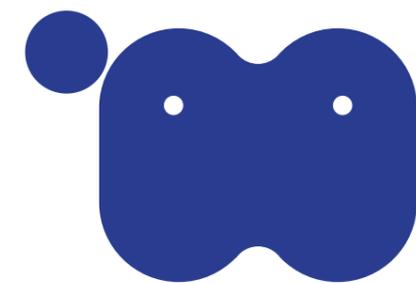
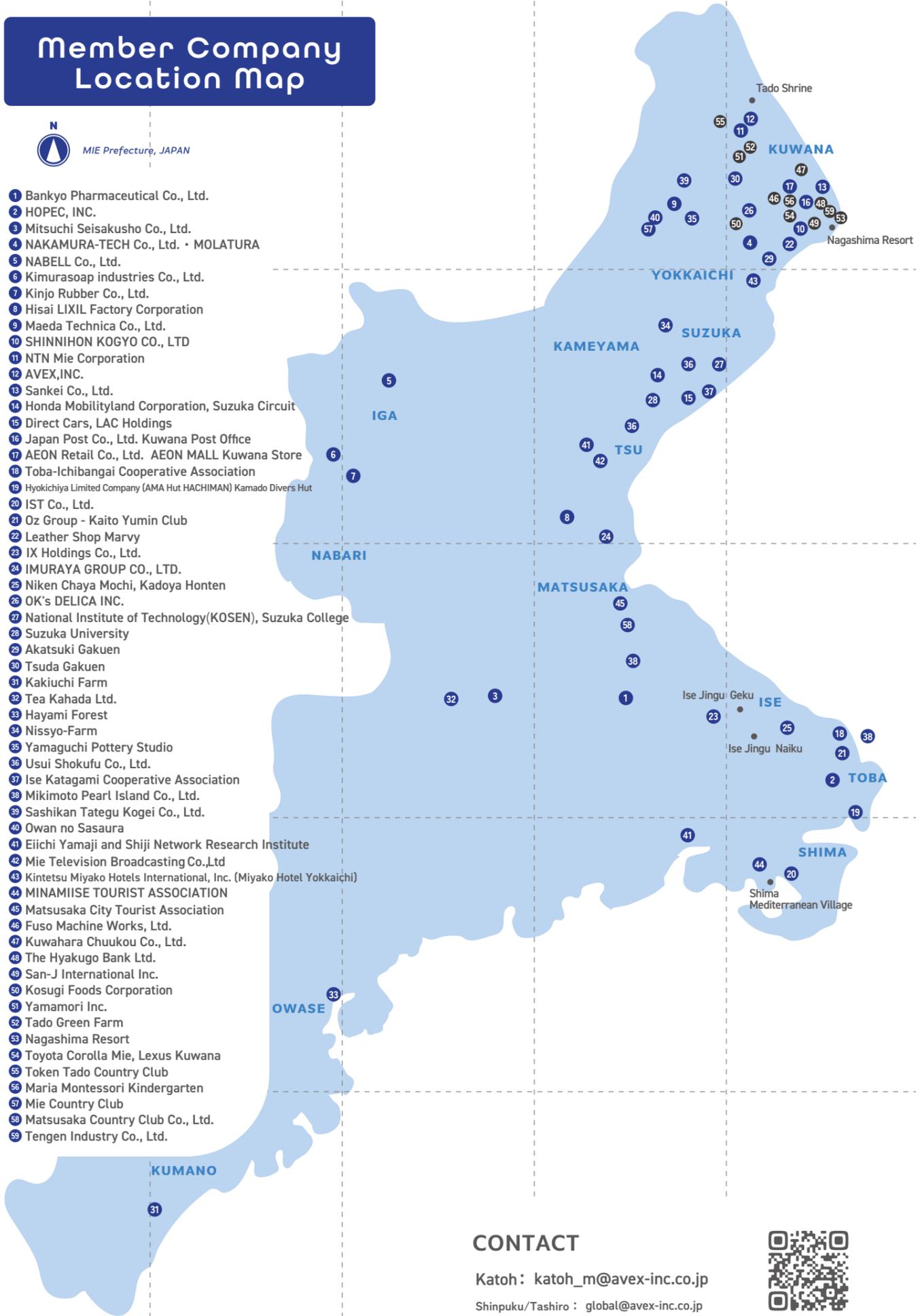


