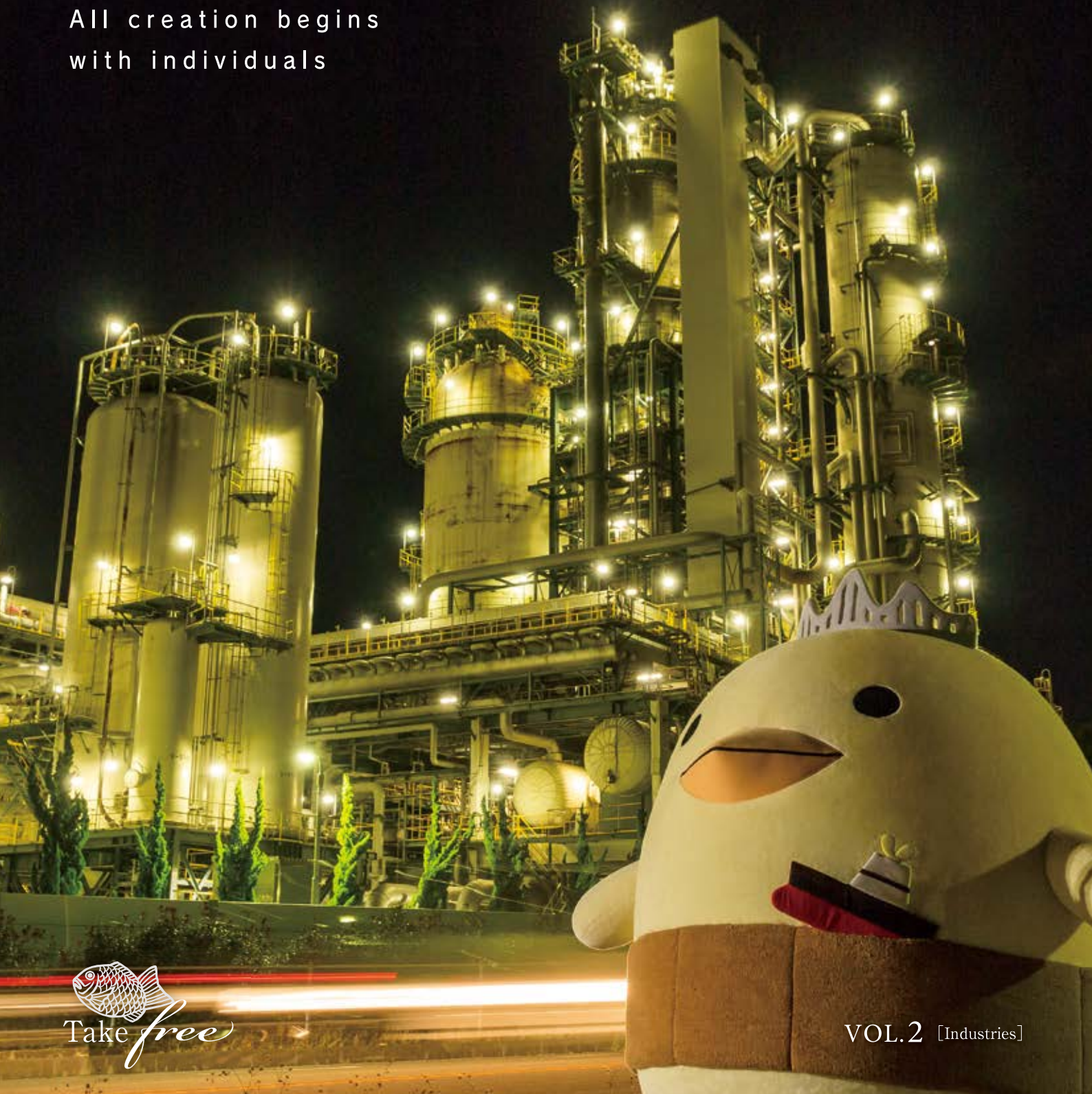


Shikoku・Imabari

IMABARI STYLE

shikoku
IMABARI

All creation begins
with individuals



VOL.2 [Industries]

Make your life original.

It may surprise you to learn that there are many people living in the countryside of Shikoku who are deeply passionate about relating their work to the overall world. They don't care whether they live in the country or the city or if their business is big or small. They are proud of their work.

"Imabari Style Vol. 2: Industries" features the great industries of Japan and what they produce. We interviewed local seasoned citizens engaged in various businesses about their daily lives and their own values.

Everyone needs money to live, and everyone must work to make money. If you have to work, surely it is better to enjoy your work and work with pride!

Perhaps this look at the people in Imabari will inspire your vision of your own life. Bon Voyage !

