

27. Offering High-quality Kishu Binchotan Charcoal to the world Kishu Tan Kobo (Wakayama Prefecture)

- Export of Kishu Binchotan (a brand of charcoal produced in Wakayama Prefecture) to Australia and Canada.
- Export began in 2015 receiving a request from a maker.
- Establishment of an arrangement to receive feedback from end users who actually use Kishu Binchotan.

1. Major Products

Kishu Binchotan (round and irregularly shaped charcoal)

2. Main Export Destinations

Australia and Canada

3. Export Promotion Efforts

Export started in 2015 following a request from the maker of sharpening stones for Japanese kitchen knives used at Japanese restaurants overseas.

4. Export Results

25 cases/month (15kg/case)
(Breakdown)

- 20 cases to Australia and 5 cases to Canada

5. Problems and Solutions

- Kishu Binchotan has traditional specifications which are different from the overseas concept of specifications. Troubles occurred when an upper-level specification was applied.
- The company has set up an arrangement to receive feedback from end users who actually use Kishu Binchotan.

6. The Way Forward

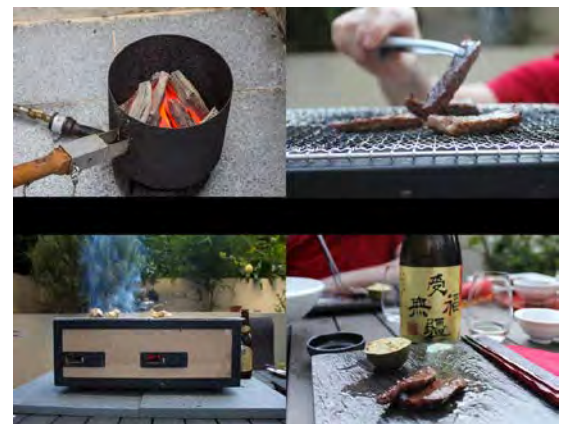
- To promote approaches to potential customers in the fields of tourism by capitalizing on the company's close location to Kansai International Airport as a geographical advantage.
- To seek expansion of market by offering experience programs to tourists from abroad.
- To disseminate the charm of *Kishu Binchotan* via SNS to the world.
- To propose the charcoal culture for "Washoku", or Japanese cuisine designated as UNESCO's intangible cultural heritage.

7. Website

<http://www.sumikobo.net/>

8. Contact

Kishu Tan Kobo
TEL: +81-73-457-2462



Kishu Binchotan used for grilling



Production of *Kishu Binchotan*
(removal of the charcoal from a fire pit)

28. Export of Boiled “Takenoko,” Vegetables and Mushrooms to ASEAN Member Countries

Kazue Bussan Inc. (Fukuoka Prefecture)

- Export of takenoko (bamboo shoot) and other foods to ASEAN member countries.
- The company is upgrading its operations in terms of both hardware and software and discussing tie-up with a major Japanese trading firm to earn certifications of the FSSC international standard and the halal screening system.

1. Major Products

- Boiled *takenoko*
- Pre-cooked ingredients (boiled vegetables) for “*chikuzenni*” and “*tonjiru*”, which are popular Japanese dishes
- Cooking kits for “*takikomi gohan*” (processed rice for fast cooking and the other ingredients)

2. Main Export Destinations

- ASEAN member countries, especially Singapore, Malaysia, Thailand and Vietnam



3. Export Promotion Efforts

Interests in Japanese cuisine, agricultural products and processed foods are growing due to increase of global needs for safe and healthy food and greater recognition of Japanese cuisine with more tourists visiting Japan from abroad. In particular, restaurants offering Japanese dishes and retailers handling Japanese agricultural products and processed foods are actively entering ASEAN member countries, which are expected to achieve major economic growth. The company is advancing plans to export and sell high-quality agricultural products and processed foods produced in Fukuoka Prefecture to such restaurants and retailers.

4. Export Results

- Export destination: Malaysia (Kuala Lumpur)
- 50 packs each of 10 products (total of 500 packs) as test export

5. Problems and Solutions

Problem 1

To establish a small-lot and low-cost distribution system to address the expiration date and other issues.

Solution 1

To ship the products in a break-bulk manner by cooperating with companies that have already established regular weekly cargoes for Hong Kong, Singapore and Malaysia to export and sell fruits and vegetables.

Problem 2

To effectively conduct surveys and acquire local sales agents to sell exported products.

Solution 2

To sell the products with Japanese companies operating local fruit and vegetable shops. Synergy effects can be expected as stable procurement is possible for the company's processed products.

Problem 3

It is necessary for smooth export and sales to address international quality specifications and standards as well as regulations in countries concerned.

Solution 3

To upgrade the operations in terms of both hardware and software to earn certifications of the FSSC international standard and the halal screening system. Consultation on tie-up with a major Japanese trading firm is underway.

