

EHIME JAPAN



BUSINESS MATCHING

Leading-edge Technologies &
Sophisticated Techniques
EHIME
in

Hanoi, 5 November 2015
At Hilton Hanoi Opera Hotel



Hosted by :  **EHIME PREFECTURE**

Organized by:  **Bi Business Innovation Partners**



MINISTRY OF PLANNING AND INVESTMENT
The Assistance Centre For SMEs (TAC)
Hanoi Department of Planning and Investment

VIETNAM'S ASSOCIATION
OF FOREIGN INVESTED
ENTERPRISES

HANOI YOUNG
ENTREPRENEURS
ASSOCIATION

VIETNAM TRADE
PROMOTION AGENCY

HANOI INVESTMENT,
TRADE TOURISM
PROMOTION CENTRE

ASSOCIATION OF
VIETNAM RETAILERS

FAIR CONSULTING GROUP



Tokihiro Nakamura,
Governor of Ehime
Prefecture

The industrial structure of Ehime Prefecture is defined by a balance rarely seen anywhere else in Japan, with each prefectural region having its own unique industrial concentrations: secondary industry is abundant in the Toyo Region (eastern area of the prefecture), tertiary industry thrives in the Chuyo Region (the central area of the prefecture around Matsuyama City), and primary industry is dominant in the Nanyo Region (southwestern area of the prefecture).

There is a wide array of industrial cities in the Toyo Region, which are home to numerous manufacturing companies boasting advanced technology unparalleled elsewhere in Japan and producing top-quality products. In the field of manufacturing, a number of papermakers and paper processing companies have been around since long ago in Shikokuchuo City, its shipment value of the paper manufacturing and paper processing industry is the greatest in Japan. Following the opening of the Besshi copper mine in the Edo Period (1600-1868), Niihama City grew into the Sumitomo Group's "corporate castle town," becoming active in fields such as chemicals, machinery and nonferrous metals. Saijo City, on the other hand, provides an excellent location for steel industry operations, as well as companies operating in fields such as beverages, chemicals and shipbuilding. Imabari City is home to a number of world-renowned shipbuilding and shipping companies.

If we turn our attention to the Chuyo and Nanyo Regions, we encounter a rich tapestry of locally rooted, promising manufacturing companies that masterfully utilize the resources unique to their regions.

In 2011, the prefecture publicly sought data on manufacturing companies in Ehime possessing "SUGOWAZA" leading-edge technologies and sophisticated techniques. For the 2015 edition, we have added some companies and "SUGOWAZA" to the enhanced database, which now contains information on a total of 163 companies and 207 "SUGOWAZA."

We hope to use this database to widely promote, inside and outside of the prefecture, the appealing companies and industries that together form the "underlying strength" of Ehime Prefecture, with the goal of both extending their markets and providing cross-industry matching services.

If you work at one of the companies that strive to achieve innovation on a day-to-day basis, and you have interest in any of the companies included in our database, we encourage you to contact our prefectural office. It is our hope that this database can be actively utilized as a tool to expand business opportunities.

Industry of Ehime Prefecture

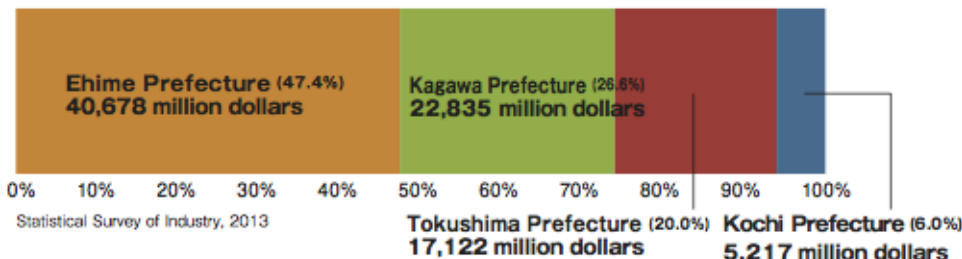
Ehime Prefecture has a population of approx. 1,431,000 (according to a 2010 national census), and gross prefectural product (nominal) accounts for approx. 47,200million dollars(2012), with an approx. 40,678million dollars (2013) total value for manufactured goods shipped.

The prefecture's industrial structure (based on production output) is, primary industry 2.1%, secondary industry 23.6%, and tertiary industry 73.7%.

In addition, the industry of petroleum and coal has the highest product shipment value(17.1%) and nonferrous metals(16.1%),paper/pulp(13.0%), and shipbuilding/other transport-related machinery(10.8%) follow.

Ehime is a unique industrial prefecture in that it accounts for 47.4% of the total shipment value of manufactured goods in Shikoku.

