

# 13. Expansion of Overseas Sales Routes for Wooden Intellectual Training Toys Using Lumber from Yamagata Prefecture

## K.K. New Tech Shinsei (Yamagata Prefecture)

- Export of wooden toy blocks made of lumber from Yamagata Prefecture to Europe and other markets.
- Displays of products at overseas trade fairs on a regular basis since 2015.
- Placement of inquiries with JETRO and inspection agencies to learn various countries' own safety standards and other matters.

### 1. Major Products

Wooden toy blocks calld "Moku Lock"  
 -Utilizing unused lumber produced in Yamagata Prefecture, the company manufactures the products by chipping solid wood (cherry, maple, birch, zelkova, magnolia and hornbeam trees)

### 2. Main Export Destinations

Europe (member states of EU, Switzerland and Norway), United States, Canada, Australia, New Zealand, Singapore, Hong Kong, Taiwan and South Korea

### 3. Export Promotion Efforts



Maison et Objet  
Paris, in January 2015



Maison et Objet  
Paris, in January 2017

Responding to inquiries and orders from abroad, the company began overseas sales in 2013. The company has exhibited the products at overseas trade fairs on a regular basis since 2015.

### 4. Export Results

	Volume of exports (m <sup>3</sup> )	Periods of shipment
Fiscal 2016 (estimate)	0.75m <sup>3</sup>	Full year
Fiscal 2015	0.72m <sup>3</sup>	



Series of products put on the market in 2016

### 5. Problems and Solutions

- Scarcity of information on the safety standards for wooden toys, qualifications and other matters necessary for enabling legitimate sales in the customers' countries and regions makes it difficult to export products to countries other than already established destinations despite reception of inquiries.  
 → The company asks would-be customers to gather information on their countries and inquiries with JETRO and inspection agencies.
- The low-cost EMS is mainly used delivery. Depending on the countries, tariffs or VAT may be imposed, and there are cases in which delivers to the doors of customers fails.  
 → We have increased options of delivery by introducing priority transport in addition to EMS to ensure prompt delivery to the doors of customers.

### 6. The Way Forward

To increase export destinations and client companies and win more orders by further upgrading overseas sales sites.

### 7. Website

<http://mukulock.biz/>

### 8. Contact

K.K. New Tech Shinsei  
 3075-1 Oaza-Hanazawa, Yonezawa City, Yamagata Prefecture 992-0021  
 TEL: +81-238-21-3155

## 14. Export of “Kendama” to the World

### Yamagata Koubou Co., Ltd. (Yamagata Prefecture)

- Export of kendama made of beech and mountain cherry trees to countries worldwide.
- Export began due to increase in overseas demand for kendama to use it in performances.
- Branding for sales promotion is needed.

#### 1. Major Products

Kendama (made of beech and mountain cherry trees)

#### 2. Main Export Destinations

The United States, Hong Kong, Europe and 20 Asian countries.

#### 3. Export Promotion Efforts

Export began due to increase in overseas demand for kendama as a tool for performance.

#### 4. Export Results

5,000 units of kendama

#### 5. Problems and Solutions

Branding for sales promotion is needed

#### 6. The Way Forward

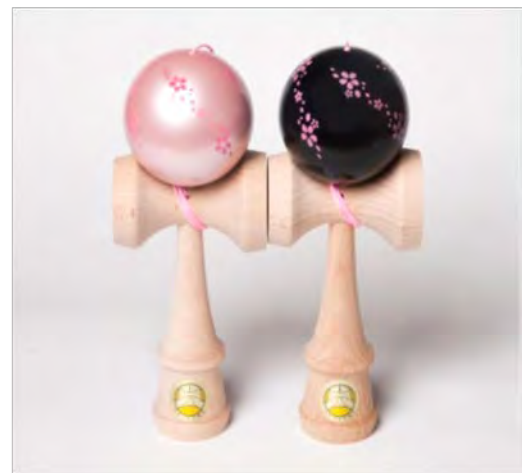
To help *kendama* take root in local communities through cultivating markets not only for the *kendama* made for performance contests but also for those with which beginners and the elderly can easily enjoy playing so that such *kendama* are used in welfare and other occasions.

