

A nighttime photograph of a city skyline, likely Hong Kong, featuring several illuminated skyscrapers. The buildings are lit up with warm yellow and white lights, contrasting against the dark night sky. The architecture is modern and dense. The text is overlaid on the right side of the image.

# How does Japan Expand Food Export to Hong Kong?

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# Outline

- Introduction
- Benefits for Japan
- Benefits for Hong Kong
- To Expand Export





# What is Hong Kong?

A British colony for  
about 150 years



1997~

Hong Kong  
is a part of  
China

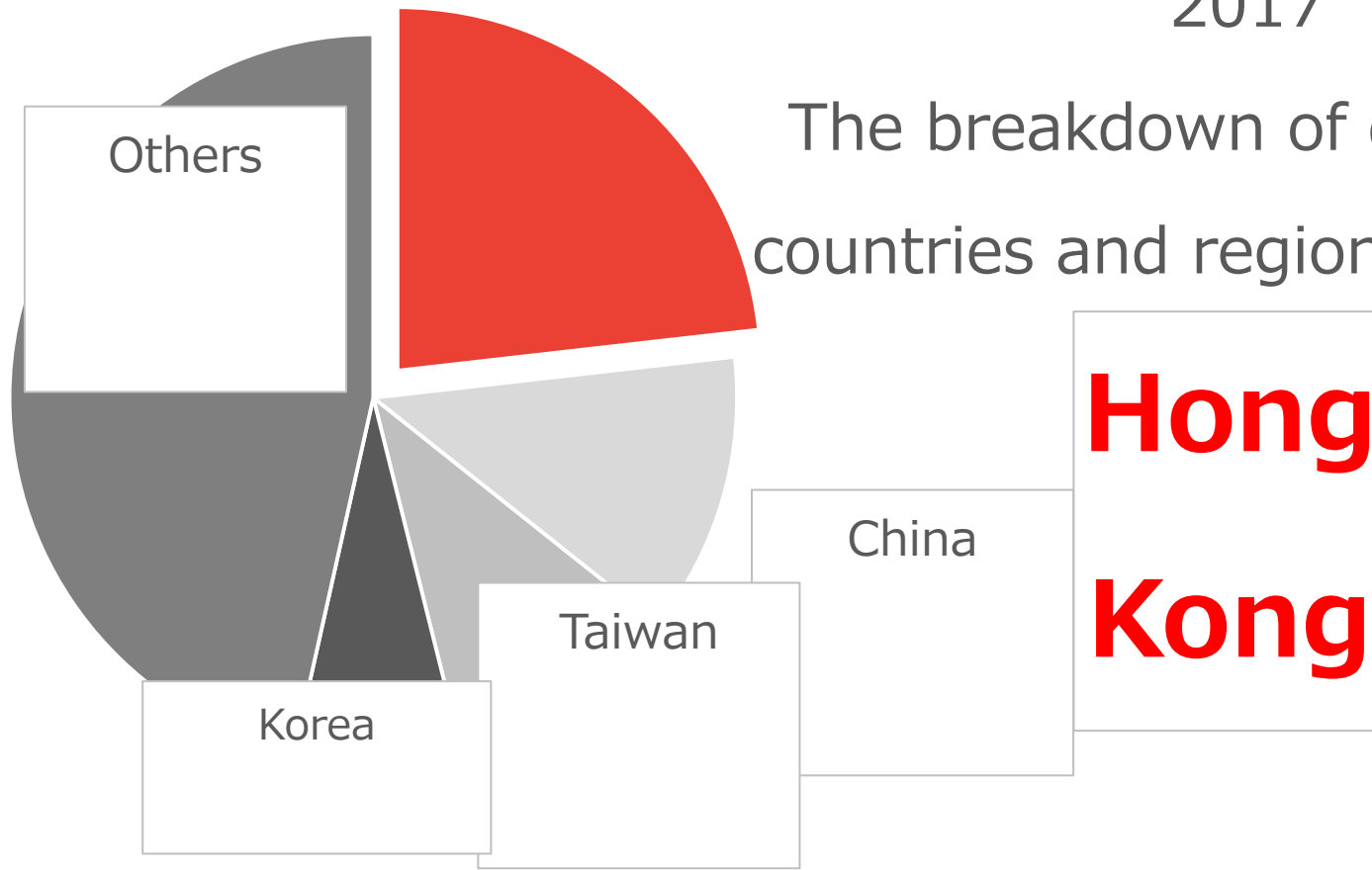
*Freedom*

# What is Hong Kong?

## The condition of Japan's Export

2017

The breakdown of destination countries and regions for export



# Benefits for Japan



# Benefits for Japan

## The attraction of Hong Kong as a market

Few import  
restrictions,  
No tariff

Few  
transportation  
cost



Benefits for Hong Kong



# Benefits for Hong Kong

## Fascinations of Japanese food

**High  
quality**

**High  
safety**

# To Expand Export



# To Expand Export

## New product **Scallop**



(In Japanese, “Hotate”)

➔ 5th rank  
(Japanese ranking of  
export items for Hong Kong)