Member Company Location Map



- 1 Bankyo Pharmaceutical Co., Ltd.
- 2 HOPEC, INC.
- 3 Mitsuchi Seisakusho Co., Ltd.
- 4 NAKAMURA-TECH Co., Ltd. · MOLATURA
- 5 NABELL Co., Ltd.
- 6 Kimurasoap industries Co., Ltd.
- 7 Kinjo Rubber Co., Ltd.
- 8 Hisai LIXIL Factory Corporation
- 9 Maeda Technica Co., Ltd.
- 10 SHINNIHON KOGYO CO., LTD
- 11 NTN Mie Corporation
- 12 AVEX,INC.
- 13 Sankei Co., Ltd.
- 14 Honda Mobilityland Corporation, Suzuka Circuit
- 15 Direct Cars, LAC Holdings
- 16 Japan Post Co., Ltd. Kuwana Post Office
- 17 AEON Retail Co., Ltd. AEON MALL Kuwana Store
- 18 Toba-Ichibangai Cooperative Association
- 19 Hyokichiya Limited Company (AMA Hut HACHIMAN) Kamado Divers Hut
- 20 IST Co., Ltd.
- 21 Oz Group - Kaito Yumin Club
- 22 Leather Shop Marvy
- 23 IX Holdings Co., Ltd.
- 24 IMURAYA GROUP CO., LTD.
- 25 Niken Chaya Mochi, Kadoya Honten
- 26 OK's DELICA INC.
- 27 National Institute of Technology(KOSEN), Suzuka College
- 28 Suzuka University
- 29 Akatsuki Gakuen
- 30 Tsuda Gakuen
- 31 Kakiuchi Farm
- 32 Tea Kahada Ltd.
- 33 Hayami Forest
- 34 Nissyo-Farm
- 35 Yamaguchi Pottery Studio
- 36 Usui Shokufu Co., Ltd.
- 37 Ise Katagami Cooperative Association
- 38 Mikimoto Pearl Island Co., Ltd.
- 39 Sashikan Tategu Kogei Co., Ltd.
- 40 Owan no Sasaura
- 41 Eiichi Yamaji and Shiji Network Research Institute
- 42 Mie Television Broadcasting Co.,Ltd
- 43 Kintetsu Miyako Hotels International, Inc. (Miyako Hotel Yokkaichi)
- 44 MINAMIISE TOURIST ASSOCIATION
- 45 Matsusaka City Tourist Association
- 46 Fuso Machine Works, Ltd.
- 47 Kuwahara Chuukou Co., Ltd.
- 48 The Hyakugo Bank Ltd.
- 49 San-J International Inc.
- 50 Kosugi Foods Corporation
- 51 Yamamori Inc.
- 52 Tado Green Farm
- 53 Nagashima Resort
- 54 Toyota Corolla Mie, Lexus Kuwana
- 55 Token Tado Country Club
- 56 Maria Montessori Kindergarten
- 57 Mie Country Club
- 58 Matsusaka Country Club Co., Ltd.
- 59 Tengen Industry Co., Ltd.



