

# Sales Division of HOKKAIDO Bio-Industry Cluster

## Role of Regional Trading Company

North Life Co., Ltd.  
CEO  
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# 1. Self-introduction

- I was born in Hokkaido in 1975, moved to Sendai before turning one year old, and lived in Nagano from the age of nine.
  - I have experience of living in other regions than the local area.
  - Some people, like me, appreciate the local area when moving away from it.
- I graduated from Hokkaido University.
  - At the local university, I built a local network.
  - Local university graduates can offer a sense of ease to local people.
- I worked at a general trading company in Tokyo.
  - Basic skills in trading business, business practices, accounting, etc. were inculcated in me.
  - I've got experience of business at the commercial center of Japan.



# 1. Self-introduction

- I moved back to Hokkaido again to become a farmer, and received agricultural training.
  - I understood the reality of the primary industry.
  - I also understood the mindset and situation of the primary industry.
- I set up a limited company, Amakousya.
  - This company cultivates flax, expresses oil from flax, and commoditizes the expressed oil.
  - I understood the mindset and situation of the secondary industry or manufacturers.
- I set up a stock company, North Life Co., Ltd.

## 2. Characteristics and bio-industry cluster of Hokkaido

Hokkaido is a nature-rich islands located in the northern most area of Japan.





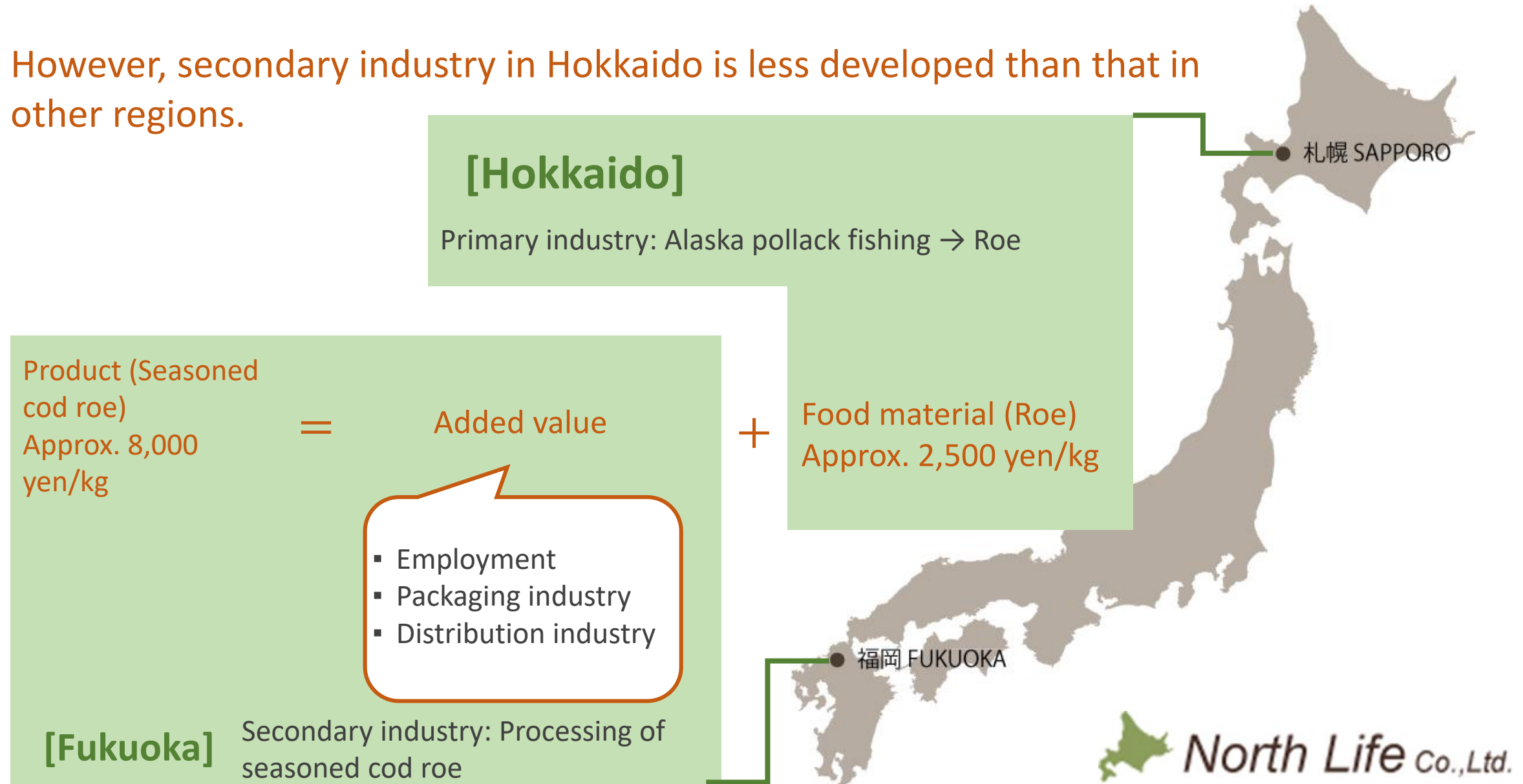
## 2. Characteristics and bio-industry cluster of Hokkaido