6. The Way Forward

The company is planning experimental export and sales as part of marketing. As the transportation route and retail places have already been secured, it is to work out the product lineup matching the needs of export destinations and promptly bring the export and sales up to a commercial basis.

7. Website

<http://www.kazue-inc.com/>

8. Contact

Kazue Bussan Inc.
TEL: +81-943-30-1137

29. Export of Mushrooms Produced in Okinawa the Prefecture to Asia

K.K. Odac (Okinawa Prefecture)

- Export of mushrooms produced in Okinawa Prefecture to Asia.
- Development of sales routes in Asia where demand is expected all year round.
- In addition to the “safety and security” of the mushrooms as Japanese brand food, their freshness is publicized utilizing the airfreight via *Naha* Airport serving as the air hub.

1. Major Products

Mushrooms produced in Okinawa Prefecture (enokitake and bunashimeji mushroom)

2. Main Export Destinations

Taiwan, Malaysia, Singapore and Thailand

3. Export Promotion Efforts

While mushrooms can be produced using fungal bed cultivation in factories, fresh mushrooms tend to be seen as a “seasonal product” and the demand in summer falls in comparison with winter in Japan. In the Asian region, the demand is expected to be stable all year round, so the company will develop sales routes there to take in greater demand for the mushrooms from the prefecture and stabilize production.

4. Export Results

In the fiscal year 2015: 483,900kg

5. Problems and Solutions

(Problem)

Production of mushrooms in export destinations and neighboring countries is active. As large-scale and low-cost production using inexpensive labor is possible in those countries, price competition is unfavorable to mushrooms produced in Okinawa.

(Solutions)

In addition to the “safety and security” of the mushrooms as Japanese brand foods, the company publicizes the freshness as they are exported by air via *Naha* Airport serving as an air hub, and seeks to differentiate the customer base through promotion prioritizing quality over price.

6. The Way Forward

Based on the experiences to date, the company will adequately figure out which markets have good export potentials and develop sales routes there.

7. Website

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

8. Contact

Resources Utilization and Dissemination Team
Forest Management Division
Okinawa Prefectural Government
TEL: +81-98-866-2295



Factory-produced bunashimeji



Tasting is offered for sale at a supermarket in Thailand

(Appendix)

Efforts of Prefectures

Iwate Prefecture

1. Outline and the Context of Efforts

- In the fiscal year 2015, hosted by the Japan Wood-Products Export Association, the “Study Session for Export Expansion of Wood Products Made in Japan” was held in Morioka for forestry and wood industry business operators in the prefecture to provide information relevant to exports of wood products and foster momentum.
- In the fiscal year 2016, a seminar on exports of wood products was held. Efforts were made for PR activities to promote wood products produced in the prefecture such as an exhibition and business talks in Dalian, China.



Study Session for Export Expansion of
Wood Products Made in Japan

2. Export Targets

Targets are China, Taiwan, South Korea and other markets where the volume of Japanese wood product imports has been increasing in recent years. Development of markets will be pursued for products using various symbolic tree species of Iwate Prefecture such as *Sugi* (Japanese cedar), Japanese red pine, *Karamatsu* (Japanese larch), hardwoods and others.

3. Results of the Export Promotion Efforts

- *Sugi* logs have been exported aboard by bulk carriers from the port in the prefecture to China.
- Wood industry companies in the prefecture began to explore their export of sawn timber to China.

4. The Way Forward

Efforts will continue on raising awareness among people concerned in the prefecture through collection of the latest information and holding seminars and other events for wood product exports.

5. Contact

Forestry Promotion Division
Agriculture, Forestry and Fisheries Department
Iwate Prefectural Government
TEL: +81-19-629-5772

Gifu Prefecture

1. Outline and the Context of Efforts

A council was established to promote exports of wood products with high added values produced in the prefecture, mainly to Asia where the volume of exports of Japanese wood products is showing an increasing trend.

● The Council for Promotion of Exports of Wood Products Made in Gifu Prefecture

- Date of Foundation: March 20, 2015
- Members: 41 wood industry business operators, financial institutions, relevant organizations and others
- Activities
 - Exhibitions at trade fairs in South Korea and production of leaflets and DVDs in several languages
 - Seminars on wooden post and beam houses held for architects in South Korea



An exhibit at a trade fair in South Korea

2. Export Targets

- For the time being, to engage in activities mainly focused on South Korea, a country where Japanese wood products, especially of Hinoki (Japanese cypress), are popular.
- To educate architectural engineers through seminars and training programs to spread wooden post and beam houses, which have been showing increasing popularity in recent years, in addition to interior material, furniture and other products with high added value.



Seminar held in South Korea

3. Results of the Export Promotion Efforts

- The number of companies exporting wood products to South Korea were seven in the fiscal year 2015 and nine in the fiscal year 2016, and houses were built in South Korea using lumber produced in the prefecture.
- Companies in the prefecture actively displayed their products at trade fairs in South Korea. They occupied half of JETRO's Japan pavilion at the fair held in 2016.
- Reinforcement of collaboration with the Wooden Architecture Technology Association of South Korea led to introduction of the wooden post and beam construction method to some 100 participants in a seminar held in South Korea.