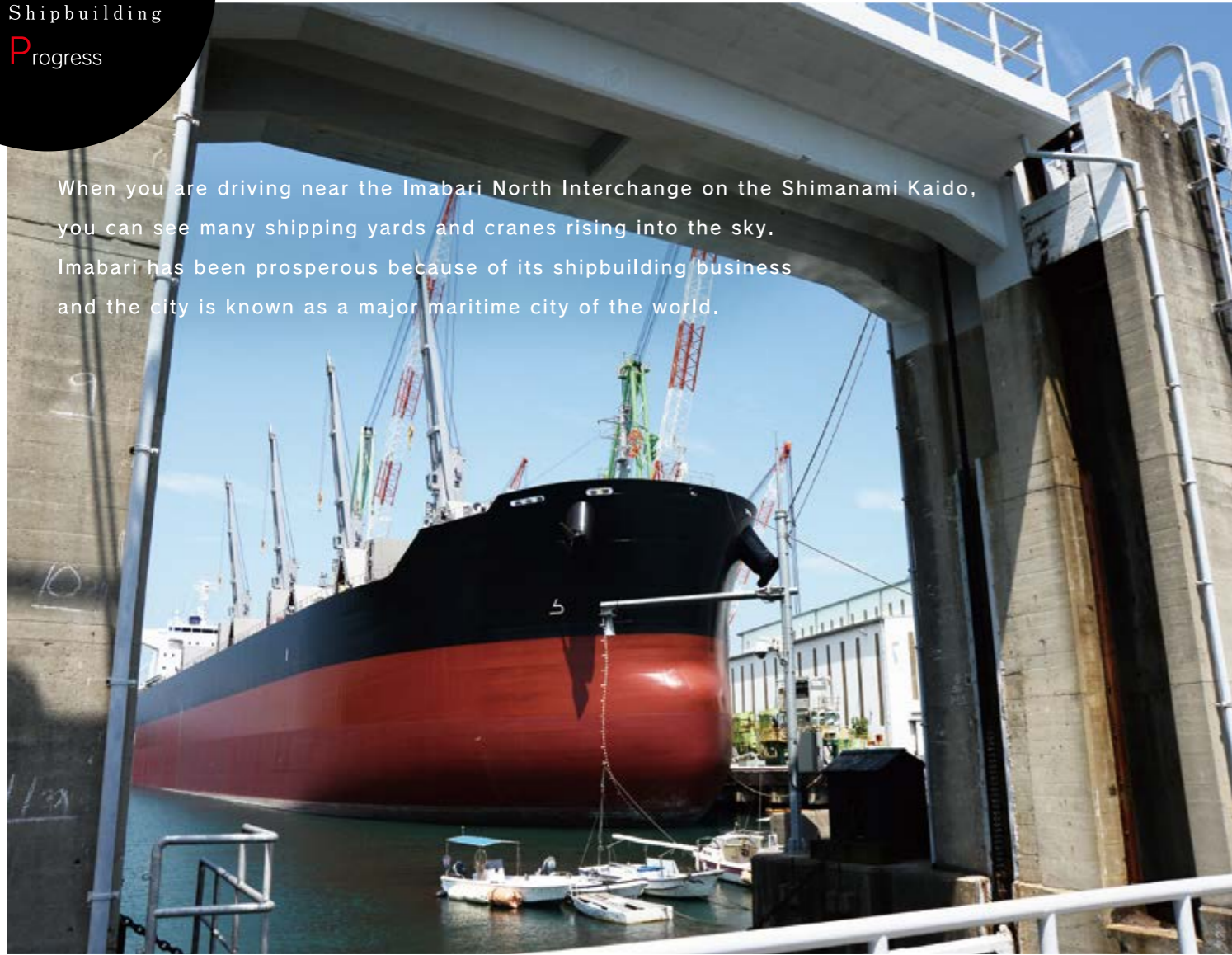
IMABARI
STYLE

IMABARI STYLE Industries

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When you are driving near the Imabari North Interchange on the Shimanami Kaido, you can see many shipping yards and cranes rising into the sky. Imabari has been prosperous because of its shipbuilding business and the city is known as a major maritime city of the world.



Imabari is a capital of maritime business.



Few people know that one third of the ships made in Japan are built in Imabari. There are 14 shipping yards in Imabari city and it is the biggest place for producing ships in Japan.

Shipbuilding requires many various parts such as engines, propellers, and radars. Imabari is home to many companies that support the shipbuilding industry, such as steel dealers, companies that supply the materials for ships, or companies that produce the equipment needed for shipbuilding. Shipbuilding companies save time and money by doing business with local

companies for the materials needed to produce ships.

Also, it has to be remembered that there are ship owners living in Imabari. These ship owners are called "Ehime Senshu." Although this is a Japanese word, it has become an international term. 30% of ocean-going ships in Japan are owned by them, which amounts to a value of about 2 trillion yen. There are not only banks dealing with ship finance but also trading companies and offices involved with maritime matters.

Various maritime businesses such as shipping, shipbuilding,

and ship equipment producers make up the biggest marine cluster in Japan and a major one in the world. These companies number over 500 and employ more than 10,000 people. Imabari city is absolutely a "marine capital."

Owing to the people's great efforts and spirit of challenge, marine industries have developed and achieved success.

