

## Delivering food and culture of Kyushu to the world

### Outline of Company

Name: IKKYU G.K.

Founders: Stephane Camus, Aldo Bloise,  
Joelle Sambuc-Bloise

Address: Noke 8-29-7, Sawara-ku, Fukuoka City,  
Japan 814-0171

TEL: +81-92-407-1721

URL: <https://ikkyu-tea.com>

Established: May 2016

Business outline: Sales of green tea produced in  
Kyushu for overseas markets



IKKYU G.K. is a sales company of Japanese teas for foreigners. Taking advantage of experiences in trades between Japan and Europe at the Japanese branch of IT&IP Strategy Advisory, we are specialized in branding for foreigners.

When I came to Japan, I had a chance to find Chiran Tea. I was quite surprised at its high quality, but there was no English website or information, and I felt that overseas promoting was lacking. While the demand for Japanese teas has been increasing, Japanese farmers are not looking closely at overseas markets. We are driven by a strong desire to fill in the gap between them and appeal Kyushu teas to other countries.



Teas produced in Kyushu, not only gyokuro but also general green teas and matcha, are characterized in high quality. Moreover, there are varieties that do not exist in other areas. It is a big appeal for foreigners that they can choose from a variety of teas.

On the other hand, teas produced in Kyushu are underknown in other countries, although the quality is equal to or higher than internationally-renowned Uji Tea or Shizuoka Tea. Moreover, low-quality Japanese teas are sold at an expensive price in overseas supermarkets. We only sell high-quality teas selected from our perspective to the world online.

We can offer better prices, because we have direct dealings with farmers. In addition, we wrap products up in Japanese papers. Package designs and tea recipes in English are highly appreciated by foreigners all of which are reasons why our products are popular as souvenirs.



## Business operations from Fukuoka with an eye to the world

Fukuoka is a compact city with good access to transportation, and business costs are kept low. In addition, housing costs are low, and the nature is in proximity to the city, all of which make Fukuoka a comfortable place for living and business.

Some might think that it is more advantageous to do business in big cities such as Tokyo and Osaka, but there are things that one can achieve only in Fukuoka. For example, when you plan to have meetings with your clients, you may only visit around two companies in one day in Osaka or Tokyo if you travel by train. In Fukuoka, you can visit more companies by bicycle.

On the other hand, doing business in Japan always requires extra time, efforts and money, when you take any action.

Firstly, detailed explanations are required every time you intend to acquire a visa or renew a resident status. Then, it is very complicated for a foreigner to conclude a contract. It is not easy to conclude an office lease contract or loan contract or find a guarantee for credit loan. Furthermore, a similar situation arises to contract a credit card or mobile phone. We face different problems in daily life.

Another thing we need to keep in mind is different business customs or business cultures in Japan and Europe. It is not common to separate our home from an office in Europe, but you may have a difficulty in building credibility if you use this method in Japan.

Furthermore, overseas remittance is basically free in Europe, while you have to pay high commissions in Japan. You need to help clients in Europe understand this fact.

The most complicated problem is the different sense of speed in business between Japan and other countries. We have direct dealings with farmers in Kyushu and sell their products. However, the sense of speed in business in Japan is not enough for satisfying the demand from global markets. I feel that Japanese companies should take note of quick response and immediate decisions on business, if they want to operate globally. This requires a whole company to change its consciousness.

A wide range of generations of farmers we currently deal with understand global markets and respond quickly, once they start to have dealings with us. It is our advantage that we can make deals at the same speed as overseas companies.



### Transmitting the appeal of Kyushu to the world

We first aim that Japanese inns, souvenir shops and information centers in Kyushu sell our products so that more foreigners have contact with them.

We are now planning to increase the number of tea products as well as potteries and teaware for the purpose of contributing to the acceptance of inbound through tea. We also promote other local products in Kyushu taking advantage of tea. It is our sincere desire that more people in the world get to know teas from Kyushu and the entire region.