# To Expand Export

## Export volume: Tending upward

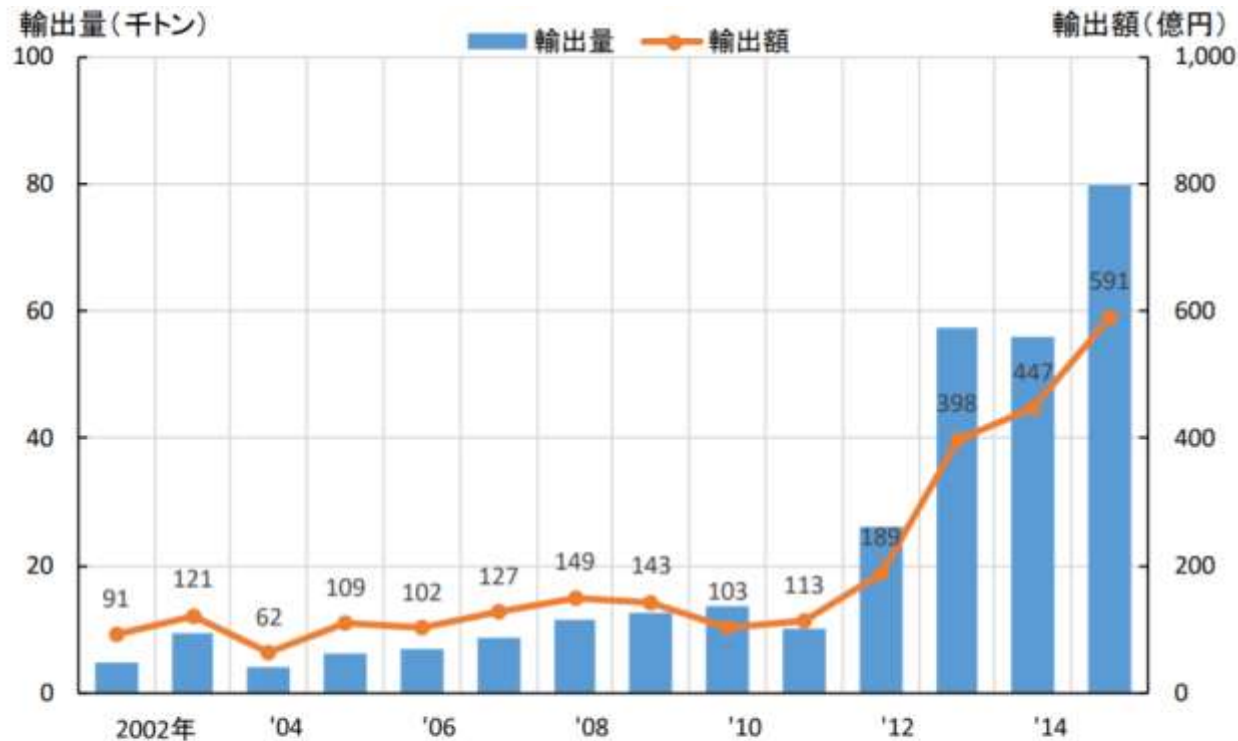


図 1-3 近年のホタテガイ（「貝柱」除く）の輸出高の推移

資料：農林水産物輸出入概況（農林水産省）

# To Expand Export

**Problem:**

**Long growing period**

 **4 years**  
(Natural fishery)

**2 years**  
(Culture fishery)

# To Expand Export

## Culture Fishery:

Tending upward & Passing natural

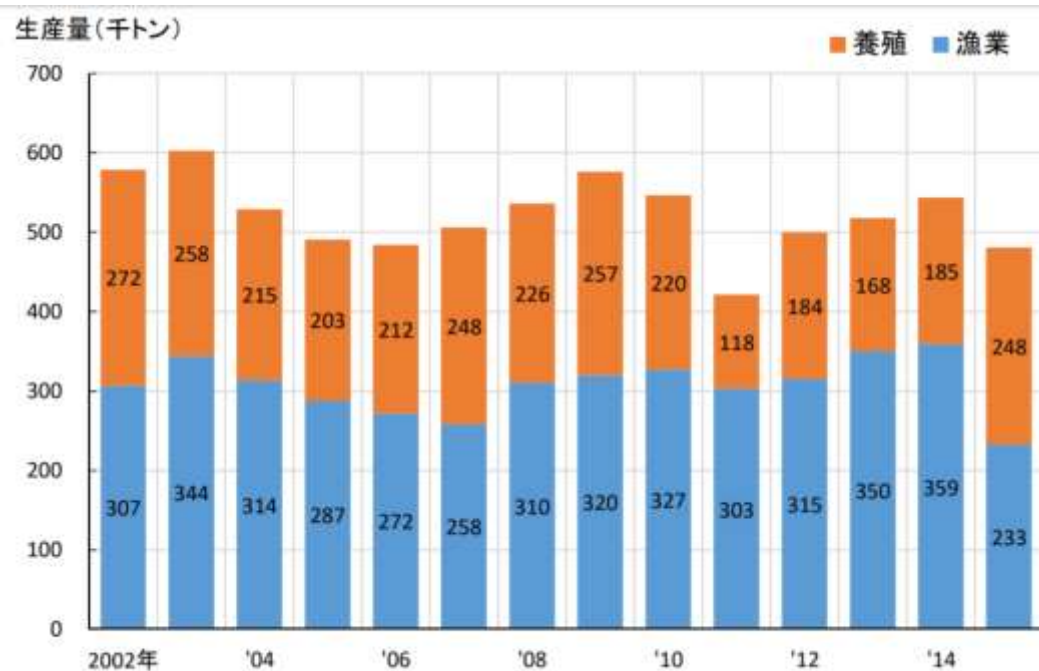


図 1-5 ホタテガイの国内生産量の推移

## To Expand Export

# The method of Culture Fishery

➔ Suspending method



Place: Volcano Bay (Hokkaido)  
Mutsu Bay (Aomori)

## To Expand Export

### To increase catch in culture

 Subsidy from  
administration

Project of fishery  
company



# Quotations

## 首相官邸HP

[Phttps://www.kantei.go.jp/jp/singi/nousui/kyouka\\_wg/dai10/siryou4\\_b1-1.pdf](https://www.kantei.go.jp/jp/singi/nousui/kyouka_wg/dai10/siryou4_b1-1.pdf)

## 農林水産省HP

<http://www.maff.go.jp/j/press/shokusan/kaigai/attach/pdf/180209-3.pdf>

## ふくおかファイナンシャルグループHP

[http://www.fukuoka-fg.com/files/items/11221/File/200910\\_kaigai.pdf](http://www.fukuoka-fg.com/files/items/11221/File/200910_kaigai.pdf)

## 一般財団法人 東京水産振興会

[http://www.suisan-shinkou.or.jp/promotion/pdf/report\\_2017\\_1.pdf](http://www.suisan-shinkou.or.jp/promotion/pdf/report_2017_1.pdf)

## 八雲町HP

<https://www.town.yakumo.lg.jp/soshiki/suisan/content0994.html>

## ニッスイ企業情報ページ

<http://www.nissui.co.jp/group/business/aquaculture.html>