and has not been always comfortable for the people. The shopping district also has other problems, e.g., it does not cover the goods people want, there are not enough events attracting young people and families, joint sales promotion projects do not always result in sales because shop visitors are much fewer than event visitors, etc.

The shopping district made a project plan based on the Local Shopping Mall Revitalization Act and launched another interaction facility “Rias Tei” as a “site for interaction and partnership in a relaxing and comfortable district-area”. The facility is a place for events such as yose and local group activities and interactions. It has continuously held interaction & partnership events such as “Yummy Autumn in Miyako Festival” with agricultural producers, “Heartful Festa” with welfare groups, and “Challenge Shop” with a local commercial high school. With other commercial groups, the shopping district jointly conducts projects such as “Machinaka Shonin Guidebook”, “Itten Ippin”, and “100 Yen Shopping District”. By strengthening partnerships, it actively promotes and publicizes the district and shops, aiming towards increase in visitors and sales.

“Suehiro Tei” has been closed due to the earthquake, and the remaining “Rias Tei” has since been utilized 150 times a year by 10,000 people as a local community interaction site. The shopping district has also started a “rehabilitation market” twice a year after the earthquake.
The market has attracted about 15,000 new visitors every time. Along with the “shopping district red carpet” at the coming-of-age ceremony, the market has become a new popular event for local engagement and rehabilitation. “Itten Ippin” and “100 yen shopping district” have made new ways of thinking and mutual consolidation through workshops; more and more shops are increasing their sales. Partnership among regional shopping districts has led to the organization of Miyako Machinaka Shonin Group for group subsidy projects to accelerate revitalization of the entire Miyako region.

The shopping district projects are planned by the monthly board and by the committee comprised of many women and young people. The whole district works on necessary tasks as much as possible. The youth group has shifted to a new generation with increased members.

The new group actively develops interaction and partnership with other groups in the area. Miyako Machinaka Shonin Group, formed by this shopping district and other 7 commercial groups, promotes joint projects such as “Rehabilitation Market”, “Itten Ippin”, and “100 Yen Shopping District” via monthly board meetings, which the city and the city’s chamber of commerce participate as observers. The shopping district has built networks with citizen groups and volunteers for welfare and culture, and these networks actively promote participation in events.

Implementation:
The shopping district is “built” by the local community as a whole

The shopping district projects are planned by the monthly board and by the committee comprised of many women and young people. The whole district works on necessary tasks as much as possible. The youth group has shifted to a new generation with increased members.

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Basic Data
Address: Suehiro-cho, Miyako-shi, Iwate
Number of members: 68
Number of shops: 58
URL: http://www2.ocn.ne.jp/~akindo/

“Red Carpet” ceremony

Key Person
Miyako-shi Suehiro-cho Shopping District Promotion Association
Representative
Eiichi Sako

The shopping district as a large community facility

Shopping District is a Large Community Facility is the title of the report for the “Shopping District Long Term Vision”. The prefectural hospital moved away just before then, and district visitors drastically decreased. We needed to modernize the district. The shopping district youth group at that time worked on the vision and wrote the report in 1992 by themselves after making research visits all over Japan and organizing many seminars. Seeing large stores retreating from many shopping districts during those visits, they found that the core of a shopping district is not always large stores.

Though large public facilities do attract visitors, we decided to look into the community function of shopping district itself. In order to keep our shopping district alive, we concluded that improving community function is the key and that we must become more locally committed.

Through various projects such as interaction and partnership with local producers, welfare and culture groups, and schools, we began to feel the effect, but it was then that the huge tsunami of the East Japan Earthquake struck our shopping district.

The shopping district as a disaster rehabilitation site

Nonetheless, we instantly restored our district and shops. By the local networks we developed over a long period of time, we were able to unite with various organizations, volunteers, local governments, and neighboring shopping districts to hold the “Rehabilitation Markets”. We have worked on local rehabilitation through emission of such energetic power from our shopping district. I believe that our shopping district has become a site for local community and rehabilitation. We shall continue with our activities that take root here in the community.
Minamisanriku Sansan Shopping District
(Minamisanriku Shizukawa Fukko Shopping District Operation Association) Minamisanriku-cho, Miyagi

FOCUS
Launches a temporary shopping district after the earthquake, and leads rehabilitation by dynamically gathering customers including tourists

Summary
While almost all the city was destroyed by the tsunami, local shop-owners held Fukko Ichi at a very early period, highly motivating citizens for rehabilitation.

Based on the positive results, the shopping district was established on February 25, 2012. The shopping district gathers over 1000 tourists every day by producing the joy of shopping around the district with elaborated store dispositions, and holding interaction events at the roofed food court stage. It conveys the energy and spirit of the disaster area through shopping, thus strongly leading the whole city towards rehabilitation.

Background:

Started from nothing

Vast majority of buildings on plain fields in Minami Sanriku-cho were destroyed by the huge tsunami caused by the earthquake. All shopping districts were ruined, and the commercial function was completely stopped.

Though they had no shop nor goods, local shop owners showed their spirits. Supported by Bousai Asaichi Network in cooperation with shopping districts all over Japan, they held a Fukko Ichi. Based on the positive results, they saw the possibility of restoring the shopping district. They worked on building a shopping district for everybody, from local people to tourists, through unprecedented original shop dispositions and grandiose events.

Activity:

Produced “the joy of shopping around”

Many other temporary shopping districts are 2-storied due to limited lands, but the shopping district made all shops single-storied from the beginning, aiming at making visitors shop around. The shop disposition is intentionally irregular, categorizing shops into “restaurant zone”, “retail zone”, and “lifestyle zone”, successfully producing “the joy of shopping around”, much like a theme park. At the center of the shopping district is a roofed food court, where customers can talk while eating the foods purchased from the shops. The food court’s stage holds events almost every month, contributing to the local people as an interaction site.

The shopping district restored “Kirakira Don”, a famous dish since before the earthquake, providing a unique service as a seashore town.

Effect:

Spreading the energy and spirits of shops

Though it has been more than 2 years since the earthquake, there are many tourists visiting the shopping district every day. Especially, when “Fukko Ichi” is held at the special stage beside the shopping district, there are nearly 10000 visitors. It has gained an amazing popularity, considering the town is a small port with only 15000 people (in August 2013). At first, people expected that visitors will gradually decrease, but many repeaters realized the continuous popularity.

Popularity did not decline because the shopping district transmits energy and spirit of the shops in addition to selling goods, acquiring massive customer loyalty.
The shopping district closely partners with local groups, including the government, for rehabilitation of commerce and tourism of Minami Sanriku-cho.

Specifically, the town set up “Moai” statues (the friendship symbol between Minami Sanriku-cho and Chile since Chile Earthquake in 1960) as the symbol of the shopping district. Town sightseeing association launched a portal center beside the shopping district, supporting the district operation as a sightseeing spot.

Local chamber of commerce conducts various supports for shopping district management.

By the huge tsunami of the East Japan Earthquake, our shopping districts were totally destroyed and there were many victims. Among the shopkeepers of Minami Sanriku-cho who desperately lived at refuges, a new spirit has risen – “Don’t be depressed forever. Start rehabilitation, even if we can only make black markets in the ruins.” We monthly held tent markets named Fukko Ichi from the next month of the earthquake. Soon we established a temporary shopping district Minami Sanriku Fukko Meitengai Operating Association with the nickname of Minami Sanriku Sansan Shotengai, and I became the first chairman. Until we opened the district, we had discussed in over 30 meetings and study groups on considering how to make a shopping district that many customers use and become repeaters. The days of studying were very meaningful. We invited consultants, planning agencies, designers from Tokyo, and people from Nagata-cho Shopping district, who had experienced huge earthquake disasters long ago.

After such discussions, we decided on single-story based unique shop dispositions, categorization of the whole shopping district into 3 areas surrounding the center court, a food court, and an event space. We worked on colors of walls and window roofs in each area. At present we have 32 energetic shops. Receiving support from all over the world, we are now being visited by many more people than expected. We are full of gratitude.

Because our shopping district is temporary, the district will only continue until the end of November 2016. From there, we will form a new shopping district at a new urban area that the town will construct. We hope to invite shops all over the town including shops not restored yet, in addition to our shops, forming the district with 50 to 60 shops. Aiming at overcoming the earthquake and building a community with full of energy and interactions, we would like to focus on food and sightseeing, taking advantage of the beautiful and rich sea of Minami Sanriku-cho, and to continue to create enjoyable ideas. We, the shops in this town, would like to promote local industry’s unity with the people of the town, educate successors through increasing employment, and build a history of future-oriented rehabilitation for the next generation.
Sakae-cho Shopping District
(Sakae-cho Shopping District Promotion Association) Minamisouma-shi, Fukushima

FOCUS

Restores commercial area and living quarter, contributing to early return of the people by accepting evacuee

Summary

Before the East Japan Earthquake, the shopping district has contributed to improving life, making shopping more convenient, and to energizing the town through its “secure and safe town building” and “Sakae-cho Night Bazar” with over 20 years of history. Just after the earthquake, the shopping district played a role of community base, opening a temporary FM station for disaster information. While many evacuee have not yet returned to the town, rehabilitation public houses are being built. The shopping district is considering building a commercial facility for inviting visitors to the district, conducting various endeavors for rehabilitation.

Background:
Aims for “spearheading rehabilitation” and “early return of the people”

The shopping district promotion association was established in 1985. The shopping district is formed by the main street from JR Haranomachi Station to the city hall. Before the earthquake, the district had been a locally committed shopping district, supporting the economy of Minami Soma city, the main city in the region, by promoting “secure and safe town building”.

After the earthquake, it has spearheaded rehabilitation and is promoting community building, overcoming various obstacles so that evacuees can make early returns.

Effect: Various efforts for the people

As the rehabilitation public housings are to be built nearby the shopping district, the association aims to realize a model case for a concrete extended community by launching a NPO in preparation for accepting evacuee and considering building commercial and living quarters connecting the rehabilitation public housings to the shopping district.

Activity: Realized concrete extended community

The association has worked on improving life and shopping convenience by launching a community hall, common parking lot, LED street lights, security cameras, and AEDs. It has hosted the “Sakae-cho Night Bazar” for over 20 years, with the exception of March 2011, when the earthquake hit; the bazar has taken root in the area with much local participation. It hopes to encourage the return of evacuees through such activities.

Plan - Do

Check - Action

In 1994, the shopping district launched Shirayuri Community Hall for improving cultural and life environment. The hall has discounted pricing to be used for meetings, lectures, culture schools, and other various events. The common parking lot beside the hall, Shirayuri Parking, is an automated 2-storied vertical parking lot. People can use the lot for free if they make a purchase at the shopping district. The lot contributes to the area’s life and shopping convenience improvement, solving traffic problems such as illegal parking. “Sakae-cho Night Bazar” used to start from 7 p.m., but at present, it starts from 2 p.m., upon requests from the local residents. The event has been realizing improvements by prioritizing people’s needs, and it has become a long cherished event.
The association operates regular monthly meetings for the “Sakae-cho Night Bazar”, flyer making, and updates of its homepage and blog. Especially after the earthquake, for holding local rehabilitation events continuously, it has acquired supports and cooperation from national, prefectural, and city government, National Federation of Shopping Center Promotion Associations, Fukushima Federation of Shopping Center Promotion Associations, and Hara-cho Chamber of Commerce. It has organized implementation teams for each project, such as the stamp-rally project, shopping stamp-collection project, community salon project, and the temporary disaster FM project. In last year’s Local Commerce Revitalization Project (Shopping District Structural Reform Research Analysis Project), it rediscovered local demands through workshops and surveys with cooperation from 8 elementary schools in the city. The results triggered the launch of a NPO. The shopping district will launch a rehabilitation council with neighborhood associations, the NPO, and other shopping associations, to work on community rehabilitation by unified private-sector initiative of life, welfare, and commerce.

In conducting the Local Commerce Revitalization Project (Shopping District Structural Reform Research Analysis Project), parents of elementary school students earnestly requested for a “district with clean air and secure life”. The request is reasonable, considering that the majority of elementary and junior high school students are still evacuating. It is a very grave situation that an ordinary life environment is lost. In considering shopping district revitalization, our shopping district can play a connecting role defining what shops, local people, and the government can do for them to cooperate. Our district aims at building a site for unified commerce, life, welfare, and health. We would like to work on community restoration and rehabilitation through the coordination of evacuated and accepting areas.

I am the 3rd chairman of the association. My predecessors and I share a way of thinking – to think for others and work for them. We mutually call association members with nicknames “-chan” regardless of their age and build relationships on the same standpoint. Such relationship has been inherited as a tradition to this day.

This tradition is a reason why we have succeeded in all events and various projects. Especially after the earthquake, all shops are going through severe business state due to the nuclear reactor problem. But we think that it is important to show our energy.
To connect each shop with community, the shopping district undertakes projects from Izumi-cho Kaikan, a hall rebuilt as a symbol of war disaster rehabilitation in 1955. It has held farmers’ market for more than 10 years, in order to provide fresh local food to the local people. The district takes lead for Mito bar-bar-bar, a bar crawl type event. Also, it publishes a community paper IZM, actively publicizing the city.

The shopping district is located 1.2 km northwest from Mito Station North Exit. Due to its commercial accumulation, it is a representative shopping district of Mito. It has culturally rich environment, neighboring Mito Art Hall. Large stores including department stores neighbor the district. Many customers use the district as the closest shopping site and for shopping around. The district is required further contribution to local commitment, because the living population is increasing due to recent apartment construction. The district is required to effectively publicize the city as a whole in order to increase visitors, because the traffic has decreased by large shopping malls built in the suburb, and because the consumption has decreased due to influence by the East Japan Earthquake.

Shops that sold fresh food decreased in the city center, and many local people felt the inconvenience in daily purchases. The shopping district has continuously held farmers’ market at Izumi-cho Kaikan, in cooperation with neighboring farmers, and has become popular among neighboring inhabitants. As an opportunity to make the city center more popular, the shopping district has taken the lead in organizing a bar-crawl style events named Mito bar-bar-bar. It contributes to publicizing the city and increasing visitors by publishing a community paper IZM and holding a city seminar Machi-cul.

