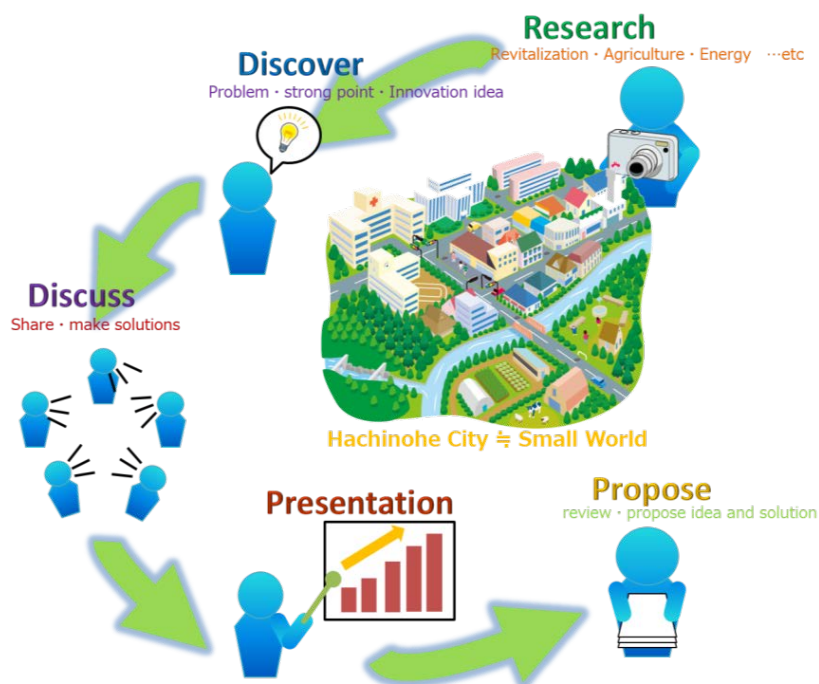


## Overview of the workshop

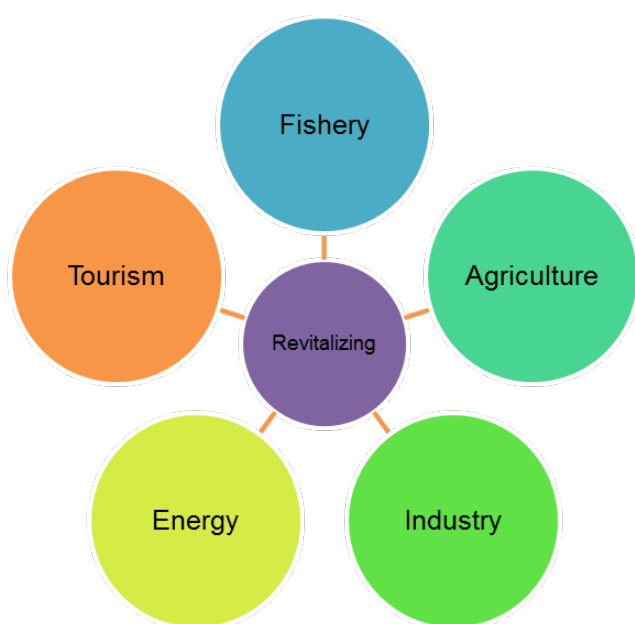
### 【Scheme of the workshop】

The workshops and presentations carried out will make each of us into better global leaders.



### 【Workshop Concept】

The workshop concept is “Revitalization”.



As well as having group discussions and presentations, participants will also have the opportunity to visit some companies involved in such fields as Fisheries, Agriculture, Tourism, Energy and Industry. Through these visits and interviews, the participants will learn the process of Japan's revitalizing procedures and struggles of companies and people there, and they will offer solutions from a global perspective.

# Fishery

We are going to visit **Hachinohe Kanzume**. Kanzume is a Japanese word which means canned food. This company was founded in March 1991 and it produces seafood products such as fresh crab, scallops, sea urchin and mackerel, which are found in the waters off the coast of Hachinohe. The company also produces processed products like frozen and chilled foods, and they have been increasing production steadily. Moreover, the company has branched out into agricultural and livestock products recently, so it is developing from a seafood company into a comprehensive food company.

Unfortunately, the company was damaged by the Great East Japan Earthquake and tsunami on March 11<sup>th</sup>, 2011. One of their subsidiary company factories was destroyed and a bank loan of 8 billion yen (67 million US dollars) was needed to rebuild the factory.

