



株式会社出光商会

شركة إديمتسو شوكاي المحدودة



世界に羽ばたく出光商会。



株式会社出光商会

شركة إديمتسو شوكاي المحدودة



弊社事業について

輸入・輸出業務

コンサルタント業務

政府業務支援

مجالات العمل

الاستيراد والتصدير

تقديم الخدمات الاستشارية

التنسيق مع الجهات الحكومية





نظرة عامة على الأعمال التجارية

تطوير الأعمال التجارية في الشرق الأوسط وجنوب شرق آسيا

سنعمل على دعم مسيرة تطوير الأعمال التجارية للشركات والهيئات الراغبة في تصدير المنتجات اليابانية واستيراد المنتجات من الخارج والتي لا تمتلك أسواقًا خارج البلاد في الوقت الحالي. في منطقة الشرق الأوسط بشكل خاص، نجد أنه من الصعب إنشاء منافذ للبيع، لذا، سنعمل على الاستفادة من العلاقات الشخصية لشركتنا في خطوة لدعم الشركات اليابانية الأخرى في تمهيد الطريق لبيع منتجاتها القيمة.

お茶（抹茶・煎茶等）・ジュース・ハラル食品・ナッツ・穀物類

世界各地で話題になっている「日本食」ですが、食を文化にまで昇華すると同時に、「医食同源」という言葉が日本で生まれたように、食と健康は日本人の心の豊かさに繋がっています。食の安全と健康、心の豊かさを伝えられる「飲料・食品」関連商品をはじめ日本の物づくりに対する匠の技・品質へのこだわり等を誠実に中東の皆さまにお届けします。



نظرة عامة على الأعمال التجارية

المنتجات التجميلية والصحية

مستحضرات التجميل (منتجات العناية بالبشرة والشعر)، ومنتجات الرعاية الصحية
أرغب في أن يتمتع العديد من الأشخاص في الشرق الأوسط وجنوب شرق آسيا بالجمال الياباني الرفيع. أنا على ثقة بأن منتجات الجمال لدينا ستمنح الصحة والجمال اللذان قد يساهمان وبشكل كبير في تحقيق الرضا والسرور لشعوب الشرق الأوسط وجنوب شرق آسيا.

美容・健康関連商品

・化粧品（スキンケア・ヘアケア商品）、健康関連商品

日本人の繊細な「美」を中東・東南アジアの皆さまに体験していただきたいと考えています。健康と美を実現する美容関連商品は、中東・東南アジアの皆さまの喜びに大いに貢献できる確信しています。



نظرة عامة على الأعمال التجارية

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سنعمل على دعم مسيرة تطوير الأعمال التجارية للشركات والهيئات الراغبة في تصدير المنتجات اليابانية واستيراد المنتجات من الخارج والتي لا تمتلك أسواقًا خارج البلاد في الوقت الحالي. في منطقة الشرق الأوسط بشكل خاص، نجد أنه من الصعب إنشاء منافذ للبيع، لذا، سنعمل على الاستفادة من العلاقات الشخصية لشركتنا في خطوة لدعم الشركات اليابانية الأخرى في تمهيد الطريق لبيع منتجاتها القيمة.



中東・東南アジア事業開発

日本の商品の輸出や海外製品の輸入など海外に販路をもたない企業・団体様への事業展開を支援致します。
特に販売ルートの確保が困難とされている中東については、独自人脈をもつ当社が皆さまの大切な商品の販売を円滑に運べるようお手伝いを致します。



نقوم في الوقت الحالي بدعم شركات متعددة لترويج مبيعاتها، وكهدفٍ قادم، تصدير الكثير من المنتجات اليابانية إلى السعودية، ولهذا نتمنى التعاون وتبادل المعلومات مع الشركات والوكالات المحلية السعودية الراغبة في عرض المنتجات ومنتجات الأطعمة اليابانية لديها.