There are many delicious foods, because Hokkaido is the most popular area for primary industries such as agriculture and fishery.



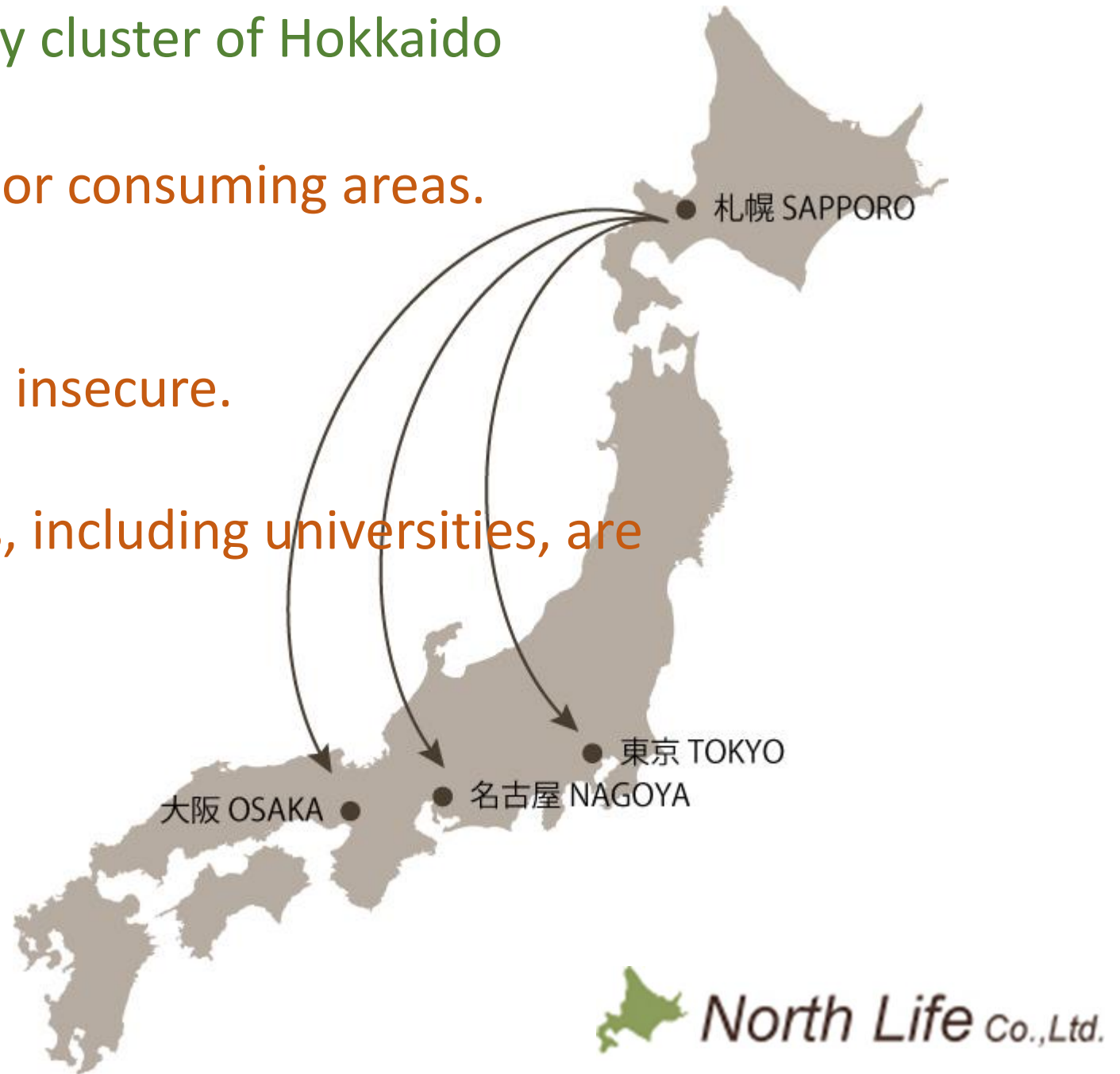
## 2. Characteristics and bio-industry cluster of Hokkaido