Responding to the local demands for shops with fresh food and local-production local-consumption, gathered from the inhabitant questionnaire, the shopping district took the lead for designing food model area building plan. It aims to make farmers’ market permanent. It plans to improve the functions of Izumi-cho Kaikan as an information center of prefectural agricultural products, providing home cooking by volunteer mothers using local agricultural products, also adding winery functions. It will continue to hold local-production local-consumption Mito bar-bal-bar. It prepares to launch a community facility, a relaxing place in the city, equipped with city library, culture school, community café, and information.
In the city center of Mito including the shopping district, *Mito-shi Uwaichi Asakai* which consists of private volunteers, who are shop-owners, young executives, architects, and local government employees, conducts activities, with young members of the district as main members. The group undertakes revitalization of the whole city center beyond shopping districts, such as holding bar-crawl events, and coordinating through community paper *IZM*. As for *food model area building plan*, certified by Ministry of Agriculture, Forestry and Fishery, the shopping district became the coordinating office. It organizes the implementation council with other groups, such as Mito city, chamber of commerce, farmers, and nursing support NPOs.

Cooperation and alliance with people with various positions and stances have made new ways of thinking, leading to exploration and promotion of new revitalization projects.

Considering the origin, shopping districts were made after people began to live in convenient places, formed villages, and needed distribution. That is why shopping districts have been necessary to ally with local communities. However recent shopping districts have lost the original way of thinking, too concentrated on pursing their profit. Shopping districts themselves cannot realize revitalization and district building. That is why we participate in local community activities and projects, try to make our way of thinking and activity understood by more inhabitants, and aim at community building collaborating with the area. We will work on district building by the local community as one team, launching a community center for interaction between the local community and shopping districts, a sales facility for fresh foods and local-production local-consumption goods matching with local demands, and as places for opportunity of heartfelt interaction with local people.

Promotes projects through various

Key Person

Izumi-cho 2-chome Shopping District Promotion Association
Representative Kenji Takano

Promotes shopping district revitalization through the city as a whole

There are 19 shopping districts in the straight 2km along the national road with 2 lanes on each side from Mito Station North Exit. Our shopping district is at the center, a good location neighboring with department stores and cultural facilities. However, we share the same problems with other areas such as the declining of shopping districts, aging shoppers, and new shopping malls in suburbs. The damage from the East Japan Earthquake was huge, and our shopping district had been declining until recently.

Our association has been shifting to next generation since 5 years ago. Through actual operations by young generations, all board members also became younger. Thus been able to conduct unprecedented energetic activities. Through cooperation and collaboration with neighboring shopping districts, individual shops, and government, we have increased opportunities for promoting projects that we cannot do on our own.

**Basic Data**

Address: 2-chome, Izumi-cho, Mito-shi, Ibaraki
Number of members: 43
Number of shops: 47
URL: [http://www.izumi2.com/](http://www.izumi2.com/)

**District building by the local community as one team**
FOCUS
Promotes participation of local universities and inhabitants, and realizes a shopping district with local support

Summary

The shopping district has launched Future Creation Project Committee to plan and promote projects. The committee has projects teams for “Skill Up”, “Event”, and “Gallery/ Café HP”. The teams conduct new projects in partnership with individual shops, local volunteers and local universities. Local inhabitants and the shopping district jointly restored the float Kaen Daiko, a local historical and cultural heritage, and exhibited at the gallery café. The fact motivated the whole area to preserve local historical resources. These projects increased the pedestrian traffic 2.5% from FY 2009.

Background:
Conducted a survey to the inhabitant

The shopping district became a legal entity in 1966. In 1967 it built 280m long all roof arcades for the first time in the prefecture. It has functioned as the mall of the city center, and as the largest regional shopping district in northern Kanto area. However, the traffic in the city center decreased by half in the last 10 years. The shopping district started to think of revitalization. Neighborhood survey indicated the biggest demand for building cultural facilities and resting places. The district concluded that it needed to conduct culture and art events and build interaction and resting facilities.

Effect:
Rediscovery and growing expectations

Many citizen groups want to hold events at the gallery, and groups which held events want to hold events at the same place for the next time. Especially events related with history and culture attract people, such as “Kaen Daiko” and “Kiyari (Edo Hikeshi)”. Event visitors have been gathered beyond expectations. Local roles of the shopping district are rediscovered through collaboration with local inhabitants and organizations. According to the survey conducted by the association in December 2012, the activity made pedestrian traffic increase 2.5% from FY2009, and made vacant shops decrease from 15 to 11. The district conducts hearing surveys from event groups and visitors for improvement.

Activity:
Collaborates with local universities and inhabitants

In FY2010, the shopping district renovated the arcades, subsidized by the Ministry of Economy, Trade and Industry. Utilizing vacant shops, it launched an interaction and resting facility gallery café in FY2012. It actively holds events, such as restoration of floats and monster houses, and exhibitions in collaboration with local universities and inhabitants. The activity secures visitors and regains the energy of the district. The district aims at promoting local culture and acquiring more local support.
The district conducts skill improvement seminars for successors, for the purpose of reviewing the basic of commerce such as consumer demands and customer relations, regaining consumer support, and fostering association member shops with competitiveness. In collaboration with an NPO Miya no Nigiwai Dashi Restoration Project, the district restored a part of the float Kaen Daiko and exhibited it at the gallery. It supports creating opportunities to understand precious local historical and cultural heritage. The project is new for the district, but it will clarify new local roles of the district by continuing.

I have conducted shopping district activities as the executive committee chairman of Orion Night Bazar, the current Orion Bazar, has been held 147 times for 15 years. I felt the decline of the district such as decrease of shops joining the bazar and the traffic decrease. We renewed the district because the all roofed arcades since 1990 became old. We had opinions that “arcades themselves cannot gather people”, and considered for projects to gather visitors. At first we conducted a survey through neighborhood unions. The results clarified commercial ability decrease of the district, and necessity of facilities and events. In exploring what to do and which role our shopping district should play, we found active roles of our district in “area activities” and inheritance of local history and culture. We took time to reach this conclusion by changing perspective. We are still on the way to realizing the goal.

Believe and do

It is difficult to reach a consensus among association members on “what our shopping district at city center can do for its competitiveness against other commercial accumulation such as shopping centers.” It is even more difficult to continue such consensus. However, if we catch a hint such as success in a visitor event, we can gather members with understanding and share the load among them. To enjoy and to have fun becomes our common language and driving force. We first aim at becoming a shopping district where association members have fun promoting projects. Multiple shopping district collaborations emerged recently. If each district displays uniqueness, and if they can build an area to go around, they will be able to conduct further interesting activities.
Kashiwa Nibangai Shopping District
(Kashiwa Nibangai Shopping District Promotion Association
Kashiwa-shi, Chiba

FOCUS
Aims at image enhancements by continuously refreshing facilities and projects with a good balance

Summary
The shopping district renewed its symbolic all-roofed arcades, refreshing the district image. It enhanced information distribution by launching digital signage. It produced the sense of unity in the whole district, by "Kashiwa Nibangai community building agreement" self-regulation about displays and advertisements. There are no vacant shops, and all the shops are members, including large stores and national chain stores. The district aims at transformation from "the district for young people" to "the district adults can also enjoy", through holding art line Kashiwa, an art experience event in the district.

Background:
Encountered business environment changes
The shopping district is located in front of the east exit of Kashiwa Station that has JR Joban Line and Tobu Noda Line. It built all-roofed arcades, the first in Chiba prefecture. It is the most popular shopping district in the prefecture with over 35,000 pedestrians on holidays. On the other hand, customer population of the city center of Kashiwa has decreased 23% in the last 5 years, due to the station traffic decrease by newly running Tsukuba Express, and expansion of large commercial facilities in suburbs.

Activity:
Launched necessary facilities and supported for energy of the district
In 2008, the shopping district formed the Kashiwa Nibangai Community Building Agreement in order to coordinate the buildings for renovation for district attractiveness, preventing opening of shops that fall under Article 2 Paragraph 5 of the Entertainment Business Act; the agreement also urges self-regulation concerning displays and advertisements and unification of the whole district’s design. It made arcade roofs transparent and changed lights to LEDs this fiscal year, aiming at electricity and maintenance cost reduction. It newly launched 2 digital signage units, enabling various information distributions. It actively supports private activities leading to energy of the district, instead of holding massive events by the district. It jointly holds art line Kashiwa that has various art events in the district, making the shopping district as the stage. Last year the event was held for a month, making the district full of arts.

Effect:
Enhanced the city image
By Kashiwa Nibangai community building agreement, shops declining the district image and security are prevented. The shopping district has continuously conducted activities for image and attractiveness enhancement of the district. Though business environment has been severe, very few tenants have retreated. Art line Kashiwa has been held 8 times this year, and is widely recognized as an art experiencing project in the district.
In 2009, the shopping district launched Kashiwa Iechome District Community Building Council. The district has held community building study groups, preparing for future renovation around the station 4-5 times a year, for landowners of the whole city area beyond the district area. The study group invites professors in city planning, companies about town management, and specialists in traffic problem. The group studies situation analysis of the district and future solution. It has various participants from government, chamber of commerce, and NPO in addition to the shopping district. Utilizing such opportunities, many of the planned projects are going to realize, through opinion exchange and cooperation building with related groups, based on the visions from the district.

About 20 years ago, I was enlightened by the phrase “human acts by images”. Since then we have been working on building systems for enhancing the city image of Kashiwa and for distributing the information. And we found several things. First, the shopping district cannot revitalize by itself. We need to tackle problems of wider area, disregarding the framework of the shopping district. To realize this, we need collaborations beyond the city, in addition to neighboring shopping districts and government. Second, how we can clearly build community building visions and share. We need to organize a group with specialists, because the visions relate with traffic, city planning and landscape. Third, how many people we can involve from the area to conduct the revitalization plans. There are surely people with insights and abilities. We need to find these people and make them cooperate. People of the area understand and can solve the problems the best. To make them want to do something for the city, it is necessary to take time to make civic pride root in the city. So far we did no such things, considering that governments are in charge. Including capital resources for activities, we, the people of the area themselves, should consolidate for better solutions.
Rooted in the area, by the making of shopping district charter, conducts locally committed activities overcoming generations

Summary

The shopping district has long taken root in the area and has been cherished by the area. It actively conducts locally committed projects for broad generations, including sales promotion projects such as handmade Tanabata festival, morning market, Chugen & Year End bargain sales with lottery, Kids En-nichi, Tsumamigui Walk, launch of Kirakira brand, and issuance of Silver Card for elderly people. Most projects have continued for more than 25 years. Recently it strengthened collaboration with young local people for revitalization. It aims at attractive and rich shopping district and community building by declaring a shopping district charter.

Background: Lost many population

The shopping district is 10 minutes by walk from Keisei Hikifune Station of Keisei Oshiage Line. It is a locally committed shopping district 470 meters long, with old Showa tastes. The name originates from a movie hall that no longer exists. The district has been loved since before the World War II, called as Tachibana Kan Dori. The group was formed in 1927. In 1960, the group established “shopping union”. The district defines itself as the core of the area characteristic “downtown community”. It has actively developed various activities. It is frequently used for location of dramas, movies, and tour programs. However, Kinshicho in Sumida-ku and Kameido in Koto-ku developed as sub-centers of Tokyo, and massive population of the neighborhood has been lost.

Activity: Started projects for both facilities and events

The shopping district redefined itself as the core of the area characteristic “downtown community”. It applied for the Tokyo Metropolitan Government Community Shopping District Project in 1989, aiming at revitalization through modernization. Since then, it actively started various projects both in facilities and events. It made the beloved catch phrase “Downtown, Heartfelt Kirakira Tachibana Shopping District”. In morning markets existing since 1980, it provides services utilizing uniqueness of each shop on every 4th Sunday of every month. It plays an important role as a local community place, through local support and diffusion of various events. It sets the major goal as not making weak consumers from Kyojima-cho, where the district locates at, by protecting local community and life infrastructure.

Recently it renovated its office and opened for free as Oyasumi Dokoro Tachibana Kan, installing women-only washrooms and wheelchair-usable washrooms, building systems for relaxing and enjoyable shopping.

Effect: Periodical events and branded goods

The morning market has expanded as a famous event. The shopping district holds other periodical events such as annual night market and Tanabata festival, for gathering broader range of visitors. Kirakira brand is a part of “One mall/ one light strategy”, a Sumida-ku shopping district revitalization business. The brand has made many unique goods such as a steamed bread with...
yuzu *Kirakira no Kaori*, and chicken skin wrap of jiao-ji fillings *Chicken Jiao-ji*, aiming at further brand diversification. It jointly made a poster with a local credit association and Waseda University regional study seminar, and the poster won the Grand Prize in National Credit Association PR Poster Competition, realizing high promotion effects.

For prosperity of the shopping district, cooperation among association members, and for rich community building, the shopping district decides the shopping district charter *Kirakira Tachibana Kimegoto*, with 1. Sharing interests, 2. Sharing responsibilities, 3. Sharing perspectives as the principles. By defining the principles of the charter, it aims at realizing attractive shopping district through member communication and coordination. Anticipating tourist increase by the launch of Tokyo Sky Tree, it made systems for tourist increase such as activity of *Returned Cupid Girls*, an idol group with around 30 years old women with a story that poster girls reorganized the group for the shopping district. Also, it made PR for Tamaru Shrine in front of the district as a power spot of money “Tamaru” (accumulation). It works on providing local interaction places via collaboration with Chiba University of Commerce students, Waseda University regional study seminar, and a drama group at Sumida-ku.

It is difficult for us, a group of owners, to hold events with full consensus. We continue the events by shops with shared sense of goals and problems. Currently many of our shops close on Sundays, but we are considering operations on Sundays, because lifestyle of surrounding area is changing due to new developments. To solve these problems, we must actively conduct activities, promoting local young people’s participation.
Motosumi Ozu-dori Shopping District
(Motosumi Ozu–dori Shopping District Promotion Association)  Kawasaki–shi, Kanagawa

**FOCUS**

Earnestly works on conducting safety and security projects such as “one shop, one safety activity”, disaster reduction trainings, and rescue seminars

**Summary**

The shopping district promotes activities for realizing a “shopping district beloved by the area and comfortable for nursing”. It has pioneered various projects such as an event Oz Festa, information distribution through digital signage and mobile phone mail magazines, and launching security cameras. The activities are highly recognized in the local community.