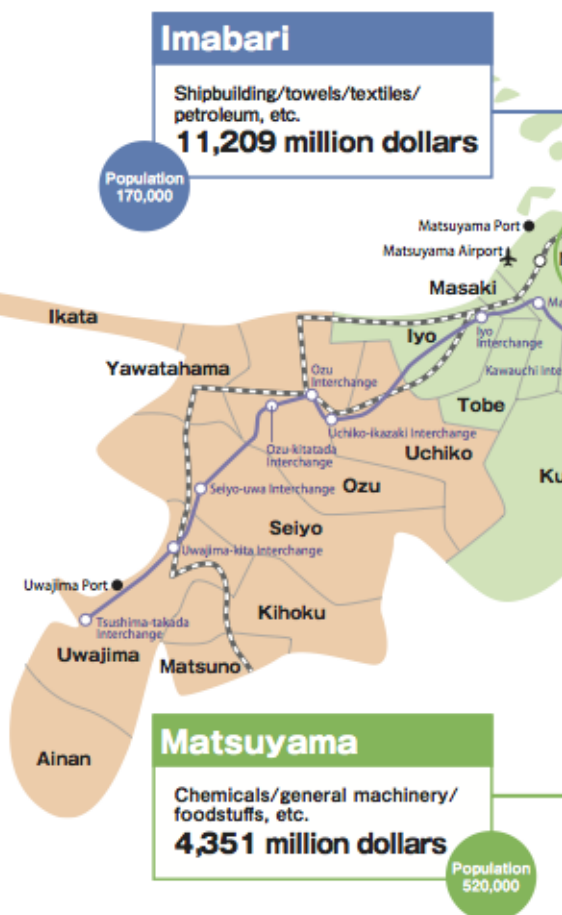
Component ratio of four prefectures in Shikoku



Population of each prefecture

Ehime about 1,430,000 Kagawa about 1,000,000 Tokushima about 790,000 Kochi about 770,000

Total Value of Manufa for Major Cities in Ehi



No.1 in Japan!!

[Industrial products]
Main No.1 in Japan Products
(Statistical Survey of Industry, 2013)

- Towels
- Paper hygiene products
- Shugi goods, (mizuhiki paper strings, money gift envelopes, etc.)
- Paper for paper screen, paper for calligraphy
- Paper machine (machine to manufacture paper continuously)

Introduction

Regional Concentrations of Industry

Toyo area

Shikokuchuo / Niihama/ Saijo

Shikokuchuo City is a distinguished paper manufacturing center catering to everything from traditional mizuhiki paper to advanced state-of-the-art fields, and home to companies such as the Daio Paper Corporation, operating a large plant for paper and pulp. The city also boasts the greatest value for manufactured goods shipped in Japan for the paper manufacturing and processing industry. Along with papermakers, a large number of paper processing companies such as Unicharm Corporation and Lintec Corporation are located in Shikokuchuo, making for wide-ranging production capabilities covering any type of paper product aside from stamps and banknotes.

Following the opening of the Besshi copper mine in the Edo Period (1600–1868), Niihama City eventually became known as Sumitomo Group's "corporate castle town," home to Sumitomo Metal Mining Co., Ltd., Sumitomo Chemical Co., Ltd. and Sumitomo Heavy Industries, Ltd. The city's industrial area is a concentration of small and medium-sized industrial machine companies that take advantage of the group's high-class technology, operating in nonferrous metals, chemicals and other such fields. There is also a company producing equipment of an asteroid people (A substance is extracted).

Saijo City has become one of the most active areas for industrial location. The cluster of major manufacturers' facilities located here includes Nisshin Steel Co., Ltd. Toyo Works, which is a development and manufacturing base for highly corrosion-resistant coated steel; The Saijo Factory of Renesas Semiconductor Manufacturing, which manufactures system LSI products and other products; The Saijo Factory of Kuraray Co., Ltd., a leading company in LCD polarizer films; the Asahi Breweries Co., Ltd. Shikoku Brewery; and others.

Toyo area

Imabari area

The country's largest towel production area, accounting for more than 50% of the domestic share, and home to the Imabari towel brand. Also a large number of companies involved in clothing and textile companies are concentrated in this area. Furthermore, the area has been involved in shipping since ancient times thanks to its roots as an important marine transport hub: with shipbuilding companies such as Imabari Shipbuilding Co., Ltd. and Shin Kurushima Dockyard Co., Ltd., as well as Uzushio Electric Co., Ltd. which undertakes shipbuilding-related processing and assembly, the Imabari area has developed into one of Japan's leading shipbuilding industry regions, accounting for approx. 20% of new ships manufactured domestically. There is also a wide variety of other production operations in the region, including local industries making use of regional resources to manufacture building stone, roof tiles, lacquer ware and other products, as well as major food flavoring maker Nihon Shokken Holdings Co., Ltd., high-quality petroleum product manufacturer Taiyo Oil Co., Ltd.

Chuyo area

The Chuyo area centering on Matsuyama

Chuyo region has more than 40% of the prefectural population and many mainstay facilities of governments are located especially in Matsuyama, the capital of Ehime. There is also known as famous sightseeing spot including Dogo Hot Springs, Matsuyama Castle. Furthermore, the tertiary industries such as commerce, tourism and service industry are accumulated there.

Along with the Toyo Region, the Chuyo Region is a leading industrial zone of the prefecture. A number of top-class corporations, as well as medium and small-sized corporations with advanced technical capabilities that support them, can be found here: These include Toray's Industries, Inc.'s Ehime Plant, a supply base for carbon fibers used in aircraft and bicycles for sports chemical manufacturers such as Teijin Limited Matsuyama Plant, which produces high-strength aramid fibers; large-scale machine maker Iseki & Co., Ltd., a manufacturer of agricultural equipment; Miura Co., Ltd., a major producer of boilers that is actively expanding into environment-related fields; healthcare and medical device maker Panasonic Healthcare Co., Ltd.; processed foods companies Yamaki Co., Ltd. and Marutomo Co., Ltd., which produce dried bonito flakes and other products; and other companies, including a majority of the information service companies in the prefecture.

