

# Kansai Limited Twelve





## What is a regional brand?

Regional brands are created by developing products and services that make use of the characteristics of the region, high added value, and the image of the region itself (landscape, nature, history, climate, culture, materials, etc.). They create value that is differentiated from other regions, and that value is widely recognized and sought after. METI-KANSAI have selected 12 models for such regional brands within their jurisdiction and are working with local residents to strengthen brand power.

# Sabae Megane



Sabae City, Fukui



Sabae is Japan's largest megane (eyeglasses) production center, with more than 90% of Japan's eyeglass frames manufactured within the city.

Sabae was also the first in the world to succeed in developing eyeglass frames made with titanium, a hard and lightweight metal that is hypoallergenic. As exemplified by this fact, Sabae is committed to producing the world's best quality eyeglasses.

一般社団法人

福井県眼鏡協会





# Wazuka Tea



Wazuka Town, Kyoto



Wazuka tea is Uji tea grown in Wazuka Town or produced by farmers living in the town. Due to its geographic features, Wazuka Town experiences drastic changes between nighttime and daytime temperatures. This often results in the formation of fog that shields the tea leaves from strong sun exposure, giving them a distinctive aroma with a high content of amino acids, which impart a pleasant, savory taste.

Wazuka tea is also called the “Oya-cha (lit. parent tea)” of Uji tea for its decisive role in flavoring Uji green tea. Wazuka tea has therefore been traded at high prices since time immemorial.





# Shigaraki ware



Koka City, Shiga



Shigaraki ware is a type of pottery produced in and around Shigaraki Town, Koka City in Shiga Prefecture. It is made in one of Japan's Six Ancient Kilns, which have been designated as Japan Heritage sites. Traditional Shigaraki ware makes effective use of the tsuchiaji (clay flavor) unique to the region.

Shigaraki ware also features a reddish-orange (scarlet) color, natural ash glaze and burnt black koge, all of which are obtained by firing in wood-fired kilns. By utilizing its high-quality clay and superb techniques, Shigaraki continues to make products and works that fit with the times.



# Nara Sake



Nara



Nara Prefecture is called the birthplace of sake. Currently the Nara Sake Brewery Union includes 26 sake breweries, each of which has its own characteristics. While benefiting from the rich natural environment of the prefecture, these breweries work to produce various kinds of sake, exercising their creative ingenuity and capitalizing on their chief brewers' traditional expertise.

これからの酒。



はじまりと。





# Koryo socks



Koryo Town, Nara



Sock production has been a successful business for a long time in Koryo town. With one of the largest sock production volumes in Japan, Koryo is called “Sock Town” and it is capable of one-stop manufacturing covering all the processes for producing socks.

The socks made in the town are characterized by the level of attention paid to the finest details, not only of the materials and quality, but also of design and functionality.





# Wakayama Knit



Wakayama City,  
Wakayama



Wakayama Prefecture is an integrated production center of knits, with its production of circular knit fabrics ranked first in Japan. The knitting industry of Wakayama has woven its history through the five Japanese eras of Meiji, Taisho, Showa, Heisei and Reiwa.

Featuring a very nice texture, Wakayama knit is supplied to luxury brand companies on an OEM basis. Additionally, recent years have seen an increasing number of Wakayama knit manufacturers working to build their own factory brands by leveraging their respective strengths and characteristics.

  
wakayama knit





# Senshu towel



Izumisano City,  
Osaka



Senshu towels have a history of over 130-year (since 1887) and a long-established tradition. They are products from the Senshu region, which is the birthplace of the towel industry in Japan.

Senshu towels are manufactured using an “Atosarashi (after-washing)” method. By washing them after they are woven, the towel obtains a high water-absorbing quality with a nice and soft texture. These towels are ideal for babies and people with sensitive skin.



SENSHU TOWEL





# Cuisine and fragrance of Awaji



Awaji Island, Hyogo



Awaji Island is considered to be one of the “Miketsukuni,” meaning that these provinces supplied food, mainly marine products, to the Imperial family and court in ancient Japan. The island is also the largest incense-stick producing area in Japan, forming the country’s culture of “fragrance.”

Awaji Island strives to enhance its brand value by promoting its cuisine (agricultural, livestock and marine products) and fragrance (sticks of incense) based on the idea that they have excellent quality that can be appreciated both in domestic and international markets.





# Miki Sake rice and other items



Miki City, Hyogo



Miki City is the largest producer of “Yamada-Nishiki,” a variety of sake rice in Japan, with part of the city designated as a Special A district where the highest quality Yamada-Nishiki is grown. For this reason, sake rice produced in the city is used as ingredients for brewing many Japanese sake brands.

Miki City has other regional resources, including its local hardware industry known as “Miki hardware” and the largest number of golf courses in western Japan. By effectively combining these regional assets, initiatives are under way for branding the entire city of Miki.





# Banshu-ori



Nishiwaki City /  
Taka Town, Hyogo



Banshu-ori is dyed yarn textile produced in at Kita-harima area, which locates almost in the center of Hyogo prefecture. After dying the thread, the multi-colored patterns are woven into the fabric.

With its very natural texture and rich colors, Banshu-ori has a high market share in domestic production of yarn-dyed cotton fabrics that are reborn into various products including being provided to domestic and foreign brands.





# Tambasasayama black soybeans and other items



Tambasasayama City,  
Hyogo



Tambasasayama City is blessed with abundant specialties, the bounty of nature, beautiful landscapes, a historical castle and townscape, and traditional techniques and culture as represented by Tachikui pottery (Tamba-yaki pottery).

The city is also particularly known as having produced high-quality black soybeans since over 300 years ago. Characterized by their large grain size, these black soybeans have been highly regarded for their delicious taste, pleasant aromatic odor and chewy texture.

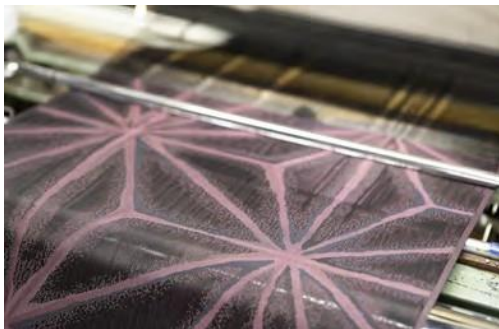




# Tango textiles



Kyotango City, Kyoto



In the Tango production area, they weave "Tango Chirimen", which has a unique, uneven texture created by the grain in the fabric, and 70% of the country's production volume of kimono post-dyeing fabric (outer material) originates here.

This area is a textile production area that can lead the kimono culture, as it is responsible for most of the production of yarn-dyed textiles such as the Nishijin obi.

In order to disseminate Tango's weaving technology to the world, we launched the brand "TANGO OPEN" that coexists with Tango Chirimen, and various textiles are manufactured outside the framework of Tango Chirimen.







**METI**

Kansai Bureau of Economy, Trade and Industry