#### 7. Website

<http://www.kendama.co.jp>

#### 8. Contact

Yamagata Koubou Co., Ltd.  
TEL: +81-238-84-6062 FAX: +81-238-84-6061



The *Sakura Series* of “Ozora (big sky)”, *kendama* for performance contests  
Certified by the Japan Kendama Association



The *Premier Series* of “Ozora”, *kendama* for performance contests  
Certified by the Japan Kendama Association

# 15. Export of Original “Kokeshi” (wooden dolls) to the World

## USABURO KOKESHI, Inc. (Gunma Prefecture)

- Export of original kokeshi, made of cornel, chestnut and other trees to the United States, Europe and other markets.
- Export initiated by inquiries from overseas wholesalers in response to opening a website in English.
- Display at gift shows, using Gunma Prefecture’s support program.

### 1. Major Products

Original kokeshi made of cornel, chestnut, zelkova and cherry trees

### 2. Main Export Destinations

The United States, Great Britain, France, Italy, Israel, Switzerland, Netherlands, Belgium, Germany, Spain, Australia and others

### 3. Export Promotion Efforts

The company opened a website to sell its products in 2001 and later added the English version of the site. At first, overseas sales to individual customers had been envisaged, but mails calling for wholesale gradually increased, which led to the start of wholesale in addition to sales to individuals.

### 4. Export Results

Shipment in 2016: about 18,000 units of original *kokeshi*

### 5. The Way Forward

To seek further popularity of kokeshi across the world.

### 6. Website

<http://www.usaburo.com/>

### 7. Contact

TEL: +81-279-54-6766 FAX: +81-279-54-8684

E-mail: [info@usaburo.com](mailto:info@usaburo.com)



©Tsuburaya Productions Co.



Original kokeshi

# 16. Export of Noto Hiba Cypress Products from Kanazawa Port to Vietnam

Kagamoku Co., Ltd. (Ishikawa Prefecture)

- Export of Noto hiba boards to Vietnam.
- Tie-ups with local forestry cooperatives and lumber producers for stable supply of the raw material.
- To participate in industry trade fairs and enhance recognition of the products in order to widely announce the efficacy of Noto hiba.

## 1. Major Products

Shoe cabinets made of “Noto hiba” cypress, having antibacterial effects, grown in satoyama (village forests) in the Noto region, designated as a World Agricultural Heritage

## 3. Export Promotion Efforts

Processing of low-value thinned logs from satoyama in the Noto area into shoe cabinets in Vietnam, a country with high manufacturing skills and low-cost production capabilities. The products are completed through repeated trial production.

## 4. Export Results

About 50m<sup>3</sup> in the fiscal year 2015

## 5. Problems and Solutions

- The company pursues designs, functions and prices that match the needs in Vietnam.
- The company ties up with local forestry cooperatives and lumber producers for stable supply of the raw material.

## 6. The Way Forward

- To actively participate in industry trade fairs and other events, widely announce the efficacy of Noto hiba and promote its recognition and use of products.
- To seek vitalization of the forestry and wood industry through development, planning, production and sales of “Noto hiba” products in cooperation with processors and distributors in and outside the prefecture.

## 7. Website

<http://www.kagamoku.co.jp>

## 8. Contract

Wood Building Business Department,  
Kagamoku Co., Ltd.  
TEL: +81-76-238-4131

## 2. Main Export Destination

Vietnam



Completed products





## 17. Development of Overseas Sales Routes for High-value-added Wood Products Made of Domestic Aromatic Lumber Yamazaki-ya Woodwork Mill (Nagano Prefecture)

- Export of high-performance wooden window products, made of “Kiso hinoki” cypress lumber to North America and Europe.
- Development of a strategy to export products to North America and Europe, the consumer countries of wooden window products.
- Four companies jointly solicited committee members and held the committee meetings and other events to consider problems and solutions in the fiscal year 2016.

### 1. Major Products

High-performance wooden window products made of “Kiso hinoki” cypress lumber

### 2. Main Export Destinations

The United States, Canada, Australia, New Zealand, Switzerland, Germany and France

### 3. Export Promotion Efforts

Development of the product strategy to export high-performance wooden window products made of “Kiso hinoki” lumber, which is a brand of domestic *Hinoki* lumber, to North America and Europe and to expand sales routes for domestically produced wood products.