Imabari's history and culture is to produce things with such an enterprising spirit.



Pioneer

For 13 years, Imabari Shipbuilding Co., Ltd. has placed first in the number of newly produced ships within Japan, and third in the world.

Imabari Zosen Group is well known all over the world.

The company is fondly called “Imazou” by locals.

Hiroshi Fujikawa, a salesman at Imazou (Imabari Shipbuilding Co., Ltd.) is from Matsuyama city, Ehime prefecture. When he was a university student, he belonged to his university's rowing club and he played an active role when his team joined the Japan Championship. Although he was scouted by a corporation for his rowing ability, he turned down the offer and decided to work at a local company because he wanted to contribute to the local economy. He also wants to relate to the world through his work while living in Ehime.

Here is an anecdote from Hiroshi about the first time he saw Imazou: during his last summer vacation as a university student, he traveled through Japan by bicycle. When he finally came back to Ehime, he rested in front of a factory in Saijo. As it turns out, it was Imazou's factory complex. While eating lunch there, he was in awe while looking at the gigantic cranes and a big ship being built. He thought, “Amazing! This is such an impressive business!” At the time, he had no idea that he would work for the company. Around that time, Imazou coincidentally decided to create a rowing team. When he heard about the new team, he became interested in working for the company.

Imabari Shipbuilding's rowing team actually started with Hiroshi. Every day he worked at the office until 5 o' clock and after work he practiced rowing. Owing to his great efforts, membership gradually increased and the team grew to be strong. In 2015 they even participated in the Asian Championship. Having attained all the goals he set when he started the team, he retired as a player and is now leading the team as its director. It must have been challenging for him to bring up the team from the very

beginning, but he laughs and says, “It's fun to do something new that nobody has done.” He seems to be full of curiosity and always likes to pursue new goals. He has challenged himself and has been a real pioneer.

Now he is working in the sales division. Their business doesn't need salesmen to make unannounced sales calls. The sales staff receives inquiries from customers to make ships. Several months pass between an initial inquiry and the official acceptance of a contract. The construction of the ship, from start to finish, takes several more months. The sales staff are kept busy consulting with customers, talking to the factory staff, organizing the launching ceremony, or taking care of after-sales service. Hiroshi is living a productive life as a salesman. He can be found everywhere: sometimes in the office, sometimes in the shipbuilding yard, or sometimes on the sea aboard a new ship with the ship owner for a trial run.

Shipbuilding is a large-scale undertaking. The price of a ship is several billions of yen. A lot of Imabari Zosen's customers are foreigners living overseas. Hiroshi also does business with them. He says that his work is interesting and he can widen his vision of the world through it.

“Ofcourse, things did not always go well for me. I have experienced many trials and difficulties,” he says. Although an official rowing race takes only seven minutes, rowers practice for a long time before the race. It is the same with his work. There is no shortcut for success. Hiroshi says, “You need preparation for anything you do anything.” Hiroshi is still learning and thinking how to carve a way for himself here in Imabari.



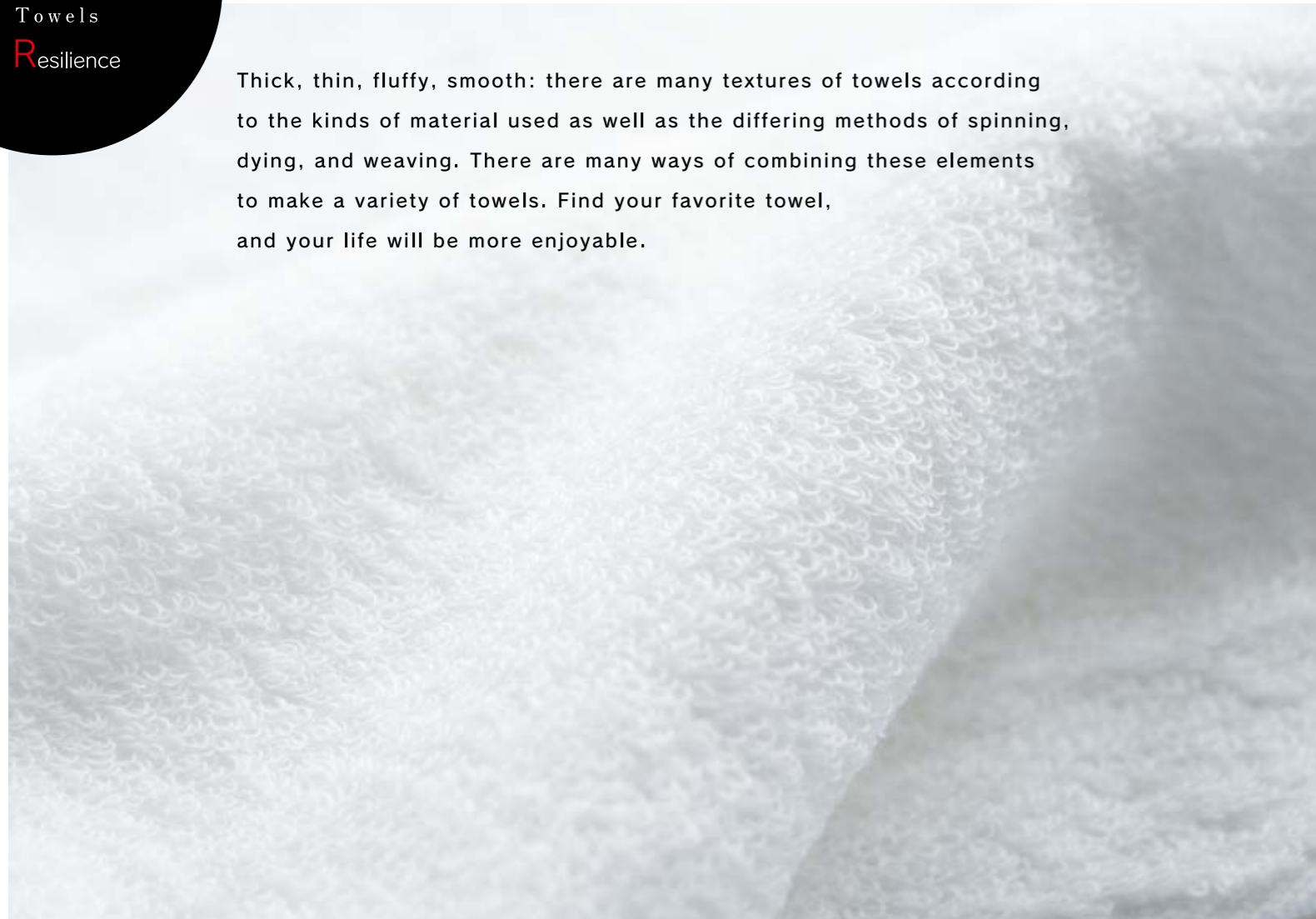
1_ Hiroshi Fujikawa is having a meeting in the office.