## Company Overview

### Food Service

- Production and sales of canned, pouch and bottled food (marine and agricultural products, stockbreeding etc.)
- Production and selling of retort food (marine and agricultural products, stockbreeding etc.)
- Production and selling of chilled and frozen food
- Production and selling of prepared dishes and pickles
- Home delivery, mail order and web site sales (<http://ichigoni.com/>) of commodities related to gifts
- Stock and sales of fresh seafood
- Dry foods and micro powder related to seafood
- Overseas transaction(sales) business

Food manufacture using subcontract factories in China

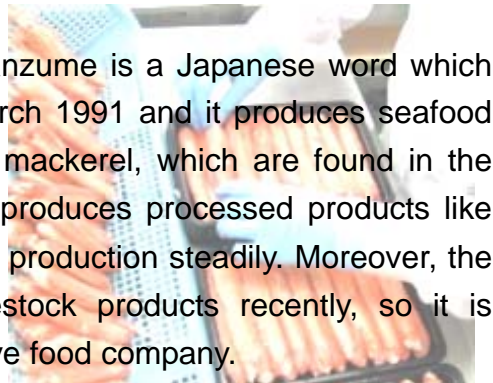
## Food Manufacture & Sales Support

- Transportation
- Development and maintenance such as making machinery and automobile maintenance

## Reference

<http://www.hachikan.co.jp/index.htm>

[http://www.nochubank.or.jp/urgency/torikumi/pdf/urgency\\_torikumi25\\_01.pdf](http://www.nochubank.or.jp/urgency/torikumi/pdf/urgency_torikumi25_01.pdf)



# Agriculture

We are going to visit **JA Hachinohe**. It is an agricultural cooperative union. We call Japan Agricultural Cooperatives JA in Japan. JA is peculiar to Japan and it has developed as the union which performs the various businesses and activates under spilt of mutual aid.

## What is their work of JA Hachinohe?

----- Their work is farming business.

## Coaching

The farming instructors at each farming center guide farmers of local areas on how to raise farming products such as rice, vegetables, fruit, ornamental plants and stockbreeding.

## Selling

JA Hachinohe is working at production basis setting, registry of cultivation history etc in order to provide consumer for safety and security farming products. This association is sending the wide of variety of agricultural and livestock products wholesale market and food processor around Japan. Moreover, it tries to gain distribution growth for outside market.

## Direct selling

JA Hachinohe can sell consumer safely and security farming products its union member grew. Also, these products are able to sell consumer using the Internet catalog directly.

## Reference

[http://www.ja-hachinohe.or.jp/gaiyou/gaiyou\\_jigyoku.html](http://www.ja-hachinohe.or.jp/gaiyou/gaiyou_jigyoku.html)



## Agriculture

We are going to visit **Kashiwazaki Seika**. Seika is Japanese and it means vegetable and fruit, or produce. This company is famous for developing Black Garlic as shown in Fig. 1. In 2008, this company received the first prize for farming vitality, honouring production in Aomori in the new century. The vegetables produced in Aomori are mostly shipped to the Tokyo area. In the future, the company will introduce the theme, “Food=Health”, in order to look for new opportunities as the company hopes to expand Aomori and Japanese products around the world.

### Company Overview

The company has established production, distribution and processing systems. It handles approximately 3,500tons of Japanese yams per annum. Yams, as shown in Fig. 2 are not only produced by its own farm, but in cooperation with contract farmers, who sell to Kashiwazaki Seika. The yams are kept stored in soil and as needed they are removed, washed and sold, thus keeping a stable supply of products all year round. The company also produces vacuum sealed packs of yams, producing 15,000-20,000 packs per day. Yams are not their only business though. They also deal in rice bran, garlic and burdock root. They are not only a producer but also act as a wholesaler, and distributor. By the way, are you familiar with burdock root? It is shown in Fig. 3. While it may be rare outside of Japan, it is very popular here, as we cook it by boiling or stewing it, but also eat it stir-fried or pickled.

### Reference

<http://www.aomori96229.jp/>



Fig. 1 Black garlic



Fig. 2 Gathering of yams



Fig. 3 Burdock root

© Kashiwazaki Seika All Rights Reserved.



## Industry

We are going to visit TAIHEIYO KINZOKU. These two words are Japanese, and mean Pacific Ocean and metal respectively. This company is known for its production of ferro-nickel, which the main material used when making stainless steel. Namely, it is an alloy of iron and nickel.

## Company Overview

Total area of the premises: 600,000 square meters. Each year they import approximately 2.5 million tons of nickel ore. They control 60% of the domestic market, and they rank third in worldwide production. They also produce aggregate and foundry sand which are by-products and are used in construction and road building because of its strength.

## Action to environment

The factory helps to recycle scallop shells produced in Hachinohe. Large amounts of scallops are processed in Hachinohe factories, but the disposal of the shells was problematic. To assist in the disposal of this industrial waste, the factory mixes the crushed scallop shells with other industrial waste products together and melts then to form artificial gravel.