A house built in Hwaseong, South Korea, using lumber produced in the prefecture

4. The Way Forward

- To increase the number of exporting companies by sharing the pioneers' achievements and methods at the Council.
- To invite overseas home builders to Gifu Prefecture, train engineers through training courses and other programs and secure reliable partners.
- To arrange a PR base overseas promote wood products produced in the prefecture.

5. Contract

Gifu Wood Products Distribution Division
Gifu Prefectural Government
TEL: +81-58-272-8487

Shizuoka Prefecture

1. Outline and the Context of Efforts

- Holding of study panel meetings on exports of lumber produced in the prefecture.
With a view to increasing exports of lumber from the prefecture, the Study Panel for Exports of Lumber Produced in the Prefecture was established in the fiscal year 2012. Through the panel meetings, the prefecture has been working to share information with companies in the prefecture that are interested in wood product exports and foster a sense of the exports.
- (Members) 22 lumber companies, manufacturers, distributors, log producers, the prefectural government officials and others.
- (Activities since the fiscal year 2015)

Fiscal year	No. of meetings held	Activities
2015	3	<ul style="list-style-type: none"> - Learning the activities of leading exporters to South Korea (outside lecturers invited). - Learning the situation of wood products exports (outside lecturers invited). - Reports on exhibitions at trade fairs held in China and South Korea.
2016	2	<ul style="list-style-type: none"> - Research in Taiwan conducted by the prefecture and the Study Panel. - Sharing the findings on local needs with the Study Panel members.

2. Export Targets

- (China) Highly creative and novel products and others
- (South Korea) *Hinoki* (Japanese cypress) interior materials, highly creative and novel products and others
- (Taiwan) *Hinoki* interior materials and others

3. Results of the Export Promotion Efforts

- (China) Emergence of companies starting coordination with trading firms
- (South Korea) 3 companies have established local agents to develop sales routes



Exhibit in the Japan booth of the Japan Wood-Products Export Association at the 2015 Green Building and Building Material Show (China)

4. The Way Forward

- To work for developing sales routes in Taiwan in the fiscal year 2017.
- To devise usages of high-quality lumber produced in the prefecture and propose them to Taiwanese customers.

5. Website

- Introduction of lumber produced in Shizuoka Prefecture with Korean translation is posted on YouTube
https://youtube.be/-bgcB4V_mqg

6. Contact

Team for Use of Lumber Produced in the Prefecture
Forestry Promotion Section
Economy and Industry Department
Shizuoka Prefectural Government
TEL: +81-54-221-2691



Market research in Taiwan
(Business talks in Taiwan and China hosted by the Japan Wood-Products Export Association)

Mie Prefecture

1. Outline and the Context of Efforts

- Efforts made against the backdrop of the increase in demand for lumber in China and other countries, the growing popularity of *Hinoki* (Japanese cypress) in South Korea and other developments.
- Establishment of the Mie Prefectural Council for the Promotion of the Exports of Agricultural, Forest and Fishery Products and Food in March 2014.



Loading *hinoki* logs for export

2. Export Targets

The export destination targets are China, Taiwan and South Korea. As a producing area of high-quality lumber, the prefecture attempts to promote exports of the A-grade lumber and wood products with high added values.



Putting stamps on logs to enhance recognition as a producer of high-quality lumber

3. Results of the Export Promotion Efforts

- Two companies in the prefecture supplied logs for export .
- The council held seminars on lumber exports.
- Surveys on overseas demand for lumber were conducted.

4. The Way Forward

As logs account for the majority of exports of lumber produced in the prefecture, efforts will be made to push forward exports of products with high added values.

5. Contact

Forestry Management Team
Forest and Forestry Management Section
Agriculture, Forestry and Fisheries Department
Mie Prefectural Government
TEL: +81-59-224-2563

Nara Prefecture

1. Outline and the Context of Efforts

(The Fiscal Year 2015)

- Market research in East Asia
→ Market research was conducted on the occasions of local trade fairs in China, South Korea and Taiwan.
- Support for exhibiting at a large-scale trade show in Europe

(The Fiscal Year 2016)

- Studies on means of developing overseas sales routes meeting conditions in Nara Prefecture
→ Appointment of expert advisers.
Matching of companies in the prefecture and domestic trading firms.
- Identification of highly motivated companies
→ A seminar focusing on lumber exports was held.