**Background:**

**Needed creation of local community**

The shopping district is located around the Tokyu Toyoko Line Motosumiyoshi Station’s East Exit. It has a long history since 1950 and became a legal entity in 1991. It is located in Nakahara-ku, the most population increasing area in Kawasaki city. The main commercial zone is around Motosumiyoshi station. Around the next station, Musashi Kosugi station, has undergone large development with opening of large commercial facilities. In the questionnaire at Oz Festa just after East Japan Earthquake, the shopping district asked for expectation for the district, and it found requests such as securing products, disaster reduction, and information distribution. It decided to realize local community creation for differentiation from large commercial facilities, information distribution leading visitors to purchase, and safety and security solutions.

**Activity:**

**Made the shopping district activity guidelines, distributing various information**

At first, the shopping district made shopping district activity guidelines for clarifying activity directions. It distributed the guidelines to members, and utilized the guidelines for increasing members. It has played the role of local community core. It collaborates with neighboring schools for event projects. It has conducted event projects and information distribution projects, such as mobile phone mail magazines, coupon issuance by twitter, safety and security project “one shop, one safety activity”, equipment of radio and flashlight, holding citizen rescue seminars, conducting disaster reduction trainings with neighborhood unions, conducting inner city safety schools with elementary schools and Keio University, and publishing a safety book summarizing such activities.

**Effect:**

Recognized as a pioneer model shopping district by the area

These activities have been selected as the highest “A” rank in the Shopping District Attractiveness Improvement Support Project of Kawasaki city for 2 consecutive years. The activities won Second Prize at the Kanagawa Shopping District Grand Prize competition, with high evaluation as a pioneer model shopping district in the area. The area and schools greatly appreciate disaster reduction trainings and inner city safety schools, and they want continued activities, strengthening the presence of the shopping district.
From 2010 to 2013, the shopping district has been selected for the Area Producing Project; Kawasaki city and Kawasaki Chamber of Commerce together dispatch specialists to the district for local revitalization. In conducting projects and designing plans, the district collaborates with professors, researchers, and students of Keio University. In making PR magazines and event advertisements, Oz reporters, citizen reporters by neighborhood inhabitants, contribute significantly. In designing shopping district official character Ozuccho, a housewife illustrator living in the neighborhood conducted the task.

We first felt that the theme and identity as a shopping district was unclear. At that time we met with a volunteer circle of Keio University. The circle agreed to cooperate in local contribution and shopping district revitalization. We thought that volunteer activity would not be rejected. The biggest problem was how to incorporate cross-generation interaction and nursing support in shopping district activities. How to make them act was the key, because we could not force tasks to volunteer students. 3 years later, students contacted a professor in faculty of commerce and acquired cooperation. Though in the framework of education, students from seminar, laboratory, and class took deep root in the shopping district through various questionnaires and interviews, and became strong practical supporters. After the 3.11 earthquake, we started “safety schools for elementary school students”, disaster reduction at places other than schools and homes, considering what our shopping district can do for supporting disaster areas. Students made well-considered scenarios, and we could use them as manuals from the next year, and elementary schools highly evaluated them. Though the volunteer circle could no longer do activities due to member decrease, we could shift to cooperation from class and laboratory of university faculty. The fact accelerated our activities.

Every shopping district has similar problems, and they are difficult to solve. The biggest problem of our shopping district is securing successors for each shop. We have much traffic because we are located in front of the station. Tenant fees will not decrease due to improved facilities. Successor shops are mainly restaurant and service chains. As a result, young owners are not likely to join our activities, and we need to conduct by existing members. Our shopping district is becoming an inconvenient one with fewer industries. We believe that finding the solution will lead to our future.
Female owners of the shopping district supports young entrepreneurs. Creating values by utilizing vacant shops

**Summary**

By collaborating with other groups such as NPO and the local chamber of commerce, the shopping district works on vacant shop solution by a new way of thinking, and for revitalization projects to gather customers. It pioneered in “building of entrepreneurship-promoting environment by utilizing vacant shops in shopping districts” under the Headquarter Action Plan’s Small-Companies’ Growth in last June. With warm supports from female owners in the shopping districts, many young people started up. Vacant shops made nearly half of the district before, but they are filled with entrepreneurs now.

**Background:**

**Becoming of the district**

Shimosuwa-cho has developed as a center of precision machine industry and as a major domestic industrial accumulation site. The shopping district located at the center. It was formed when a yarn-making factory opened in the neighborhood in 1911. It has developed by supporting consumption of workers and their families as a locally committed shopping district. Recently, traffic has decreased due to motorization, and many shops closed. In 2002, half of the past 30 shops became vacant.

**Activity:**

**Provided warm supports by Mitamachi Okami-san Kai**

Mitamachi Okami-san Kai, formed by female owners in the shopping district 15 years ago, and NPO Takumi no Machi Shimosuwa Akinai project, an NPO undertaking community revitalization, has collaborated. They supported entrepreneur of young people by utilizing vacant shops. They also provided warm supports such as non-business related consultation and life supports, resulting in increased retention rate of young entrepreneurs. As a result, young shop-owners with high value-added products such as craftworks have accumulated. The district has succeeded in branding and differentiation from other shopping districts.

**Effect:**

**Filling the vacant shops**

Through start-up supports for over 25 shops and community building activities by Mitamachi, vacant shops have disappeared. The district has a waiting list. New shop-owners enhance the value of Mitamachi through business development, and support the district as outsiders. Mitamachi Commerce Association Youth Group was launched. Interaction of young generation accelerates. At present, utilizing information sharing and PDCA cycle for event management enabled by joined manufacturers, young entrepreneurs are working on new customer development through branding activity, “Mitamachi style”, to publicize Mitamachi to the Tokyo area and to foster area identity.
Mitamachi Commerce Association conducts activities for shopping district revitalization, with operation supports from NPO Takumi no Machi Shimosuwa Akinai Project and Shimosuwa Chamber of Commerce. For enabling entrepreneurs smoothly joining the local community, shopping district female owners association interfere with them by consultation outside business and by supporting their lives. The female owners association explores vacant properties, negotiates entry fees and rents, responding to people who want to open shops at Mitamachi. In cooperation with Tokyo Institute of Technology, Wakayama University and Hiroshima University, the district utilizes specialists for information distribution, improvement of its customer relation and charms. It provides study fields through temporary transfer to the district.

Our shopping district is a small shopping district in a small town. When vacant shops began to increase 15 years ago, female owners of our district, including my mother, launched female owners association. At first we made typical activities such as events and galleries, but they did not go well. However NPO Takumi no Machi Shimosuwa Akinai project started, and we collaborated with people who are not shop owners. Incorporating ideas that shops cannot imagine and ways of thinking that we cannot recognize in our activities flexibly, vacant shops has been gradually filled. Though some of new shops closed and moved, we have made warm supports like “aunties’ interference”, with “no haste, gradually” as the slogan. Through living with young people as better neighbors, we mutually began to feel the “happiness of living in this district.” “Happiness” of the people living here is by far the most important thing for the prosperity of our district.

Since last year, we have started the Cosmos: Star of Boys and Girls, a project in which young people such as youth group members plan and operate. By operating the event only by young people, they can further feel how much they were supported so far. Through the events, interactions with local kids and shop-owners from other owner areas have begun. The biggest problem for the future is generation transfer. Mitamachi has shop owners in their 30s or 20s, other than owners in their 70s or 60s. Thanking the people who warmly supported so far, we need to make gradual but motivated generation transfer, aiming at a better shopping district in an enjoyable and happy town.

**A small shopping district in a small town**

Our shopping district is a small shopping district in a small town. When vacant shops began to increase 15 years ago, female owners of our district, including my mother, launched female owners association. At first we made typical activities such as events and galleries, but they did not go well. However NPO Takumi no Machi Shimosuwa Akinai project started, and we collaborated with people who are not shop owners. Incorporating ideas that shops cannot imagine and ways of thinking that we cannot recognize in our activities flexibly, vacant shops has been gradually filled. Though some of new shops closed and moved, we have made warm supports like “aunties’ interference”, with “no haste, gradually” as the slogan. Through living with young people as better neighbors, we mutually began to feel the “happiness of living in this district.” “Happiness” of
Morinokoshi Shopping District
(Morinokoshi Shoei-kai Co-operative) Gotenba-shi, Shizuoka

FOCUS Providing free delivery service using profit from point card project, a solution for the difficult-to-shop areas

Summary

Due to aging society, solution for “weak shoppers”, consumers who have difficulty in shopping due to various reasons, will become a further important local issue. Many areas are looking for solution, but many of them have not succeeded in commercialization due to lack of profitability. However, the delivery service by this shopping district is in its 3rd year. The service maintains a sustainable system by using point card business income for its operation and a broad service area. Delivery orders in FY2012 were about 6200, over twice of that in the previous year.

Background:

Started the project due to aging visitors

The shopping district is located 500 meters from JR Gotenba Station, 10 minutes by walk. On both side of old national road 246 with 10-15 meters wide, there are pedestrian walks 2-3 meters wide and 300 meters of arcades. With Epi, a shopping center with a community facility Gotenba Machizukuri operates, as the core shop, the district has shops for foods, groceries, clothes and services, as a locally committed shopping district. Many visitors are elderly people. Listening to their opinions, many shops in the district had strongly requested for conducting delivery and transportation services.

Activity:

Started delivery and transportation service in 2011

The shopping district was adopted for FY 2010 Ministry of Economy, Trade and Industry local commerce revitalization project, weak consumer solution support project. From April 2011, it has fully started weak consumer solution project with 2 vehicles. Specifically, it employed 2 staffs, and provided delivery of ordered goods and transportation including carrying luggage.

High acclaims have been made for this goods delivery service, which even makes delivery of just one product. The district eyes for the environment by using an electric vehicle and a hybrid vehicle. By the reputation, many neighboring areas outside the city have requested service area expansion.

Effect:

Expands the service area, responding to requests

Responding to the requests from neighboring areas outside Gotenba city, the shopping district expanded the service with the help of FY2012 Ministry of Economy, Trade and Industry Local Independent Weak Consumer Solution Project. It has expanded the service area to Susono city, Oyama-cho, a part of Hakone-cho in Kanagawa prefecture, in addition to weak consumer area in Gotenba city. It newly introduced a low floored light motor vehicle for the elderly, and increased staff. Many weak shoppers want to buy goods taking a direct look at them. The new car is mainly used for transportation.
The shopping district has 3 legal entities: *Active Moco*, *Mori no Koshi Shoeikai*, and *Gotenba Machizukuri*, which operates the shopping center *Epi*. *Mori no Koshi Shoeikai* youth members invested to launch *Active Moco*. Association members invested and launched *Gotenba Machizukuri* as a third sector. Due to such history, 3 entities always collaborate with each other. They decide on burden-sharing of the shopping district activities such as events and facility improvements. The “weak consumer” solution project deals products of shopping district point card project member shops. *Active Moco* operates the point card project, and member fees from the shops are used for the operating cost of weak consumer solution. As a result, the district can conduct “weak consumer” solution project without asking user costs.

We define the project principle as “Hai-Nico-Pon”: “Hai” is for saying yes as response; “Nico” is for smiling; and “Pon” is for doing tasks instantaneously. Many elderly users of the service want the goods quickly after orders. Staffs often joke that they are like children. Usually, team staffs coordinate and decide delivery timings of booked orders, but we cannot make it easily. We respond to deliver from single bento orders, and all 3 vehicles are in full operation, especially in the morning. We post products for order in pamphlet catalogues, and distribute catalogues at the city office, local chamber of commerce, social welfare council, and comprehensive support centers in the city. We deliver goods and paid on spot each time. Though we do not make advertisement, we, both operators and drivers, care much about “communication” with users. By building trust relationships, users recommend to their friends, and the friends recommend to their acquaintances. Through the communication, we often notice abnormal changes in the elderly people. We increase users partly because we play a role of “monitoring” for the area.

Many “weak consumer” solutions end just after subsidy ends. Our shopping district has adopted systems for transmitting point card project’s profit to delivery and transportation project, but the operation is still difficult. But we motivate ourselves when we hear comments of gratitude and support such as “you are very helpful” and “thanks”. To continue the project, we urgently need to start new projects involving the whole shopping district and to build systems for profitability.

Though we are still exploring various ways, we believe sustainable project is the mission of Team Moco for the benefits of local community and all shops in the district.

**Team MOCO providing free delivery service**
Mitonomachi Shopping District
(Mitonomachi Shopping District Promotion Association)  Gifu-shi, Gifu

FOCUS

Promoting the “town that makes” by utilizing an empty building in the district, supports young entrepreneurs, revitalizing the district with traditional shops

Summary

The shopping district formed a joint start-up promotion team with Gifu Nigiwaimachi Public Company. Utilizing shopping district start-up promotion project of national shopping district support center, with “the town to make” as the theme, the district renovated a part of an empty building at the center of the district. It lends the renovated building as “the building made by the town” to creators such as designers, craft workers, and architects as a site of entrepreneurs. For several years until 2012, there were 8 vacant shops. Vacant shops have decreased to 4 as creators move into the building.

Background:

Utilizing “the history of specialist accumulation”

The shopping district is located next to Yanagase shopping district in Gifu city. It is a locally committed shopping district that has developed together with Yanagase. It was popular with many wedding goods specialized shops. On the other hand, the shop owners were aging, and some owners would close in several years. Vacant shop solution emerged as an urgent problem for the district. As neighboring shopping districts declined, traffics to Mitonomachi decreased. Focusing on traditional shops in the district, the district works on revitalization utilizing “the history of specialist accumulation”.

Activity:

Limited tenants to creators

The empty building is 4-storied and each floor has 22-30 Tsubo space. To make the rent reasonable for young people, the shopping district made systems of sharing each floor with 2-3 tenants. It widely involved people inside and outside the district, such as tenants who are professional in painting architectures. It noticed that traditional shops in the town are both shops “to sell” and “to make”. It set the theme of “the town that makes”, and name the building “the building made by the town”. It limits the tenants for only creators. Young creators begin to make new movements in the shopping district, caring for the engagement of shop owners.