TOKOWAKA MIE

MIE INDUSTRIAL TOURISM PROMOTION COUNCIL

CONTACT

Katoh: katoh_m@avex-inc.co.jp
 Shinpuku/Tashiro: global@avex-inc.co.jp

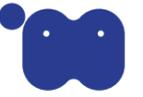




About Us

Together with the Kuwana City Industrial Tourism Development Council and the Mie Prefecture Tourism Bureau, we have established the Mie Industrial Tourism Promotion Council to encourage local businesses to expand "Kuwana-style industrial tourism" to the entire Mie Prefecture, promote regional development through "new tourism" with an eye toward the post-COVID era, and convey the appeal of local industries to children who will lead the next generation in the surrounding areas. Avex, Inc., which has a factory in Kuwana City, has been promoting paid industrial tourism for inbound executives at its auto parts manufacturing plants since 2008. Based on these activities, the Kuwana City Industrial Tourism Development Council was established in 2016. With the participation and cooperation of companies from a wide range of industries, including manufacturing, schools, finance, and government, a paid industrial tour was established allowing visitors to efficiently visit multiple companies located within a 10km radius, providing a valuable opportunity to learn about Japanese business culture and expertise.

The Mie Industrial Tourism Promotion Council is working to create tourist courses that involve various local industries and companies, and to promote them to customers. In addition, the council plans to systematically implement projects to raise interest in the region by actively providing attractive content to the children who will lead the next generation.



Delivering "educational tourism"

From Mie Prefecture, located in central Japan, we are promoting a new form of tourism called "educational tourism" to the world. Mie Prefecture is a charming place with rich nature throughout the four seasons and a concentration of industries that support Japanese manufacturing. Many overseas companies send their executives and management leaders to Mie Prefecture to learn about industry. We offer this new style of "learning-oriented tourism", which is different from traditional general tourism and provides high added value.

Introduction to Industrial Tourism

1

What is industrial tourism?

It is tourism that aims to touch the spirit of manufacturing through industrial and cultural properties and industrial products, such as factories and machinery with historical and cultural value.

2

What does the Council do?

It is working to create tourist courses involving various local industries and companies in Mie Prefecture. Companies from various industries participate in the council, making it possible to offer tours tailored to the interests and desires of our customers.

3

What will you learn?

- The secrets of Japanese-style longevity management
- Productivity improvement and human resource development
- Smart factory production plant tours, etc.



If you have any other training themes you would like to request, please consult with the person in charge as soon as possible so that we can make the necessary arrangements. (We cannot guarantee that your request will be fulfilled.)



Manufacturing



Bankyo Pharmaceutical Co., Ltd.

Learning point

- Human resource development
- Business strategies
- Continuous improvement activities



MAP C-4 ①



HOPEC, INC.

Learning point

- Management strategy
- Market creation
- Deployment to different countries



MAP C-5 ②



Mitsuchi Seisakusho Co., Ltd.

Learning point

- 5S
- Quality control



MAP C-3 ③



NAKAMURA-TECH Co., Ltd.

Learning point

- Management strategy
- Quality management
- Traditional crafts



MAP A-5 ④



NABELL CORPORATION

Learning point

- Management strategy
- Market creation
- New product development



MAP B-3 ⑤



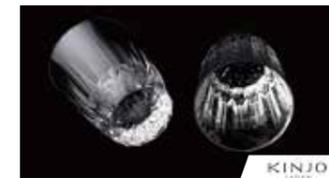
Kimurasoap industries Co., Ltd.

Learning point

- Management Strategy
- Salary Structure



MAP B-2 ⑥



Kinjo Rubber Co., Ltd.

Learning point

- Management strategy
- Continuous improvement activities
- 5S



MAP B-3 ⑦



Hisai LIXIL Factory Corporation

Learning point

- Employee training
- Automation (Intelligent automation)



MAP B-4 ⑧



Maeda Technica Co., Ltd.

Learning point

- Employee training
- Management Philosophy
- Continuous improvement activities



MAP A-4 ⑨



SHINNIHON KOGYO CO., LTD

Learning point

- Philosophy management
- Automation (Intelligent automation)
- Management strategy



MAP A-5 ⑩



NTN Mie Corporation

Learning point

- Automation
- Continuous improvement activities



MAP A-5 ⑪



AVEX, INC.

Learning point

- Policy deployment
- Human resource development



MAP A-5 ⑫



Sankei Co., Ltd.