## Revitalization

A power tsunami struck the factory on March 11<sup>th</sup> in 2011. Luckily, the electric facilities were not severely damaged, thus the company was able to repair the damage and begin production within two months. However, if the tsunami had been just a little higher, the factory would have suffered irreparable damage. Still, four years later some things restored yet. The dock is still weak, meaning loading quantity has been reduced to 60% of pre-earthquake amounts. Thus, more time and cost is necessary for transporting nickel ore. Two of the three electric furnaces were repaired by July (in May they could power up, in June re-running, and in July product shipment re-operation). Because the had experienced flooding before, the company had already prepared evacuation and escape areas which were located on the top floors of buildings, thus no human life was lost in the disaster.

## Reference

<https://www.pacific-metals.co.jp/>

## Energy

We are going to visit **JX Nippon LNG Service Company, Limited (JX) in Hachinohe.** This company stores and delivers LNG (liquefied natural gas) to the Northern Japan area. LNG is very clean and environmentally friendly, so we have high hopes for this company going forward.

### Company Overview

JX has two LNG Terminals in this area. One is the Hachinohe LNG terminal, and the other is the Kushiro LNG terminal, as shown in Fig. 1. The company was established to manage both the Hachinohe and Kushiro terminals. The Hachinohe terminal supplies LNG to three prefectures in the Northern Tohoku area (Aomori, Iwate, and Akita).

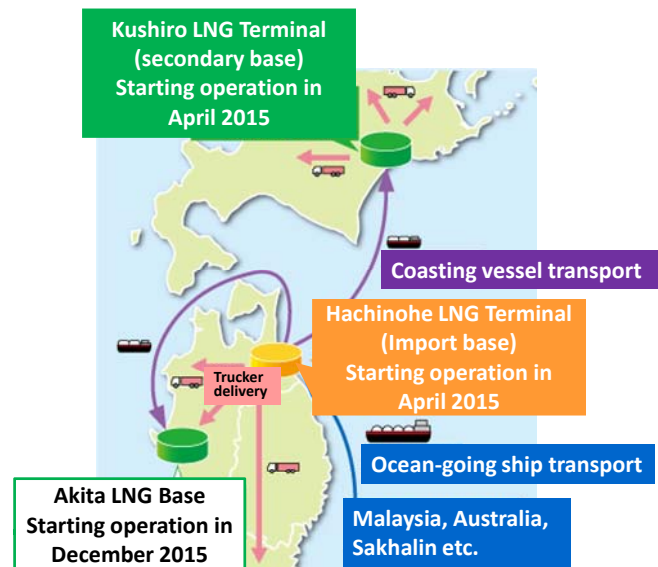


Fig. 1 Traffic channel of LNG

### Oil Supply Service Station (SS)

As a result of the Great East Japan Earthquake disaster, the electrical system was damaged by flooding caused as a result of tsunami. A new problem surfaced as the gas could not be delivered. So, the company considered different solutions for not only blackouts, but for flooding which can cause extensive damage. An earthquake disaster Service station has been fitted with fuel cells, solar power generation, LED lights, as well as drinking water and emergency shelter.

### Reference

<http://www.lng.jx-group.co.jp/industry/>

[http://www.hd.jx-group.co.jp/ir/library/annual/2013/pdf/jx\\_jp\\_ar\\_fy2013\\_12.pdf](http://www.hd.jx-group.co.jp/ir/library/annual/2013/pdf/jx_jp_ar_fy2013_12.pdf)

## Tourism

We are going to visit **Tanesashi Coast Information Center**. This facility was opened on July 12, 2014. It provides visitors with the opportunity to experience the natural beauty of Tanesashi coast and its lifestyle.

### What is Tanesashi coast?

It is a part of the national memorial park of revitalization, and designed to hand revitalization from the Great East Japan Earthquake and its damage on to the next generation. The nature there is very beautiful, for instance extensive natural lawn areas and a wide variety of plants. At first, the number of tourists decreased due to the effects of earthquake, but recently the numbers are increasing with each passing year.

### Good News

Ms. Machida, the center's director will give us a speech about revitalization in Hachinohe, issues and resolutions of the tourism industry and so on.



Fig. 1 Ashigezaki sightseeing tower



Fig. 2 Natural lawn



Fig. 3 Outward appearance of Facility



Fig. 4 Indoor setting

## Reference

<http://tanesashi.info/>

## Tourism

We are also going to visit **Marient**, the aquatic science museum including Tanesashi Coast Information Center.

It's a tourist facility that passes down the traditions of all things related to technology and fisheries. Marient received a small amount of damage from the tsunami; the bigger problem was due to the power outage caused by the Great East Japan Earthquake disaster, as the pumps for the water tanks stopped operating.

The staff worked tirelessly to protect the marine life of Marient by preparing warm water for the tropical fish and making ice for the fish that live in cold water.



## Reference

<http://www.marient.org/>