Nanyo area

The Nanyo area centering on Yawatahama, Ozu, and Uwajima

This region, which centers mostly on primary-sector industry, is known not only as being one of the few citrus fruit production centers in Japan, but also for its aquaculture industry which provides abundant yellowtail, pearl and red sea bream: prefectural fish.

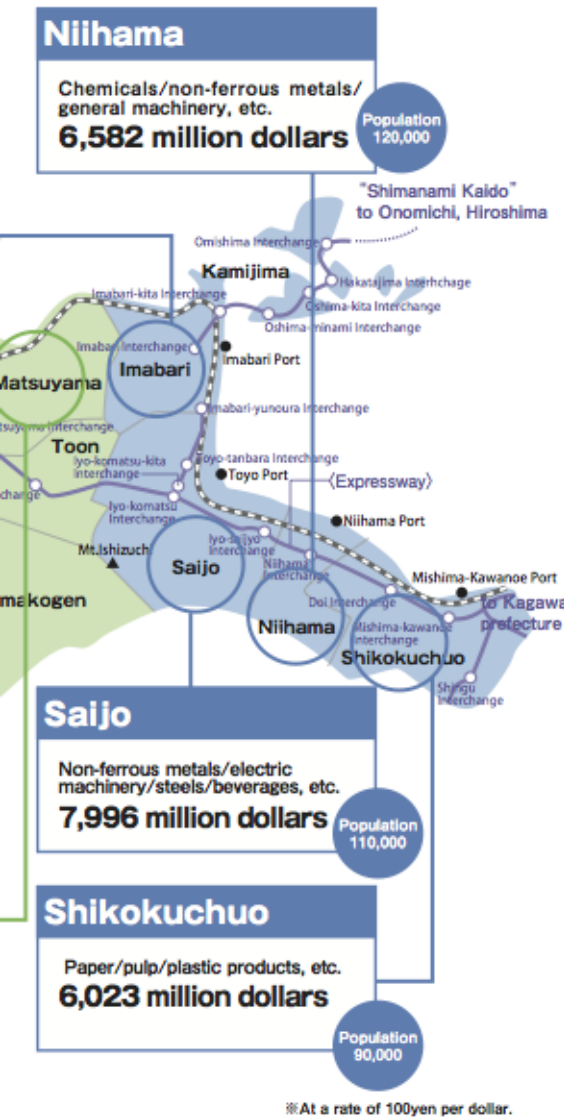
Yawatahama City area is home to fish paste products manufacturers since long time ago. In addition, a ham and sausages maker, Seinan Kaihatsu Co., Ltd., which developed the first fish sausages in Japan, is located. Also a meat patty production plant for major hamburger chain has recently begun its operations.

Ozu City is home to a number of companies with strong planning and development capabilities that are active in unique fields, including Senmi Ekisu Co., Ltd., a company that makes masterful use of biotechnology to produce natural flavor extracts, foods with specific health-preserving functions and other products; Marusan Industry Co., Ltd., a company that manufactures absorbent cotton products for medical use, cosmetic cotton pads and other sanitary materials and products; Aitec Corporation, the country's leading manufacturer of toothbrushes for business purpose in hotels.

In Uwajima City, there are a lot of Marine product processing companies. They take advantage of its rich aquatic resources, and the area is also home to Kaneko Co., Ltd., a party cracker manufacturer whose products boast the top market share in Japan.

Cultured Goods Shipped from Prefecture

(Statistical Survey of Industry, 2013)



[Products of agriculture, forestry and fisheries]
Main No. 1 in Japan Products
(Statistics of agriculture, forestry and fisheries, 2012 to 2014)

- Citrus - No.1 in Japan for 39 years running!!
- Kiwi fruits - No.1 in Japan for 28 years running!!
- Naked barley - No.1 in Japan for 28 years running!!
- Pearls - No.1 in Japan for 9 years running!!
- Cultured sea bream - No.1 in Japan for 24 years running!!



INTRODUCTION OF ORGANIZER And SUPPORTERS

1. ORGANIZER Business Innovation Partners

■ Company name	Business Innovation Partners Co. Ltd (BIPC)
■ Year of establishment	April 2009 / Capital : 40 million JPY
■ Representative	Jin Nasukawa (President)
■ Slogan	"Partner for Global Leaders"
■ Activities	① <u>International Business Matching (JAPAN-Asia/America/EU)</u> ② <u>Trading Service (Import/ Export)</u> ③ <u>Management Consulting</u>
■ No. of Employees	20 (Languages : English, Thai, French, Indonesian, Portuguese, Vietnamese, Russian)
■ Location	Daini-Toyo Building 5F, Nihonbashi 2-1-21 Chuo-ku, Tokyo 103-0027, Japan
■ Contact	TEL: 03-6265-1755 / FAX: 03-6265-1799 / HP: http://www.bipc.co.jp/ E-mail: info@bipc.co.jp Vietnamese: nguyen@bipc.co.jp ; Japanese yanagawa@bipc.co.jp
■ Overseas Offices	Thailand (Bangkok) / USA (California) / Mexico
■ Main customers	<ul style="list-style-type: none"> • Ministry of Economy, Trade and Industry (METI) • Organization for Small & Medium Enterprises and Regional Innovation, Japan (SMRJ) • JETRO • Kanagawa/Ehime/Akita Prefecture • Japan Die & Mold Industry Association • Japan Metal Stamping Association • Japan Foundry Association • Japan Farm Machinery Manufacturer's Association • Die&Mold / AgriMachinery / Food / Restaurant / Glass Companies