However, secondary industry in Hokkaido is less developed than that in other regions.



## 2. Characteristics and bio-industry cluster of Hokkaido

- Hokkaido is distant from major consuming areas.
  - Logistic cost is higher.
- In winter, snow makes traffic insecure.
- Not a few research institutes, including universities, are located in Hokkaido.





## 2. Characteristics and bio-industry cluster of Hokkaido

### Strengths

- Rich nature
- Plenty primary products
- A lot of research institutes

### Weaknesses

- Distance from major consuming areas
- A lot of snow

### Solution

- ➡ Light and small products of high unit price
- ➡ Good image in tourism

### • IT industry

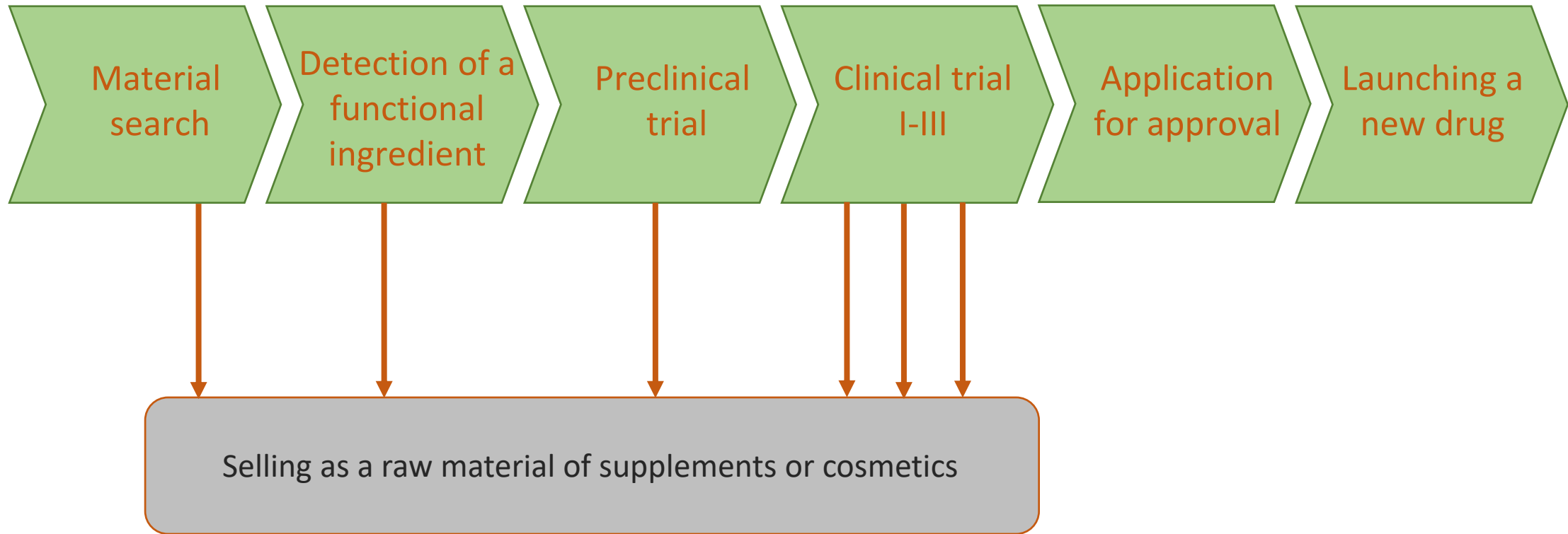
- Logistics are not required (so long as Internet environment exists).