Overseas market researches: FY2015
(from left: China, South Korea and Taiwan)



Seminar on the development of overseas sales routes for lumber produced in Nara Prefecture: FY 2016

2. Export Targets (items and strength)

- High-quality interior material and processed products (furniture, tabletops and others)
→ Lumber produced in Nara Prefecture, prominently exemplified by Yoshino lumber, features beautiful colors and scarce knots as well as good strength thanks to even and fine annual ring widths.
- Publicity of sustainable man-made forests in harmony with the environment
→ The Yoshino forestry has a history of 500 years (an effective selling point in particular for Europe, which has strong interests in history and culture)

3. Results of the Export Promotion Efforts

(The Fiscal Year 2015)

- Understanding current conditions and problems concerning lumber exports
→ Differences in contracts and business practices, needs for lumber and others were identified.
- Exhibit at the *Maison et Objet* in France
→ Furniture made of Yoshino lumber were publicized and sold.

(The Fiscal Year 2016)

- Increase in momentum among companies in the prefecture to develop overseas sales routes
→ A seminar which invited advisers and successful firms in domestic lumber exports was attended by 130 people.



Exhibit at the *Maison et Objet*: FY 2015(France)

4. The Way Forward

- Studies on developing overseas sales routes based on guidance and advice from advisers (continued from the previous years)
- Creation of networks with overseas buyers, local lumber companies, home builders and others
- Support for collection of information on overseas lumber markets, responding to strong requests from companies in the prefecture

5. Website

Official website of Nara Prefecture
<http://www.pref.nara.jp/27678.htm>

6. Contact

General Affairs and Distribution Expansion Section
Nara Lumber Branding Division
Agriculture and Forestry Department
Nara Prefectural Government
TEL: +81-742-27-7470 FAX: +81-742-27-2070

Okayama Prefecture

1. Outline and the Context of Efforts

Okayama Prefecture has been Japan's biggest producer of *Hinoki* (Japanese cypress) logs for the 4th straight year since 2012, and the amount of available resources is increasing year after year. On the other hand, the demand for lumber in Japan is anticipated to fall due to the drop in the number of housing starts as a result of the declining population. Given the situation, efforts on log exporters have been made to create a new demand.



"Top sales" by the deputy governor



Inside of the showroom



Display at a trade fair in South Korea

2. Export Targets

To export wood products made of *Hinoki* produced in the prefecture to China where the revised rules for wooden architects are expected to create a new demand for Japanese lumber, and to South Korea where the popularity of *Hinoki* as a material for interiors, furniture and others has been rising due to the prevalence of health-consciousness.

To continuously collect information in order to develop new markets in Taiwan and other areas.

3. Results of the Export Promotion Efforts

Companies strongly interested in exports are increasing, and some have newly started exports as a result of efforts for exhibitions at overseas trade fairs, business talks and seminars held by wood industry organizations. To strengthen efforts for more practical collection of information and development of markets based on the achievements to date, a showroom was opened in South Korea by a wood industry organization, which is expected to help the industry to increase exports that meet the needs of the export partner countries.

4. The Way Forward

To prepare a catalogue and a PR video clip especially for South Korea where *Hinoki* is highly popular and conduct market research and a questionnaire for buyers there, with the aim of enhancing recognition of *Hinoki* produced in Okayama Prefecture and meeting the local needs.

5. Website

<http://www.pref.okayama.jp/page/487663.html>

6. Contact

Forestry Policy Department Okayama Prefecture
Government TEL: +81-86-226-7452

Tokushima Prefecture

1. Outline and the Context of Efforts

In order to create a new demand for increasing production of lumber in the prefecture, the lumber together with carpentry and joinery techniques was exported to Taiwan in cooperation with partner companies on the occasion of establishing an information center on the campus of National Taiwan University of Science and Technology in Taipei in the fiscal year 2016.

The university has adopted Japanese wooden building technology to revive Taiwan's wooden architecture and is training engineers. The prefecture conducted technical training sessions for students and construction business people on the building site for transmitting wooden building technology and also offered information on the attractiveness of Tokushima Prefecture including lumber produced in the prefecture.

The completed facility is deemed to be a "showroom of lumber produced in the prefecture." Similar facilities have been completed in South Korea and Singapore in addition to Taiwan.



Showroom of lumber produced in the prefecture



Technical training guided by Japanese carpenters (in Taiwan)

2. Export Targets

Wooden houses (including the interiors) in East and Southeast Asia (South Korea, Taiwan and Singapore)

3. Results of the Export Promotion Efforts

With building the showrooms of the lumber produced in the prefecture on a permanent basis, overseas bases for information on lumber produced in the prefecture and exchanges have been established.

4. The Way Forward

To make effective use of the showrooms, wood products produced in the prefecture which are unique to Tokushima are placed in the showroom as a permanent display so that they function as facilities to offer direct experiences. The prefecture will also hold symposiums to demonstrate the attractiveness of lumber produced in the prefecture, with a view to gaining fans of the "Tokushima brand" and support sales promotion activities that match the needs of export destinations.