2. SUPPORTERS



MINISTRY OF PLANNING AND INVESTMENT BỘ KẾ HOẠCH VÀ ĐẦU TƯ
The Assistance Centre For SMEs (TAC)
TRUNG TÂM HỖ TRỢ DOANH NGHIỆP VỪA VÀ NHỎ



HANOI DEPARTMENT OF PLANNING AND INVESTMENT
SỞ KẾ HOẠCH VÀ ĐẦU TƯ TP HÀ NỘI



VIETNAM'S ASSOCIATION OF FOREIGN INVESTED ENTERPRISES
HIỆP HỘI DOANH NGHIỆP ĐẦU TƯ NƯỚC NGOÀI



HANOI YOUNG ENTREPRENEURS ASSOCIATION
HỘI DOANH NGHIỆP TRẺ HÀ NỘI



VIETNAM TRADE PROMOTION AGENCY
CỤC XÚC TIẾN THƯƠNG MẠI



HANOI INVESTMENT, TRADE TOURISM PROMOTION CENTRE
UBND TP HÀ NỘI TRUNG TÂM XÚC TIẾN ĐẦU TƯ, THƯƠNG MẠI, DU LỊCH



ASSOCIATION OF VIETNAM RETAILERS
HIỆP HỘI CÁC NHÀ BÁN LẺ VIỆT NAM



FAIR CONSULTING GROUP
TẬP ĐOÀN FAIR CONSULTING

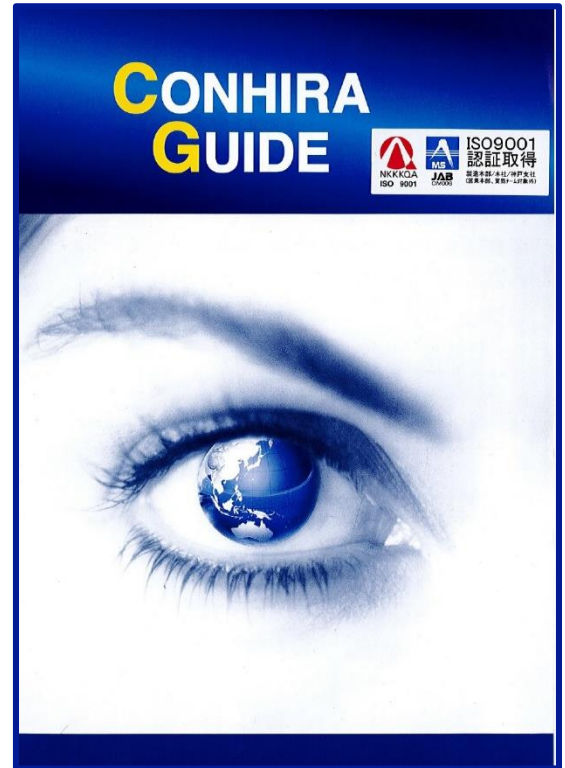


ENTERPRISES INDEX

① Hattori Paper Co., Ltd. ② Conhira Co., Ltd.

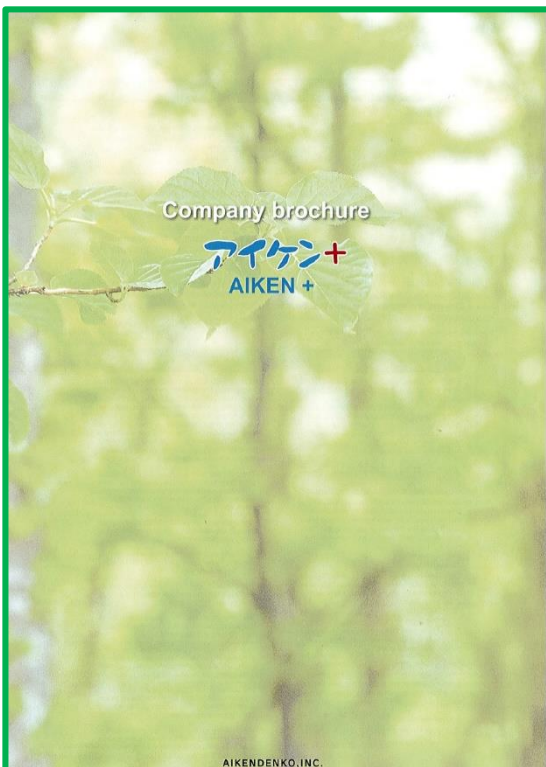


PAPER, TISSUE



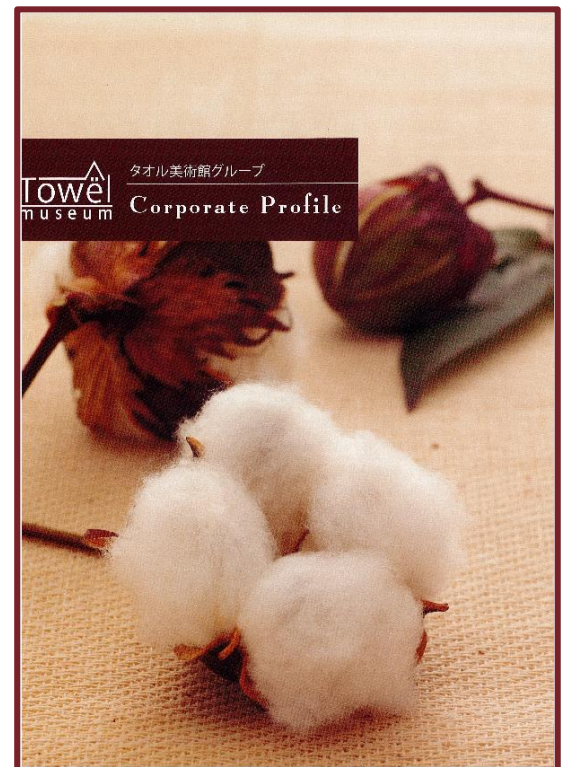
COMBUSTION, MARINE EQUIPMENT

③ Aiken Denko Co., Ltd.