Learning point

- Philosophy management
- Management strategy
- Continuous improvement activities
- Quality control



MAP A-5 ⑬



Honda Mobilityland Corporation, Suzuka Circuit

Learning point

- Human resource development
- Safety management
- Practical experience-based services



MAP B-4 ⑭



MOLATURA

Learning point

- Traditional crafts
- Practical experience-based services



MAP A-5 ⑮



Direct Cars, LAC Holdings

Learning point

- Philosophy management
- Sales marketing
- New product development



MAP B-4 ⑰



Japan Post Co., Ltd. Kuwana Post Office

Learning point

- 5S
- Safety management
- Maintenance inspection



MAP A-5 ⑰



AEON Retail Co., Ltd. AEON MALL Kuwana Store

Learning point

- Improvement activities
- 5S
- Hygiene control



MAP A-5 ⑱



Toba-Ichibangai Cooperative Association

Learning point

- Philosophy-based management
- SDGs



MAP C-5 ⑲



Hyokichiya Limited Company (AMA Hut HACHIMAN) Kamado Divers Hut

Learning point

- Culture and history
- SDGs
- Practical experience-based services



MAP C-5 ⑲



IST Co., Ltd.

Learning point

- Mie Tourism



MAP D-5 ⑳



Oz Group Kaito Yumin Club

Learning point

- Human resource development
- Practical experience-based services
- CSV



MAP C-5 ㉑



Leather Shop Marvy

Learning point

- Local industry branding
- Educational philosophy
- Practical experience-based services



MAP A-5 ㉒

New member companies are welcome at any time.

List of Member Companies



Food and Beverage Manufacturing



IX Holdings Co., Ltd.

Learning point

- Human resource development
- Philosophy management
- Management strategy

MAP C-4 23



IMURAYA GROUP CO., LTD.

Learning point

- Human resource development

MAP B-4 24



Niken Chaya Mochi, Kadoya Honten

Learning point

- Human resource development
- Philosophy management
- Management strategy

MAP C-5 25



OK's DELICA INC.

Learning point

- Philosophy management
- Quality control
- Hygiene control

MAP A-5 26



Education



National Institute of Technology (KOSEN), Suzuka College

Learning point

- Human resource development
- Education philosophy

MAP B-4 27



Suzuka University

Learning point

- Human resource development

MAP B-4 28



Akatsuki Gakuen

Learning point

- Philosophy management
- Educational philosophy
- Cleaning tour

MAP A-5 29



Tsuda Gakuen

Learning point

- Educational philosophy
- Cleaning tour
- School lunch experience

MAP A-5 30



Agriculture and Forestry



Kakiuchi Farm

Learning point

- Food safety management
- Cultivation management
- Harvesting experience

MAP E-2 31



Tea Kahada Ltd.

Learning point

- Traditional techniques
- Culture and history
- Practical experience-based services

MAP C-3 32



Hayami Forest

Learning point

- SDGs
- Environmental Protection

MAP D-2 33



Nissy-Farm

Learning point

- Local industry branding
- Harvesting experience
- SDGs

MAP B-4 34



Traditional and Local Industries



Yamaguchi Pottery Studio

Learning point

- Employee training
- Traditional technology
- Local industry branding

MAP A-4 35



Usui Shokufu Co., Ltd.

Learning point

- Management strategy
- Local industry branding
- Culture, history

MAP B-4 36



Ise Katagami Cooperative Association

Learning point

- Traditional techniques
- Traditional crafts
- Culture and history

MAP B-4 37



Mikimoto Pearl Island Co., Ltd.

Learning point

- Traditional techniques
- Culture and history
- Environmental protection

MAP C-5 38



Others



Sashikan Tategu Kogei Co., Ltd.