Effect:

Held Tsukuru Ichi with tenants

The building started to gather tenants from December 2012. At present all floors are filled with tenants. Tenants and the district association cooperate for energizing the district. For example, a tenant designer made the shopping district’s summer festival pamphlet. In November 2012, the district held Mitonomachi Tsukuru Ichi, conducting seminars with traditional shop owners as lecturers and workshops in Japanese sweet shops since Edo period. The event includes exhibitions and workshops by the building tenants. Traditional shops and young people cooperate for shopping district revitalization.
Mitonomachi has held monthly “Kou (seminar)” of shop owners for nearly 40 years. Main members consist of owners in their 50s, who are in the 3rd-4th generation of traditional shops. From this year, new members including a center city revitalization producer, outsourced from Gifu City Machizukuri Public Company, a support organization of Gifu city, will join. These owners consider events and vacant shop problem.

At first, I planned to make the shopping district as a sublease operator, but some shops opposed. Because I was the building owner, we changed the plan into direct contracts between the owner (subleasing function) and tenants. A center city revitalization producer coordinated the owner, tenants and the shopping district. The fact accelerated the project, making the district just for supports. At first we planned to lend floors to each floor representatives and to make them gather sharing partners, but it did not work. Especially the ground floor, the face of the building, was most difficult, because the tenants needed store business abilities, different from other floors for offices or ateliers. We struggled to decide on to which extent to renovate. Though we planned to realize reasonable rent by minimum renovation, the cost increased due to oldness. We cared much for tenants of the building not be isolated in the shopping district. Young shop owners guided tenants to go around introducing themselves to all the other shops, calling it the shopping district tour. Both were able to build a basis for a good relation as a result.

Though aging shop-owners close their shops in future, we would like to build systems for young new starters move into the sites, so that vacant shops and empty lands will not increase. To realize this, we would like to build more “buildings made by the town”, gathering young creators to the district, and matching them with companies seeking creators in each field. In the future, we would like to make the buildings as a sacred place for entrepreneurs through the success of former-tenants becoming top creators, gathering people who want to move into the district. We would like to increase visitors becoming a town full of topics through deepening the relationships between shop owners and tenants.
Hibino Shopping District
(Hibino Shopping District Promotion Association) Nagoya-shi, Aichi

FOCUS
Conducting various events and promoting shopping district revitalization projects in collaboration with local university and NPO

Summary

The shopping district is located next to the Subway Hibino Station. It has become a highly convenient shopping district satisfying broad visitor demands, by its collaboration with Nagoya Gakuin University and by holding Hibino Carp Festival for 21st times. Through participation in welfare events in collaboration with local government and groups and through active, eco-friendly cleaning activities, it plays an important role for local interaction and revitalization as the core of local community.

Background:
Revitalizing the district through business–academy collaboration projects

The association is the newest local shopping district, established in 1991. Neighborhood places include large facilities such as Nagoya International Conference Hall and Shiratori Garden, and city sightseeing spots. The association had 62 members when established, but decreased to 41 members due to opening of a large store in neighboring area. In 2007, Nagoya Gakuin University moved to Hibino district, and the shopping district fully started collaboration with the university. The university continuously conducted shopping district revitalization activities, and the district was highly motivated for revitalization.

Activity:
Develops products and events with ideas from students and NPOs

In 2008, Hibino Shopping District Revitalization Conference started with members consisting of the street district, teachers in Nagoya Gakuin University, student circles for community building, and local NPO. It holds monthly conferences and has conducted various shopping district revitalization projects, such as Hibino Towns, a shopping stamp collection event thought by students, excellent gourmet project, original product development utilizing honey made at Hibino campus roof, and expansion of Atsuta jiao-ji, a casual local gourmet food developed by local NPO, to restaurants in the district. Afterwards, the members drastically increased from 41 in 2006, to over 70 in 2010, and to 75 in 2013. The women group started in 2012, conducting activities by the name Hibino Komachi. Many female students join the group activities, and the group holds various events through female perspectives and develops and sells original products.

Effect:
Conducting monthly PDCA evaluations

The collaboration project with the university and local NPO is highly profitable. Locally produced honey and local gourmet food have been supported by local citizens, in addition to visitors for the conference hall and Shiratori Garden, bringing the district about 5 million JPY a year. In the monthly Hibino Shopping District Revitalization Conference, we evaluate the projects with PDCA cycle, incorporating student ideas and vitalities, and academic views from professors.
In addition to board meetings, the shopping district monthly has held Hibino Shopping District Revitalization Conference since 2008. The conference consists of shop owners, university teachers, students, local NPO, and Nagoya city officials. It brainstorm ideas for revitalization projects and evaluates projects based on PDCA cycle. The women’s group started in 2012, and female students of Nagoya Gakuin University and female members of local NPO join the group, in addition to women in the shopping district. In 2007, the district concluded a local collaboration agreement with Nagoya Gakuin University and Nagoya city. The agreement includes their cooperation and collaboration for the shopping district’s revitalization. In 2013, Nagoya Gakuin University will be certified as one of universities for local intellectual site building. The university defines local commerce building promotion as a high-priority project.

The shopping district is not popular enough to say it is a town for students, because a 50 meters wide highway and a 5-way crossroad run between the university and the district. On the other hand, the school way goes through residential area with few shops. Visitors to the international conference hall hardly visit our shopping district, for the same reason. We would like to hope for visitor increase by issuing service coupons for students and continuously publishing excellent gourmet map, as well as each shop trying to improve its appeal. Hibino Shopping District Sightseeing Building Promotion Project started from this fiscal year for acting as the host shopping district of the international conference hall. The project conducted conference-hall-to-garden Segway transportation campaign as an experiment of a tourist gathering tool, with Hibino Jogai Ichiba and Shiratori Garden as the cores. At ESD UNESCO World Conference in October 2013, we will public an English pamphlet. We will aim at becoming an international shopping district.

City redeveloping project will end in this March. For 20 years, the town has been full of construction blockades due to road expansion and expressway construction. In 2005, the university decided to move into the town, and the situation changed. In 2007, the university opened and Mile Post, a café supported by the university and instructed by Professor Mizuno at the Faculty of Economics, opened. At the same time, interaction between the shopping district and students started. Since then, in addition to monthly revitalization conferences, we always meet. We conduct activities supplementing each other. At present, there are 6-8 meetings a month, such as board meetings, revitalization conferences, and part committees. Half of the members join at least one of the meetings. We set the timings considering operation times of members to facilitate their participation. As a communication tool for members, we publish Hibino Shopping District News by fax 1-2 times a month for sharing information.
The association has held study groups from 2003, promoted local resource understanding about Ise Shrine, and clarified the goals of the shopping district. It undertakes cloak service and bench installation. In 2011, it inherited a traditional blade shop without successor, and renovated as an interaction site *Ise Kikuchi*. Such activities have resulted in about 30 shop openings. Visitors have increased much, and the district has succeeded in building an attractive community.

The shopping district is a historical sightseeing-oriented shopping district, formed along the about 400 meters along way between Kintetsu & JR Iseshi Station and the outer shrine of Ise Shrine. While the Oharai-machi in front of the inner shrine revitalized since the *Sengu* of Ise Shrine 20 years ago, the shopping district had decreased visitors since late 1960s, with increasing vacant shops. The shopping district considered the *Sengu* in 2013 as an opportunity for revitalization, and has undertaken various projects from nearly 10 years before.

Local shops owners did not have enough understanding and knowledge about the Ise Shrine, and their hospitality to visitors was not enough. The shopping district reached a consensus for promotion of understanding about the shrine. Since around 1965, increasing people has been visiting the inner shrine, act known as *Kata Mairi*. Visitor traffic difference between inner and outer shrine had expanded, leading to decline of the shopping district. The district widely appealed the importance of visiting outer shrine first. In 2007, the district renamed itself from *Jingu Sando*, its name for over 100 years, to *Geku Sando*. It made a vision for realizing a shopping district taking root in the local community, differentiating from unified old style Oharai-machi in front of the inner shrine. It conducted guidance for sightseeing and Ise Shrine, opening support for attractive shops, cloak services in each shop, installing benches, development and sales of souvenirs titled from myths.

By making efforts to catch the chance of *Sengu* of Ise Shrine, once in 20 years, the decreasing stores began increasing. About 30 new shops have opened in these 3 years (7 shops retreated). People who want to open shops are waiting in line. Many attractive shops such as local food stores and restaurants opening at night have opened, and the district realized the suitable town in front of the outer shrine, the shrine for the god of foods. These restaurants and boutiques shops are popular among local citizens.
The association has executed activities for realizing their future goals. Using the VR system donated from Ise Lions Club, it visualized future images, shared the images, and conducted simulations for effective district building. It undertakes lectures about the shrine, promotion to local inhabitants and children, and for successor education. In operation, JUING LLC plays a role of the association administration and an information and interaction site. The district cooperates with Ise city, Ise Shrine, local chamber of commerce, sightseeing association, and Kintetsu. They cooperate in campaigns for visiting both outer and inner shrines, donation to the outer shrine as the god of foods, and planning and conducting concerts at Magatama Ike in the outer shrine.

An interaction site, Ise Kikuchi

In 2002, when I became the chairman, visitors to the outer shrine decreased the most. The shopping district declined significantly. Towards Sengu in 1993, while Oharai-machi in front of the inner shrine rebuilt the district, our shopping district did almost nothing. We studied about the wonder of Ise Shrine and the outer shrine, thoroughly discussed how to make the god pleased and visitors enjoy, and implemented projects one by one. As a result, visitors praised us that hospitality of Ise is singular. We became more and more motivated. Compared with the traffic of the district in March 2003, that became 2.1 times in 2012, 4.9 times in 2013, and nearly 10 times more in autumn 2013. Shop-owners are very sensitive to energized districts. New shops have increased as a result.

Though our district revitalized successfully, our small district has its limitations. Fortunately there are 10 neighboring shopping districts around the outer shrine (old Yamada), and the total length might be the largest in Japan. We consider naming them Yamada Shopping District, making PR as “Yamada, the town of the outer shrine”. Recently we began to collaborate with young people from each shopping district. We will build 4 more interaction sites like Ise Kikuichi. We aim at realize a town to be said that “I will come to Ise to meet you again”, deepening interactions between local people and visitors.
The shopping district has actively conducted projects for revitalization, such as monthly holding tent market selling local vegetables and handmade foods at the empty parking lot in the district, so that the event can supplement lacking industry of the shopping district. Especially, it holds Echizen Ohno Small Kyoto Festival twice a year, making use of the characteristics of Ohno city as “Small Kyoto”, so that more people will know about the shopping district, while basically targeting at local citizens. Dozens of thousands of people visited the district for the 2 days. The district has succeeded in gathering many visitors from wide areas in short time.

The shopping district is located at the center of town under Ohno castle with over 400 years of history. The district extends for 250 meters from south to north, 800 meters to the west of JR Ohno Station. Many shops have long history. Around the district, there are many offices related with daily life such as financial institutes, post offices, and hospitals. These offices have important positions in the Ohno city center city revitalization basic plan area. For further revitalization of the shopping district as the core of the city, further wider visitor gathering is needed.

Kyoto areas such as Tamba black beans from Sasayama in Hyogo, Jiro Gaki wine from Mori-machi in Shizuoka, legendary rice from Iiyama in Nagano, Yuzu Ponzu sauce from Aki in Kochi. Also there are specialty goods booths for Niigata, Takayama, Seki, and Fukui. The number of booths is over 30 in total, and the booths are built at tents in the shopping district. The district opens booths for selling local specialty goods and local vegetables at the event, making synergy effects for visitor increase.

The shopping district holds Echizen Ohno Small Kyoto Festival in spring and autumn every year. Visitors are 57,000 people in a year, and gathering effect is very high. Visitors include local people, families who hardly visit for shopping usually, and tourists outside the city and prefecture, much contributing to recognition improvement of the district. Also it monthly holds tent markets selling local vegetables and handmade foods at the empty parking lot in the district, so that the event can supplement lacking industry of the shopping district.
The shopping district collaborates with the local chamber of commerce and the city for cooperation in PR and project operations. As for tent market project, it has made the project sustainable by cooperation with local farmers, welfare groups and students.

It is often said that shopping district event projects can hardly bring each shop sales, because events need people for preparation and operation. In our district, members’ burden had increased, as the district declined and the shops decreased. Some members began to say “I want to do my business. We did the events for our business. What is the purpose of the events?” By being occupied with event operation, each shop could not respond to many visitors coming to the district. So we reviewed preparations and operations by board members, for increasing each shop sales while holding events. We succeeded in consolidating with local chamber of commerce and the city, leading to time reduction for preparation and cleaning and to member working environment creation for concentrating on their business.

After the event, our district tends to become inactive again. To make the district always active, we need to increase weekday visitors. With the principle of “prioritize the near shopping district rather than relatives far away”, we aim at realizing a heartfelt, secure, safe and locally committed shopping district. Though we have many problems, we will tackle from what we can. We would like to fill vacant shops and create a communication place, in closer collaboration with community building companies, chamber of commerce, and the city. Recently successors of family businesses renovated and started operations with innovative thinking. As a result, there are more young visitors in their 30s and 40s. Young members intend to restart the youth group activities. We would like to support their activities to realize revitalization of our district.
For building attractiveness of the shopping district with the local resource “movie” as the core, the shopping district installs a full size figure of Daimajin, a hero in a movie, in the district, and provides goods and services related with Daimajin. To involve local mothers for shopping district revitalization, the district opened a community space, cinema kitchen, using a vacant shop in collaboration with local NPO. The kitchen provides heartfelt hospitality as a broad interaction place from families to elder people. The district works on realizing a unique shopping district using local “human power”, in deep collaboration with local groups and volunteers.

Background:
A shopping district in the “town of cinema”

The shopping district is about 600 meters long from Uzumasa Koryuji to Katabiranotsuji. It started as a night market just after World War II, and organized the association in 1971. The location, Uzumasa district, has been a capital of cinema with multiple studios since early Showa period. The district has various episodes about movies. The shopping district had conducted activities with the theme of “movie” as local resources, so that it can regain lost energy due to decreased visitors and increased vacant shops. However such activities did not work enough.