ELECTRIC BOARD, SOLAR ENERGY

④ Ichihiro Co., Ltd.



IMABARI TOWEL HIGH QUALITY BRAND

1

HATTORI PAPER MANUFACTURING Co., Ltd.

<http://www.hattoripaper.co.jp/en/>

服部製紙株式会社
HATTORI PAPER MFG. Co., Ltd.



Người đại diện và chức vụ/ Representative Name & Title	Masashi YANO (Mr.) Vice President	
Thông tin liên lạc/ Contact Information	171 -1, Kinsei-cho, Yamadai, Shikokuchuo City, Ehime 799-0112 JAPAN Email: yano@hattori.kami.ne.jp Tel in Japan : +81 (0) 896 58 3005	
Nhà máy-VP tại Việt Nam/ Factory or Office in Việt Nam	N/A	
Số lượng nhân viên/ Number of Employees	148	
Ngành nghề kinh doanh/ Scope of Business	<ol style="list-style-type: none"> Sản xuất các loại hóa mỹ phẩm như : mặt nạ đắp mặt, khăn giấy ướt v.v Sản xuất các loại khăn, bình xịt dùng cho vệ sinh nhà cửa Sản xuất các sản phẩm dùng trong nhà bếp 	<ol style="list-style-type: none"> Toilet Paper/Tissue paper/ Towel paper/Kitchen paper/ Tempura paper mat/ Oil filter paper/ Wet tissue/ Cosmetics/ Others
Mục đích tham dự/ Meeting Purpose	<ol style="list-style-type: none"> Tìm nhà phân phối, kênh bán hàng 	<ol style="list-style-type: none"> To sale product in Vietnam To manage retail stores
Đối tác muốn hợp tác/ Target Companies	<ol style="list-style-type: none"> Doanh nghiệp bán sỉ đồ dùng hằng ngày, hóa mỹ phẩm Các hệ thống cửa hàng bán lẻ Đại lý bán hàng 	<ol style="list-style-type: none"> Mall, department stores, stores Distributors
Doanh thu hằng năm/ Sales Amount	60,3 tỷ VND	2014: 325 millions Yen
Vốn điều lệ/ Capital	15.5 tỷ VND	83,5 millions Yen
Thông tin nổi bật về công ty Marketing Point	<ol style="list-style-type: none"> Sản xuất khăn điện giải kiềm số 1 Nhật Bản. Không dùng chất hoạt hóa bề mặt nên không làm hại đến cơ thể. Doanh nghiệp được vinh danh kỹ thuật đỉnh cao tỉnh Ehime Cung cấp sản phẩm cho các hãng lớn như Seven Eleven, Family Mart, Matsumoto Kiyoshi, cửa hàng 100 Yên v.v 	<ol style="list-style-type: none"> Ingredient that alkaline electrolysis water and fermentation ethanol are all good in environment. They are safe to use in microwave, refrigerator additional they posed no danger to children or pet. Is one of Leading-edge technologies & Sophisticated Techiques companies in Ehime. Supplier for major brand: Seven Eleven, family Mart, Matsumoto Kiyoshi, 100 yen shop v.v.

Sản phẩm PRODUCTS



Người đại diện và chức vụ/ Representative Name & Title	Hiroki FUKUCHI Team Leader	
Thông tin liên lạc/ Contact Information	2-2-23,KITAKOGE-CHO IMABARI EHIME,JAPAN Email: fukuchi-h@conhira.com Tel in Japan: +81-898-23-6660	
Nhà máy-VP tại Việt Nam/ Factory or Office in Việt Nam	N/A	
Số lượng nhân viên/ Number of Employees	46	
Ngành nghề kinh doanh/ Scope of Business	<ol style="list-style-type: none"> 1. Chế tạo các loại máy lọc dùng cho tàu thủy cũng như trên cạn (Lọc nước biển, dầu máy .v.v) 2. Chế tạo máy đồng hóa chất đốt 3. Chế tạo thiết bị chống ăn mòn cho tàu thủy 	<ol style="list-style-type: none"> 1. Our own developed products, Internal combustion, Engine pump, Hydraulic units, Control equipment for Shipping Industry and other industries which use similar devices
Mục đích tham dự/ Meeting Purpose	<ol style="list-style-type: none"> 1. Tìm nhà cung cấp, công ty nhận ủy thác chế tạo phụ tùng 2. Tìm đại lý bán hàng, nhà phân phối sản phẩm 	<ol style="list-style-type: none"> 1. Finding suppliers in Vietnam. 2. Find sales agents, distributors products
Đối tác muốn hợp tác/ Target Companies	<ol style="list-style-type: none"> 1. Công ty sản xuất phụ tùng tàu thủy 2. Công ty sản xuất phụ tùng kim loại (Tấm nhôm chống ăn mòn, v.v) 3. Công ty lắp ráp phụ tùng(Lắp ráp thiết bị v.v) 4. Tìm nhà phân phối 	<ol style="list-style-type: none"> 1. The company manufactures spare parts for ships 2. The company manufactures metal parts (corrosion resistant aluminum, etc.) 3. The company assembled parts (assembly equipment etc.) 4. Find distributors,shipping companies which use these devices
Doanh thu hằng năm/ Sales Amount	390 tỷ VND	2.1 billion Yen
Vốn điều lệ/ Capital	2.3 tỷ VND	12 million Yen
Thông tin nổi bật về công ty Marketing Point	<ol style="list-style-type: none"> 1. Có thể chế tạo sản phẩm theo yêu cầu riêng của từng khách hàng 2. Tích cực tuyển dụng người Việt và phát triển tại Việt Nam 	<ol style="list-style-type: none"> 1. We can manufacture products according to individual requirements of each customers 2. Actively recruiting Vietnamese and developing business in Vietnam

