

Comprehensive centers providing one-stop services to Japanese and foreign companies wishing to start businesses in Hyogo-Kobe

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



Mr. Masaaki Muramoto, Executive Officer Public Affairs, Nestlé Japan

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. And 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 first-rate, 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.



Employees who take the tree-planting activities in Mt. Rokko.

### 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, "Anglo-Swiss 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 potent wholesalers located around. The city especially offered a reasonable convenient location 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. Approaching struggles Nestlé Japan is striving to grow through three key areas of business. The first area, 'Coffee Innovation', focuses on selling coffee makers: Nescafé 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" insures that our products can be sent to our customers both by digital order and by direct sales whenever and wherever and however they require them. Of course, as any 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 epicurean, Kobe is prominent to serve palatable Beef Steak or fresh fish from the Inland Sea of Seto, and trustworthy Japanese restaurants as well as foreign choices based on Kobe's rich cultural diversity. The city also boasts refined street view, such as "Kyu-kyoryuchi" (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 eco-clean 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!

### Nestlé Japan Limited

#### Location

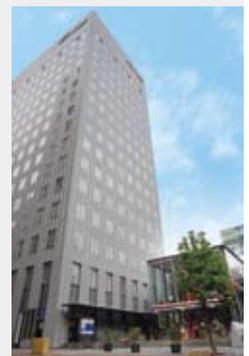
7-1-5 Goko-Dori  
Chuo-ku, Kobe

#### Line of business

Production and wholesale of beverages, food, confectionary, pet food and other products

#### Number of employees

Approximately 2400, including affiliated company employees



Nestlé Japan headquarter

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## 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 Gogo (five-sake brewery regions) Kobe City, Nishinomiya City

Nada Gogo, also known as the five-sake brewery regions, are located within approximately 12 kilometers stretching from the Nada Ward in Kobe City to Imazu in Nishinomiya City. Historically, it's stated that sake has been produced there since the Genko Kenmu Period (1331-1336 A.D.). Sake brewers from the Tanba Toji gear group are renowned for their remarkable sake brewing skills. They are also blessed with Kobe's favorable climate, which produces "Yamada Nishiki" premium rice and "Miyamizu" water, both found in the region. Production and shipments from this region account for approximately 28% of domestic sake, making Kobe-Hyogo one of the largest sake-producing areas in Japan. Sake brewers are enthusiastic to introduce refined sake. Sake companies strive to gain exposure by developing new products and holding special promotional events.



### Western confectionery blossomed in a port city Kobe City

After Kobe port opened to the rest of the world, western way of life inundated during the Meiji Period (1868-1912 A.D.). Western confectionery was introduced as just one of the numerous western cultural influences. Foreigners who lived in Kobe helped to refine the taste of a variety of desserts. They also influenced the dessert process in the production where cakes, chocolate, cookies, biscuits



and cream puffs were eventually created. Once Kobe Confectionery was established, it continued to produce desserts and gained nation-wide notoriety. Presently, large and small confectionery businesses, along with manufacturers, stand side by side in Kobe. Regarded as a mecca for sweets, Kobe Confectionery is now a pronominal name of the 'Kobe Brand'.

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

Japanese sweets in Himeji have developed and featured as one of the town's traditional sweets in this famous castle locale. Himeji sweets were founded in the late Edo Period when its name became recognized nation-wide. It's said that successive Himeji Castle lords embraced tea ceremony as mental culture and encouraged the use of Himeji sweets to promote the development of the confectionery industry. Himeji Dagashi, known as inexpensive simple sweets are famous for fried confectionery offerings such as karinto fried dough cookies. Himeji makes its presence felt with their delicate and fine Japanese sweets suitable for the Himeji castle town as well as simple sweets "dagashi".



### Bright somen, fine wheat noodles Tatsuno City, Shiso City, Minami Awaji City

'Ibo-no-Ito', is a type of "Banshu Tenobe Somen" (Banshu fine wheat noodle), mainly produced in Tatsuno City and Shiso City. This successful brand-name accounts for approximately 44 % of all fine wheat noodle domestic products. A combination of dry winter air, excellent water from the River Ibo, premium local wheat and salt produced in Ako have made production possible since the Muromachi Period (1338-1573 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. Awajishima Island takes credit for the introduction of somen (fine wheat noodles), in the late Tokugawa Period. Noodle making developed in Nantan (Southern Awaji Island) District thanks to the suitable climate. Fishermen made noodles to compensate for the lack of fish during the winter season. Noodle making is still a part of the economy and current sales for souvenir noodle products such as egg and seaweed somen are ever increasing.



### Blessedly abundant natural bounty

Snow crab tossed about by the torrent of the Japan Sea stands out for its taste. Noted as the "king of winter", snow crabs are just one of the products from the region's natural coastal environment stretching from north to south. Akashi Sea Bream and Octopus are abundant and live in the rapid tidal currents of the Akashi Strait. One popular delicacy, Akashi-Yaki, is a fresh octopus dumpling grilled with an egg yolk. Tajima Beef is said to have been raised with great care. Introduced as 'Kobe Beef' for the sweetness obtained from its fat, foreigners in early settlements in Kobe and foreigners today indulge in this Kobe city delicacy. Garden eels, pike conger, Tanba Matsutake (mushrooms), black beans and many more natural regional products are offered year round. Experience and appreciate all the diverse tastes Hyogo-Kobe area has to offer.