### 4. Export Results

N/A

### 5. Problems and Solutions

Establishment of sales routes for high-performance wooden window products is expected to take time. Also, there are challenges in matters such as shipping, price setting and product guarantees.

### 6. The Way Forward

Four companies jointly solicited members for a committee and other gatherings in the fiscal year 2016 and convened the meetings. Despite that certain results were generated, the four companies are considering whether to continue the committee and other activities in the fiscal year 2017, as they have yet to decide on solutions to implement and the future directions.

### 7. Website

<http://www.yamazakiyamokko.co.jp/>

### 8. Contact

555-1 Naka, Chikuma City, Nagano Prefecture 387-0017  
TEL/FAX: +81-26-272-2765  
E-mail: s-yamazaki@yamazakiyamokko.co.jp



Photo of products

# 18. Export of “Yakisugi” (Japanese cedar boards with the charred surface) to South Korea

## K.K. Forest Feeling (Shizuoka Prefecture)

- Export of Yakisugi boards, charred through special processing and painted colorfully, to South Korea.
- Export of the colorful and creative “UROCO”, the Yakisugi color panels, as the first step toward achieving worldwide recognition of Sugi from the Tenryu area.
- Exhibition at a trade fair in South Korea in cooperation with Shizuoka Prefecture.

### 1. Major Products

Sugi boards charred through special processing and painted colorfully. In Japan, they are sold at places such as DIY centers.

### 2. Main Export Destination

South Korea



Example of processing for UROCO

### 3. Export Promotion Efforts

Export of the colorful and creative UROCO color panels as the first step toward achieving worldwide recognition of Sugi from the Tenryu area.

### 4. Export Results

About 100m<sup>2</sup> of UROCO exported to South Korea in 2016.

### 5. Problems and Solutions

- Demand for the product in DIY is starting to emerge in South Korea. Unlike Japan, however, few centers display lumber inside the stores in South Korea, making it difficult to develop a distribution network .
- Prices do not fall to the level that make the product affordable to general consumers because of transportation costs and tariffs.

### 6. The Way Forward

To obtain recognition and promote branding in South Korea

### 7. Website

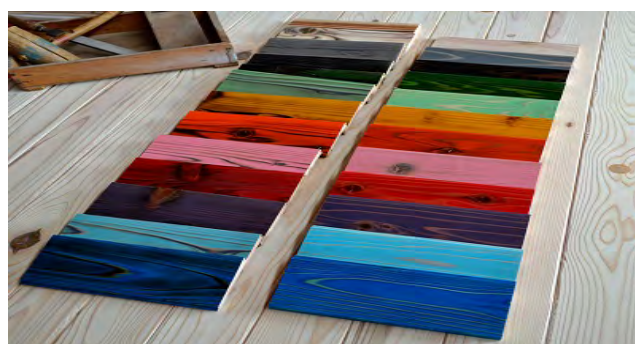
<http://uroco.org>

### 8. Contact

K.K. Forest Feeling  
E-mail: [access@uroco.org](mailto:access@uroco.org)



Color samples



UROKO boards

# 19. Export of Memo Pads Made from “Kyogi” (paper-thin sheets of wood) to the World K.K. Forest Feeling (Shizuoka Prefecture)

- Export of memo pads made of “Kyogi” using Japanese red pine to five countries in the world.
- The export started with a request of an overseas buyer intrigued by the product exhibition at a trade fair.
- Seeking sales particularly in Europe to increase countries using Kyogi as memo pads in the world.

## 1. Major Products

Memo pads made of Kyogi using Japanese red pine

## 2. Main Export Destinations

Canada, The United States, Sweden, South Korea and Hong Kong

## 3. Export Promotion Efforts

Export started with a request of an overseas buyer intrigued by the product exhibition at a trade fair.

## 4. Export Results

Approximately 10,000 and 25,000 pads were exported in the fiscal years 2015 and 2016, respectively.

## 5. Problems and Solutions

- In case there are two or more sales agents overseas, trouble occurs unless fixed prices are set.
- Unauthorized sales occurred through online commerce networks, such as Amazon. For opening of sales sites and other services on online shopping malls overseas, sales agents need to be carefully selected.