2_ Enormous cranes.

3_ Imabari Shipbuilding Co., Ltd. head office and their dockyard. This is the nucleus of the network, where ships are completed and sent out.

4_ Imabari Shipbuilding Co., Ltd. rowing team.

Thick, thin, fluffy, smooth: there are many textures of towels according to the kinds of material used as well as the differing methods of spinning, dyeing, and weaving. There are many ways of combining these elements to make a variety of towels. Find your favorite towel, and your life will be more enjoyable.



IMABARI TOWEL

This is “Japan Quality”

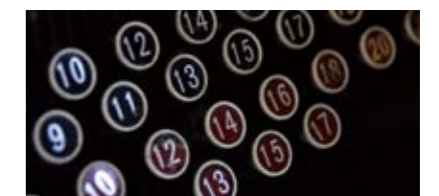
The towel industry in Imabari has a history of 120 years. Imabari is home to nearly 200 various towel related companies that perform tasks such as dyeing, printing, embroidery, and sewing. Therefore, all the steps to produce towel products can be completed within Imabari. Imabari produces over 50% of all towels in Japan, making it the biggest towel distributor within the country. These days, mentioning the name “Imabari” instantly makes people think of towel products.

However, it has been a long and difficult road for the Imabari

towel industry. At one time, the Imabari towel industry was seriously threatened by competition from inexpensive overseas products. Many towel companies went bankrupt. However, in spite of all the difficulties, the industry revived itself because of their commitment to quality techniques. It was actually their ethics that saved the industry. Their products are made to be “secure, safe, and high-quality.” The revival of the Imabari towel industry can be attributed to Kashiwa Sato, creative director. A great leader, he guided the Imabari Towel Project

and inspired the manufacturers to take pride in their work.

The tag “imabari towel Japan” is only given to a product that clears strict criteria, such as absorbency and durability. Imabari towels are of the highest quality in the world and are loved not only domestically but also internationally. Some companies have their own shops in Tokyo or export their products. Such efforts are helping to improve the name value of Imabari towels. Overall, the branding project succeeded to revive the Imabari towel industry. They will continue to strive for future success.



Protection and Progress

File 02 Miyazaki Towel Company Mr. Yohei Miyazaki



"I want to make unique towel products. My goal is to create a new market," says Yohei Miyazaki, the fourth Miyazaki Towel president. After he studied and worked in Tokyo and Italy, he decided to return to Imabari to live.

Miyazaki Towel was founded in 1896. Among the towel companies in Imabari, they have quite a long history. In the past, they did business mainly with wholesalers and mass-produced regular items such as bath and face towels. But not now. The current business strategy was created by Yohei's father, Gen Miyazaki. He created the "cotton muffler" (scarf) and it was a big hit.

When Gen passed away suddenly, Yohei took over the company at the age of 26. He decided to only produce towels of original designs and reform the company. Reformation is always a painful process, but Yohei, looking back, says, "I had no other choice but to move forward in order to protect the company."