 Sản phẩm
PRODUCTS


Người đại diện và chức vụ/ Representative Name & Title	Tetsuya KURODA (Mr.) Marketing Department	
Thông tin liên lạc/ Contact Information	2798-65 Minami Toshida-cho, Matsuyama-shi, Ehime Prefecture Email : kuroda@aiken.vn Tel in Japan: +81 89 972 2451	
Nhà máy-VP tại Việt Nam/ Factory or Office in Việt Nam	Hanoi Office (Jul 2011)	
Số lượng nhân viên/ Number of Employees	200	
Ngành nghề kinh doanh/ Scope of Business	<ol style="list-style-type: none"> 1. Chế tạo các thiết bị năng lượng mặt trời(ngoại trừ pin mặt trời) (Bảng điện cao áp, Thiết bị chuyển đổi v.v) 2. Chế tạo thiết bị nhận/phân phát/điều khiển hệ thống điện 	<ol style="list-style-type: none"> 1. Production of solar equipment (except solar) (High voltage panel, transmission equipment, etc.) 2. Design and production of various control boards, electric devices and computer software
Mục đích tham dự/ Meeting Purpose	<ol style="list-style-type: none"> 1. Tìm nhu cầu cho thiết bị năng lượng mặt trời 2. Tìm nhà phân phối thiết bị cao áp, nhận/ phân phát/ điều khiển hệ thống điện 	<ol style="list-style-type: none"> 1. Find needs and cooperators for solar energy equipments 2. Find sales agents, distributors products
Đối tác muốn hợp tác/ Target Companies	<ol style="list-style-type: none"> 1. Công ty sản xuất pin mặt trời 2. Công ty thiết bị điện 3. Công ty sử dụng thiết bị nhận/ phân phối/ điều khiển hệ thống điện 4. Công ty sử dụng thiết bị năng lượng mặt trời 	<ol style="list-style-type: none"> 1. The company manufactures solar cells, solar panels 2. Power Equipment Company 3. The company uses control boards, electric devices 4. The company uses solar equipment
Doanh thu hàng năm/ Sales Amount	742 tỷ VND	4 billion Yen
Vốn điều lệ/ Capital	3.7 tỷ VND	20 million Yen
Thông tin nổi bật về công ty Marketing Point	<ol style="list-style-type: none"> 1. Chất lượng cao, giá thành phải chăng. 2. Cung cấp sản phẩm cho các hãng lớn như Mitsubishi Electric, IDEC, Sanbu v.v 3. Có văn phòng đại diện tại Việt Nam 	<ol style="list-style-type: none"> 1. High quality, good price 2. Supplier of Mitsubishi Electric, IDEC, Sanbu v.v 3. We set up office in Vietnam

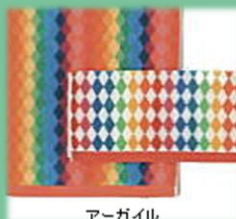
Sản phẩm
PRODUCTS





Người đại diện và chức vụ/ Representative Name & Title	Tetsuya YOSHIDA (Mr.) Director	
Thông tin liên lạc/ Contact Information	4-1-45 Imabari-shi, Goshinyashiki-cho, Ehime 794-0826 JAPAN Email: yoshida@ichihiro-jp.com TEL: +81 (0) 898 23 6126	
Nhà máy-VP tại Việt Nam/ Factory or Office in Việt Nam	Ichihiro Vietnam co., Ltd (Sep 2005), Tay Ninh	
Số lượng nhân viên/ Number of Employees	155	
Ngành nghề kinh doanh/ Scope of Business	1. Sản xuất các loại khăn chất lượng cao 2. Sản xuất tấm lót bàn ăn	1. Design & production for high quality towel ('Imabari Towel' standard quality)
Mục đích tham dự/ Meeting Purpose	1. Tìm đối tác muốn mua khăn chất lượng cao 2. Tìm nhà phân phối 3. Tìm đối tác phát triển kênh bán sản phẩm	1. To sale product in Indonesia 2. To manage retail stores
Đối tác muốn hợp tác/ Target Companies	1. Đại diện trung tâm thương mại, bách hóa 2. Đại lý bán, phân phối hàng hóa	1. Mall, department stores, stores Distributors
Doanh thu hằng năm/ Sales Amount	1855 tỷ VND	10 billion Yen
Vốn điều lệ/ Capital	14.8 tỷ VND	80 million Yen
Thông tin nổi bật về công ty Marketing Point	<ol style="list-style-type: none"> Sản xuất khăn chất lượng cao: Khăn mềm, hút ẩm tốt Sản xuất hàng cho các thương hiệu nổi tiếng như: Imabari Towel, Adidas, Fila v.v. Đã cung cấp sản phẩm cao cấp cho AEON Việt Nam, Vietnamairlines (Hạng thương gia) v.v. Có nhà máy tại Việt Nam. Sử dụng máy móc và hệ thống sản xuất hoàn toàn giống với nhà máy tại Nhật bản nên có thể sản xuất khăn với chất lượng và tiêu chuẩn Nhật Bản tại Việt Nam. Là hãng hiện tại đang sản xuất khăn cho thương hiệu cao cấp Imabari Towel nổi tiếng nhất Nhật Bản. 	<ol style="list-style-type: none"> 'Imabari Towel' is a world famous Japan Brand for a high quality towel standardization. This towel is only produced in Imabari with high technology and high qualified raw materials. This company is producing Imabari Towel in Vietnam with same technology and raw materials used in Imabari, resulted in the same high quality products with more affordable price. These are the products will be marketed in Indonesia. These towels are the best towels with best water absorbency and softness.

