

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Osaka ATO

### Okinawa Market Research Trip

**Report Categories:**

CSSF Activity Report

**Approved By:**

Mr. Evan Mangino, Deputy Director of ATO Japan

**Prepared By:**

Chika Motomura, Agricultural Specialist, ATO Osaka

**Report Highlights:**

ATO Osaka staff conducted research on regional market opportunities and developed business contacts in Okinawa. This was part of ATO Japan's continuing efforts to look for opportunities for U.S. exporters in underrepresented areas. The findings from this research will eventually be published as a detailed market research GAIN report.

## General Information:

ATO Osaka staff conducted research on regional market opportunities and developed business contacts in Okinawa. This was part of ATO Japan's continuing efforts to look for opportunities for U.S. exporters in underrepresented areas. The findings from this research will eventually be published as a detailed market research GAIN report.

- Event name: Research trip to Okinawa by Chika Motomura, marketing specialist at ATO Osaka.
- Program Code: 00004424
- Beginning / Ending dates: Aug.27 – Aug.29 2013
- Prefecture /Country: Okinawa / Japan
- Purpose of the Activity: This trip was made to develop contacts as well as to conduct research on the Okinawa regional market. This is part of ATO Japan's continuing efforts to look for opportunities for U.S. exporters in underrepresented areas in Japan and supports Japan CSS Long Term Goal 4: to increase the U.S. share of the Japanese consumer food market.
- Result and Outcomes: The visit helped greatly in learning about the market and creating new contacts in Okinawa, ranging from importers to retailers to hotels. As a result of this trip, one hotel in Naha is holding its first American fair and another is planning an American fair toward the end of November 2013. A detailed market research report on the Okinawa region will be produced later. The report will identify the major food players in the region and serve as a strategic guide to further develop contacts and support promotional activities in the region.
- Recommendations/Follow-up Evaluations: The regional market report is to be available for the public use and serve as a guide to the region. Also ATO specialists will follow-up with the newly established contacts in the region to seek out promotional opportunities for U.S. food products.
- Cost/Revenue:  
Budget Source: CSSF  
Cost: USD \$1,463.02
- Attendees: Meetings/Visits made during the trip

Aug 27:

- Meeting with Mr. Taira, President of Ivano Co., Ltd, a wholesaler and distributor of U.S. beef
- Meeting with Mr. Nagamatsu, General Manager of Sales Dept., Naha Seika Cooperative,

an importer of U.S. fruit and vegetables

- Meeting with Mr. Tsuhako, Group Leader of Food & Beverage Service Group, The Naha Terra Hotel, a major high-quality hotel in Naha
- Visit to a store of Union supermarket chain
- Visit to a store of Ryukyu AEON supermarket chain

Aug 28:

- Meeting with Mr. Maekawa, Manager of Hotel Rocore Naha, a major hotel in Naha
- Meeting with Mr. Michiue, General Manager of Loisir Hotel & Spa Tower, a major hotel in Naha
- Meeting with Mr. Tokashiki, Director in charge of food products, Ryukyu AEON Co., a major supermarket chain in Okinawa
- Meeting with Tamanaha, Product Development Manager, Kanehide Shoji, a food importer and wholesaler of U.S. processed food
- Meeting with Mr. Uehara, Manager of Sales & Promotion Dept., Okinawa Hormel Ltd.
- Visit to a store of San-A supermarket chain
- Visit to a store of Kanehide supermarket chain
- Visit to a store of Jimmy's chain

Aug 29:

- Meeting with Higa, Purchasing Manager, Renaissance Okinawa Resort, major resort hotel in Okinawa
- Meeting with Mr. Honda, General Manager of Food & Beverage Dept., Yuinch Hotel Nanjyo, a major hotel in Naha as well as the operator of Southeast Botanical Gardens in Okinawa
- Meeting with Mr. Oshiro, Assistant Manager, Event & Banquet Sales, ANA Crowne Plaza Okinawa Harborview, a major hotel in Naha