5. Website

Under construction (planned to be opened at the website of the Tokushima Kizukai Kenmin Kaigi, the conference of Tokushima citizens for using wood)

6. Contact

Tokushima Federation of the Lumber Cooperative (General Information Desk, Support Center for Exports of Lumber Produced in Tokushima)

TEL: +81-88-662-2521/FAX: +81-88-662-2224

New Dimension Project Promotion Office

Forestry Strategy Section

Agriculture, Forestry and Fisheries Department

Tokushima Prefectural Government

TEL: +81-88-621-2484/FAX: +81-88-621-2861

Ehime Prefecture

1. Outline and the Context of Efforts

- Amid expectations that domestic demand for lumber will drop due to the dwindling birthrate and other factors, Ehime Prefecture has been promoting exports of lumber in quest of future promising markets since the fiscal year 2013.
- In cooperation with the Council for Market Development for Lumber Produced in Ehime Prefecture (members are 2 industry organizations and 13 operators including sawmills), which has the experience in developing markets in Japan, the prefecture is engaged in activities such as participating in trade fairs and marketing with local sales representatives in the targeted countries.

2. Export Targets

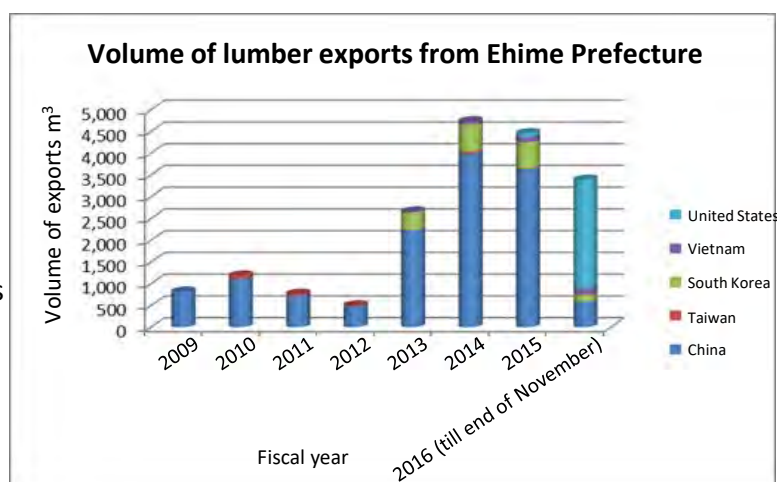
- Target destinations: China, South Korea and Taiwan
- Export items: Sawn timber and pre-cut timber as structural and interior material
- Advantage: Exports of sawn timber and other wood products with higher added values with a view to spillover effects on the prefectural economy



Business talk on *hinoki* logs

3. Results of the Export Promotion Efforts

- Volume of wood products exports from the prefecture has increased sharply since the fiscal year 2013.
- To meet the large-volume shipment orders from the buyers, a joint shipment arrangement has been established under which lumber companies produce boards of the same sizes and dry them in the same facility.
- The momentum for lumber export is rising, as companies in the prefecture have been collaborating with trading firms and others to export their wood products on a trial basis.



4. The Way Forward

- To conduct activities including new market research in Southeast Asia, where the economy is rapidly growing, and North America, where strong demand for lumber is expected.
- To reinforce dissemination of and publicizing activities for wooden houses built with the post and beam method in countries of wood housing demands.

5. Contact

Lumber Distribution Strategy Section
Forestry Policy Division
Forestry Bureau
Agriculture, Forestry and Fisheries Department
Ehime Prefectural Government
TEL: +81-89-912-2589 FAX: +81-89-912-2594

Kochi Prefecture

1. Outline and the Context of Efforts

- The establishment of the Council for Promoting Distribution of the Lumber Produced in Kochi Prefecture
- Members of the Council : 40 companies and industry organizations (Export subcommittee : 14 companies and organizations)
- Backgrounds
The Council had been established to carry out marketing for lumber produced in the prefecture toward outside customers intensively and efficiently and to increase its sales in the markets outside the prefecture. Within the Council, an export subcommittee was set up to promote efforts by business operators in the prefecture to export lumber.
- Activities
The Council and its members conduct business talks, invite buyers to the prefecture, develop products that meet the specifications of the export destinations and export trial products.

2. Export Targets

- Target destinations
South Korea, Taiwan, Vietnam, Philippines and others
- Products planned to be exported
Lumber as well as wood products such as furniture, fittings and others processed in the prefecture

3. Results of the Export Promotion Efforts



Business talks in South Korea

- Efforts
Until the end of 2016, 12 business operators in the prefecture held business talks, inviting 57 overseas buyers (the number is the simple sum of the participants in each event).
- Results
The business talk brought about conclusion of a deal. (In addition, multiple developments were made such as inquiries about price quotations.)

4. The Way Forward

- To put up displays at lumber trade shows overseas.
- To support publicity building and other activities overseas.