The new cotton muffler Yohei designed received an award for good design. Since then, he has been developing many unique items such as scarves, neckties, blankets, and handkerchiefs. However, he does not want to monopolize his own ideas. He says, "I will share my ideas with other towel makers and I hope the whole city will be prosperous."

Yohei learned the joy of creating things during his experiences in Tokyo and Italy. Since Imabari is a major supplier of towels, he realized he wanted to create towels in his hometown. When he returned home, he once more realized the merits of Imabari. He says, "I love Imabari. I can relax in nature, and nature inspires me to come up with good ideas."

He and his father often quarreled when they discussed towel designs or products. With a firm resolve, he is taking over and developing his father's strong will to lead and support the local towel industry and adding his own color to it.



1_ Yohei Miyazaki developed "Imabari Rescue Towel" after experiencing a fire in a hotel on a business trip. It was given two awards: "Best 100 Good Designs" and "Good Manufacturing Design."

2_ He designed a new line of scarfs, called "Imabari muffler 70."

1_ Imabari Muffler 70.

2_ He enjoys mountain biking. He loves cycling downhill with his friends on his days off.

3_ Miyazaki Towel Company's old spinning machine.

4_ He enjoys listening to LP records. Enjoying this type of music inspires him to create unique items.

Sauce made in a “Factory Palace.”

Although the building looks like a palace, it is actually a factory.
The contrast is interesting.



Going through the gate, a beautifully well-tended garden and a palace spread out in front of you. It's an image worth sharing with others.

The building that makes the yakiniku (grilled meat) sauce looks like the Belvedere palace in Vienna. From the appearance of the building, you would never imagine what happens inside. The amount of sauce made here accounts for 40% of the market in Japan, which makes it the biggest producer of yakiniku sauce in Japan.

There are various other food makers in the city: a confectionary company who is pursuing new flavors among their traditional sweets, a Japanese sake maker, and boiled fish paste companies who use fresh fish from the Seto Inland Sea. There is also a salt company on Hakata Island famous for their TV commercials.

Imabari's local population is said to be fond of new things. Their curiosity seems to drive them to jump at new and unusual things. Such an attitude may lead them to create a new food culture.



1_ Her job requires producing precise tastes according to customers' requests. She must always have a sharp palate.

2_ Since she came to Imabari, she has been interested in cycling. On days off, she enjoys riding her road bike on the Shimanami Kaido.



Creating a taste unlike any other in the world.

File 03

Nihon Shokken Holdings Co., Ltd.
Ehime technological development section
Ms. Yui Komori



Photograph of the KO "Factory Palace."
A similar factory, also designed like a palace, will be built in Imabari's shin-toshi (new city) district.

Yui Komori entered Nihon Shokken six years ago. She is from Osaka and graduated from Kyoto University. She is working as a researcher at the technological development section.

Her job is to develop original seasonings according to requests from customers, who are mainly food producers and restaurants. In order to ensure that she makes what customers want, she often visits and discusses with them. She also has to keep in close touch with sales and factory staff to accomplish her assignments. She is good at communicating with people.

"I was really glad when I succeeded in developing a seasoning that other companies couldn't create. It took me as long as one year. I feel my work is worthwhile, although there are difficulties. When there are difficulties, I have to make greater efforts, which helps me to improve myself."

Yui applied for Nihon Shokken's international training programs and studied at their American and Chinese factories

for several months. She also became certified to be a food instructor to demonstrate to customers and her colleagues in charge of sales that she is knowledgeable and passionate about her career beyond the typical duties demanded of her job. She is always positive. "I think I am lucky. When I first began at my company, I was given a big opportunity and I succeeded. Because of my experience with success from very early on, I could always imagine what I would be able to do in my career." She is enjoying her work with confidence and pride.

"Abroad" is her answer when questioned about her future dream. She hopes to broaden her sight and improve her personality, abilities and career while working abroad.

Although the company is located in Imabari, they cater to the world. They are local and at the same time global. Yui will be a leader in creating a new food culture all over the world.



The beauty of the Seto Inland Sea with its many small islands has been awarded a star by the French Michelin Guide and in 2014 the CNN tourist information site, based in America, introduced the Shimanami Kaido as the one of the seven greatest cycling courses in the world.



A journey that will raise your spirits.

Imabari's beautiful ocean and island landscapes as well as the city's history and culture attract a lot of tourists throughout the year.

The Shimanami Kaido connects Imabari city and Onomichi city in Hiroshima prefecture. It is known as a cyclist's "holy land," for over 320,000 cyclists visit every year. At the 2014 international cycling event, "Cycling Shimanami," more than 7,000 participants from Japan and around the world cycled a variety of different courses and enjoyed the beautiful views from the Shimanami Kaido. This event is held every other year. Besides the Shimanami Kaido, various cycling events are also held on the islands that comprise the cycling route.

