Nestlé Japan celebrating the 100th anniversary and future, in the congenial and productive city of Kobe

Nestlé Japan Limited is a company supplying a wide variety of Nestlé brand products. The company provides an array of beverages, food, confectionery and pet products for Japanese consumers. It established its headquarters in Kobe in 1922. In April, 2013, Nestlé Japan marks the centennial anniversary and engages business for 90 years in Kobe. Then why was Kobe chosen to locate Nestlé Japan’s headquarters in Japan?

Last November Masaaki Muramoto, Executive Officer Public Affairs, Nestlé Japan, lectured at a seminar held in Tokyo where he focused on Kobe as the optimal business center and a pleasant, congenial place to live and work.

Creating shared value in global market

Nestlé has always kept three principles in mind. These are fundamentals of our business practice. First is “Creating Shared Value”, where we contribute not only to make a profit but also to use our ability and resources to solve social problems through business. Secondly, we facilitate a sustainable and steady growth in an area of business. This can be shown in every yearly results. Thirdly, we let strong business prospects lead us to a successful future. We hold clear vision to become one of the top global food industries which contribute to Nutrition, Health and Wellness of consumers. Nestlé has employed the best minds in business to promote research, development and the changes necessary for success. So we are tackling social problems related to the environmental sustainability of agriculture, especially for those who produce raw materials for our beverages. Nestlé also supports to better nutrition through water and rural development programs. Our initiative aims at improving the standard of living for coffee-bean farmers, most of whom are smallholders. We would like to enable farmers to provide us with superior-quality coffee beans. We try to share the value in the form of partnership with coffee-bean farmers to yield fresh, world-class coffee. As for caring for children, “Nestlé Healthy Global Program” implements educational program to improve nutrition, health and the overall wellness of children.

Kobe, best to live and work in

We Nestlé Japan will be happy to celebrate our centennial anniversary in 2013. Ninety-nine years ago, in the year 1913, Nestlé Japan, a Condensed Milk Company, established its Japanese branch in Yokohama, which marked the start of Nestlé Japan. But before less than ten years had passed, the branch was moved to Kobe, thanks to a successful collaboration with factories of milk and condensed milk in Awajishima Island. Besides, there were numerous reasons for the relocation that includes Kobe’s growing prominence as a business hub for domestic and foreign companies, a lot of trading firms and potential wholesalers located around the city. The city especially offered a reasonable cost of living and an established foreign community.

New business areas to respond changing Japanese society

Nowadays Japan is facing severe socioeconomic struggles, including decreasing population, an aging society and worsening deflation. Approachung struggles, Nestlé Japan is striving to grow through three key areas of business. The first area, “Coffee Innovation”, focuses on selling coffee makers; Nestlé Barista and Dolce Gusto emanating from Nescafé Brand. One million “Barista” have already been accepted in the market. The second area, “Product availability”, where we also focus highly on making sure our customers can get our products, where they need them. “Product availability” means that our products can be sent to our customers both by digital order and by direct sales wherever and whenever and however they require them. Of course, as every company must, we attach great emphasis on the third area “Consumer Communications”, through which, we engage ourselves to promote numerous forms of digital communication as well as conventional advertising methods.

Kobe, Advantageous City to do business

Kobe is far better to live, than any other cities I once lived in, which has a well-organized transportation network, easy commuting system and golf courses located near the city center. For the epicenter, Kobe is prominent to serve palatable Beef Steak or fresh fish from the Inland Sea of Seto, and luxurious Japanese restaurants as well as foreign choices based on Kobe’s rich cultural diversity. The city also boasts refined street view, such as “Kiyomiyashiki” (former foreigners’ settlements), foreign communities and schools for foreign students. Besides, it is fairly good to conduct an ecological or cultural contribution to local society of Kobe. Tree-planting and ecoclean hiking in Mount Rokko area, within thirty minutes ride from the center of the city, or morning cleaning activities in the vicinity of the headquarters are customarily practiced by our staff. Coming this April 2013, one hundred years will have passed since Nestlé Limited started its business in Japan. 90 years will have passed in Kobe. And we have been growing steadily, and then continue to maintain a stable outlook in our business. At length please let me recapitulate, Kobe, city that has the most clear advantages in doing business activities!
Abundant nature, weather climate and history, all the diverse tastes

Hyogo-Kobe offers

The Hyogo-Kobe region offers a varied dietary culture inspired by its diverse climate and natural environment. A wide range of food and cuisine exists within the region including a countless variety of local specialties which include refined sake, western-style confectioneries, Japanese sweets, somen noodle (fine wheat noodle), snow crab, Akashi octopus and Kobe Beef.