現在様々な企業の販売促進支援を行っていますが、今後の目標として日本から多くの商品をぜひサウジアラビアへ輸出したいと考えております。
現地で日本の商品、日本の食品を扱いたい商社、ディストリビューターとの連携を希望します。
どんな会社がどんな需要を持つのか、もっと広く情報を集めたいとも考えています。



現在の問題点

- ディストリビューターの問題
- 独占契約の問題
- サウジアラビアへの
輸出プロセスの難しさ
- 輸入禁止品リストの問題

الصعوبات

- صعوبة البحث عن الموزعين
- عقد التوزيع الحصري
- صعوبة معرفة إجراءات التصدير إلى
السعودية
- قوائم المواد المحظورة



解決に向けて

- 良いディストリビューターとの連携
- 安全、安心な日本製品の輸出拡大
- サウジアラビア製品の輸入

الحلول الممكنة

- التعاقد مع الموزعين الموثوقين
- التوسع في تصدير المنتجات اليابانية
الآمنة والصحية
- استيراد المنتجات السعودية

• قوائم المواد المحضورة

أخيراً، تم استئناف استيراد لحوم الواغيو "اللحوم البقرية اليابانية" في بلدان عدة، وبدلاً من واغيو بلد آخر، نتطلع إلى تصدير لحوم الواغيو اليابانية اللذيذة للمملكة العربية السعودية



そして、今まで輸入が禁止されていた日本の和牛の輸入が様々な国で解禁、再開されています。ぜひ他の国の“Wagyu”ではなく美味しい日本の“和牛”をサウジアラビアへ輸入することができればと思います。ご検討いただければ幸いです。



شکراً جزیلاً لحسن استماعکم

ご清聴いただきありがとうございました。

添付資料 企業ミーティング講演資料

「Company & Products」 pokka sapporo



Company & Products

POKKA SAPPORO Food & Beverage Ltd.

Dec. 2019

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About SAPPORO Group

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SAPPORO Group



Long-Term Management Vision

[2026 Group Vision]

The Sapporo Group will be a company with highly unique brands in the fields of "Alcoholic Beverages", "Food", and "Soft Drinks" around the world.

※Changes to reportable segments from January 1, 2019

Previous segment (until 31 Dec, 2018)

① Japanese Alcoholic Beverages	Sapporo Breweries
② International	Sapporo International
③ Food & Soft drinks	Pokka Sapporo Food & Beverage
④ Restaurants	Sapporo Lion
⑤ Real Estate	Sapporo Real Estate

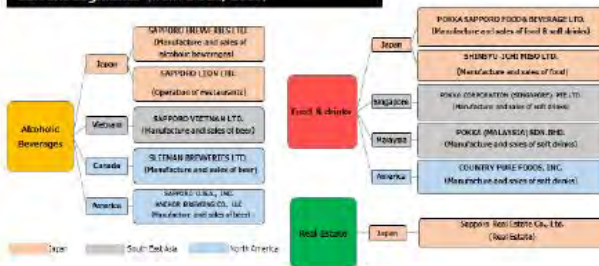
Current segments (from 1 Jan, 2019)

① Alcoholic Beverages	Sapporo Breweries - Sapporo Vietnam Soleman Breweries Sapporo USA - Anchor Brewing Sapporo Lion
② Food & Soft Drinks	Pokka Sapporo Food & Beverage Country Pure Foods Shinju-ichi Miso
③ Real Estate	Sapporo Real Estate

Sapporo Group Companies by Geographic Area



Current segments (from 1 Jan, 2019)



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Business Portfolio



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International Network



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About POKKA SAPPORO



POKKA SAPPORO FOOD & BEVERAGE LTD.

In the food business, we aim to reinforce brands whose products include soups and also use lemon, and create new categories that include foods for health care needs and natural foods. In the beverage business, we concentrated management resources on brands that can be differentiated, and we aim to develop new brands leveraging technologies and ingredients. Moreover, in overseas business, we will establish next-generation manufacturing and sales bases in Singapore, whose consumers value great brand recognition. We are anticipating vigorous growth by undertaking an aggressive marketing approach.

Corporate profile

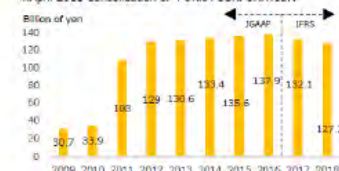
Paid in capital : 5.43 bn yen

Entry into business :