Learning point

- Traditional techniques
- Culture and history
- Practical experience-based services

MAP A-4 39



Owan no Sasaura

Learning point

- Traditional techniques
- Traditional crafts
- Practical experience-based services

MAP A-4 40



Eiichi Yamaji and Shigoto Network Research Institute

Learning point

- Human resource development
- Human resource management

MAP B-4 41



Mie Television Broadcasting Co., Ltd

Learning point

- Broadcast Production
- Program Viewing

MAP B-4 42



Kintetsu Miyako Hotels International, Inc. (Miyako Hotel Yokkaichi)

Located in front of Kintetsu Yokkaichi Station, the hotel can be used as a base for business and is also ideal for sightseeing, with Nagashima Spa Land and Suzuka Circuit just 30 minutes away by car.

MAP B-5 43



MINAMIISE TOURIST ASSOCIATION

Learning point

- Culture and history
- Harvesting experience
- Practical experience-based services

MAP D-5 44



Matsusaka City Tourist Association

Learning point

- Culture and history

MAP C-4 45



New member companies are welcome at any time.



Kuwana City Industrial Tourism Development Council

In 2016, the Junior Summit was held in Kuwana City as the main venue in conjunction with the 42nd G7 Summit (G7 Ise-Shima Summit). This event served as a catalyst for stakeholders from industry, government, and academia who had been collaborating to come together and establish the "Kuwana International Tourism Development Council". In 2017, the "Kuwana City Industrial Tourism Development Council" was established, and the promotion of industrial tourism projects centered on industrial tourism tours began in earnest.



SHINNIHON KOGYO CO., LTD

Learning point

- Philosophy management
- Autonomation (Intelligent automation)
- Management strategy



MAP A-5 10



NTN Mie Corporation

Learning point

- Automation
- Continuous improvement activities



MAP A-5 11



AVEX, INC.

Learning point

- Policy deployment
- Human resource development



MAP A-5 12



Fuso Machine Works, Ltd.

Learning point

MAP A-5 46



Kuwahara Chuukou Co., Ltd.

Learning point

MAP A-5 47



The Hyakugo Bank Ltd.

Learning point

MAP A-5 48



OK's DELICA INC.

Learning point

- Philosophy management
- Quality control
- Hygiene control



MAP A-5 26



San-J International Inc.

Learning point

MAP A-5 49



Kosugi Foods Corporation

Learning point

- Safety management
- Quality control
- Hygiene control



MAP A-5 50



Toyota Corolla Mie, Lexus Kuwana

Learning point

- Philosophy management
- Management strategy
- Maintenance inspection



MAP A-5 54



Token Tado Country Club

Learning point

- Golf tourism
- Facility tour

MAP A-4 55



Tsuda Gakuen

Learning point

- Educational philosophy
- Cleaning tour
- School lunch experience



MAP A-5 30



Japan Post Co., Ltd. Kuwana Post Office

Learning point

- 5S
- Safety management
- Maintenance inspection



MAP A-5 16



AEON Retail Co., Ltd. AEON MALL Kuwana Store

Learning point

- Improvement activities
- 5S
- Hygiene control



MAP A-5 17



Nagashima Resort

Learning point

- Product development
- Cultivation management



MAP A-5 53



Yamamori Inc.

Learning point

- Human resource development
- Continuous Improvement activities
- Traditional techniques



MAP A-5 51



Tado Green Farm

Learning point

- Distinctive management
- Human resource development
- New product development



MAP A-5 52



Maria Montessori Kindergarten

Learning point

- 5S
- Maintenance inspection
- Practical experience-based services



MAP A-5 56



Tengen Industry Co., Ltd.

Learning point

- 5S
- Maintenance inspection
- Practical experience-based services

Experience



MAP A-5 59

The Mie Prefecture Industrial Tourism Promotion Council is actively working to promote industrial tourism within the prefecture, as well as strengthening collaboration with neighboring regions to develop industrial tourism on a broader scale. Currently, collaboration

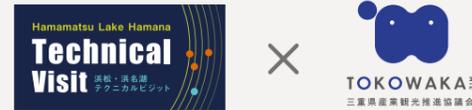
has begun with the Hamamatsu region of Shizuoka Prefecture, Osaka Prefecture, and Nara Prefecture, and efforts are being made to create new forms of industrial tourism that leverage the unique characteristics and strengths of each region.

