

Supporting the promotion of local products to Japan and overseas

Supporting the discovery of the excellence of local products and their promotion to Japan and overseas

Showcasing event for Mie Prefecture: “Experience Mie -- Mie Sushi Day”

Promoted Mie products under the theme of “sushi” which represents Japanese food



Invited foreign nationals, mainly people from embassies, consulates and overseas government agencies in Japan
Showcased local products that Mie Prefecture is proud of

- Under the title “Experience Mie,” promoted Mie’s rich foodstuff and its manufacturing, nurtured by its historical and cultural heritage, to other countries
- A number of foreign nationals and related people attended the event as an exchange event with other countries through “food” and “culture.”
- In line with the Japanese food boom overseas, the Bank aims to establish a circular economy by promoting exports and attracting inbound customers by spreading the appeal of Mie Prefecture as a whole.



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Showcasing event for Mie Prefecture: “Experience Mie -- Mie Sushi Day”

Provided “a learning experience” for local high school students



Providing classes on globalization and the diversity of people



Produced by the Bank

Prior classes are given to local high school students who aspire to become professional chefs, and lectures are given on the “status of Japanese food in the world” and the “need to expand overseas”

With the globalization of Japanese food, opportunities for Japanese food to flourish are expanding not only in Japan but also overseas. Strongly hoping to expand Mie Prefecture’s foodstuffs and craftsmanship overseas, the Bank **creates an opportunity for local high school students**, who are future leaders, **to play an active role**