5. Website

<http://www.pref.kochi.lg.jp/soshiki/030501/>

6. Contact

Wood Industry Promotion Division
Forestry Promotion and Environment
Department
Kochi Prefectural Government
1-7-52 Marunouchi, Kochi City 780-0850
TEL: +81-88-821-4858 FAX: +81-88-821-4594



Buyers invited from Taiwan

Fukuoka Prefecture

1. Outline and the Context of Efforts

- Fukuoka, Saga and Nagasaki Prefectures, which produce relatively small amounts of lumber, have joined hands to export from Imari Port located at the center of the three prefectures.
- Efforts are aiming at securing lots for lumber exports, achieving stable supply, and proving improvement in bargaining capability in price negotiations with overseas buyers to increase exports of lumber produced in the prefecture.



Logs collected at Imari Port

2. Export Targets

- Target destinations : China and South Korea
- Tree species: *Sugi* (Japanese cedar) and *Hinoki* (Japanese cypress)
- Product type: logs
- Specifications
 - C-grade logs (for palettes, packing and other uses) to China
 - B-grade logs (for interior, furniture and other uses) to South Korea



Loading logs at Imari Port

3. Results of the Export Promotion Efforts

- The coordinated shipments of lumber by the three prefectures has enabled to secure the lots of required volume for export and stable supply.
- With the profits from the exports returned to forest owners, momentum for export is being fostered, as can be seen in the result that forest cooperatives have acknowledged exports as a sales route.

4 . The Way Forward

- To continue the coordinated lumber exports by the three prefectures and to prove improvement of bargaining power in price negotiations by securing lots and achieving stable supply.
- To understand interests in Japanese-made lumber and needs of local users in export destinations.
- To develop demand for high-quality lumber in China and *Sugi* lumber in South Korea.

5. Contract

Export Promotion Division
Agriculture, Forestry and Fisheries Department
Fukuoka Prefectural Government
TEL: +81-92-643-3525



Loading logs onto a bulk ship

Saga Prefecture

1. Outline and the Context of Efforts

- In September 2014, the three prefectures in northern Kyushu (Fukuoka, Saga and Nagasaki : FSN) set up the Study Group on FSN Alliance for Shipments Logs to analyze and consider the possibility of lumber export through the prefectures' cooperation and challenges therein such as large-lot shipments for large mills and woody biomass power plants. The prefectures study possibilities of exports, sort out problems and implement study results.

- Name: Study Group on FSN Alliance in Shipping Logs
- Main members : Fukuoka Prefecture, the Fukuoka Prefectural Federation of the Forest Owners' Cooperative Associations, Saga Prefecture, the Saga Prefectural Federation of the Forest Owners' Cooperative Associations, Nagasaki Prefecture and the Nagasaki Prefectural Federation of Forest Owners' Cooperative Associations.



Members of the Study Group on FSN Alliance in Shipping Logs are interviewed by reporters

2. Export Targets

For China: C-grade *Sugi* (Japanese cedar) and *Hinoki* (Japanese cypress) logs

For South Korea: B-grade *Hinoki* logs



Loading of lumber

3. Export Results

Name of Prefecture	2014	2015	Total
Fukuoka Prefecture	0m ³	1,102m ³	1,102m ³
Saga Prefecture*	42m ³	0m ³	42m ³
Nagasaki Prefecture	20,338m ³	17,192m ³	37,530m ³
Total	20,380m ³	18,294m ³	38,674m ³

*Saga Prefecture exported 1,555m³ during April 2016 to January 2017(1,084m³ C-grade *Sugi* and *Hinoki* logs to China, and 471m³ B-grade *Hinoki* logs to South Korea)

4. The Way Forward

To consider exports of lumber with higher added values in addition to logs.

5. Contact

Wood Products Promotion Section
Forestry Division
Agriculture, Forestry and Fisheries Department
Saga Prefectural Government
TEL: +81-952-25-7133

Nagasaki Prefecture

1. Outline and the Context of Efforts

- (1) The Council for Doubling Supply of Lumber Produced in Nagasaki Prefecture.
 - Consisting of 54 upstream to downstream concerned parties in the prefecture.
 - Founded in June 2014 as a means of matching supply, demand and distribution for lumber produced in the prefecture. For exports, the council undertakes coordination for joint shipments and works.
- (2) The Study Group on FSN (Fukuoka, Saga and Nagasaki) Alliance in Shipping Logs
 - Motivation of the establishment: The volume of lumber produced in the three prefectures in northern Kyushu is smaller than that in southern Kyushu. As it was essential to increase the lot sizes for export with the growing demand for lumber from China and South Korea, the panel was established to promote cooperation among the parties concerned in the three prefectures.
 - Panel members: Fukuoka Prefecture, Saga Prefecture and Nagasaki Prefecture, the Federations of Forest Owner's Cooperative Associations in Fukuoka Prefecture, Saga Prefecture and Nagasaki Prefecture.