### • Bio-industry (Drug discovery, cosmetics and supplements)

- Light and small products of high unit price
- Safe and secure image

## 2. Characteristics and bio-industry cluster of Hokkaido

Drug discovery requires time and money.



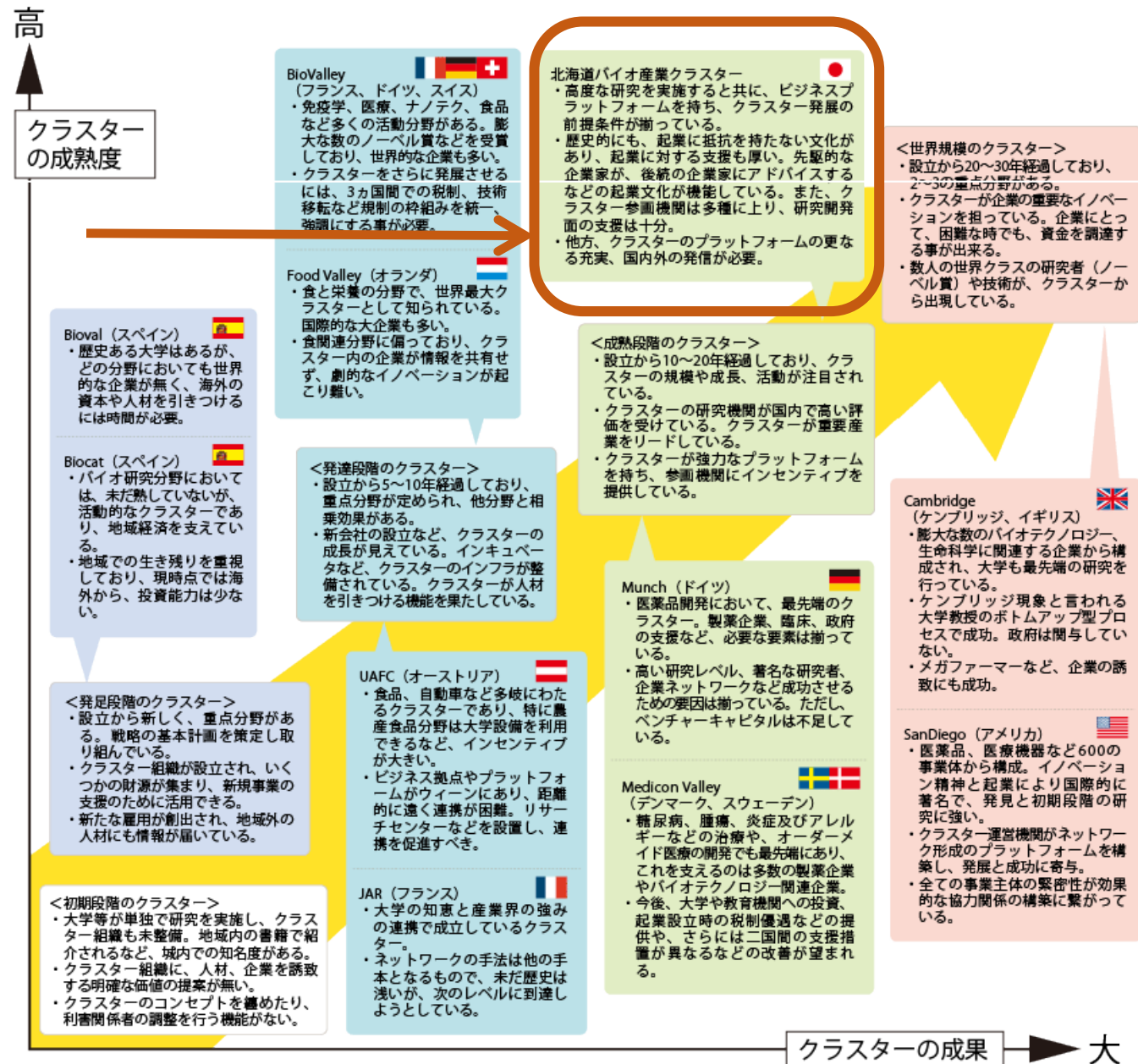
## 2. Characteristics and bio-industry cluster of Hokkaido

Many researchers and venture companies developed functional ingredients from the rich food materials of Hokkaido.