Activity:
Projects to revitalize the district

To involve local mothers for shopping district revitalization, the district opened cinema kitchen, a community space using a vacant shop in collaboration with local NPO. The kitchen sells prepared food and bento, and operates a café. It provides a casual and relaxing interaction place for both families and elderly people. For building attractiveness of the shopping district with the local resource “movie” as the core, the shopping district installs a full size figure of Daimajin, a hero in an old bestseller movie, in the district, and develops goods and services related with Daimajin. The inside layout of the kitchen looks like a small movie museum, making the facility a place to talk and enjoy about movies. Interaction through movies revitalizes the shopping district and the area.

Effect:
A shopping district loved by the area

Cinema kitchen had had about 700 visitors in 2 weeks since the opening. Supported by visitors, the facility has become the core of the shopping district as a communication place. By installing the impactful Daimajin figure, movie fans come to visit the district from far away. Through movie related episodes, users smoothly interact. By the synergy of cinema kitchen and movies, visitors increased 2.5% from last fiscal year. Especially new categories of visitors increased, such as young families and young groups.
Implementation:

Activities beyond positions and fields

NPO raising children is raising parents: Minori no Mori Theatre consist of mothers raising children in their 30s and 40s and has an office in the shopping district. The NPO holds family events and operates cinema kitchen, conducting various activities in collaboration with the shopping district. Young shop owners in the district and local volunteers formed team cinema, doing activities for shopping district activation. Team cinema organized accumulated relationships of the shopping district and universities, students, and local groups as a “team”, connecting the area and the district. Team cinema plays an important role for shopping district revitalization, making innovations for various events of the district.

Basic Data
Address: Uzumahorigauchi-cho, Ukyo-ku, Kyoto-shi, Kyoto
Number of members: 59
Number of shops: 76
URL: http://kinemastreet.com/

Cinema Kitchen, a community space

Key Person
Daiei-dori Shopping District Promotion Association
Representative
Hisao Kobayashi

Overcame difficulties

Our shopping district was once called “Japan’s Hollywood”, but situation has changed through the years. I have been running a business in the shopping district for over 30 years. I have directly felt its prosperity and decline by sights and sales. Just thinking “want to do something”, we had conducted various activities, but we could not gain clear results. I had been in between resignation “there is no way to resist” and will to resist the situation. Lacking of financial resources and “vision sharing” inside the association, we had difficulties in finding innovative ideas and securing active people. Local revitalization NPO and seminars of neighboring universities joined our activities, and enabled activities that can build on the passion of active shop owners. We conducted aggressive projects such as launch of a community café and repaving the road with colors, changing the atmosphere of our district.

Aims at becoming a shopping district full of local people

In many cases landmarks and facilities became the thing that is just there. To make the Daimajin figure and the community facility permanent activation topics, we need to continue the activities with “movie” as the core. However changes are not always welcome. In conducting projects hastily, “vision sharing” of the whole shopping district is difficult. Shops with long history in this district have their own vision to care for. Because we share the passion of wanting to revitalize, we would like to continue efforts to gain understandings of our activities. We would like to build an active shopping district open to the area, supported by the area, with consolidated visions.
Senbayashi Shopping District

(Senbayashi Shopping District Promotion Association)

Osaka-shi, Osaka

FOCUS

Actively publicizes the shopping district, responds to new customer demands, and aims to become a sustainable shopping district

Summary

The shopping district conducts various pioneering projects by its board members, project group, youth group and IT group, involving women and young people. Especially 1000 Piece Project has formed a platform for the fans of the district. The district has played a role of the “shopping district of the area”, going beyond the framework of shopping districts. It conducted 100 yen shopping district for the first time in Osaka City. It frequently holds product fairs and challenge shops at Senbayashi Fureai Kan, a community space utilizing a vacant shop.

Background:

Strives to become the most energetic shopping district in Japan

The shopping district is 660 meters long, between Keihan Railways Senbayashi Station and Osaka City Subway Tanimachi Line Senbayashi Omiya Station. It has had over 100 years of history since Keihan Railways Senbayashi Station opened in 1910. It is one of the most crowded shopping districts in Osaka. It has maintained the policy of coexisting and co-prospering with supermarkets, without rejecting large stores. It has developed through constant competition for improvements. On the other hand, it had problems such as reaction to new customer demands and consumption trends, gathering customer from both local and regional areas, and solution for vacant shops.

Activity:

A spirit of challenge

Responding to new consumer demands, the shopping district conducted 1000 Piece Project as a “FY2012 Shopping District Revitalization Model Creation Project” of National Shopping District Support Center. It aims at increasing fans of Senbayashi through exploring local charms and making PR as a team. It works on gathering customers through conducting various sales promotion project every month, such as 100 yen shopping district for the first time in Osaka City, Senbayashi Kite-na Campaign thorough which the district partially pay the train charge of customers using Keihan Railways. It conducts local community projects such as Senbayashi Fureai Kan, utilizing a vacant shop for events and sales activities.

Effect:

Responds to new demands of customers

1000 Piece Project is in its second year. The shopping district has realized PR activities such as launch of homepage, monthly publication of free papers, holding talk salon (information exchange meeting). 100 yen shopping district has expanded to surrounding 4 shopping districts, has been held 9 times, and has become a main sales promotion activity of the shopping district. Senbayashi Fureai Kan frequently holds product fairs of each area, challenge shops, and exhibitions by students.
All the shops in the shopping district join the union. The union has 192 members, and it divides the members into area groups, 10 groups in total. Each group leader manages and coordinates the group. For specific projects and operations, the union makes project group, youth group and IT groups under board members. Each group mutually collaborates for conducting projects. Successors are relatively many, and young people and women are very active. For implementation, the district closely communicate with local groups, ward office, neighboring shopping districts and neighboring universities, doing the operation effectively in a good mood.

Other shopping districts often amaze at our consolidation and active mind. We have vertical lines from board members to project group for events and youth group for welfare and festivals. We have horizontal lines by dividing the district into 10 groups with group leaders and board members for each group. Requests from the frontline are transmitted to board meeting through each group leader and board member. Human resource is the key to operating the vertical and horizontal lines smoothly. Communication is the key. We do normal things such as discussing, listening to each other and understanding. We do not consider difficult things. I believe that I must spearhead the PR of the district. By showing my leadership first, I will motivate young people. That is the first step for human resource building.

For revitalization of a shopping district, it is important to have people such as challengers who love their shops and the district and who want to change current situation. Just the word of “want to do” is not enough. If the plan is not realistic and prudence is not enough, we judge the person “does not really wants to do”. If we judge that the person “really wants to do”, the whole shopping district supports the project. The generation before us and the generation before them had outstanding vitalities. When we were young at the youth group, we did various things, challenging older generations. Young people “challenge” older people, and try hard what they want to do. On the other hand, older people let them “do as you like”, admitting budget and power to them. This is the Senbayashi style of human resource development. If next generation develops, the next generation of them will follow the way. That is the best way to transmit the shopping district.
Since 2001, the shopping district has conducted *Tame Ten Card Nagata* project, with the concept of “committing to the area and life”. Main characteristic of the project is that customers can exchange their fractional points less than 100 yen in their point cards to cash, so that they can donate the cash to specific local NPO, women’s society, school PTA, etc. Members became over 10,000 in 4 months since the service started. The project has contributed to various local social activities and forming local group networks. The shopping district has become an indispensable core of local activities.

The shopping district started as the district leading to Nagata Shrine around 1920. In 1995, many shops were destroyed by Hanshin Awaji Earthquake. With warm support from local people and efforts of the shopping district, the district realized relatively early restoration. There are multiple shopping districts and markets in neighborhood. It has many daily shopping customers and visitors for Nagata Shrine. After the Hanshin Awaji Earthquake, shops had decreased to 60 from over 100. Neighboring competitors also started their original point cards, and the shopping district needed differentiation.

The *Tame Ten Card Nagata* project has been supported by customers for its system that enabled users to donate parts of points to local groups they direct. This system solved inefficiency of fractional points, contributed to relation building of the district with local groups and schools, and enabled collaborations in events.

The entrance gateway, a symbol of the district

**Summary**

Since 2001, the shopping district has conducted *Tame Ten Card Nagata* project, with the concept of “committing to the area and life”. Main characteristic of the project is that customers can exchange their fractional points less than 100 yen in their point cards to cash, so that they can donate the cash to specific local NPO of their choice. This system solved inefficiency of fractional points, contributed to relation building of the district with local groups and schools, and enabled collaborations in events.

**Background:**

**A pioneer of shopping district rehabilitation**

The shopping district started as the district leading to Nagata Shrine around 1920. In 1995, many shops were destroyed by Hanshin Awaji Earthquake. With warm support from local people and efforts of the shopping district, the district realized relatively early restoration. There are multiple shopping districts and markets in neighborhood. It has many daily shopping customers and visitors for Nagata Shrine. After the Hanshin Awaji Earthquake, shops had decreased to 60 from over 100. Neighboring competitors also started their original point cards, and the shopping district needed differentiation.

**Activity:**

**Solved pointlessness of fractional points**

The shopping district realized its unique point card system, after many discussion about system building and differentiation among representatives from the district and retail markets. Subsidies solved the cost problem. The district built locally contributive systems allowing customers to exchange their fractional points less than 100 yen in their point cards to cash, so that they can donate the cash to specific local NPO of their choice. This system solved inefficiency of fractional points, contributed to relation building of the district with local groups and schools, and enabled collaborations in events.

**Effect:**

**Committed for the area and life**

*Tame Ten Card Nagata* project has been supported by customers for its system that enabled users to donate parts of points to local groups they direct. Members exceeded 10,000 in just 4 months since the service started. The district has continuously improved the systems, and at present users can donate all their points to local groups they direct. The point card project becomes indispensable for realizing commitment to the area and life, the concept of the district, contributing greatly to local revitalization.
In conducting the point card project, the shopping district periodically held study groups. The groups developed into Guujii Kawaraban Kaigi, an information exchange meeting involving various local members, such as retail market, volunteer groups, women’s society, PTA, and welfare councils in addition to the shopping district. The meeting has been held monthly. Such cooperative relationship has enabled sustainable events involving the area.

We are striving to energize the town with the concept of “happy town” leading to Nagata Shrine. On the day of Nagata Shrine Otsuitachi Mairi, various events energize the shrine event. Our shopping district holds Poppen Market. Poppen Laboratory Market is held as an exhibition of various artists such as pottery, woodcraft, bamboo craft, glasswork, and textile. Local confectioners open Nagata Manpuku Chaya with recommended sweets at Sun Doll North Plaza. Through a group for donating fractional points of point cards, Guujii Kawaraban Kaigi, we share the minds for local activities.

Our shopping district is a locally committed district, and is conducting various projects for covering the area. For example, we launched Guujii Service LLP with local commercial groups, for starting a new point card project with further detailed information exchange with customers. Further strengthening Tame Ten Card Nagata, we will start a new card with new functions Manpuku Card Nagata. We will provide further information processing for securing local people security and safety. We will provide safe products by delivery service, securing security and safety for local people. We would like to build a more comfortable neighborhood.
The shopping district launched a council for building an enjoyable shopping district for tourists. The prefecture intensively supported the district, and the whole area has made the project plan. As a result, the district collaborated with Kishu Railways in October 2013, and realized Gobou Jinaimachi Fureai shopping district project, delivering shopping district coupons to train customers. The district undertakes projects connecting sites such as Kishu Railways and shopping district, and for projects focusing on human relations such as welcoming users by hospitality with “each shop service & a guide for history of Gobou” show positive reactions, and some shops began to increase visitors. The district will provide on the train the information about the district and life. If successful the project will further revitalize the area. The district will coordinate with the “old folk house restaurant for job support of handicapped people” by a social welfare entity utilizing a vacant shop.

The association consists of 12 shopping district organizations located at the center of Gobou city. With Jinaimachi, famous for old sights, as the core, the association has developed into a shopping district as a interaction place for local people. Recently the district suffered from visitor decrease due to large store expansion, lack of successors, and increase of vacant shops. Local government and people formed a team for revitalizing the shopping district. The whole area started concrete promotion projects.

For coordinating sightseeing promotions by Gobou city and Gobou chamber of commerce and the shopping district revitalization, the district collaborated with a local rail company Kishu Railways called by the nickname of Rinkou. It started Gobou Jinaimachi Fureai shopping district project, welcoming train customers in the district. Such collaboration between a rail company and a shopping district is very rare in Japan. Users
The association monthly holds councils, designing concrete plans for shopping district promotion. It holds the concept of “project building without depending on subsidies”. The prefecture, the city, local chamber of commerce, and social welfare groups join the council. The council cares for designing plans through gathering wisdom instead of knowledge. The council is going to continue to design new plans, and has elected 5 young members to strengthen the organization. Shopping district promotion needs community building perspectives, and all members recognize the fact. Each member mutually collaborates and conducts projects.

Wisdom rather than knowledge

The association monthly holds councils, designing concrete plans for shopping district promotion. It holds the concept of “project building without depending on subsidies”. The prefecture, the city, local chamber of commerce, and social welfare groups join the council. The council cares for designing plans through gathering wisdom instead of knowledge. The council is going to continue to design new plans, and has elected 5 young members to strengthen the organization. Shopping district promotion needs community building perspectives, and all members recognize the fact. Each member mutually collaborates and conducts projects.

Events dependent on subsidies tend to become temporary and not sustainable. We undertake cost saving and all year operative project building, aiming at shopping district revitalization. At first we launched the council. Nowadays, it is difficult to revitalize a shopping district only by the district. That is why we made the prefecture, the city, and Kishu Railways operating in the area join the council, and considered projects. Council members agreed not to become critics and specifically considering ‘who, where, and what to do’. All members strived to provide wisdoms with high motivations. We struggled mostly in searching solution without subsidies. We begged for related organizations for operation at their costs. For example, I make coupons at my cost, and Kishu Railways lends train and station spaces for free. It was very difficult to build projects without depending on subsidies, but we were able to directly feel that many people were cooperating for us. Especially the fact that we realized sustainable projects not under the control of subsidies was very significant and gratifying for us.

