
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 called “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

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

<table>
<thead>
<tr>
<th>Periods of shipment</th>
<th>Fiscal 2016 (estimate)</th>
<th>Fiscal 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.75m³</td>
<td>0.72m³</td>
</tr>
</tbody>
</table>

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://mokulock.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

©Tsuburaya Productions Co.
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

2. Main Export Destination
Vietnam

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 50m³ 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
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

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 100m² 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

(Prepared by K.K. Forest Feeling)
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

(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

<table>
<thead>
<tr>
<th>Fiscal year</th>
<th>Volume of exports (m³)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1,510</td>
</tr>
<tr>
<td>2016</td>
<td>3,315</td>
</tr>
</tbody>
</table>

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 scarecly 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
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: 9,916m³ in 2014; 5,121m³ in 2015 and 4,105m³ 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 2,200m³ to 2,300m³ logs per shipment, planning 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).

6. Website
http://www.naganomoriren.or.jp/wp/

7. Contact
Operational Division, the Nagano Prefecture Federation of Forest Owners’ Cooperatives Association
TEL: +81-26-226-2504
22. Export of Sugi and Hinoki logs to China and South Korea

SL World Co., Ltd. (Shizuoka Prefecture)

1. Major Products

- 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.

2. Main Export Destinations

<table>
<thead>
<tr>
<th></th>
<th>Lengths</th>
<th>Diameters</th>
<th>Cargo Handling Ports</th>
<th>Destinations</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugi logs</td>
<td>3.0 - 4.0m</td>
<td>8cm -</td>
<td>Naoetsu Port</td>
<td>China</td>
<td>Blockboards</td>
</tr>
<tr>
<td>Hinoki logs</td>
<td>2.4m</td>
<td>16cm -</td>
<td>Shimizu Port</td>
<td>South Korea</td>
<td>Interior material</td>
</tr>
</tbody>
</table>

3. Export Promotion Efforts

- Sugi logs
  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.

4. Export Results

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugi logs (m³)</td>
<td>9,000</td>
<td>7,000</td>
<td>4,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Hinoki logs (m³)</td>
<td>345</td>
<td>800</td>
<td>427</td>
<td>1,572</td>
</tr>
</tbody>
</table>

5. Problems and Solutions

- 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.

- 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.

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 operation in the fiscal year 2018.

7. Website

http://www.sl-world.co.jp/

8. Contract

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

(Prepared by SL World Co.)
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)

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

<<Image of the steps to take>>

<<Export Volume>>

<table>
<thead>
<tr>
<th>Year</th>
<th>Taiwan</th>
<th>China</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>45</td>
<td>241</td>
<td>51</td>
</tr>
<tr>
<td>2015</td>
<td>208</td>
<td>1141</td>
<td>155</td>
</tr>
<tr>
<td>2016</td>
<td>(253)</td>
<td>(1733)</td>
<td>(719)</td>
</tr>
</tbody>
</table>

*As of September 2016
176% of previous year’s export
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

100m³ 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
25. Processing of “Kishu Hinoki” Logs and Sales of the Products in China
East Rise Transport Co., Ltd. (Wakayama Prefecture)

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.)
- 332m³ in 2014
- 949m³ in 2015
- 1,683m³ 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.

7. Website
http://www.eastrise-t.com/

8. Contract
East Rise Transport Co., Ltd.
E-mail: 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 (called “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.

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.

Negotiation with Taiwanese buyers
Taiwanese buyers visit the production site