Sản phẩm
PRODUCTS



10 Minute Lesson

About Ehime



Ehime "mican"

The word "Ehime" can be interpreted to mean "beautiful women", and Ehime has a mild climate and beautiful natural surroundings to match its name. It is surrounded by the Seto Inland Sea, which is known as the Aegean Sea of Japan, a sacred mountain called Mt. Ishizuchi, the tallest peak in western Japan, history and culture that was fostered in a land full of beautiful nature that changes with the seasons, and a long tradition of warm hospitality.



道後



Dogo

MAP E-4

Dogo Hot Springs are said to be the oldest hot springs in Japan, with approximately 3,000 years of history. Soak up that hot spring feeling at the Dogo Hot Spring Main Building, or try a free footbath. It's conveniently located in Matsuyama City.

[Take note!]

This stately public bath, Dogo Hot Spring Main Building, is a three-story wooden building built in 1894. It's a nationally designated important cultural property.

Ozu

This castle town is sometimes called Little Kyoto. Enjoy a walk through the traditional streetscapes, mountain villa garden, and Ozu Castle. The summer tradition of cormorant fishing is another recommended attraction.



Cape Sada/Melody Line

The most long and narrow peninsula in Japan. Enjoy views of the Seto Inland Sea and the Uwa Sea. A popular driving route.



Uwa Sea Marine Park

See coral and tropical fish living in the clear seawater. Take a ride in an underwater observation boat or go diving.



Uwajima

This castle town is famous for its bullfighting and the exciting festivals. The local seafood cuisine is also very good.



松山・砥部

Matsuyama Tobe

MAP E-4

While Matsuyama is the largest city in Shikoku, it also retains its castle town charm. It is also known as a literary town. Make a side trip to the adjoining town of Tobe, home of Tobe Pottery.

[Take note!]

- A wonderful view from the Matsuyama Castle tower
- Tobe-yaki pottery is a nationally designated traditional craft



内子

Uchiko

MAP D-6

From the 1730s, until the 1920s, Uchiko was a production center for Japan wax, and a foreign export. There are still traces of that period in the merchant and folk houses standing along a 600-m streetscape. Stroll along the historic street and feel as though you've slipped back in time.

[Take note!]

- Walk along the street in Yokaichi Gokoku
- Authentic kabuki theater, Uchiko-za, built in 1916

瀬戸内しまなみ海道

Setouchi Shimanami Sea Route

MAP G-2

The Shimanami Sea Route connects Ehime and Hiroshima with a series of bridges which hop across six islands in the Seto Inland Sea. There are bicycle and pedestrian lanes on the bridges, and it's a good place to enjoy cycling and walking atop the sea. Feel the refreshing sea air while enjoying the scenery.

[Take note!]

- Thrilling cycling atop the sea
- Experience the fast tide of the Seto Inland Sea in a tourist boat

Tour the highlights of Ehime

2 days sample course

Day 1
Visit historical spots in Uchiko, Matsuyama, and Dogo

START JR Matsuyama Station

25 min by JR train + 5 min by taxi

Yokaichi Gokoku Quarter Uchiko-za Theater

13 min walk + 25 min by JR train + approx. 10 min by streetcar + approx. 5 min walk

