

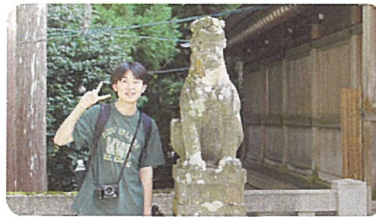
# The Next Chapter for Niigata: Manufacturing and Tourism

六人6colors

## MEMBERS



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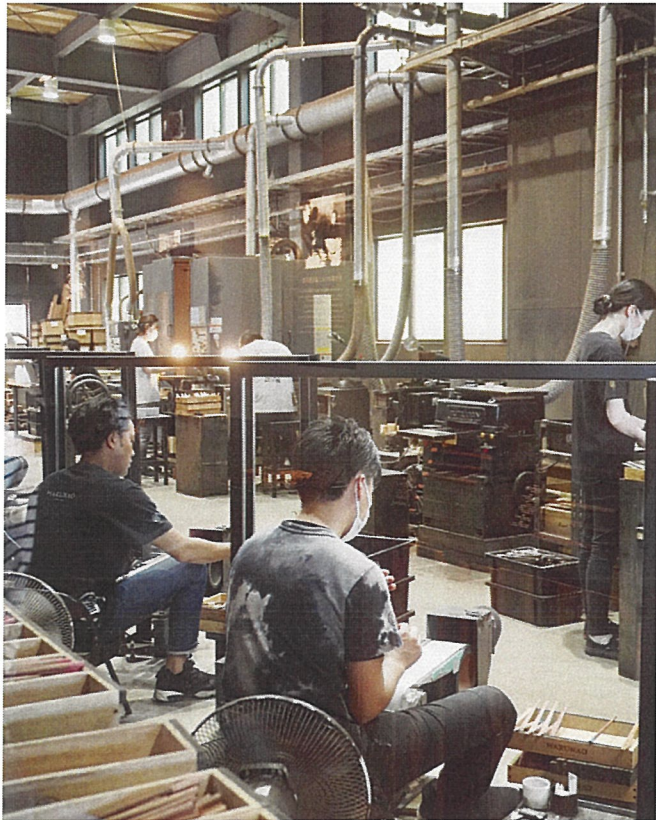
Poon Ling Suet Helen



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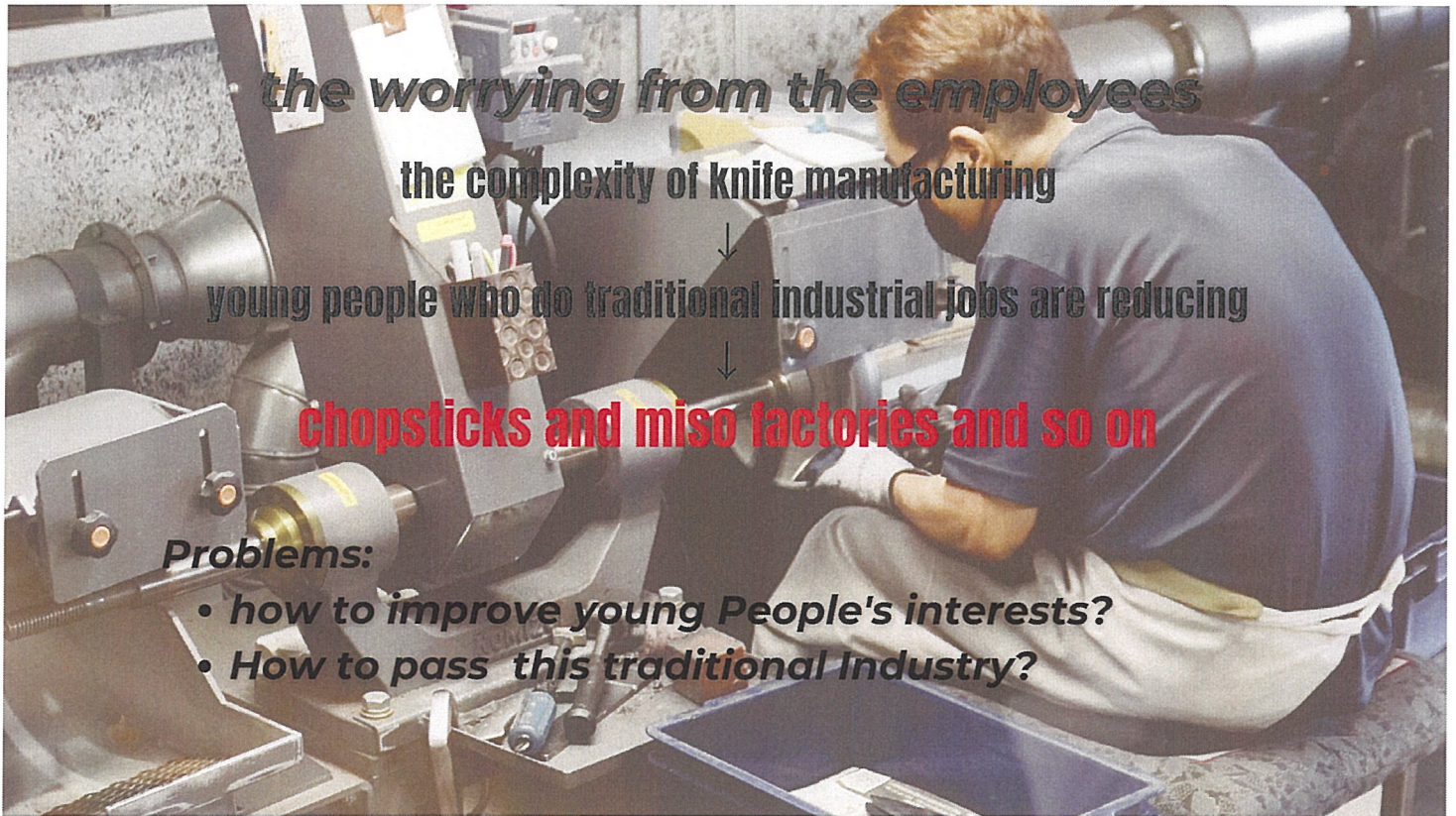
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## TOJIRO BRIEF HISTORY