The growing popularity in cycling has made a big difference in Imabari's tourism industry. Local people are making efforts to

welcome cyclists. Many stores place cycling stands for bicycles in front of their buildings. Many Shimanami Cycle Oases where cyclists can rest and relax have been built. Guesthouses and hotels have become more accommodating, and at some establishments cyclists are even allowed to bring their bikes into their room with them for safety. Besides the increase of cyclists, Imabari city is also home to the story and artifacts of the Murakami Kaizoku, the so-called "pirates" who aided maritime sea travel centuries ago. This fascinating tale has recently been designated as a Japanese heritage site. Imabari is at the cusp of enjoying a revitalized tourist industry.



Calling people to visit Imabari.

The Imabari District Tourism Association plays a pivotal role in Imabari's tourist industry. They create plans and manage projects that promote tourism. Their office is home to a capable staff member who creates and implements plans one after the other. He is instrumental in attracting tourists to Imabari.

Hitoshi Nanjo has created many projects around Imabari such as tourist site photo contests, film projects, and others. For example, many scenes of the 2015 film "Boku wa Bo-san" (I Am a Monk) were shot in Imabari city with his assistance. Once he receives an offer for a film, he is very busy recruiting staff and extras as well as asking many local people for cooperation. Hitoshi says that it is difficult, but very rewarding, work. He is eager to show the world the attractions that Imabari has to offer. He believes the power of the mass media is a great tool to attract people's attention, which is why he is eager to attract films, dramas, TV commercials, or magazines to Imabari.

Hitoshi also began a cycling event called "Tour de Tamagawa," which was held for the third time in 2016. He recognized the

popularity of cycling events on Shimanami Kaido, but he believes Imabari's attractions are not limited to the Shimanami Kaido. Imabari is home to all kinds of beautiful natural scenery, not just the sea, so he developed an inland cycling event. At first, he was worried about attracting enough participants, but many cyclists came from all over Japan and now the event has become very popular among cyclists.

Hitoshi is now considering how to utilize the local natural surroundings more. He says, "I want to organize events besides just cycling, such as canoeing or hiking."

Future events like these will be more successes for Imabari's growing tourist industry.



1_ The cycling event "Tour de Tamagawa" running through mountains.

2_ He accompanies film companies on locations as a guide, since he knows the local landscape very well.



Kikuma tiles
Japanese tradition
and nature of the Seto Inland
Sea region

Linking the past to the future

Traditional Japanese architecture is distinctive for decorative roof tiles. For over 750 years, Kikuma, a district of Imabari, has produced roof tiles. Tiles made in Kikuma are distinctive for their color, called *ibushi gin* (oxidized silver), which is symbolic of beautiful Japanese culture.

Imabari is situated in a prime location to produce tiles. Thanks to low rainfall and warm climate, tiles can dry quickly. Access to waterways allows for easy transportation. Fuel for the kiln is readily available from the nearby mountains. The tile industry in Imabari developed because of these conditions.

The tiles produced in Kikuma are considered to be an extremely high-quality brand. They are used in the construction of houses,

shrines and temples all over Japan.

Oni-gawara (ogre-shaped decorative tiles) draw attention to the roofs of Japanese houses, shrines and temples. For Japanese people, an *oni-gawara* is both a decoration and a charm against bad luck.

Craftspeople called *oni-shi* still practice the traditional technique for making these specialty tiles, which was introduced from continental Asia over 1,000 years ago. Training to become an *oni-shi* is a long, arduous process. It is a male-dominated artisanal society, but there is one female *oni-shi* who has become a master artist.

Traditional
industry
Emotion



Beautiful tiles to boast to the world.



1_ Haruka Kikuchi's *oni-gawara* was used for re-tiling of Enmei-ji temple, number 54 of the famous 88 temple pilgrimage in Shikoku.

2_ Every *oni-gawara* has a different and complex design. The delicate craft cannot be mechanized.

3_ Haruka Kikuchi's tools.

4_ According to the client's wishes, anything can be an *oni-gawara*, such as this kendo mask made in the style of an *oni-gawara*.

File 05 Kikuginseigawara's *oni-shi* Ms. Haruka Kikuchi

Haruka Kikuchi works at Kikuginseigawara, a local tile manufacturer. Her grandfather was an *oni-shi* and she desired to do the same job.

"I have liked to make things since childhood and I wanted to do so for my career. I don't remember well, but I know I used to tell people around me that I wanted to be an *oni-shi*." She grew up watching her grandfather working. After graduating from high school she began to work at Kikuginsei Gawara. When she was asked to become her grandfather's apprentice, she declined the offer.

"My grandfather is an old-fashioned craftsman and he always told me to watch and learn. When I asked him a question, he told me to think by myself. When I took a close look, he got angry," she says, smiling nostalgically. Haruka's father chose to pursue a different line of work, so Haruka's grandfather, an old-fashioned craftsman, must be very pleased that his granddaughter followed in his footsteps and became an *oni-shi*.

Exposed to wind and rain for a long time, roof tiles get cracked and moldy. Therefore, the *oni-gawara* on the roofs of historic buildings are replaced every few centuries so the building might retain its beauty.