01

Collaboration with Hamamatsu Region, Shizuoka Prefecture

“Hamamatsu - Lake Hamana Technical Visit”

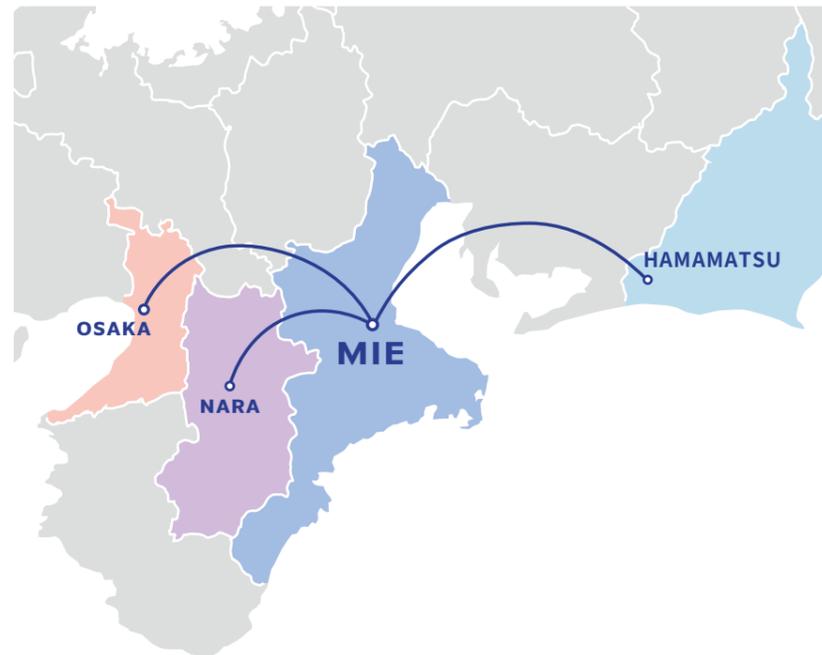
The Hamamatsu/ Hamanako region is home to world-renowned companies and is a leading industrial hub for small and medium-sized enterprises and start-ups with Japan's first and best technologies, including the textile industry that began in the Edo period, transportation equipment such as cars and motorcycles, musical instruments, and the optical industry. The “Hamamatsu - Lake Hamana Technical Visit” offers an industrial inspection and training program that allows participants to experience the region's diverse industries and traditional culture. Visitors can learn about practical initiatives related to business management, human resource development, innovation, and manufacturing techniques by visiting representative companies and facilities in the region. The program caters to a wide range of needs, including corporate training, educational travel, and municipal inspections. We invite you to experience the charm and technological prowess of Hamamatsu firsthand.



Participating companies

- Enejin Co., Ltd.
- Tokiwa Kogyo Corporation
- Somic Ishikawa Inc.
- The Graduate School for the Creation of New Photonic Industries
- OISCA Hamamatsu Kokusai High School
- Kyomaruen Co., Ltd.
- Mikkabi Agricultural Cooperative/Goto Citrus Orchard
- Torii Foods Inc.
- Hotel Wellseason Hamanako
- Kyourindo Pharmacy Co., Ltd.
- HANANOMAI BREWING CO., LTD.
- Meijiya Shouyu (Soy Sauce)
- Futahashi Dyeing Factory