## 6. The Way Forward

The company envisages to spread the use of Kyogi as memo pads around the world. It seeks to merchandise the products in more countries and is trying to boost sales especially in Europe.

## 7. Website

<http://kizara.jp/>

## 8. Contact

K.K. Forest Feeling  
E-mail: [access@uroco.org](mailto:access@uroco.org)



Small, medium and large Kyogi memo pads



Each sheet can be cut off along the grain.



Example of use

(Presented by Forest Feelings)

## III. Logs



## 20. Export of Sugi Logs to China Aizacc (Gunma Prefecture)

- Export of Sugi (Japanese cedar) logs to China.
- The export was initiated by a request from a lumber-related company in Shanghai for Japanese logs.
- Procured Japanese logs that meet the needs of the Chinese customers.

### 1. Major Products

Sugi(Japanese cedar) logs

### 2. Main Export Destination

China

### 3. Export Promotion Efforts

- As the company had been doing business in China, it received a request from a lumber-related company in Shanghai for procurement of Japanese logs and began exporting them.

### 4. Export Results

Fiscal year	Volume of exports (m <sup>3</sup> )
2015	1,510
2016	3,315

### 5. Problems and Solutions

- It was often difficult to procure 4-meter logs that match the needs of the Chinese customers, since such logs are scarcely distributed in *Gunma* prefecture. The company found other sources and successfully met the customer's demand.
- To make up for a shortage of vehicles customized for the log transportation, general-use trucks (flat body) with special frames were used to carry the logs from the timber yard to the place of fumigation.

### 6. The Way Forward

- To secure the stable volume of logs for export, consideration will be given to establish a new organization tasked with the entire process from purchase of standing trees to log production, distribution, fumigation and other operations.

### 7. Website

<http://aizacc.com/index.html>

### 8. Contact

Aizacc  
TEL: +81-27-265-5735



A scene of shipment



Exported Sugi logs

## 21. Export of Sugi Logs to China

### Nagano Prefectural Federation of the Forest Owners' Cooperative Associations (Nagano Prefecture)

- Export of Sugi (Japanese cedar) logs to be used in civil engineering works to China.
- As demand for Sugi logs for civil engineering works is small in Nagano Prefecture, the Federation started exporting them as a new sales route.
- By analyzing the demand trend for unused lumber and other relevant matters in Nagano Prefecture, regions having advantages in collection and delivery of lumber are considered.

#### 1. Major Products

Sugi logs meeting the standard of 4.0m in length and 8cm in diameter and larger

#### 2. Main Export Destination

China

#### 3. Export Promotion Efforts

As use of *Sugi* logs in civil engineering works is limited in Nagano Prefecture, the Federation collaborated with forestry cooperatives and lumber producers to develop a new sales route. The export started with logs from the Hokushin region via Naoetsu Port, which has advantages in terms of transport costs.

#### 4. Export Results

Sugi logs: 9,916m<sup>3</sup> in 2014; 5,121m<sup>3</sup> in 2015 and 4,105m<sup>3</sup> in 2016  
(Japanese red pine logs were also delivered in 2014)

#### 5. Problems and Solutions

- Timely lumber collection is requested with consideration to the exchange rate movements and other issues. As it takes time to collect 2,200m<sup>3</sup> to 2,300m<sup>3</sup> logs per shipment, planing shipments at the optimal timing is difficult.
- In winter, shipments become difficult due to rough conditions in ports.
- By analyzing the demand trend for unused lumber and other relevant matters in Nagano Prefecture, the Federation considers which regions would have advantages in collection and delivery of lumber.
- Few claims and other problems have come up concerning quality and specifications of logs.
- Measurement in specifications and other work need to be improved as the exported logs are for civil engineering works (small-diameter logs).

