

Main Export Countries	Spain, Netherlands etc. (2023)	Export Volume	20 million yen (2023)
Source Region	Shikoku Chuo City, Saijo City, Niihama City in Ehime Prefecture; Takamatsu City in Kagawa Prefecture		

Overview of Export Production Areas

The organization produces and sells Akaishi Goyomatsu bonsai for export to the EU.
Local investigations in Germany, France, and Italy (Rome) revealed a high awareness of the Goyomatsu, leading to the commencement of exports to the EU in 2016.

Actions for Compliance with Export Regulations

For exporting bonsai to the EU, which requires quarantine measures, a production management system has been established. This includes maintaining a cultivation height of at least 50 centimeters from the ground for approximately two years and conducting six annual cultivation site inspections to comply with regulations.
Currently building relationships with wholesale distributors in Spain and the Netherlands to facilitate direct exports.

Promotional Points

Japanese bonsai are highly praised not only in the EU but globally. The organization is considering establishing an association to actively promote the charm of bonsai and facilitate international exchanges.
The first sales location will be set up at the Japan Bonsai Museum in Austria, with 200 bonsai on display.



Donation to the Mayor of Nice, France



Donation to the Pope



Exhibition and Promotion at the G7 Agriculture Ministers' Meeting in Miyazaki



Hosted a PR Event at the Bonsai Museum in Austria