Building a sustainable projects without depending on subsidies

Events dependent on subsidies tend to become temporary and not sustainable. We undertake cost saving and all year operative project building, aiming at shopping district revitalization. At first we launched the council. Nowadays, it is difficult to revitalize a shopping district only by the district. That is why we made the prefecture, the city, and Kishu Railways operating in the area join the council, and considered projects. Council members agreed not to become critics and specifically considering ‘who, where, and what to do’. All members strived to provide wisdoms with high motivations. We struggled mostly in searching solution without subsidies. We begged for related organizations for operation at their costs. For example, I make coupons at my cost, and Kishu Railways lends train and station spaces for free. It was very difficult to build projects without depending on subsidies, but we were able to directly feel that

Aims at building local community

A shopping district is not only a place for shopping, but also the face of the town and a place where local people gather, relax and enjoy. We aim at building a shopping district where local people and tourists can enjoy shopping. We would like to provide safety and security by installing district lights and security cameras.
Shin Tottori Ekimae Area Shopping District

Summary

The shopping district has gradually rebuilt 3 arcades in the district, contributing to forming a sight as a symbolic road in front of the prefectural capital. It introduced LED lights for Ekimae Dori Arcade in 2010 and for Sun Road Arcade in 2013, considering for the environment. It operates and maintains the big roof Bird Hat and the grass place that Tottori city built at Taiheisen next to the district and in front of the station, creating energetic atmosphere through government-private collaboration.

Background:

The many problems of the district

The shopping district is a regional shopping district covering 300,000 people, located in front of JR Tottori Station. In 1971, it became a legal entity as a promotion association. It has worked on its revitalization by environment improvement such as Melodian Road and by various events. However the traffic in the district have decreased in the past 5 years, and vacant shops have increased. In 2011, the district conducted a survey to local inhabitants and visitors, and found problems such as safety and security under arcades and in the district, lack of resting spaces and washrooms, lack in industry variety, and need for more events.

Activity:

Improved facilities and increased events

For safety and security, the shopping district renovated Ekimae Dori Arcade and Sun Road Arcade, maintained and operated the big roof Bird Hat at Taiheisen in front of the station in collaboration with Tottori city, introduced LED for all arcade lightings, and installed security cameras. For events, the district has worked on new projects such as Inaba no Ofukuro Ichi, Ekimae information board, garbage recycle project, and a unique map of area in front of the station. It built resting spaces and public washrooms for visitor convenience. It invited shops of the industries it lacked, utilizing vacant shops. It developed existing events utilizing arcade spaces such as Inaba no Ofukuro Ichi. At Bird Hat, the district has continuously held large events all year round.

Effect:

Invites lacking industries, increasing visitors

By renovating 3 arcades, the shopping district secured its openness and brightness. By maintaining Bird Hat, it stimulated façade renovation of surrounding shops. By installing AEDs and security cameras, it secured visitor safety and security. It planned and operated Bird Hat events partnering with the local government, and the events had 69,270 visitors in 4 months from the opening. Through such activities, the district invited 4 grocery shops that had decreased in the district, and aimed at increasing visitors and their staying hours.
The shopping district has built 3 systems for revitalization: 1. Monthly board meeting for organization management; 2. Promotion meetings of 5 committees; administration and planning, information and culture, commerce and interaction, community building and First Lady (female shop-owner support); 3. Project committees for each project. The district actively develops flexible activities through building project teams effectively involving professionals and advisors from Tottori Prefecture, Tottori City, Tottori chamber of commerce, Tottori SME association, Tottori center city revitalization council, and SMRJ (Organization for Small and Medium Enterprises and Regional Innovation) dispatched professionals.

Member motivation has been decreasing in shopping district promotion associations all over Japan, and probably in any groups and organizations in Japan. Of course it is necessary for all members to consolidate and conduct various projects. However we will not be able to catch up with tremendous business environment changes by such processes. Our association at first strengthened administration, allocating specializing staffs for each event, so that we can smoothly operate the events. Instead of saying “do as you like”, I attended all the committees related with events and revitalization for motivating other members. Though we struggled, all members made contributions beyond expectations.

Mori family, a warlord family in the age of provincial wars, has the philosophy that “three arrows together are unbreakable”. Our shopping district consists of three districts, Ekimae Dori, Sun Road, and Taiheisen Dori. During these five years of revitalization, our district has changed a lot by constructions and renewals. With the three districts as the axes, we have the mission of realizing a town in front of the station, instead of mere districts. Especially Bird Hat is the core project, and we have elaborated for the project by partnering with the government. Many people have used the place, in accordance with the concept, the exhibition stage for all citizens. Given special permission for road usage, we installed tables and chairs on the grass field, aiming at forming “a relaxing interaction space” for citizens to rest. All the members as a team will continue to change the district as a new area in front of the station.
Triggered by arcade renovation problem, young successors of the shopping district were activated. In 2011, they launched a community building company, working on reducing vacant shops and for event projects. The company conducts events and district safety and security activities in collaboration with NPO and volunteers. It designed a local shopping district revitalization plan by Local Shopping Mall Revitalization Act. It has realized an innovative shopping district by renovating its eco-friendly roof greenery arcade and by installing large displays for information distribution.

In 1933, the district was born and developed by reclamation of Wadamigawa River and by bridging of Shin Ohashi. It is a locally committed shopping district with the area along the Shin Ohashi Dori. It became a legal entity as a promotion association in 1970. It neighbors JR Matsue Station and is located next to Iseymia, the largest amusement area in San-in area. Over 60% of shops are restaurants. Through survey to local people and visitors, the district found that most opinions want a light, safe and clean arcade district, and want a comfortable space for women and elderly people. Provision of secure and safe environment and interaction places emerged as their concern.

In 2011 the shopping district was certified for local shopping district revitalization project. The district renovated arcades and installed security cameras, realizing a walking space that everybody can walk with safety and security. It changed the Suzuki Matsuri, a sacred event at Mefu Shrine, into an enjoyable event for all age group. The event has taken root in the area as an interaction event. It has held couple matching events making use of the location of Iseymia and local sake. The event is popular among women as a unique event of the district. To reduce vacant shops, the district started the tenant-mix project using subleasing methods. The atmosphere of the district has changed by the opening of 5 unique shops such as a local-production local-consumption original Japanese restaurant and a café with house roasted coffee.

Newly renovated arcade has greenery over the roof, the first case in Japan. The arcade is high and open, providing light, secure and safe spaces. Synergized with original events, the traffic and female percentage has increased, according to the most recent pedestrian survey. More families visit the district than before.
Isemiya Kaiwai Genki Project, the community building company launched by young successors in the shopping district, becomes the core. Together with other shopping district members and young shop-owners around the area, the company develops projects such as area watching and events. As for new projects, it collaborates with NPO Matsue Mahizukuri Juku and a women’s circle that is knowledgeable in history, as well as temples and shrines. NPO acts as a coordinator among landowners of vacant shops, the shopping district and the community building company. The meetings are smoothly conducted. The group is discussing about appropriate rent fees. As shopping district grow active, mutual communication among members deepens, leading to active cooperation.

The shopping district is located on the west of Isemiya area, the largest night life area in San-in area. Many restaurants exist around the area. We always collaborate with restaurant owners in such areas. The fact enabled incorporating various unique thoughts, leading to events using sake in Shimane and wedding promotion events. Around the shopping district, there are elderly people and young people who moved in for business recently. Both group inevitably have different ways of thinking, and have difficulties in mutual understanding. We restored En-nichi at Reitaisai of Mefu Shrine, which has been lost for dozens of years. We perform Izumo Kagura in the shrine, provide children playing fields, and build systems for interaction between elderly and young people.

We renovated vacant shops incorporating subleasing methods, and invited industries, which we did not have previously, as tenant-mix. We aim at increasing young women and other local visitors in the daytime through this project. Matsue city has 40-50 thousand visitors for large conventions. We will visit the convention hall and make PR activities, so that the visitors will come to consume at Isemiya area including our district and other shopping districts in Matsue. We will start a homepage Matsue restaurant hospitality guide, so that convention visitors can easily access and use local restaurants. Through the two activities, we will explore new visitors to our district for revitalization. We aim at becoming a model case for arcade roof greenery as the first case in Japan.
Tenjinmachi Ginza Shopping District
(Tenjinmachi Ginza Shopping District Promotion Association) Hofu-shi, Yamaguchi

FOCUS
Collaborated with young shop owners and local high schools and developed original events with the theme of “Shiawase Masu” (happiness increasing), realizing shopping district revitalization

Summary
The shopping district provides “hospitality” to citizens and visitors. For example, in the nickname of Shiawase Masu Dori (happiness increasing district), the whole shopping district celebrates wedding couples at Hofu Tenmangu. The district develops sales trainings jointly planned by young shop owners and high school students, and challenge shops, public service facility and nursing, welfare and care facility, utilizing vacant shops. It aims at becoming a “compact shopping district” open to and loved by the area, through all year events and projects making use of local traditions.

Background:
Struggle in difficult business environment

The district has been a locally committed shopping district, developing as the town leading to Hofu Tenmangu, one of the three most famous Tenjin Shrine in Japan. It is the only shopping district with arcade in the city. It plays a role of main hall for various events all the year. On the other hand, it had many problems, such as decreasing visitors, aging owners, and lack of successors, like other center city shopping districts in other areas. Business and event management of the shops in the district is gradually becoming difficult.

Activity:
Collaborated with local high school students, and young members joined

As a solution for the problems, the district started sales training for high school students who use the shopping district. Students joined shopping district activities as classes. Local people and shop-owners gradually understood more about high school circle activities and events. Shopping district members began to cooperate with students. The activity have now developed into following projects. High school student and local young shop owners jointly plan “hot shops”. The shopping district holds high school cultural festival Tenjin Machikado Festa. Many citizens highly evaluate these activities. For event sustainability, plans and supports form energetic young shop owners, high school students and citizen volunteers are necessary. From these plans, a 3-parted series fun event Owarai Taiso, Owarai Sansho and Owarai Competition was born, referring to a unique and traditional festival of Hofu, Warai Kou.

Effect:
Collaborates with welfare and care services

Through such activities, the shopping district realized creating traffics and revitalization, but vacant shops remained. For further strengthening community function of the shopping district, the district conducts following projects, aiming at “warm shopping district building for elder people, including shop owners in the shopping district”. At first, the district invited welfare and care service facilities such as small-size multi-function house care and pay nursing home, nursing salon and local comprehensive support center to vacant shops in the district. It is considering new project development through collaboration of the district and welfare and care service functions.
For implementation of various events, 5 parties, local companies, educational institutes, the city, Machizukuri Hofu, and young shop owners consolidate like the plum crest of Hofu Tenmangu, enabling welcoming many visitors. In addition to shopping district organization under the chairman, Wakachiai, formed by young shop owners of each shopping district, proposes new shopping district revitalization projects.

Our shopping district has long prospered as the town leading to Hofu Tenmangu. Due to large store expansions, the district has problems such as decreased visitors, lack of successors, and increased vacant shops. Due to aging shop owners, various event operations became difficult. To revitalize our district, we considered that collaborations and power of young people were necessary. We strived for building systems where 5 parties, local companies, educational institutes, the city, Machizukuri Houfu, and young shop owners consolidate to support community building of Hofu and events in the district. We aimed at educating commercial high school student in the city, jointly developing and growing both our district and the students. We actively accepted high school students for sales training and product development, making them understand each shopping district and their products.

26% of Hofu city is elderly people, and will continue to have more and more. Our district is trying to achieve “warm shopping district building for elderly people”. Utilizing existing welfare and care facilities and Hofu Showa Kan, we would like to provide barrier free environment and community places, so that more elderly people can use our district. Also we would like to further deepen interaction with high school students, and support young people who will lead the area in the future. In addition to being a shopping place, we would like to play the roles as a place for everybody to use with security and safety, for information distribution, and for interaction of wide generations from children to elderly people. We would like to aim at becoming a “compact shopping district” accumulating active shops and talents beyond the framework of a shopping district.

For further new projects

实施：

实施各个事件时，5方、当地企业、教育机构、市、町田，以及年轻的店主共同集结，如隶属于广岛十文苑的梅枝，使得吸引许多游客成为可能。除在主席的领导下，Wakachiai，由每个购物区的年轻店主组成的组织外，还提出了新的购物区复兴项目。

我们的购物区长期以来一直是广岛十文苑的镇区。由于大型店铺的扩张，地区面临游客减少、缺乏接班人和空置店铺增加的问题。由于老龄店主，各种活动的运营变得困难。为了复兴我们的地区，我们考虑到了年轻人群的合作和力量的必要性。我们努力建立系统，5方、当地企业、教育机构、市、町田，以及年轻的店主共同支持广岛的社区建设以及该地区的活动。我们旨在教育商业高中学生在该城市，共同开发和成长的我们地区的和学生。我们积极接受高中学生进行销售培训和产品开发，使他们理解每个购物区及其产品。

26%的广岛市是老年人，未来会越来越多。我们地区正努力实现“为老年人打造温暖的购物区”。利用现有的福利和护理设施以及广岛昭和馆，我们希望提供无障碍环境和社区空间，以便更多的老年人可以使用我们的地区。此外，我们还希望进一步深化与高中生的互动，并支持将领导该地区的人的年轻人。除了作为购物地，我们希望扮演为所有人们使用提供安全和安全，分发信息，以及不同年龄段的广泛世代从儿童到老年人的角色。我们希望能够成为一个“紧凑的购物区”积累活跃的店铺和人才，超越了购物区的框架。
Utilizes dead spaces of existing shops for supporting people who wants to open a new shop. Challenges incorporating new industries and developing new customers

Summary

By jointly planning and conducting projects with local citizens in addition to shop owners, the shopping district increases active members, increases ideas, challenges innovative projects, and is beginning to revitalize.

Background:
Needed to start projects for revitalization

The association consists of 7 shopping districts in the center of Kanonji city. It has developed as the center of western part of Kagawa prefecture. Around the district, there is the 68th Jinnein and the 69th Kanonji of Shikoku 88 Sacred Places. The district has a huge sand picture of Kan-Ei-Tsu-Ho. A lottery shop in the district is known as a fortune spot, because it made a 1.6 billion JPY prize winner. On the other hand, due to area’s population decrease, lack of successors, and suburban shop expansion, the number of shops had decreased to about 150, and the total sales of the district had decreased to 1/3 of the peak. To revitalize the shopping district, it started Kanonji Machinaka Kassei Project Re:born.K from FY2011.