#### 7. Website

<http://www.naganomoriren.or.jp/wp/>

#### 8. Contact

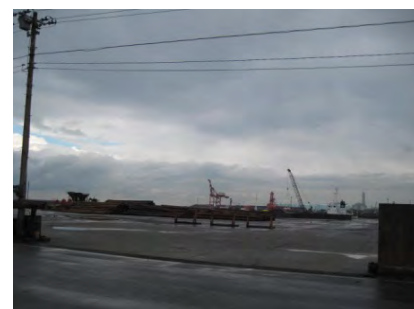
Operational Division, the Nagano Prefecture Federation of Forest Owners' Cooperatives Association  
TEL: +81-26-226-2504



Stacked Sugi logs



Log selection according to quality



Loading for shipment from Naoetsu Port

## 22. Export of Sugi and Hinoki logs to China and South Korea SL World Co., Ltd. (Shizuoka Prefecture)

- Export of Sugi (Japanese cedar) logs to China and Hinoki (Japanese cypress) logs to South Korea.
- Tie-up with the Nagano Prefecture Federation of the Forest Owners' Cooperatives Association to export Sugi logs to China via Naoetsu Port.
- Faced with a difficulty of securing the required volume of domestic logs as their usages have been diversified in recent years, the company has made a proposal to the Association of Log Producers in the Tone-Numata Area in Gunma Prefecture to establish a new collection station with the aim of starting operation in the fiscal year 2018.

### 1. Major Products

### 2. Main Export Destinations

	Lengths	Diameters	Cargo Handling Ports	Destinations	Uses
• Sugi logs	3.0 - 4.0m	8cm -	Naoetsu Port	China	Blockboards
• Hinoki logs	2.4m	16cm -	Shimizu Port	South Korea	Interior material

### 3. Export Promotion Efforts

- Sugi logs  
Export to Shanghai, China via Naoetsu Port in Niigata Prefecture, in cooperation with the Nagano Prefecture Federation of Forestry Cooperative Associations.
- Hinoki logs  
Maritime container transportation to South Korea via Shimizu Port.



### 4. Export Results

#### Volume of Export

Year	2014	2015	2016	Total
<i>Sugi logs (m³)</i>	9,000	7,000	4,000	20,000
<i>Hinoki logs (m³)</i>	345	800	427	1,572

### 5. Problems and Solutions

Struggling to procure logs due to the difficulty in securing the required quantity amid diversified usages of domestic logs (for biomass, plywood, packaging, etc.) and the subsequent rise in the log prices.

### 6. The Way Forward

- For exporting logs to China, the company has made a proposal to the Association of Log Producers in the Tone-Numata Area in Gunma Prefecture to establish a new collection station with the aim of starting its operation in the fiscal year 2018.
- While the Tone-Numata Area ships out some 1/3 of the total logs collected in Gunma Prefecture, there is no nearby collection station. Taking advantage of the situation, the company will seek to increase the volume of export to China from Naoetsu Port.



(Prepared by SL World Co.)

7. Website <http://www.sl-world.co.jp/>

8. Contract SL World Co., Ltd. TEL: +81-54-335-5451

## 23. Endeavors to Increase Exports of Lumber

### Mie Prefecture Council for the Promotion of the Exports of Agricultural, Forest and Fishery Products and Food (Mie Prefecture)

- Export of Sugi (Japanese cedar), Hinoki (Japanese cypress) and other logs to China, Taiwan and South Korea.
- The Council holds seminars on lumber exports to foster momentum for promotion of exports.
- The Council conducts demand surveys abroad to grasp overseas demand.

#### 1. Major Products

Sugi, Hinoki and other logs

#### 2. Main Export Destinations

China, Taiwan and South Korea

#### 3. Export Promotion Efforts

(Fiscal 2014)

- The foundation of the Mie Prefectural Council for the Promotion of the Export of Agricultural, Forest and Fishery Product and Food in March
- Seminars on lumber export

(Fiscal 2015)

- Surveys of demand for lumber in South Korea, China and Taiwan
- Site visits to see examples of lumber usages in China

(Fiscal 2016)

- Study sessions on lumber export
- Trial export (planned)

Foster momentum

Grasp the demand

Marketing

<<Image of the steps to take>>

#### 4. Export Results

Export of logs mainly for interior material to South Korea and for civil engineering material to China and Taiwan.