With tradition and innovation, TOJIRO Co., Ltd. is manufacturing various type of knives in Tsubame-Sanjo – one of the producing center of knives and cutlery in Japan.

Under their four principles – good faith, sincerity, appreciation, and creation – all TOJIRO brand products are manufactured in their factory (retrieved from Tojiro Japan (August 09, 2023)).



*the worrying from the employees*

*the complexity of knife manufacturing*

*young people who do traditional industrial jobs are reducing*

**chopsticks and miso factories and so on**

**Problems:**

- *how to improve young People's interests?*
- *How to pass this traditional Industry?*

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## How to solve these problems??

### Education



### Our suggestion

- Provide opportunities to learn about Niigata's traditions
- Holding events near the factory that are easy for children to come to

### For example

- Invite out-of-prefecture students to visit Niigata's traditional industries as part of their social studies field trip.
- make child-version's KOUBA NO SAITEN

## KOUBA NO SAITEN



Large-scale event in Tsubame-Sanjo area where visitors can experience and observe manufacturing sites.

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## RESOURCES AND INDUSTRY

### NIIGATA

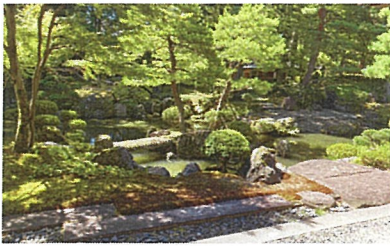
The area is also well known as a metalworking powerhouse that has carried on for over 400 years since the Edo Period in Japan history

Industry in Niigata has provided the facilities and technology essential for manufacturing tasks

Metal dinner service used at the Nobel Prize award ceremony dinner is manufactured here in Niigata

# NIIGATA

## TOURISM AND TRAVEL



Niigata's industries and resources are very rich and valuable, but many people in the world don't know much about Niigata and even may not know the place name.



What is Niigata.....?

## HOW CAN NIIGATA GAIN GLOBAL RECOGNITION:

- **Sister City Relationships:**

- Establish strong connections with sister cities

- **Participation in Global Events:**

- Taking part in international exhibitions, fairs, and conferences related to its strengths.

- **Cultural Exchange Programs:**

- Host exchange programs for students, artists, and professionals from other countries.

Steel  
Production

Agriculture





**NIIGATA DAY TOUR**



## SPECIFICATIONS

Availability in Online Applications

Klook and KKDAY

Pass Type

1 Day Tour, 2 Day Tour, and 3 Day Tour

Inclusions of the Tour

English, Korean and Chinese tourist guides  
Roundtrip bus transfers  
Niigata Souvenir

Attractions to Visit

\*refer to the itinerary\*

Target Population

Asian countries

## RATIONALE

To boost the tourism in Niigata Prefecture

## GOALS

- Boost small and local businesses;
- Increase employment opportunities; and
- Preserve and impart culture and tradition

## REFERENCES

- ・【新潟】開け、KOUBA！燕三条の職人が輝く「燕三条 工場の祭典」が今年も開催されます！ 2019/09/30  
<https://www.shakaika.jp/news/info/29965/>