ACCESS



MIE ↔ HAMAMATSU
<p>[Access by train]</p> <ul style="list-style-type: none"> • Kintetsu Limited Express: Kintetsu Yokkaichi Station - Nagoya Station (30 minutes) • Bullet train Hikari: Nagoya Station - Hamamatsu Station (30 minutes) • Bullet train Kodama: Nagoya Station - Hamamatsu Station (45 minutes) <p>[Access by car]</p> <ul style="list-style-type: none"> • To Tsu: Approx. 3 hours • To Yokkaichi: Approx. 2.5 hours • To Ise: Approx. 3 hours
MIE ↔ OSAKA
<p>[Access by train]</p> <ul style="list-style-type: none"> • Kintetsu Limited Express: Osaka Namba Station to Tsu Station (1.5 hours) • Kintetsu Limited Express: Osaka Namba Station to Kintetsu Yokkaichi Station (1.5 hours) • Kintetsu Limited Express: Osaka Namba Station to Ise City Station (1.5 hours) <p>[Access by car]</p> <ul style="list-style-type: none"> • To Tsu: Approx. 1.5 hours • To Yokkaichi: Approx. 2 hours • To Ise: Approx. 2.5 hours
MIE ↔ NARA
<p>[Access by train]</p> <ul style="list-style-type: none"> • Kintetsu Limited Express: Kintetsu Nara Station to Tsu Station (2 hours) • Kintetsu Limited Express: Kintetsu Nara Station to Kintetsu Yokkaichi Station (2 hours 10 minutes) • Kintetsu Limited Express: Kintetsu Nara Station to Ise City Station (2 hours 10 minutes) <p>[Access by car]</p> <ul style="list-style-type: none"> • To Tsu: Approx. 1 hour 40 minutes • To Yokkaichi: Approx. 2 hours • To Ise: Approx. 2 hours 15 minutes

02

Collaboration with the Osaka Region

‘MUIC Kansai’

In collaboration with MUIC Kansai, which promotes projects that connect regions, companies, and people mainly in the Kansai region, we are working to establish a “new style of tourism” based on our council's model in the Kansai region. Starting with the Osaka Expo as our base, we have prepared experiential programs that allow visitors to enjoy a ‘Kansai they have never experienced before.’ Centered around visits to manufacturing companies, we offer experiential workshops, training programs, and other activities that allow participants to experience the unique charm of the region. To meet a wider range of needs, we have prepared a variety of companies and visit locations.



Participating companies

- Kinjo Rubber Co., Ltd.
- Tomoyasu Works Co., Ltd.
- Fujita Metal Trading Co., LTD.
- O-TWO Inc.
- Kimurasoap industries Co., Ltd.
- KOIZUMI SANGYO CORP.
- KAWABE Co., Ltd.
- Smileyearth Corporation

03

Collaboration with the Nara Region

‘Nara Visitors Bureau’

Our council has begun collaborating with the Nara Visitors Bureau to create new tourism opportunities that leverage the attractions of both regions. By leveraging the diverse attractions of each region, such as history, nature, and culture, we will propose new tourism experiences that transcend prefectural boundaries. Through this collaboration, we will be able to develop extensive sightseeing routes and experiential programs that encompass famous historical sites and traditional industries, allowing visitors to experience the charm of the region in greater depth than ever before. We will continue to prepare for the delivery of special trips that combine the unique characteristics of Nara and Mie Prefectures.



Participating companies

Coming soon

Official Website



Golf Tourism

Located in the Chubu region, Mie Prefecture is easily accessible from major cities such as Nagoya, Osaka, Kyoto, and Nara in the Kansai region!

Golf tours in Mie Prefecture, surrounded by rich natural scenery, are extremely popular!

Mie Prefecture actively promotes ‘golf tourism,’ which combines golf and tourism. With a track record of hosting world-class golf events and partnerships with overseas golf organizations, the prefecture attracts many golf enthusiasts from both Japan and abroad. Mie Prefecture boasts a variety of golf courses nestled in beautiful natural surroundings, offering the added appeal of being able to enjoy tourist destinations like Ise-Shima, rich culinary culture, and hot springs. With excellent access from Nagoya, the largest city in the Chubu region, and the Kansai area, the courses cater to a wide range of skill levels, from beginners to advanced players. We invite you to experience the unique luxury of Mie Prefecture, where golf and tourism come together in perfect harmony.



Mie Country Club

Learning point

- Golf tourism
- *This is not industrial tourism



Matsusaka Country Club Co., Ltd.

Learning point

- Golf tourism
- *This is not industrial tourism