## 2. Characteristics and bio-industry cluster of Hokkaido

### Internationally respected “Hokkaido bio-industry cluster”

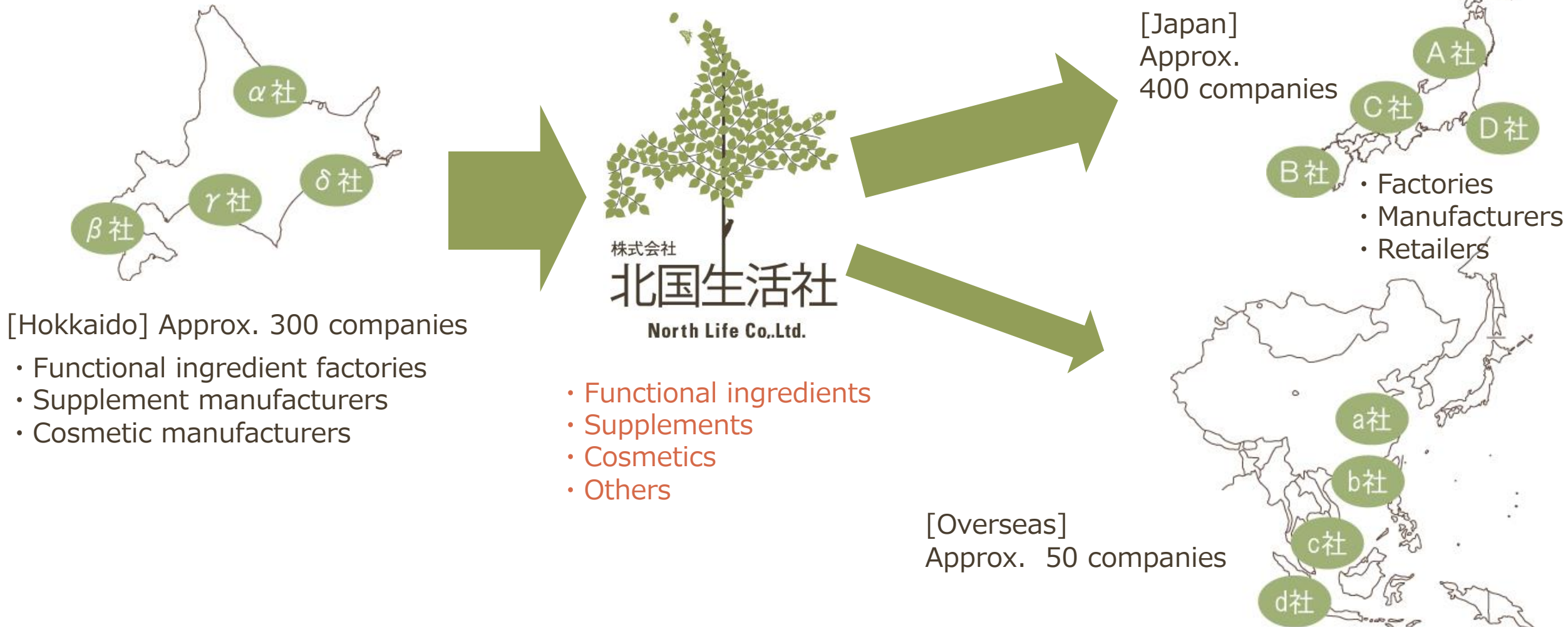




### 3. Role of North Life as a regional trading company

North life Co., Ltd. is the sales division of those companies in Hokkaido.