Loading for shipping



The Study Group meeting of the three prefectures

2. Export Targets

China: Log
South Korea: Logs and sawn timber (laminas)

3. Results of the Export Promotion Efforts

Three companies in the prefecture have exhibited and promoted their products at the Kyunghyang Housing Fair, the largest housing show in South Korea. Though no deal was concluded through business talks there, the exhibition has led to spread use of products made of *Hinoki* (Japanese cypress) produced in the prefecture.



Exhibition of product at the Kyunghyang Housing Fair

4. The Way Forward

- Targeting Vietnam as the next export destination following China and South Korea, the prefecture and business operators plan to jointly conduct a survey on demands and arrange business talks in Vietnam.
- To seek to increase export of sawn timber.

5. Contact



Planning Coordination Team
Forestry Policy Division
Agriculture and Forestry Department
Nagasaki Prefectural Government
2-13 Edo Town, Nagasaki City, Nagasaki Prefecture 850-8570
TEL: +81-95-895-2983 FAX: +81-95-895-2596

Kumamoto Prefecture

1. Outline and Context of Efforts

(Background and development of efforts)

- Differences in the product specifications and wide gaps in prices resulting from different housing conditions in respective countries became big problems for promotion of exports of lumber, particularly sawn timber, produced in the prefecture.
- Meanwhile, against the background of the Japanese cuisine boom, increase in foreign tourists to Japan and other developments, interests in not only Japanese food but also Japanese culture including architecture has grown much stronger. Kumamoto Prefecture therefore began research in the fiscal year 2016 to assess the possibility of exporting “*washitsu*”, or Japanese rooms, to Asian countries in order to promote *washitsu* using lumber and straw matting produced in the prefecture.

(Outline of the efforts in the fiscal year 2016)

- Market research via exhibition at overseas trade fairs.
- Surveys on needs conducted on tourists arriving from aboard cruise ships.
- Trial transportation to test quarantine clearance and other issues.



Exhibition at the Taipei Building Show
15-18 December 2016

2. Export Targets

- East Asian (China, Taiwan and Hong Kong) and ASEAN countries
- Condominiums for wealthy people and luxury hotels (renovation material and the *washitsu* kits)
- Commercial facilities and restaurants (the interior material)

3. Problems Identified

- Measures to cope with regulations (quarantine and others) and high tariffs imposed by countries on exports of “*washitsu*.”
- Establishment of networks with overseas users (importers, developers, architects and others).
- Attainment of local operation management and labor.
- Shortage of carpenters at home in the aftermath of the Kumamoto Earthquake.



Surveys of needs conducted on tourists
arriving from aboard cruise ships

4. Results of the Export Promotion Efforts

- For export to China, Taiwan and Hong Kong, respective groups of business operators have formed in the prefecture and networks with local users (importers, designers and others) have been established. Coordination for further overseas operations is underway.

5. The Way Forward

(To create environments that facilitate challenges by business operators in the prefecture)

- To collect and sort out information on quarantine and other issues in export destination countries and provide the information to business operators in the prefecture, which cannot be obtained by operators' individual efforts.

(To reinforce the linkage among business operators in the prefecture and establish a production system)

- To reinforce the network of business operators in the prefecture and establish a production system for export in line with overseas business developments, since cooperation is essential between relevant industries such as lumber, construction, straw mat, fitting and other industries.

(To create an overseas network as the Kumamoto prefectural government)

- To establish trusted relationships with overseas users through interacting with them as Kumamoto Prefecture (prefectural government) and create a network with them to propagate “*washitsu*” overseas.

6. Contact

Team for Promoting Use of Kumamoto Wood Products Forestry Promotion Division Agriculture,
Forestry and Fisheries Department
Kumamoto Prefectural Government (TEL: +81-96-333-2446)

Oita Prefecture

1. Outline of Efforts

- Sawn Timber
 - 4 business operators are engaged in export.
 - Efforts have been made for their putting up displays at overseas business exhibitions.
- Logs
 - Establishment of the Council for Promoting Export of *Sugi* Logs and Others Produced in Oita Prefecture in 2008 (consisting of wood industry operators, forest cooperatives, etc.).

2. Results of the Export Promotion Efforts

- Sawn Timber
 - The volume of export increased, as business operators appeared that newly began exports to South Korea in 2015.
- Logs
 - Volume of export is increasing due to the strong demand in China.

(m ³)		
Export destinations	2014	2015
South Korea	3	788
Philippines	1,885	1,924
Others	0	50
Total	1,888	2,762

(m ³)		
Export destinations	2014	2015
China	47,308	56,284
Others	4,101	2,019
Total	51,409	58,303

3. The Way Forward

For promoting export of sawn timber, the following activities are planned in 2017.

