

## **MEMBERS**



Rona Patalbo



Marry Vic Antipolo



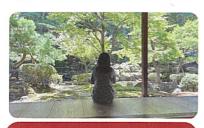
**FU LINJUN** 



Poon Ling Suet Helen



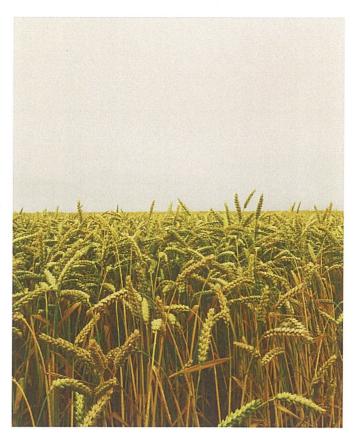
Tsumugi Kozuka

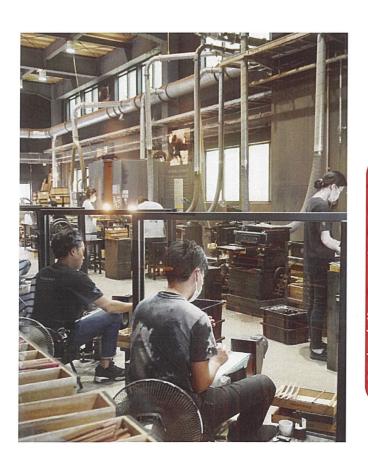


Nao Fukuda

### TABLE OF CONTENTS

- 11 "Forging Excellence: The Evolution of Tojiro Manufacturing"
- 102 "Navigating Challenges: Unveiling Tojiro's Current Hurdles"
- 03 "Crafting Solutions: Strategies to Overcome Tojiro's Challenges"
- 104 "Metallic Marvels: Exploring Niigata's Rich Resources and Craftsmanship"
- 05 "Beyond Borders: Unveiling Niigata's Charms for Travel and Tourism"
- 16 "Shining on the World Stage: Elevating Niigata's Global Recognition"
- 07 "Niigata Unveiled: A Captivating Day Tour of Culture and Craftsmanship"





# 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)).



# How to solve these problems??

### **Education**



#### Our suggestion

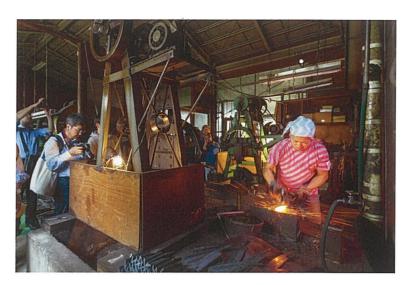
- Provide opportunities to learn about Niigata's traditions
- Holding events near the factory that are easy for children to come to

#### 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.

## 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.....?

-Agriculture



# 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.

Steel

Cultural Exchange Programs:

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





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/