Activity:
“Machinaka Kassei Project Re:born.K”

As for information distribution projects, the shopping district utilizes Twitter and Facebook and operates a local information USTREAM program Koyoimo Hajimari Mashita, from 20:00 of every 1st and 3rd Wednesday of the month, for PR of products and event visitors. In 2013, the district holds Machizukuri Summit gathering community building related people all over Japan, strengthening cross-regional collaborations and information distribution. As for vacant-shop utilization projects, the district renovated vacant shops as spaces for various community groups. It holds various events such as public viewing, exhibition, beer garden, and product fair. SHOP IN SHOP project since FY2013 makes shop space in dead spaces of existing shops, supporting people who want to open new shops. New shop-owners can reduce initial investments, connect to shop owners and customers, and take root in the shopping district. Existing shops can enhance the charm of the whole shopping district by incorporating new industries, and can invite new range of customers by the new shops, leading to new customer development. At present, there is an octopus bento shop by an octopus fisher inside a shop for spectacles and hearing aids. There is a bread making seminar inside a kimono shop. By various combination and collaboration, communication with new customer segments has increased.

Effect:
Making places that anyone can use freely

Through the sales increase by product PR utilizing SNS, SNS users have increased and information distribution skills of each shop has improved. USTREAM had been done in a conference room, but criticized as being closed and hard to join. The district renovated a vacant shop into the USTREAM studio, so that pedestrians can see the distribution scenes and everybody can enter freely, leading to increased
participants. *SHOP IN SHOP* makes each shop customers mutually visit, increasing visitors as a synergy effect. The district is going to enhance recognition by producing a pamphlet explaining merits for member shops and new shop-owners.

**Implementation:**

Realized new development through collaborations

In addition to shop owners, government and chamber of commerce, the district jointly has held workshops with local citizens. It holds projects based on the ideas in the workshops. Members from nursing and music NPO and Kagawa University students have increased. The district has realized projects which shop owners cannot do on their own, such as preparing nursing rooms at the events and holding *Machinaka Shimin Musicals*. The district allocates young shop owners as project facilitators, building an environment that local young people can easily join. As a result, the district can develop projects with unprecedented, flexible, and innovative ideas.

**Basic Data**

Address: Kan-onji-cho, Kan-onji-shi, Kagawa  
Number of members: 154  
Number of shops: 179  
URL: http://www.reborn-k.net/

**Facilitated projects of young shop owners**

Because 7 shopping districts cooperate for projects, we begged young people in each shopping district to become facilitators for each project. Because the workshops included local citizens, facilitators struggled for coordination of various opinions at first. Through each facilitator accumulating knowledge by trainings and experience, facilitators became able to coordinate various opinions. They created SNS utilization well incorporating flexible ideas and new usage of *SHOP IN SHOP*. We struggled for acquiring understanding for SNS usage.

Sales increase through product PR by SNS has made more people feel the potential of SNS utilization. Motivation for SNS utilization has drastically increased. SNS users are increasing, including elderly shop owners.

**Aims to become a platform in the city**

We want to make our shopping district as an interaction platform gathering people. Through jointly planning and managing projects with various people, we would like to increase people who use and enjoy our shopping district. *SHOP IN SHOP* project provides places for people who want to open new shops. Vacant-shop utilization project provides places for various communities to hold activities in the city. We would like to continue to prepare such gathering places in the district, distribute information of projects and the city via digital and analogue media, publicize our district to more people, and increase interaction and population.
Summary

3 shopping district promotion associations jointly renovated the sight of the whole shopping district about 10 years ago, with the concept of “district full of culture”. They concluded a common agreement for maintaining shopping district scenery. Each shop business is regulated by the agreement, but they have obeyed that until now and though some tenants changed, there is no vacant shop. The district has actively cooperated with local commercial high school external educational activities since 2006. It has been awarded by Matsuyama chamber of commerce as a model CSR activity.

Background:

Abundant local resources

On both sides of the 2-lane one-way road, the 500 meters long district accumulates various unique shops such as antique shops, kimono shops, art supply shops, futon shops, and Japanese musical instrument shops. Around the district, there are sightseeing spots related with a novel Saka no Ue no Kumo, Matsuyama Castle Ropeway Station, and receives many visitors. With the concept of “district full of culture” emphasizing cultural elements, the district renovated pavements and shop façades. Since then the district has actively held events, prospering as a locally committed shopping district. Current problems of the district are maintenance of scenery and further development of the “something” for attracting visitors.

Effect:

Conducts renovations for events

Just after renovating façade of the shopping district, it started gathering events actively. These events become interaction places among shop owners, local commercial high schools and girl's high schools. Through renovations and events making use of local resources, youth-oriented and high-sense tenants open in the district, and the district maintains no vacant shop status. Through continuing such projects, the district is becoming a shopping district with local young couples in addition to tourists.

FOCUS

3 shopping districts conclude an agreement, maintain local scenery, preserve historical facilities, and gather visitors

The shopping district focused on its role as the shopping district in the center zone of Saka no Ue no Kumo Field Museum Project by Matsuyama city, and renovated its scenery as a “district full of culture”. This fact has changed the situation. At present, many new tenants sympathizing with the district concept has been opened. In the last 5 years, 1/3 of the tenants have changed and none left vacant. The district association instructs shop rules, like how to display labara and boards, for new opening tenants, maintaining the attractiveness of the shopping district.
As the shopping district in the center zone of Saka no Ue no Kumo Field Museum Project, the district has worked on its sight renovation in collaboration with the city. It actively develops events at renovated scenery. It actively involves its women’s group, local commercial high schools and girl’s high schools.

After renovating façades, our images have clearly improved. However, consumption activities and visitors have not increased. This is what we want to concentrate on most, and we had explored for solution for a long time. Fortunately there is no vacant shop at present. New shops are more youth oriented. We thought of holding events by making use of such new sense and attractiveness, and by utilizing characteristics of the shopping district. All of us discussed, shared burdens, and conducted about various agendas such as collaboration among board members and each owners, attractive event contents, tourist approach methods, collaboration with Matsuyama Castle, and traffic regulations.

Though we are located at a sightseeing spot, most tourists stay the night at Dogo. That is why we need systems to make people stay and consume. In addition to information distribution of the shopping district, we will try to distribute attractiveness of each shop. We would like to build systems that each owner and board member strengthens collaborations and make various opinions for plans and renovations, and that our association support such projects. With “handmade”, the basic concept of Shiroyama Monzen Matsuri, as the keyword, we, the whole district, will continue to conduct various activities. We will recheck social problems such as safety and security, for realizing a district that is more than about beautiful scenery. We would like to build a district that everybody, including local companies and schools in addition to our district, each shop and visitors, can join and enjoy.
Tenjinbashi Shopping District
(Tenjinbashi Shopping District Promotion Association) Shimanto-shi, Kochi

FOCUS
Providing vacant retail premises to would-be entrepreneurs, promoting local revitalization

Summary

The shopping district actively makes use of challenge shops subsidized by Kochi prefecture. The district actively educates would-be entrepreneurs and decreases empty shops. 2 of 3 graduates opened their shops in the district. It actively develops events for securing visitors and creating energy all year round, such as one-coin shopping district project. It conducts projects with hospitality and local originality such as delivering location site map of a TV show late blooming sunflowers and guiding visitors. It has become a role model for shopping districts in the prefecture.

Background:
Treasures human relations

The shopping district has the only arcades in the Shimanto city in Kochi prefecture. The city is called as Small Kyoto Nakamura with rich green nature viewing Shimanto River. The district is loved by the citizens, called Ichijoko-san. It is located next to Ichijo Shrine with tens of thousands of visitors every year. While carefully maintaining sophisticated history and culture, and human relations that is being lost in large cities, the district has been prospering by developing various locally committed events as the core shopping district in the city. At present, the district and local government is discussing about effective use of a former bank in the center of the shopping district. On the other hand, survey results included “lack of parking lots”, “lack of shops”, “large suburban shops are attractive”, and “product variety is not enough”. The district needed to come up with a solution.

Educated challengers

The challenge shop project gathered would-be entrepreneurs from wide area of western part of the prefecture, and educates the challengers in detail. The district provide vacant shop data in the center shopping district with pictures. The district contacts with landlords and negotiates about the rent, contributing to vacant shop elimination. One-coin shopping district project is a project only in the western part of the prefecture. The project leads to visitor gathering from wide area, as well as Okami-san Matsuri and Sunday Market under the arcade. As for TV related projects, the district collaborates with neighboring shopping districts, and provides information about filming sites to visitors in detail, with hospitality and local originality.

Shops by challenge shop graduates

2 of 3 graduates from the challenge shop project opened their shops in the district, reducing vacant shops. In addition to gathering challengers, the district advertises shops for the whole area, improving recognition for the shops and the district. It works on gathering more people by collaboration such as events with local festivals and new plans based on reviews of past events. As for TV related projects, in addition to showing hospitality to visitors, the district requests production companies to make additional episodes and
to re-broadcast, in cooperation with the prefecture and the city.

Implementation:
Collaborates with various entities

As for challenge shops and TV related projects, the district closely collaborates with prefecture, the city, local chamber of commerce, and strives for effective and efficient operation, gathering challengers and advertisement. Vacant shops drastically decreases by challenge shop graduates and other new shops. As for events, Okami-san Matsuri by women group shared roles so that no specific board member had all the burdens. The district cooperated in holding Yosakoi event by the youth group of chamber of commerce, for the first time in the western part of the prefecture. The district utilizes subsidies from the prefecture and the city, so that the association burden will not increase.

Basic Data
Address: Nakamura Tenjin-bashi, Shimanto-shi, Kochi
Number of members: 35
Number of shops: 36
URL: http://tenjinbashi.web.fc2.com/

Signatures on petition for next episodes reached the goal

In this fiscal year, in addition to challenge shops and sunflower events, we conducted arcade interaction space building projects utilizing Machizukuri subsidies, such as introducing LED lights, all night lightings using solar panels, and security cameras. Utilizing Nigiwai Subsidies, we conducted a shopping district tour project Eimon project for people living and working in the neighborhood. Through such many new projects, we think we improved our images and made the first step for revitalization. We are considering how to create a space of spending time for tourists in addition to local people, so that people will think of coming to Tenjinbashi not necessarily with shopping purposes. Our shop owners are aging. We would like to prepare beforehand and respond instantly, even if some shops closed, so that the space does not remain vacant for long. To maintain our shopping district, we need variety, changes, and comfortableness.

Aims to become a comfortable space

FY2013, we had many revitalization plans on the menu, but we made activities a bit too much. Since massive sales stores opened in 1998 and 2001, traffic had drastically decreased, because major tenants moved into suburbs. We needed to fill the vacant shops before all else. Then the TV show Late Blooming Sunflowers came to us, and we gained attractive revitalization tools such as Nigiwai Subsidies and Machizukuri Subsidies. Because we applied for everything, burden sharing was complicated. We suddenly had to start addressing the many tasks created by the show. We had too many things such as making location site maps and gathering signatures for petitioning for next episodes (40,010 was the goal), and holding sunflower products exhibition.

Conducting projects as a team

Key Person
Tenjinbashi Shopping District Promotion Association
Representative
Yasuo Kuniyoshi

Implementation:

GANBARU Shoppin Districts 463
Renovated empty building and secured well-known tenants, increasing visitors by improving convenience, revitalizing the community

Summary

The shopping district and a community building company jointly renovated a long-empty 4-storied building into a tenant building. The community building company rented the whole building, and developed subleasing business with tenant gathering and management service. With famous commercial tenants in the building, visitors increased and the community building company secured sustainable rent fees. An NPO on the 2nd floor runs a temporary nursing room Mamatomo Uomachi, supplementing nursing function that shopping district lacked.

Background:

Needed to solve “decreased attractiveness of district walking” in the city center

The shopping district is a main district running from south to north, at the city center of Kokura district, the center of Kitakyushu city. It has long prospered as a regional shopping district for commercial accumulation of the area. The district undertakes innovative projects such as joint arcade connecting with Uomachi Icchome shopping district on the other side of the national road above the pedestrian pass on the road. Traffic and sales had been decreasing on the other hand. The district needed to make visitors consume, and stop local people shift to suburban shopping.

Activity:

Sought to restore long-empty building “that can only be used as a whole” in the city center

In FY2012, the association and Kitakyushu Machizukuri Ouendan jointly utilized the Local Commerce Revitalization Project Subsidies of the Ministry of Economy, Trade and Industry, and started tenant business for renovation of an empty building. The building gained an import food shop on the ground floor, a multi-generation interaction facility on 1st floor, a multi-purpose hall on 2nd floor, and Kitakyushu Machizukuri Ouendan on 3rd floor. With a famous shop on the ground floor, the district received new visitors, and the company gained stable rent income.

Effect:

Transformed the building into Uomachi Shopping District Multi-Generation Interaction Facility, reflecting local demands

The project installed multi-purpose washrooms and breastfeeding spaces, solving previous lack of facilities and enhancing customer convenience. An NPO on the 2nd floor runs a temporary nursing room Mamatomo Uomachi. The project built a community space for local circle activities and interaction, increasing visitors other than shopping customers. Specifically there were 1,286 Mamatomo Uomachi users in September 2013, 4 times more than when it opened in September 2012.
As for supporting systems of the district, there are Kitakyushu city, Kitakyushu chamber of commerce, NPO and universities in addition to the community building company Kitakyushu Machizukuri Ouendan. Specifically member groups mutually collaborated to organize Kokura Shoku Ichi Shoku Za, a food event by Kokura Chuo commerce association, with the shopping district, neighboring shopping district and large stores as members. In FY2013, the district utilized the Local Commerce Revitalization Project Subsidies of the Ministry of Economy, Trade and Industry, and held Uomachi Kodomo Matsuri and Machi Zemi in collaboration with Kitakyushu Machizukuri Ouendan. The district closely collaborates with various related organizations for revitalization projects.

