

Kinsui Co., Ltd.



Polishing sensibilities in the rich nature of Karatsu and utilizing it for business

Outline of Company

Name: Kinsui Co., Ltd.

Founder: Li Qin (CEO)

Chen Guofu

Address: 〒847-0815

511-11 Nishidera-cho, Karatsu City, Saga
Prefecture

TEL: 0955-80-0924

URL: <http://www.kin-sui.jp>

Established: July 2009

Business outline : Sale of children's clothing, cosmetics,
smartphone goods, etc.



Kinsui Co., Ltd. is a company that sells children's clothing, cosmetics, smartphone goods, etc. in Karatsu City, Saga Prefecture, which is rich in nature. I am the representative and come from Guilin, China. After graduating from high school, I studied abroad in Japan, since I was familiar with it through anime and dramas and the language also uses characters. I studied Japanese for two years at a Japanese language school in Nagoya, and attended Nagoya Mode Gakuen for four years.

I looked for a job, but no matter where I looked, every company expected me to work in China. Because I was planning to get married to a man from Guilin who worked in Japan, I did not work in a company, and instead launched a brand of children's clothing with two former classmates from Nagoya Mode Gakuen in Nagoya. I was in charge of design, and the other two are in charge of pattern creation and production management. Manufacturing and sales took place in China.

We continued for about four years, but as anti-Japanese sentiment increased in China, sales severely slumped since we were selling children's clothing from Japan. One of my colleagues also became sick and could not continue working, so we stopped the children's clothing business for the time being.

Since then, the popularity of Japanese-made cosmetics in China has increased, so we started a business to sell cosmetics in China. In addition to selling ready-made products, we commissioned a cosmetics company in Tokyo to manufacture lotion with excellent anti-drying and moisturizing properties, essence and all-in-one cream, and I designed the packaging to create original products.

Finding the JCC

When I married and had children, I began to think that I want to raise my children not in the city but in a place rich in nature.

While searching for somewhere suitable for a cosmetics business, I found the homepage of the Japan Cosmetic Center (JCC) in 2018.

The JCC is an organization comprised of related companies, producers, research institutes such as universities, and support organizations including administrative and economic organizations in order to achieve international cosmetic clusters in northern Kyushu and Saga Prefecture centered on Karatsu City and Genkai Town.

Karatsu City and Genkai Town are places that have been cultivating food and herbs utilizing the rich local environment,



Courtesy of Karatsu Tourism Association

and besides the pharmaceutical industry utilizing traditionally used herbal medicines developing independently as a local industry in Saga Prefecture, I learned that there are several cosmetics-related companies have become located in Karatsu City in recent years and became interested in Karatsu.

I visited Kyushu and Karatsu for the first time in June 2018 and was fascinated by the rich nature. Having grown up in Guilin away from the ocean, we were impressed by the beautiful sea of Karatsu. Nagoya is also on the sea, but the color is completely different.

We moved to Karatsu in September 2018. In Japan, the internet is well-developed and there is a logistics network, so you do not need to live in a large city to have an internet business.



Store

I will explain the company name, “Kinsui”. Compared to other metals, “kin” or “gold” is superior in electrical conductivity, ductility and luster, and so means “becoming anything” or “making the impossible possible”. “Sui” comes from “purity”, and has the wish to not only to make money but also to remember the pure desire of spreading good things.

When the business was started, everything was done by my husband and I. It was funded with the financial support of my parents and my husband’s savings. I had applied to a financial institution for a loan, but was turned down. I feel this is because I am a foreigner.



Currently, I sell various products such as children's clothes I designed, original cosmetics, smartphone-related goods and accessories for the Japanese market. Our cosmetics are originals made in Japan, but most of the other products are imported from China based on my sensibilities. Customers like the unique designs and products.

We have a physical store, but most sales are through major shopping sites.

Since children's clothing has a limited consumer base, we offer smartphone-related goods so that people from a wide age range can get to know our company.

Our lathering net, which had been added as a giveaway with facial cleansing soaps, has gotten great reviews. When it was sold separately, it became a popular product with sales of more than 50 a day. I appreciate purchasers who have written good reviews on internet sites because it has helped to promote it.



About the future

I joined the JCC in April 2019. I feel it is beneficial since I get to know local companies. In the future, I would like to develop cosmetics using materials from Karatsu. I would also like to sell not only cosmetics but also things from Karatsu selected from the perspective of a foreigner. I am looking for a business partner for that.

When I showed my Chinese friends various places in Kyushu, they said, "Karatsu was the best and Karatsu's food was the best". Although foreign tourists can be seen during the Karatsu Kunchi Festival, a traditional event in Karatsu, it is rare to see them at any other time.

The charms of Karatsu are still not widely known, so I want to spread information about its wonderful nature, delicious food and hot springs both in Japan and abroad.