Matsuyama Castle

10 min by streetcar

Dogo Hot Springs

Day 2
Actively experience Tobe and the Shimanami Sea Route

START Matsuyama City

40 min by bus

Tobe Pottery Traditional Industry Hall

Walk along pottery paneled street 10 min walk

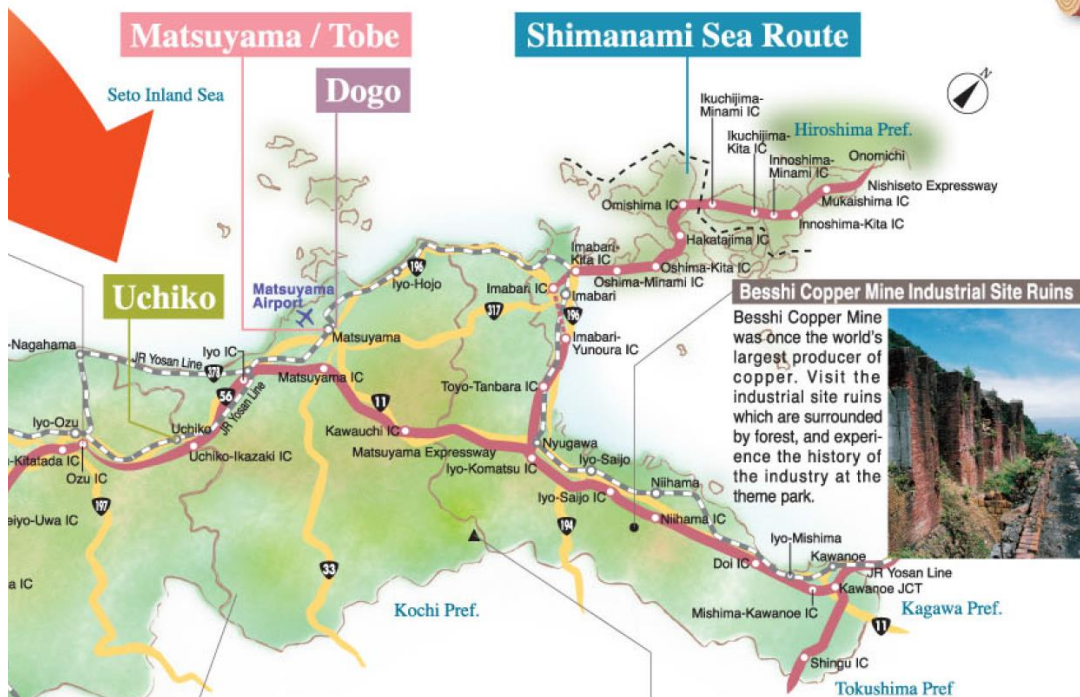
Porcelain Painting
(Creative Pottery Making Center)

30 min by taxi + 35 min by JR train + 20 min by taxi

Shimanami Sea Route Cycling
(Imabari Cycling Terminal "Sunrise Itoyama")

Cycle along Kurushima Kaikyo Bridge 60 min (6 km)

Wild Current Ride
("Yoshiumi Ikiiki-kan")



Shikoku Karst
This karst plateau is located on the border between Ehime and Kochi, 1,400 m above sea level. The wide expanse of nature and idyllic pastures will soothe your soul.



Mt. Ishizuchi
At 1,982 m, the tallest peak in western Japan. It is well-known as a sacred mountain. Go hiking in spring and summer, come to see the red leaves in autumn, and enjoy skiing in winter.



When shall we go? What to see? Check the best season for a visit!

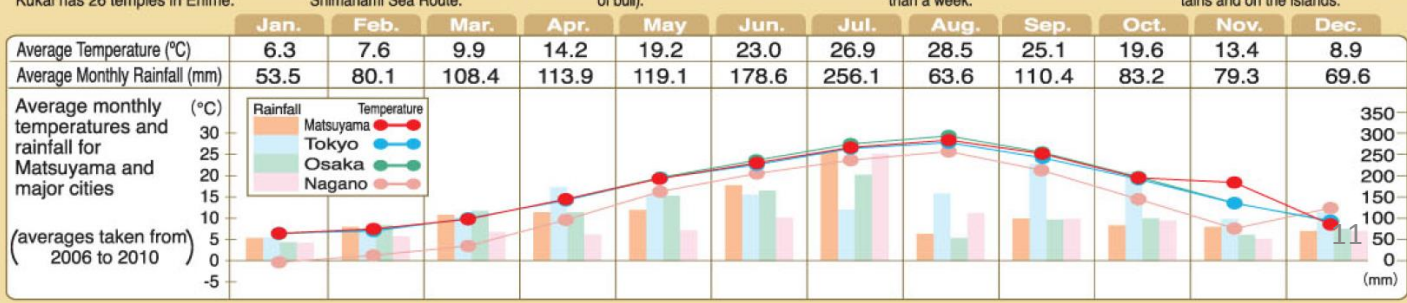
Early Spring
Shikoku Pilgrimage
This 1,200 km pilgrimage which involves visiting 88 temples associated with the Buddhist priest Kukai has 26 temples in Ehime.

Spring
Cherry blossoms
In early April, enjoy cherry blossoms around Matsuyama Castle, Dogo Park, and on the islands along the Shimanami Sea Route.

Summer
Uwajima Ushi-Oni Festival
This festival is held in Uwajima City from July 22 to 24. It features a parade for the Ushi-Oni (giant demon of bull).

Autumn
Niihama Drum Festival / Saijo Festival
These festivals are held in mid-October. The two adjacent towns bring about 200 floats out for less than a week.

Winter
Mandarin orange
Ehime is the country's largest producer of mandarin oranges. The orchards can be seen in the mountains and on the islands.



DATABASE OF "SUGOWAZA" MANUFACTURING COMPANIES IN EHIME

Leading-edge Technologies &
Sophisticated Techniques

EHIME 

in

[Mican]
Mascot of Ehime Prefecture



No. 1 in Japan/ Only One is packed with information!

There are many characteristic production companies accumulated in Ehime, varying in their regional history and culture. Information about the technology and products of these companies has been digitized in a database and publicized in this website. Complete with company search functions, and Ehime production industry introductions.

[INQUIRIES]

✓ Inquiries about "Sugowaza" Database and Registered Companies

Leading-edge Technologies & Sophisticated Techniques group, Industry Policy
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SEARCH