Jun. 1909 Entered in to the soft drink business as the first Japanese brewery to do so
Launched Citron (Soda)
Jan.1957 Established Kokusai Inryo Co., Ltd., later Sapporo Beverage Co., Ltd.
Feb.1957 Established Nikka Lemon Co., Ltd. to make and sell lemon beverages,
later POKKA CORPORATION
Sep. 2009 Acquired 21.41% of the share of POKKA CORPORATION
Made POKKA into affiliated company accounted by the equity method
Mar. 2011 Acquired 66.76% of the share of POKKA CORPORATION
Made POKKA into consolidated subsidiary
As of Dec.31.2011 Acquired 98.59% of the share of POKKA CORPORATION
Acquisition cost 24.00 bn yen
*Goodwill : 18.41 bn yen 15 years with the straight-line method
Mar. 2012 Integrated Sapporo Beverage Co., Ltd. with POKKA CORPORATION
to establish Pokka Sapporo Food & Beverage Ltd.
Dec.2012 Made POKKA CORPORATION into a wholly owned subsidiary
Jan. 2013 Absorption-type merger between Sapporo Beverage Co., Ltd and POKKA CORPORATION
Commenced operation of Pokka Sapporo Food & Beverage Ltd.
Production base Foods & soft drinks plant 2 (Nagoya, Gunma),
Foods plant (Iwate), Soft drinks plant (Okinawa)
Business field Manufacture and sales of foods soft drinks, Operating coffee shop and others.

Revenue of Food & Soft drinks

※April 2011 Consolidation of POKKA CORPORATION



Pokka Sapporo Revenue composition in 2018 (Sales Volume)



Main Products Lemon based favor product (Food & Soft drinks)



Soft drinks



Soups



Soybeans and Chilled Products



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Product Health Wellness Range

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Beverage Business

Okinawa Sanpincha (Jasmine Tea) No Sugar with FOSHU certification



Real brewed Jasmine Tea brewed with selected tea leaf.
Product of Okinawa Japan.

Dietary fiber (digestion resistant dextrin) included, and it
suppresses the increase in blood glucose levels



Food for Specified Health Uses (FOSHU)

FOSHU refers to foods containing ingredient with functions for health and officially approved to claim its physiological effects on the human body.

FOSHU is intended to be consumed for the maintenance / promotion of health or special health uses by people who wish to control health conditions, including blood pressure or blood cholesterol.

In order to sell a food as FOSHU, the assessment for the safety of the food and effectiveness of the functions for health is required, and the claim must be approved by the MHLW.

Source: Website of Ministry of Health, Labour and Welfare

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Soup Business

おいしい! 北海道
pokka Sapporo

Powder base Instant Soup – Breakfast Style Care Series with Nutrient Function Claims (FNFC)

Corn Soup



Instant Soup with Dietary fiber (digestion resistant dextrin) could be worked for reducing the absorption of sugar and fat in the diet.

Onion Soup



機能性表示食品

Nutrient Function Claims (FNFC)

Before this system was in place, making function claims on food labels had only been allowed for government-approved Foods for Specified Health Uses (FOSHU) and for Foods with Nutrient Function Claims (FNFC) that comply with the specifications and standards designated by the government. These systems remain in place.

These food products are allowed to label the function of food which is that the specified health effects can be achieved (i.e., helpful for maintaining and promoting health) such as "Helps maintain good GI condition" or "Slows fat absorption."

Source: https://www.e-expo.net/pdf/news2015/20151228_caa01.pdf

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Plant Base Food Business

おいしい! 北海道
pokka Sapporo

Soymilk Yogurt



Soymilk yogurt fermented from soymilk with four live lactic acid bacteria, containing readily absorbable isoflavones.

Isoflavones and lactobacilli can be ingested together efficiently.

Low fat, cholesterol 0

Help improve the diet of those who are concerned about cholesterol.

FOSHU (Food for Specified Health Uses) Range

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Lemon Business



RTD – Sparkling Drink

100% Lemon Juice



This small 155ml glass bottle has got 30ml lemon juice, which is amount from whole 1 lemon. It's easy to take a benefit from whole 1 lemon.

to eat whole 1 lemon...



Chelate Lemon 155ml Glass Bottle
 •Lightly Sparkling Lemon Drink
 •20% Lemon Juice included (30ml)
 •Citric acid 1,350 mg



Easy to have Lemon Juice for home meal.

POKKA LEMON has been in the market from 1957, and now became no.1 brand as one of popular product in the fridge at home in Japan.

It mainly use for Salad, Grilled meet and fish, Fried Food, but also popular to use Sweets or Drinks at home.

POKKA LEMON 100 (120ml)
 •100% Lemon Juice
 •No preservatives



Reference

(This page is just for the reference, not the official information.)