• • • North Life is founded by the demand of the companies in Hokkaido • • •



### 3. Role of North Life as a regional trading company

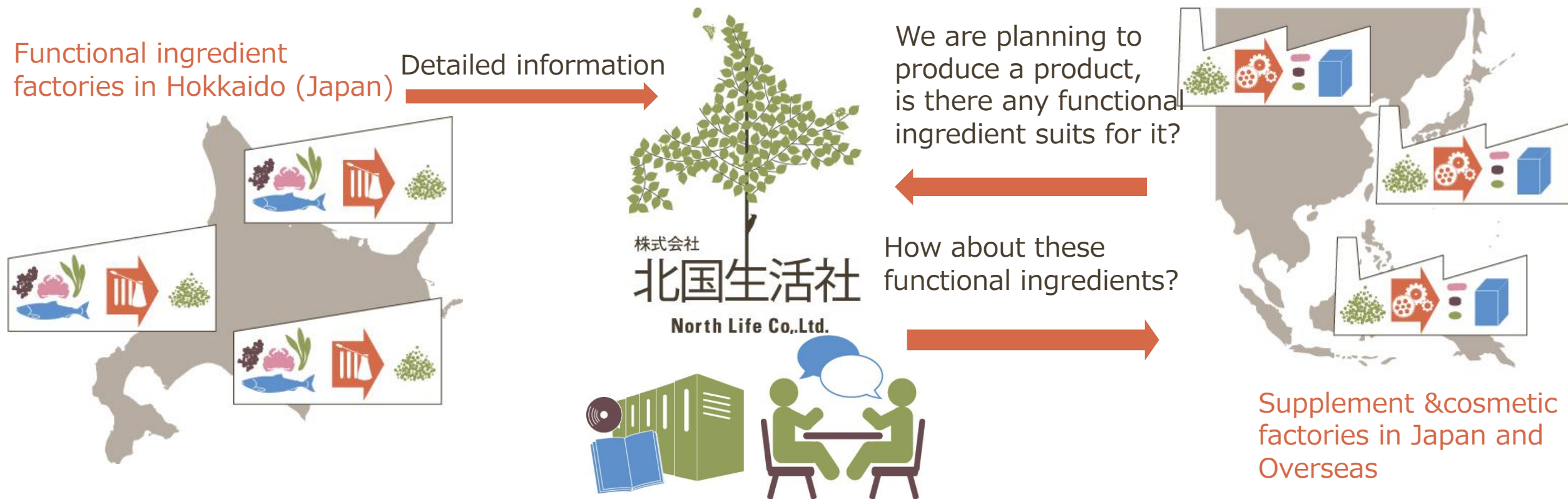
We have a strong network in Hokkaido as well as in Japan.



### 3. Role of North Life as a regional trading company

#### 【Work of North life①】

#### Selling "Made in Hokkaido (Japan)" Functional Ingredients



Functional ingredients which is effective with a small amount...  
Functional ingredients which is not destroyed by heat applied process...  
Functional ingredients which is easy to dissolve in water...etc.

### 3. Role of North Life as a regional trading company

#### 【Work of North life②】 OEM・ODM of Supplements & Cosmetics

Functional ingredients  
factories in Hokkaido (Japan)



Functional ingredients,  
plan & instructions

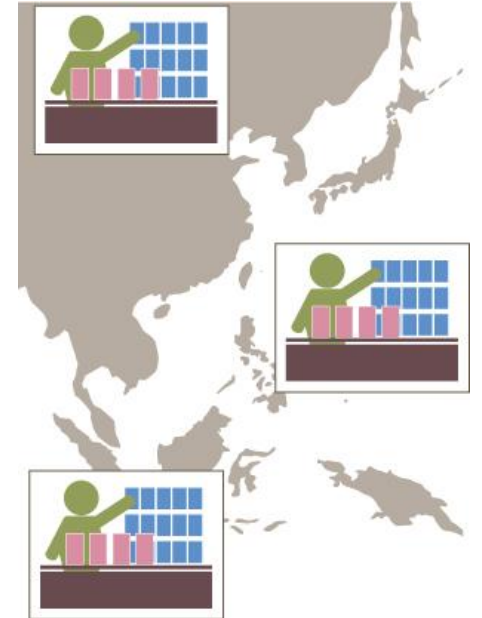


株式会社  
北国生活社  
North Life Co.,Ltd.

Can you make  
suce a product  
with our brand?



How about this  
kind of product?