It's a very important role for a modern-day *oni-shi* to follow the ancient craftspeople and to imitate their technology to preserve it for future generations. *Oni-shi* have a mission to uphold the tradition of their trade and create artwork that will last for decades to come. It's a very unique and meaningful job.

Haruka was born and raised in Imabari. Although she enjoys busy cities, Imabari is the place where she can fulfill her desire to be an *oni-shi*. "Imabari is a very good place to live," she says. She enjoys her everyday life.

What is the best part of her job? "The *oni-gawara* I create will still be there after my death." As she shares this, her eyes are full of confidence and pride.

Delicious food grown in a beautiful landscape



In Imabari, the climate is mild with little rainfall and natural disasters such as typhoons rarely cause any serious damage. Local people endearingly say that Mt. Ishizuchi protects the city. This rich natural environment is ideal for various crops such as rice or citrus fruits.

Ehime prefecture is famous for producing *mikan*, a kind of mandarin orange. *Mikan* grown on Imabari's islands are particularly good. The sun-flooded hillside provides plenty of sunlight for *mikan* trees and salty ocean breezes aid in the cultivation of delicious citrus fruits. When they bloom, *mikan* trees have a wonderful fresh aroma. With the advent of the picking season, the islands become dotted with orange.

Some young people become enchanted by the prospect of

farming and move to Imabari to begin a career in agriculture.

Agriculture is essential for our life. Farmers can experience inspiration that they will never know in cities. They enjoy a full life with a strong sense of mission as they work in nature to do such an important job. The more farmers learn, the more interesting their profession becomes. In such an industry, young people can open the door to a lot of possibilities of farming in Imabari.



At "Saisai-Kite-Ya," one of Japan's largest farmer's markets, some farmers have a steady following and their products are immediately sold out. The goal for all vendors is that their products are all sold.



Yusuke first heard of Omishima Island from a project, promoted by architect Toyo Ito and others, to make Omishima the most beautiful island in Japan. He noticed that Omishima didn't grow grapes despite the fact that the Seto Inland Sea is known as Mediterranean Sea of Japan. His idea to make wine on the island was at first a very small project, but it rapidly grew to become a big undertaking. He received a great deal of help from the local population, and the project now has over 500 supporters. When he began this project, he was studying wine making at Yamanashi University, but he decided to move to Omishima.

Yusuke says, "I enjoy my life in Omishima." He enjoys everything about island life: the climate is mild and the environment is very natural. Beautiful scenery heals the tired body. The local people are very kind and warm. He has gotten used to his island life.

At his vineyard, Yusuke plants Chardonnay and Viognier grapes on the southward slope facing the sea. Although he received training at a different winery, this is his first experience to grow grapes from scratch. The work doesn't always go as well as he expects. He sometimes faces difficulties from wild boars, which can ruin his crops. When he runs into trouble, he relies on local veteran farmers. Yutaka Hayashi, a nearby citrus farmer and

Making wine on the islands of the Seto Inland Sea.

Among the islands of the Shimanami Kaido, there are a group of young men who began to cultivate wine grapes. Yusuke Kawata, from Shizuoka Prefecture, is one of these men. He moved to Omishima Island in 2015 and began taking steps to begin a winery.

File 06 Omishima Minna no Winery Mr. Yusuke Kawata

beekeeper, is very reliable. Just like Yusuke, Yutaka also moved to Omishima Island from elsewhere in Japan. Thanks to help and contributions from everyone around him, Yusuke has seen his project be successful. The vineyard's name, Omishima Minna no Winery, literally translates to "everyone's winery."

Currently, his grapes are not ready for wine production. In about four years his plants will be ready and he can begin production of Omishima wine. Many people are eagerly waiting for toasting with the wine made in Omishima.



1_ Omishima Minna no Winery's main building, renovated by Toyo Ito's architecture students. Mr. Kawata hosts a wine bar on weekend nights.



2_ Beautiful views of the islands of the Seto Inland Sea dominate the scenery from the vineyard. Grapes thrive with sea breeze and sunlight.



Will there be a university in Imabari!? Plans for a veterinary university

Imabari was designated as a national strategic special zone, meaning that there are currently discussions to ease restrictions to allow for the construction of a veterinary school. There are only 16 veterinary universities in Japan and a new one hasn't been established for about a half century. There are no veterinary universities in Shikoku and Japan is in need of veterinarians. If the proposal for a new university succeeds, the first veterinary school in Shikoku might be established.



Imabari is getting busier.
What's going on in Imabari?



A new place at the port: Harbory

Imabari Port Community Center, Harbory

A new building in the shape of a large black ship was completed in the summer of 2016. It's a new symbol for Imabari, a harbor city. It has been built to replace the old port terminal building, and is nicknamed "Harbory". It was designed by the architect Hiroshi Hara. It houses offices for ship companies, city facilities, the local radio station, a terminal for rental cycles, and a ferry waiting area. It has a café and restaurants on the 1st and 4th floor. A glorious view of the Kurushima Kaikyo Bridge can be seen from the viewing deck.