ポッカサッポロ
pokka@sapporo

	Food for Specified Health Uses (FOSHU)	Nutrient Function Claims (FNFC)
Logo		
Qualification	Applicable Permitted by Commissioner of Consumer Affairs	N/A Report to the Consumer Affairs Agency on the responsibility of the company (corporate, organization, etc.)
Evaluation of effectiveness / functionality / safety	The final product must be tested in humans and scientifically proven.	Scientific evidence should be provided by human testing of the final product or by citing literature and articles. * Not approved by the Commissioner of the Consumer Affairs Agency
Information disclosure of application / report contents	It is not obligatory for companies (organizations, organizations, etc.) to disclose information.	Companies (companies, organizations, etc.) are required to disclose information.
Health complaint areas currently approved and reported (as of the end of January 2018)	Body fat / neutral fat Help reduce body fat It is hard to get fat on the body To moderate the rise of neutral fat in the blood, etc. Blood pressure For those with higher blood pressure Blood glucose level For those concerned about blood sugar levels Gently absorb sugar Cholesterol : Lowering cholesterol etc. Tooth : Keep your teeth strong and healthy Intestinal regulation : Toning tummy Bone : For those who value bone health Mineral : Helps to absorb minerals etc. Skin : For those who are prone to dry skin	(An example of functions that have been reported other than those on the left) Eye focus adjustment support, etc. Alleviation of joint movement troubles, etc. Mental stress Temporary stress reduction, tension reduction, etc. Reduction of fatigue due to physical fatigue exercise, reduction of temporary physical fatigue, etc. Improve memory accuracy, maintain memory, etc. Maintenance of body temperature, body temperature, etc. Maintenance of healthy liver function Support the ability to create muscle muscles, etc. Lowering waist discomfort that occurs in everyday life
Number of registered products	1061 (Jan 2019)	1714 (Jan 2019)
Established	1991	2015

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Company Introduction



Strictly Confidential TBM CO., Ltd.

Company Profile

Company	TBM Co., Ltd. (Times Bridge Management)
Business Overview	Research & Development, production and sales of LIMEX
Board of Directors	Chairman: Dr. Yuichiro Sumi An ex-Managing Director of Nippon Paper Industries Co., Ltd. CEO: Nobuyoshi Yamasaki
	Director: Koji Sakamoto Ex-President of YI America, Inc.
	Director: Kenji Fukahori Registered lawyer, Japan Federation of Bar Associations
	Director: Takashi Kobayashi An ex-member of KYOCERA corp.
	Director: Tadato Kataji An ex-member of Nomura Securities Co., Ltd.
	Director: Minoru Sugimori President of ISHIZUE corp.
	Auditor: Koichi Kato Ex-special Advisor to the Prime Minister
	Auditor: Masaru Mizuno An ex-vice president of Marubeni Corp.
Corporate Officer	Corporate Planning: Taichi Yamaguchi An ex-member of Fuji Xerox Co., Ltd. Corporate Communications: Takayuki Sasaki An ex-member of DENTSU INC. Sales: Momo Nakatani An ex-member of Merrill Lynch and UBS Securities Japan Co., Ltd.
Advisors	Supreme Advisor: Kazuo Noda President of Japan Research Institute(until2011) Technical Advisor: Tetsuya Imamura Ex-director of Kao Co., Ltd. Advisor: Toru Itabashi Ex-director of JGC Corp.
Company Address	6th Floor, 2-7-17, Giza, Chuo-ku, Tokyo 104 0061 TEL 03-3538-6777 FAX 03-3538-6778
Number of Employees	139 (non-consolidated, as of November 2019)
Capital	10.74 billion yen (Including legal capital surplus, as of Feb, 2019)
Subsidiary	Bioworks Corporation, Times Bridge Management Global, Inc.

Awards



Media



Strictly Confidential TBM CO., Ltd.

What is LIMEX



New material - **limestone** as major raw material



Alternative to the existing **paper and plastic** products

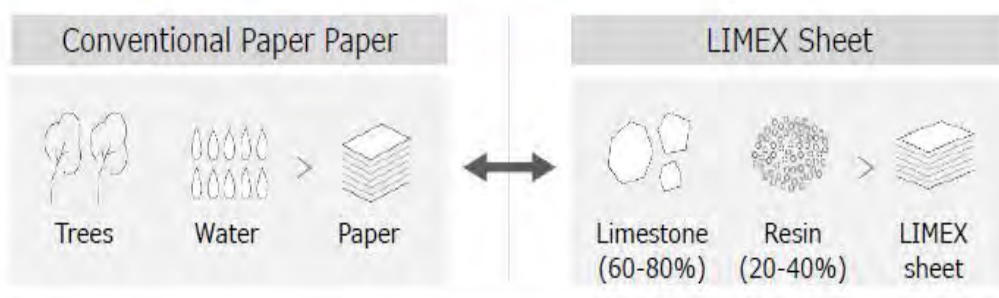
* 1: Global limestone reserves are "abundant" (USGS Mineral Commodity Summaries 2013)