#### 5. Problems and Solutions

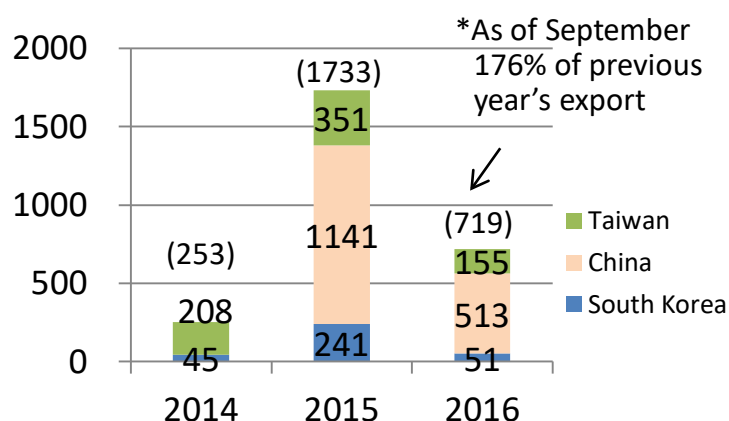
- Seminar on lumber export held to foster momentum for promotion of the exports.
- Surveys conducted to grasp overseas demand trends.

#### 6. The Way Forward

- To expand export destinations for interior material.
- To promote exports of products with higher added values.

#### 7. Contact

Forestry Industry Subcommittee, Mie Prefectural Council for the Promotion of the Export of Agricultural, Forest and Fishery Products and Food  
(Secretariat)  
Forest and Forestry Management Division  
Agriculture, Forestry and Fisheries Department  
Mie Prefectural Government  
TEL: +81-59-224-2563



<<Export Volume>>



## 24. Export of Logs for the Interior Materials to South Korea K.K. Yamaichi Mokuzai (Wakayama Prefecture)

- Export of Hinoki (Japanese cypress) logs for interior materials of condominiums to South Korea.
- Export to South Korea began in 2014 at a trading firm's request.
- Establishment of a stable supply system in accordance with the demanded specifications and volume.

### 1. Major Products

Hinoki logs (2.4m and 16cm and over)  
\*For interiors of condominium units

### 2. Main Export Destination

South Korea

### 3. Export Promotion Efforts

The company has exported the logs to South Korea via Wakayama Port since 2014 when a trade firm made a request.

### 4. Export Results

100m<sup>3</sup> per month on a regular basis since the fiscal year 2014

### 5. Problems and Solutions

Export greatly depends on prices due to the distance of more than 150km between the place of harvesting and the export handling port.

### 6. The Way Forward

The company has established its stable supply system of lumber in accordance with demanded specifications and volumes. It will take various orders from overseas.

### 7. Website

<http://www.yamaichimokuzai.com/index.html>  
(Website of the K.K. Yamaichi Mokuzai)

### 8. Contact

K.K. Yamaichi Mokuzai  
Address: 2-1-5 Shinmachi, Shingu City, Wakayama Prefecture  
TEL: +81-735-22-8115



Operation at a log yard

# 25. Processing of “Kishu Hinoki” Logs and Sales of the Products in China

## East Rise Transport Co., Ltd. (Wakayama Prefecture)

- Export of Kishu hinoki (a brand of Japanese cypress) logs to China.
- Noting the high quality and available resources of Kishu hinoki, the company began the export in the fiscal year 2014.
- The exported logs are processed into products at a sawmill in China for sale in China and South Korea.
- Forest roads and other infrastructures need to be improved for realizing stable supply.

### 1. Major Products

Kishu hinoki logs produced in Wakayama Prefecture

### 2. Main Export Destination

China

### 3. Export Promotion Efforts

- Noting the high quality and available resources of Kishu hinoki, the company considered selling its products in China.
- Export of Kishu hinoki to China began in the fiscal year 2014.
- The company has purchased forests in Wakayama Prefecture and logged out from there in cooperation with local log producers.
- Logs are shipped to Shanghai Port from Wakayama Port and processed into products at a sawmill in China to sell them in China and South Korea.