Uomachi shopping district decided its nickname as Uomachi Gintengai based on public opinions. We are the origin of many Gintengai all over Japan. We were the first in Japan to build arcades on a public road in 1951. In this empty building renovation project, we took a long time for coordination such as long-term renting of the building and leasing tenants. By succeeding in finding the core tenant and Mamatomo Uomachi, we gained new visitors. For further convenience for visitors, we are conducting various pioneering projects such as joint arcade Uomachi Eco Roof, introducing IC point card UOCA, wireless LAN network in the district, and district information distribution by 100 inch large vision.

Kitakyushu city designs a city renovation vision Kokura Iemori Kousou at Kokura central district where our shopping district is locate, making analogy to Iemori, work of landowners in Edo period. Since 2011, the city has held renovation schools every half a year. Renovation means repairing idle real estates, adding new function and value-added and renewing land and building. The renovation schools gather students from all over Japan, and hold 4-day workshops using real vacant real estate as the material. Students make presentations to real estate owners at the final day. If the owners like the plan, the plan will become a business. This empty building revitalization project became the 1st project as business. In collaboration with local people and related organizations, we would like to contribute to Kokura development as a regional shopping district, through matching real estate owners and business owners, and holding attractive events.
The association supports healthcare promotion and network building of citizens by making use of local features such as history, culture and medical institute accumulation. Notably, Tekuteku Arukou Shopping District, aiming at local revitalization by supporting healthcare promotion of citizens, is a pioneering project, gathering attention to the shopping district. Rate of vacant retail premises decreased from over 25% to 18%. Continuous community building begins to show result.

The association consists of Honmachi 1, 2, 3-chome, Toricho shopping district. These shopping districts are located at the center of Yatsushiro in Kumamoto. They have long developed as the castle town of Yatsushiro. Recently 2 large shopping centers opened, and changed business environment for the shopping districts. The association strives for continuous community building based on certification of Yatsushiro city center revitalization basic plan and project plan by local shopping mall revitalization law, and for organizing event projects. They are befriended as local conscious shopping districts.

When the districts began to consider the project of healthcare promotion using pedometers, no other shopping district had ever made such project. During discussions, they found temporary project cases, but they thought temporary projects would not lead to real healthcare promotion and decided to focus on a year round project. For the main purpose of visitor and sales increase, the districts made systems for shopping district revitalization such as a system that only allowed users to input data at the districts, a system that users can win coupons by pedometer rankings, and gathering and introduction of shops that users can get gifts just by becoming a member and that users can have discounts every time they come to measure. In the half year of project period, the district made a good start, gaining 130 members. The healthcare promotion support project named Tekuteku Arukou shopping district took a bit time to be understood. By having pedometers, members became conscious about walking, and they really reduced their weights. Some members made “stair climbing” groups. This project began to gain attention in various scenes. In this fiscal year, the association actively developed projects for increasing members, such as holding health seminars, displaying the distance from the end of the district for the use of walking courses, making walking maps and guidebooks, and gathering members to join walking competitions.
The association meetings include observers from chamber of commerce and Yatsushiro city. They have coordinated from the planning stage of projects. As for Tekuteku Arukou shopping district, the association collaborates with health fair execution committee that has held health fairs, a project for preventive medicine, at Yatsushiro for over 30 years. The committee advises about projects, and dispatches lecturers for health seminars. Many shop owners become board members from their 30s, acting as the core of the shopping districts. The districts widely open project participation in collaboration with educational organization and students. Each shopping district has Okami-san Kai, and these female organizations coordinating with one another. As for other projects, the association widely interacts with various NPO and volunteer groups related with community building.

While healthcare-commerce collaboration is gaining attention, our shopping districts had planed of using healthcare promotion for shopping district revitalization, but the plans were never realized. Our chairman asked us if there was anything we can do using pedometers, and together with town chairmen and city office staffs, we came up with Tekuteku Arukou Shopping District. It was planned in no time, but acquiring the understandings and cooperation from over 150 shops became rather difficult. We struggled most on building consensus. In the first year, some shop owners could not fully understand and criticized. We have gradually improved the plan reflecting member voices and claims. At first, the media did not pay attention to our project because it was not worth the look. After a year, they began to be interested, and now our project is broadcasted nationwide. We believe the project is still growing and has many more potentials.
The shopping district sets the theme as “district building with mood”, aiming at becoming a next generation shopping district. It defines its role as “a place for interacting with consumers”, and launches local community place utilizing a vacant shop. The place has over 10,000 visitors a year. It is used as a place for local circle activities and interaction, in addition to being a resting place for shoppers. 9 young artists are also utilizing vacant shops as their atelier. 12 shops including restaurants have newly opened and are successfully reducing vacant shops in the district.

The association was formed by Furumachi shopping district promotion association and Takada city Chuo shopping district promotion association merging in 2006. It is located in a historically rich quarter at the center of Taketa city. It has actively conducted events, popular among local people as the locally committed shopping district. Despite having held massive events such that gathered 100,000 people in 3 days, the district was not awarded a lasting economic effect. It was left with challenges such as coming up with a clear vision of its future, elaborating the attractiveness of individual shops, and filling vacant premises.

There was no shopping district community facility in the area. The shopping district launched Seiwa Kan and Shoei Kai with health consultation and resting functions, utilizing vacant shops. It built Yoroue facility for local people interaction, removing disparities between local people and shoppers. As a result, the facilities secure over 10,000 visitors a year. They are used for local circle activities, events, and interactions, in addition to resting place for shopping. The district invited 9 artists and 12 restaurants, utilizing vacant shops. It has established a shopping district that is enjoyable for a simple walk as an emotion arousing castletown.

By launching community facilities such as Seiwa Kan in the district, many local people joined local circle activities and events, contributing to revitalizing the shopping district. Recently young owners open shops such as café galleries incorporating art, bread factory, and bamboo craft shops. Vacant shops decreased from 31 in 183 five years ago to 20 in 142. Government responded to the movement and launched a community hall and a new library, and started to invite artists.
Several youth group members of the shopping district periodically holds study groups. Their collaboration and interaction with young new workers result in producing able successors. The district plays a center role of designing central quarter revitalization vision and community vision. As it had been concerned in reducing the unoccupied shops, the association felt the necessity to discuss with landowners, filling the gaps between their thoughts and ideas, to work hand in hand on revitalization. As a result, they hold symposiums discussing how to go about interacting with young owners and artists and building the future of shopping district.

Tanabata Yoichi had its peak in Showa period with crowded shops. We reused parts of Take Kusudama, ornament of the festival, no longer used, and made Take-Hotaru in cooperation with Oita Prefectual College of Arts and Culture in 2012. Take-Hotaru, which brightly lights river banks of Inaba River in front of Bungo Taketa Station, is supported by many things. One of which is a project with over 50 years of history, called the Friendship Hotaru Sending, for which we conducted river cleaning activities and through growing and protecting Hotaru, interacted with people from large cities. Also, the citizens who took part in protecting mountains by Takeraku and bamboo utilization activities were essential. By the flood of that July, Taketa city and neighboring Hita city and Nakatsu city were heavily damaged. By the East Japan Earthquake in 2011, Sendai city, a sister city of Taketa city, and many surrounding areas in Tohoku were unprecedentedly damaged. So we opened Ganbarou Kan for supporting the stricken areas, utilizing a vacant shop. We faced many problems in procuring goods from Tohoku, such as transportation costs and product life, but we worked to energize these stricken areas.

We are considering next steps. Aizen-do in Hachiman-yama at the center of the town for generations has been the praying spot for Nakagawa family, lord of Oka Domain. It is the oldest temple in Taketa. Because there are many Buddha statues, the “power of prayer” is outstanding. It has protected the peace of the town. Recently it is gaining attention as a “power spot” by citizens and tourists. We would like to have people visit the town to pray for finding partners, prospering in business, passing the entrance exam, maintaining health and safety for family. We believe that our district will develop together with the wishes of the people.
Takanabe-cho Shopping District

(Takanabe-cho Machinaka Revitalization Association) Takanabe-cho, Miyazaki

FOCUS

Generation shift to young owners, revitalizing shopping district management, and contributing to area development through new projects

Summary

The shopping district renovated Machiya style buildings such as Takanabe Machiya Honten, the shopping district’s activity site. This Machiya project along with Noren project, making of original store curtains, and Akari project, installation of lanterns, give the district a uniform look and help bring about the historical and cultural feature of the district. As a result more shops are being opened, leaving limited vacancies. Other projects to enliven the district such as periodical markets and Machi-Zemi and development of local product using the specialty cabbage also gather much attention from across the prefecture.

Background:
Building a community with deep ties to the local area

The area once had developed as the castletown of Takanabe domain. The four shopping districts of the association located around Komaru region, which long prospered as a shopping town, in 2007 were down to 96 shops. Through activities to renovate appearance of the shopping district, it has now recovered to 103 shops. In continuing collaboration with local people, the association aims to build a more locally committed shopping district.

Activity:
Four projects to a modern castletown

The association launched four projects in FY2009 to realize a district “enjoyable simply walking around” and filled with “new energy”. Noren project unified the townscape of the shopping districts spreading in all direction with use of shop curtains. Akari project installed lanterns that act as art display in the daytime and actual light illuminating the district at night. Machiya project renovated old houses and vacant shops in the district to awe-inspiring Machiya style buildings.

Effect:
More shops joining the Machiya style shopping districts

Independence Event project held periodical markets and developed new products for revitalization.

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Building a community with deep ties to the local area

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The association mainly consists of young members in the 2nd or 3rd generations who have been members from the start. Still in their 30s and 40s, they will continue to lead the association. All these members are also in organizations such as local fire brigade and chamber of commerce youth group and have broad network. Many owners in the districts have also been members of such organizations. They meet almost every day, and are quick to respond to anything. At present the association positions Takanabe Machiya Honten as its core business. It has had close relation with the town government. In FY2013, it held Akari project inviting 5 domestic artists for public production subsidized by the town, and erected 5 new lanterns in the districts.

That was how we built the basis of conducting various projects. Looking back, I believe this is why this association was able to continue to operate even after subsidy ended.

We turned the shopping district itself into a device to gather people by focusing on its townscape. Takanabe-cho prospered as castletown of Takanabe domain from Edo period, but there remains very few old buildings to be called a Jokamachi. So we came up with the theme, Neo-Jokamachi. We made full use of anything remaining of the past and created the missing components with a modern touch. We did various things, such as making original shop curtains, installing highly artistic stone lanterns, and making townscape guidelines. In April 2012, we opened a product shop Takanabe Machiya Honten renovated from an old folk house in the center of the district. With assistance from the government, more shops have been renovating their shops to Machiya style. We will continue to further energize the shopping district.
Sakaemachi Ichiba Shopping District
(Sakaemachi Ichiba Shopping District Promotion Association) Naha-shi, Okinawa

FOCUS
Conducting various events with participation of women and young people, securing unwavering robustness in the shopping district

Summary

The shopping district has a theme to be the market place “friendly to both people and environment”, aiming for a sustainable management. It has held “Sakaemachi Ichiba Yatai Matsuri” on last saturday of the month from June to October every year since 2007. The event has 500 to 700 visitors each day, and the number has been increasing each year. The event has become a place for local visitors and tourists to interact. “Obaa (grandma) Rappers”, formed by women working at the market, and other musicians gather to support the festival, gathering visitors to and revitalizing the market. Consequently succeeding to stop the waning of the district.

Background:
Town with nostalgic feel of Showa

The market was built during restoration after World War II, and appears to this day unchanged. It became a legal entity in 1985. It has developed as a locally committed shopping district with many small shops in a small area of 4,400 Tsubos. Although the district has been on the decline and faced redevelopment plan due to the introduction of large supermarkets, efforts for revitalization through music and other activities brought back the liveliness.

Activity:
Revitalization by emphasizing its attractiveness

The district holds stages for music and dance events, “Sakae Ichiba Yatai Matsuri”, on every last Saturday from June to October every year, launching special stages on the district, with help from many volunteers. The “Obaa” trio, who operates shops in the district, performs the shopping district songs with rap rhythm. The district has become famous for this unique performance. Also, various artists and designers related with the district voluntarily produced an omnibus CD.

The CD reinforced the recognition of the market, and many visitors come to the town from other parts of the prefecture and beyond. In 2006, with national subsidies, the district launched an eco-station, which the association pays the rent for and operates, serving as a resting spot for local people and shopping customers.

Effect:
Creating liveliness for daytime use

Through continuous events and unique attractive music projects, number of visitors, not only during these events, but to the district in general is increasing. Even so, compared with the festive energy during nights with events like Yatai Matsuri, the district has fewer visitors in the daytime. The association is considering about new projects for revitalization in the daytime, such as utilizing eco-station space that is used for interaction purpose for customers and holding daytime events. On the other hand, the district cares about sustainable activities for a small market.
Projects as an “entire market”

The district conducts Yatai Matsuri with the entire market, including the association office, shop-owners, and volunteers. Mainly about 10 young members manage the events. Young members periodically hold study groups, discussing market problem solutions in addition to Yatai Matsuri. The district launched a women firefighting club with 39 members. The union joins the redevelopment council, and works on shopping district revitalization with restarting discussion with landowners.

I became a member of the market since opening my shop in December 2006. I frequently shopped at the market, being in the vicinity of my home. If I mention what I plan to cook, the shops provide the vegetables suited for the dish. Above all else, I found the district attractive because it is a place of communication while shopping. When I considered starting a coffee shop, I wanted to talk to each customer as I served the coffee, and this place was just right for the image. The market has unique warm atmosphere, while fully functioning as the local market. The association has held Yatai Matsuri for 6 years. At first we started from a small scale. Afterwards, Obaa Rappers was formed. We produced CDs and movies with strategic minds. As a result, we gradually increased attractive shops, leading to current energy of the district. Sustainability is the most important thing.

Drawn by the “atmosphere” of the market

Voices of younger generation for the future of the market

The attractiveness of the market is the atmosphere that allows communication without partitions. It is a result of the history of Sakaecho. I believe that this crowded and old district is even better than European cities. With the image of “energetic both in the daytime and at nights,” we aim at becoming a market with many repeating visitors not only locals but tourists and fans through differentiation, while maintaining the market atmosphere.

Because in 20-30 years, we the younger generation will be leading the district, I believe that it is important to make our opinions heard now. Without such spirit, our market will have no future.
Small and Medium Enterprise Agency