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LIMEX Paper Alternative

LIMEX saves **tree and water** and It is **recyclable**



[LIMEX Characteristics]



Highly waterproof
Strong tear resistance
Highly durable



Printable with
existing printers



Highly Efficient
material recycle

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LIMEX Plastic Alternative

LIMEX makes **fossil fuels more sustainable** and **reduces plastic wastes**

LIMEX sheet
LIMEX pellet

Resin from petroleum
20~50 %

Limestone
80~50 %

Moldable with **existing plastic molding machinery**

Available applications



Inflation



Vacuum Molding



Injection Molding



Plastic sheets/cards

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Environmental Background

Water



- **40%** of the global population will suffer from water stress by 2050
- Ranked as **TOP 5** of the serious global risks at the World Economic Forum for the past 5 years

Plastic



- **8M** tons of plastic waste end up in the ocean every year
- Weight of marine plastic waste to exceed weight of fish by 2050
- **>60** countries starting to regulate plastic use



- In Kenya, it is 4 years of prison or **\$40k** of penalty to have a plastic bag
- **>250** private companies committed to zero plastic waste by 2025

We need 1.7 planets of Earth to maintain current lives

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Upcycle of LIMEX products

LIMEX products can be **UPCYCLED** – from paper alternative to plastic alternative.



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Upcycle Example – Sports Event



IBSA game in March 2018

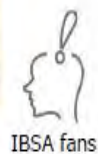


LIMEX banner

IBSA game in July 2018



LIMEX
smartphone case
(official goods)



IBSA fans

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LIMEX future vision – Circular economy with LIMEX



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LIMEX and UN Sustainable Development Goals



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References/LIMEX Users: Over 4,500 companies in Japan



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LIMEX Tableware

【Tradition Meets Innovation】

Sabae City
Fukui Prefecture



- Traditional Handicraft × New Material -

- Sabae City is famous for “Urushi” (Japanese Lacquer) craft
- LIMEX: same moldability, lighter in weight and harder to break



Cooperation Framework with
Sabae City and Keio Univ.



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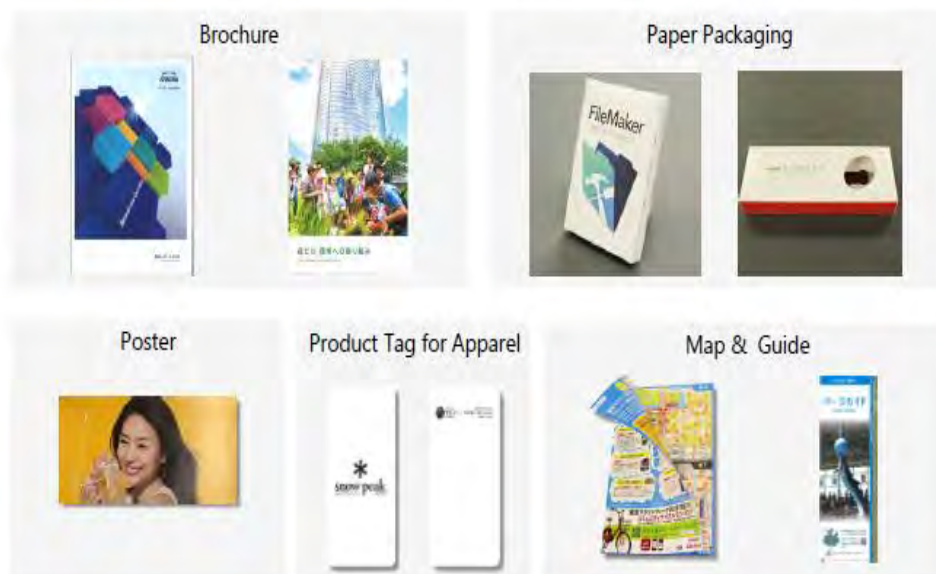
Commercialized Examples of LIMEX Paper Alternative Applications (1/2)



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Commercialized Examples of LIMEX Paper Alternative Applications (2/2)



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Commercialized Examples of LIMEX Plastic Alternative Applications – LIMEX Bag

LIMEX Bag users are apparel, entertainment, sports, finance sectors and local governments



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