### 4. Export Results (Export of logs began in fiscal 2014.)

332m<sup>3</sup> in 2014

949m<sup>3</sup> in 2015

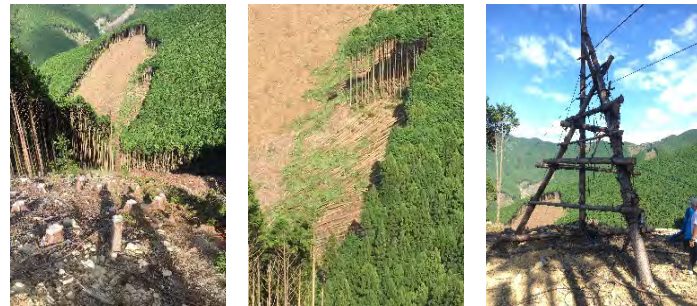
1,683m<sup>3</sup> in 2016

### 5. Problems and Solutions

- To reduce costs of shipping logs out of forests.
- Forest roads and other infrastructures need to be improved for realizing stable supply.
- Procurement of timber and forests.

### 6. The Way Forward

- The sharing of information and reinforcement of cooperation with local and nearby forestry business, trading houses and other concerns.
- To increase volume of exports (by employing bulk ships) to meet the needs in China and South Korea.
- The nearby export port needs to be improved for exports by bulk ships.
- To bundle production of building material, furniture and other products, which makes it possible to propose reform of an entire house with *hinoki* (a showroom in suburban Shanghai was set up).
- Production and sales of furniture and miscellaneous goods (tableware, chopping boards, toys, etc.) made of Kishu hinoki.



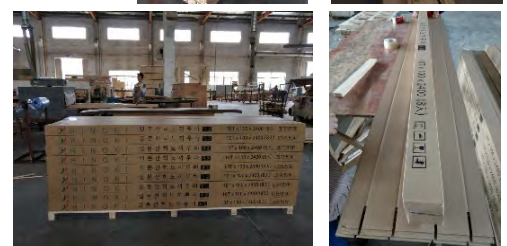
Logging sites in Wakayama Prefecture



Loading work (at Wakayama Port)  
A 40' HQ container is capable of loading about 30m<sup>2</sup>



Showroom of the products in suburban Shanghai



Work at sawmill in China and the products

### 7. Website

<http://www.eastrise-t.com/>

### 8. Contract

East Rise Transport Co., Ltd.  
E-mail: [sakurai@eastrise-t.com](mailto:sakurai@eastrise-t.com)  
TEL: +81-6-6223-5080

## **IV. Non-wood Forest Products**



## 26. Export of Dried “Shiitake” Mushroom to Taiwan Hironoya Co., Ltd. (Iwate Prefecture)

- Export of dried shiitake mushroom to Taiwan.
- The company launched the “Kita Sanriku Branding Project” and sells its products in Japan and abroad.
- Utilizing a project by the Ministry of Economy, Trade and Industry, the company invited buyers from Taiwan to the production site and held a workshop.

### 1. Major Product

Dried shiitake mushroom (calld “donko”)

### 2. Main Export Destination

Taiwan

### 3. Export Promotion Efforts

The company launched the Kita Sanriku Branding Project to increase sales of mainly fishery products from the Kita Sanriku region and has sold them in Japan and abroad. As part of this project, the company started efforts to export dried *shiitake*, a specialty of Hirono Town.

### 4. Export Results

In the fiscal year 2015: 100 - 120kg of dried *shiitake* produced in Hirono Town

### 5. Problems and Solutions

#### Problem

The initial negotiations were not successful as the company’s explanation did not persuade Taiwanese buyers of the high quality of the dried *shiitake* produced in Hirono Town.

#### • Solution

Utilizing a project undertaken by the Ministry of Economy, Trade and Industry, the company invited the buyers to the production site and held a workshop to deepen their understanding on the dried *shiitake* produced in Hirono Town.

#### • Result

The deal was completed as the buyers were convinced of the high quality of the dried *shiitake* produced in Hirono Town.



Negotiation with Taiwanese buyers

### 6. The Way Forward

- To acquire clients in Hong Kong.
- To hold seminars for producers to learn important points and caveats in disseminating information on foods abroad and exporting them, with the aim of expanding overseas trading.

### 7. Website

<http://hirono-ya.com/>

### 8. Contact

Hironoya Co., Ltd.

TEL: +81-194-65-5556 FAX: +81-194-65-4432



Taiwanese buyers visit the production site