Companies within the food industry are continually developing new products and focusing on global business strategy while preserving their legacy. Recently, other food-related companies have been moving to industrial complexes in Hyogo prefecture to take part in Hyogo-Kobe’s abundant food culture, nurtured by abundant nature, weather and climate.

Refined sake produced in Nada Gago (five-sake brewery regions)
Kobe City, Nishinomiya City

Nada Gago, also known as the famous brewery regions, are located within approximately 12 kilometers stretching from the Nada ward in Kobe City to Shino in Nishinomiya City. Historically, it’s stated that sake has been produced there since the Genroku Era (1681-89 A.D.). Sake brewers from the Tenba Uo group are known for their remarkable sake brewing skills. They are also blessed with Kibin Yatake climate, which produces “kamata hyoto” premium rice and “Nishino” water. The local climate is suitable for sake production. In addition, the “Tenba Uo” group is one of the largest sake-producing areas in Japan. Sake brewers are enthusiastic in introducing refined sake. Sake companies strive to gain exposure in developing new products and making special products.

Western confectionery blossomed in a port city
Kobe City

After Kobe port opened to the rest of the world, western style of life thrived during the Meiji Period (1868-1912 A.D.). Western confectioneries became a part of the numerous western cultural influences. Foreigners who lived in Kobe helped to broaden the taste of a variety of desserts. They also influenced the dessert process in the production of cake, chocolate, cookies, biscuits and cream puffs were eventually created. Olive Kobe Confectionary was established in 1883 to create desserts, and gained nationwide popularity. In 1901, a new confectionery building commenced to change manufacturing, stand ride side in Kobe. Regarded as a mirena for sweets, Kobe Confectionery is now a provincial name of the ‘Kobe Brand’.

Japanese sweets evolved as a main accessory of tea ceremony
Himeji City

Japanese sweets in Himeji have developed and become so popular as one of the four traditional sweets in Japan, which are considered to be the best. Himeji sweets were founded in the late Edo Period when its name became recognized nationwide. It’s said that the successor Himeji Castle (local) embraced tea ceremony as mental culture and encouraged the use of Himeji sweets to promote the development of the confectionery industry. Himeji sweets are so popular as famous for traditional confectionery offerings such as karaniso (yellow bread dough cookies), hotto (milk cookies) which are enjoyed in their delicate and fine Japanese nuances as a main accessory suitable for the Himeji cake known as simple sweaters “Hdag-bi”.

Bright somen, fine wheat noodles
Tatsuno City, Shirai City, Misaki Awaji City

“Bon-ebi”, a type of “Boshi-Tei Somen” (Shirasu-ebi) fine noodles, mainly produced in Tatsuno City and Shirai City. This successful brand name accounts for approximately 40% of all the selected noodle products. A combination of dry salted fish, excellent water from the Shirai basin, top-grade local wheat and salt produced in Awaji have made production possible since the Meiji Period (1868-1912 A.D.). The delicate flavor and taste of regional noodles have gained great approval from people of all generations and is increasingly popular in foreign countries such as North America and Asia. A significant brand name is good for the introduction of somen (fine wheat noodles), to the local Tottori production where cakens are made in a small island District thanks to the suitable climate.

Fresh abundant natural bounty

Now rice blossomed at the forefront of the Seto Inland Sea stands out for its taste. Known as the “land of variety”, rice fields are just one of the products from the region, its natural coastal environment stretching from north to south, Asahi Sea Bream and Octopus are abundant and live in the rapid tidal currents of the Asahi Strait. One popular delicacy, Asahi-ka, is a fresh, fleshy sweet-sounding fish. Tatsuno’s Asahi-ka, is said to have raised with great care, introduced as “s考核 Beef” for the seaweed obtained from far, foreigners in early centuries in Kobe and foreign trade. Dressed in red, white and black lines and many more, each regional products are offered year round. Experience and appreciate at the seaweed farms Hyogo-Kobe area has to offer.

http://www.hyogo-kobe.jp