Manufacturers & retail  
companies of supplement &  
cosmetics in Japan & Overseas

Manufacturing the product

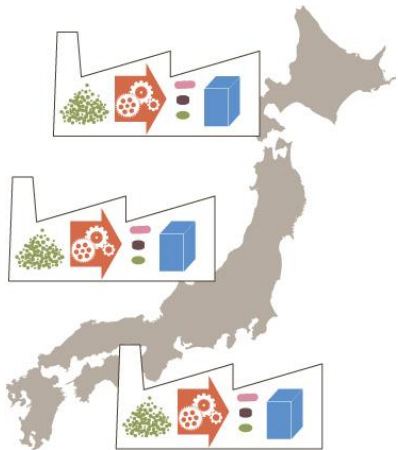


With their selling method, a product with such characteristic will fit...  
Then, main and sub ingredients will match their brand image...

A factory is suitable for such processing with its cost and high quality...etc

We do not have our own factory... This is our strong point. We select the best factory from our OEM network to meet your needs, such as characteristics of product, quantity, technic, quality and so on.

Supplement & cosmetic  
manufacturing factories in Japan



 North Life Co.,Ltd.

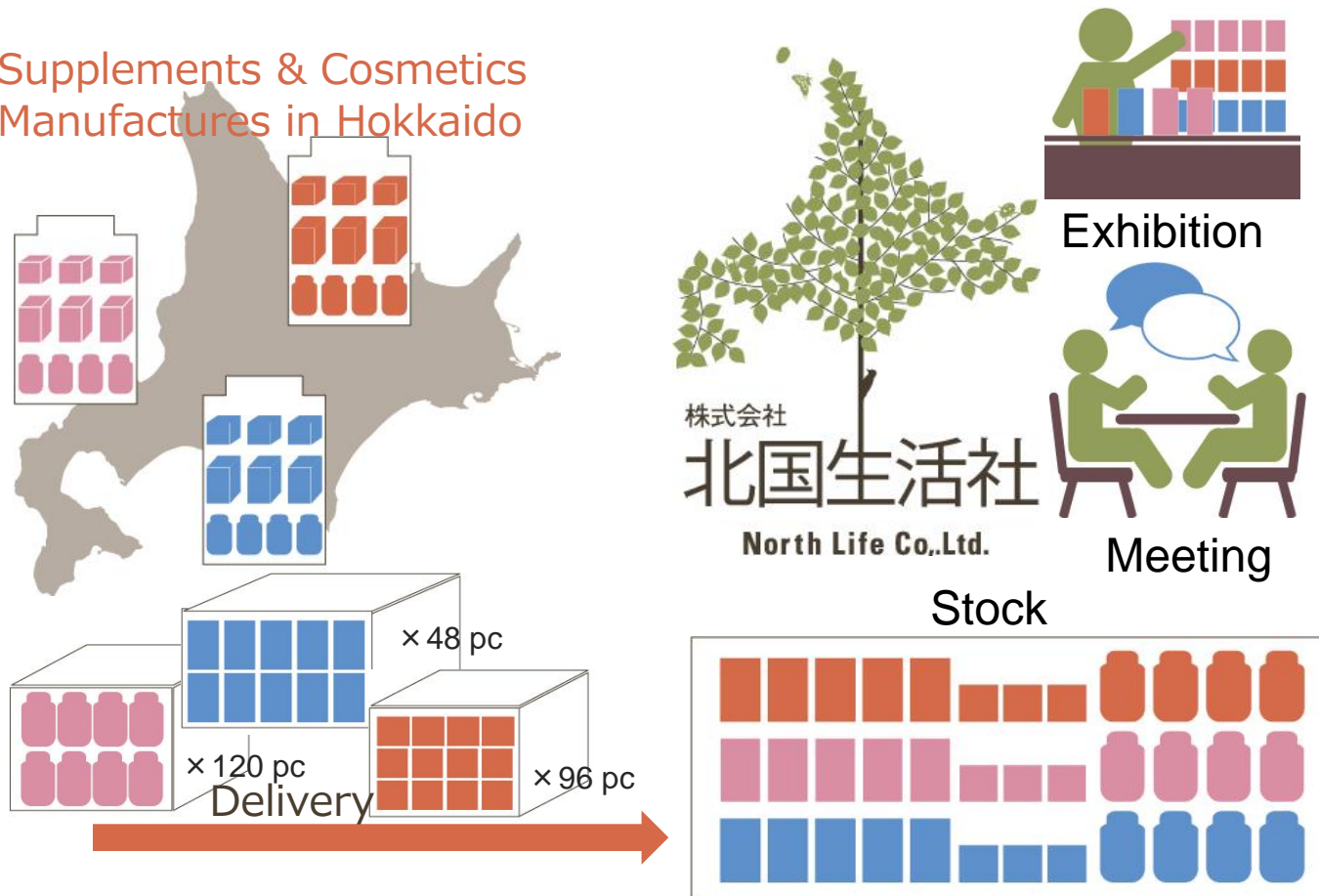


### 3. Role of North Life as a regional trading company

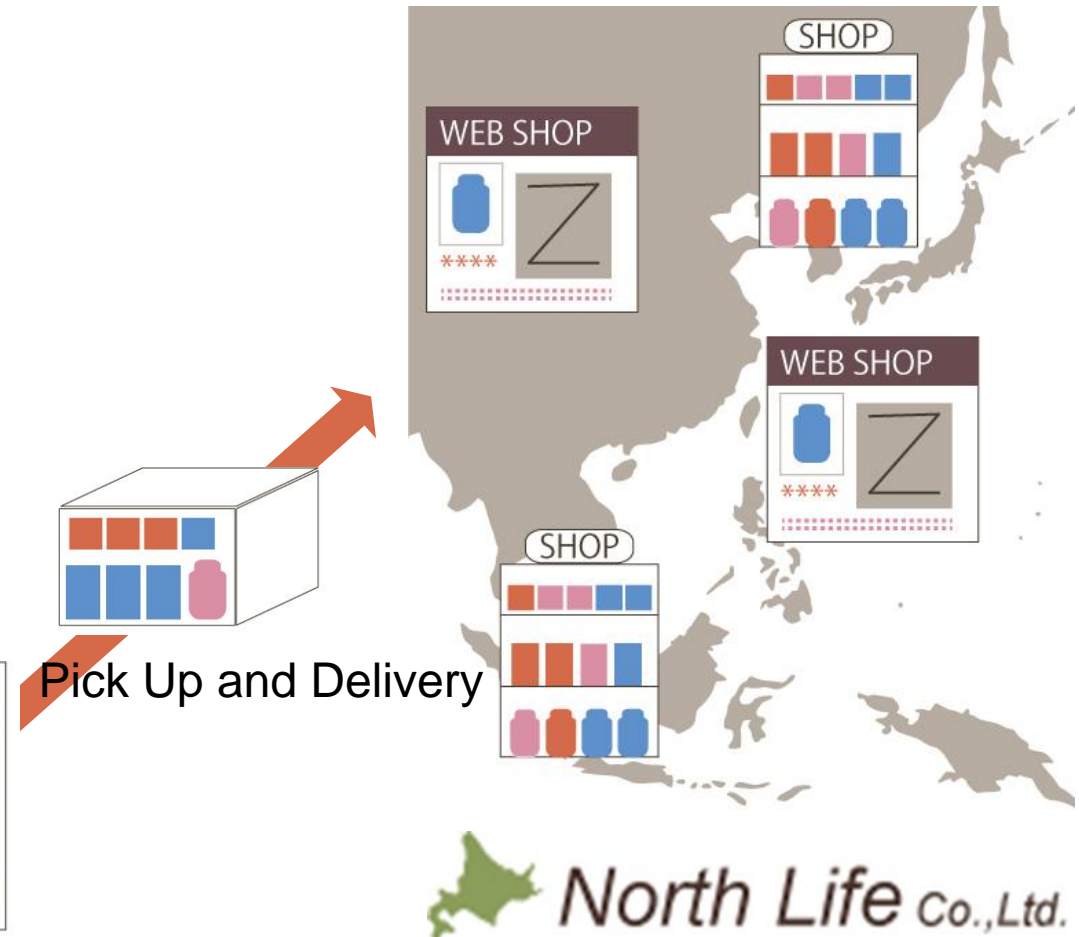
#### 【Work of North life③】

#### Wholesaling "Made in Hokkaido" Final Products

Supplements & Cosmetics  
Manufactures in Hokkaido



Supplement & Cosmetic Shop





Thank you for your kind attention.

North Life Co.,Ltd.

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