

Export Business of Toyoake Kaki Co., Ltd.®

Hokuto Sasaki, Masanori Ishikawa, and Tetsuya Fukunaga

Toyoake Kaki Co., Ltd., 121, Sanbongi, Ano-cho, Toyoake, Aichi Pref. 470-1141 Japan

Email: h_sasaki@toyoake.or.jp

Our company is a pot-plant wholesale marketer in Aichi, the biggest flower production area in Japan. Products are gathered from all over Japan and sold to buyers throughout Japan. Our export business to the Chinese mainland began in the lunar New Year of 2004. At that time the production of *Cymbidium* in China was increasing. However, compare to Japanese *Cymbidium* plants, Chinese production was of low quality. Our company has selected and exported the Japanese *Cymbidium* which is highly valued in China. Up to the current lunar New Year we have exported *Cymbidium* plants and have established our plants under the Toyoake brand name because they are famous for high quality (there are pirated editions of Toyoake products). Currently the Chinese market is a core part in our exporting business but we have an eye on expanding this business.

Beginning in 2008 we started to export to the United Arab Emirates. Our business to the United Arab Emirates has its base in Dubai. In Dubai 80% of the population are migrant workers and the remaining 20% of the population are native inhabitants and they are a very rich class. Our exported products are mostly orchids, and they have to be sent by air to keep their freshness, so shipping charges are expensive. Our business has to be targeted for the rich locals. Therefore, we must have a large network of local people and this required having a local partner company.

Fortunately, from the beginning of the business, our company has had a local partner company that is very cooperative and has a great interest in Japanese products. Through this partnership we were able to exhibit our orchids at IPM (International Plants Expo Middle East) Dubai in 2009 and 2010. The IPM Dubai is a exhibition similar to IPM Essen in Germany which is the largest yearly exhibition in the flower business. In IPM Dubai, the buyers were mainly from the United Arab Emirates, Kuwait, Saudi Arabia, Iran, Palestine, Lebanon, Syria, and Cyprus. Perhaps, many of these people saw Japanese orchids for the first time and they were astonished and took photos of the orchids. Currently our business still has much to learn about doing business in Dubai. This year we are planning to invite a buyer from our partner company in Dubai to come to Japan and hope that he can feel and understand the high quality and great range of Japanese orchids available. We are hoping this year will be the year for expanding our exports to the United Arab Emirates.

Outside the United Arab Emirates, we began exporting in 2009 to the United States and in 2010 to Russia and Singapore. At IPM Essen 2010 we displayed our orchids in the Japanese Pavilion. As a wholesale marketer our exporting business has a close partnership with the producers in Japan. We wish to show good product sales to those producers by coordinating the sales of their great orchids, to not only inside Japan, but also to the world.