- Exhibitions at overseas trade fairs
- A workshop to be jointly held with JETRO (Japan External Trade Organization)



Loading logs onto a bulk ship for export

4. Contact

Team for Promoting Wood Industry and Lumber Distribution
Forest Products Promotion Office
Agriculture, Forestry and Fisheries Department
Oita Prefectural Government
TEL: +81-97-506-3833

Miyazaki Prefecture

1. Outline and Context of Efforts

- For the purpose of increasing the export of not only logs but also products with higher added values by promoting use of lumber as a housing material in destination countries, it is essential to make parties concerned including architects and building contractors in the export destinations widely accept Japanese lumber combined with the homebuilding method as a “material and construction method package”.
- Efforts to spread the wooden post and beam construction method in South Korea are underway.

2. Export Targets

South Korea has an architectural style for traditional houses called hanok, which is similar to the Japanese wooden framework construction method. Because of its similarity, South Korea is targeted for export. Pre-cut products, having higher added values, will also contribute to cost reduction by shortening the building period.



Hanok made of lumber produced in the prefecture (Seoul, South Korea)

3. Results of the Export Promotion Efforts

To promote the construction method, entry-level seminars were held in four places in South Korea, which received more than 500 attendants in total. Practical training was held in Miyazaki Prefecture in February 2017 for participants to learn the construction method in more detail and other practices on site.



Training for South Korean building engineers (16 February 2017)

4. The Way Forward

Based on the knowledge and experiences gained in South Korea as well as the needs of the respective markets, exports to Taiwan, China, Vietnam and other markets will be pursued through spreading the wooden framework construction method as the “material and construction method package” and other means.

5. Contact

Office to Promote Use of Miyazaki *Sugi* Products
Mountain Village and Wood Products Promotion Section
Environment and Forest Department
Miyazaki Prefectural Government

TEL: +81-985-26-7156/FAX: +81-985-28-1699

Kagoshima Prefecture

1. Outline and Context of Efforts

With the forest resources getting mature and an expected subsequent increase of log production, Kagoshima prefecture, located close to China and other East Asian markets and having geographical advantages such as the presence of Shibushi Port that serves as an international distribution base, has positioned wood exports as the key means of utilizing wood and strived to facilitate arrangements for export from early on.

The prefecture has supported various endeavors to increase exports since the fiscal year 2008. In 2011, the Council to Promote Exports of Lumber Produced in Kagoshima Prefecture was established, consisting of the Kagoshima Prefectural Federation of the Forest Owner's Cooperative Associations and eight other organizations in order to share information and strengthen cooperation among exporters.



The 2nd Jetty of Shibushi Port

2. Export Targets

- Export destinations
East Asian countries where demand for lumber is strong (China, South Korea and Taiwan).
- Advantages of Kagoshima
In addition to the geographical advantage due to its closeness to China and other markets, use of Shibushi Port makes it easy to charter bulk ships suitable for wood exports. Furthermore, the prefecture has ample forest resources, and extensive collection of lumber from within the prefecture as well as the neighboring prefectures is possible, which contributes to reducing the distribution costs through short-time collection of shipments and exports.



Loading *Sugi* logs onto a bulk ship at Shibushi Port

3. Results of the Export Promotion Efforts

Exports of lumber produced in the prefecture totaled 87,000m³ in the fiscal year 2015, which is about 30 times larger than 3,000m³ in the fiscal year 2009.

The number of businesses exporting lumber produced in the prefecture increased to 14 in the fiscal year 2015 from 3 in the fiscal year 2011.

(Data on the volume of exports and the number of exporters were compiled by Kagoshima Prefecture.)



Hinoki logs forklifted to a container

4. The Way Forward

While low-grade *Sugi* (Japanese cedar) logs used for civil engineering and packing account for the majority of the exports at present, the prefecture is aiming to increase exports of high-quality lumber and other products with higher added values.

To raise recognition of wood products produced in the prefecture and further increase exports, relevant business operators actively engaged in lumber exports from the prefecture are registered as the “supporters for exports of lumber produced in the prefecture” (17 companies as of the end of February 2017). Information on wood exports has been shared among the supporters and cooperation will be reinforced among them to increase exports.

5. Contact

Kagoshima Wood Products Promotion
Division Environment and Forestry Department
Kagoshima Prefectural Government
TEL: +81-99-286-3366

Case Studies of Forest Products Exports
-- Japanese Lumber to the World --

Supply and Demand Information Section, Wood Use Promotion Division, Forestry Agency
2-1, Kasumigaseki 1-chome, Chiyoda-ku, Tokyo 100-8952 Japan
TEL: +81-3-6744-2299 (Direct) FAX: +81-3-3502-0305

Published in December 2017



**Contact: Supply and Demand Information Section, Wood Use Promotion
Division, Forest Policy Planning Department, Forestry Agency**
2-1, Kasumigaseki 1-chome, Chiyoda-ku, Tokyo 100-8952 Japan
Tel: +81-3-6744-2299 (Direct)

This document is also available on the website:
<http://www.rinya.maff.go.jp/j/riyou/yusyutu/mokuzai-yusyutsu.html>