Takeshi Okada, a world famous coach, began leading Imabari's soccer team in 2014. FC Imabari has set a goal to contend for a championship in the J1 league and produce 5 members for the Japanese national team by 2024.

At first people were surprised, but as the team gradually put more and more work into their goals, people began to have hope for their success. FC Imabari supporters are gradually increasing.

Imabari is full of upbeat topics: Bary-san, Imabari's lovable mascot, won the 1st prize in the yuru-chara Grand Prix in 2012; Imabari towels are becoming world-famous; Imabari is home to Japan's largest shipbuilding company; more and more cyclists are drawn to the Shimanami Kaido; an impressively large shopping mall has opened in Imabari's shin-toshi ("new city") district; and near the mall, a stadium for FC Imabari is being built.

This summer, a new harbor building with the theme of interaction has been completed and it will help to rejuvenate the central shopping street. Over the past several years, more and more people are saying that Imabari is a fun place to be.

Imabari has a lot of zing recently.

I have been feeling a lot of momentum recently.

By a resident



The future of Imabari



Imabari. yume sports Inc. / FC Imabari
Club Business Division
Marketing Department
Innovation Division

File 07

Ms. Yumi Nakagawa



Yumi Nakagawa was born in Hyogo prefecture and graduated from Kwansai Gakuin University in 2016. She met Takeshi Okada at an event sponsored by a newspaper publisher while she was a university student. Takeshi recognized something special about her and recruited her through the newspaper publisher. It was completely unexpected. Yumi was very impressed by Takeshi, who strived to make his dream for FC Imabari come true. When she met him, she recognized that "the time is now!" and joined FC Imabari despite having a job offer from a company in Tokyo. Now she's working hard every day seeking sponsorships for FC Imabari.

When asked about her impression of Imabari, where she is living for the first time, Yumi answers, "I think it's a very good place to live. People are kind. The atmosphere is relaxing. I feel relieved even when I am busy." How does Imabari compare to a big city? She smiles and says, "I have everything I need, not too much or too little." She says there is still a lot to know about Imabari, but she enjoys her life here. On her days off, she explores the surrounding area, such as taking drives to Mt. Kiro in Oshima or going to the Nibukawa Onsen.

FC Imabari is working towards competing for a championship in the J1 league and to produce players for the Japanese national team. Yumi says, "It's worth more than anything that the owner, Takeshi Okada, truly believes that we can make it. The staff members and the players believe him and fully support him." Her coworkers approach tasks with belief in their dream and are an enormous source of support for her.

"Rather than moving to a big, active city, I want to make the place where I live now more active. I would like many people to visit Imabari to enjoy not only soccer but also other sports, music, dance, or other activities."

Yumi has her sight focused on the future of Imabari.



Dolphin Farm Shimanami

On Hakata Island, a facility to connect with dolphins and whales has been opened at the beach adjacent to the roadside station, "Hakata S.C Park." There are a variety of different courses: you can swim while holding the back fin of a dolphin or whale; swim with and watch the dolphin or whale underwater; shake hands with or kiss dolphins; and learn about their lifestyles in interactive courses.

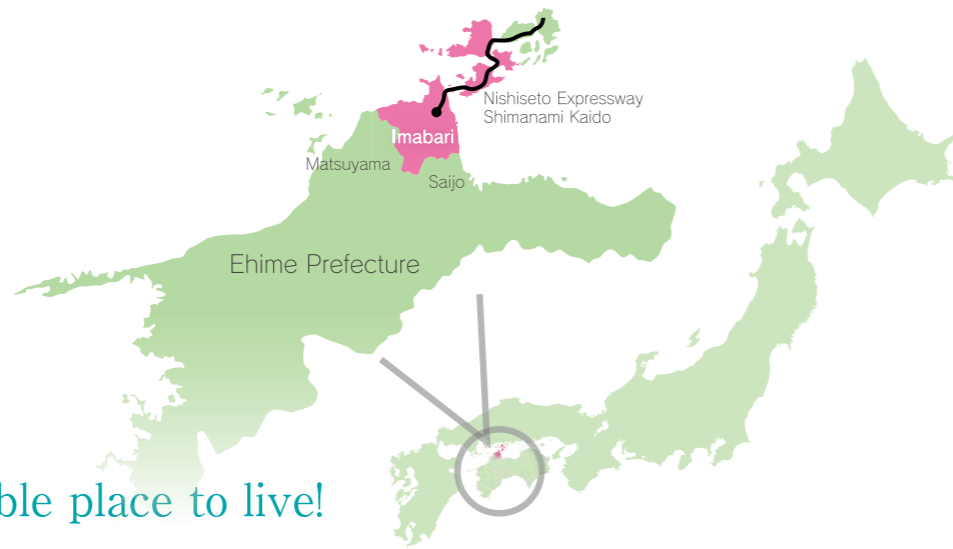


AEON Mall Imabari Shin-Toshi

The concept of the new mall is "the seventh island of Shimanami." The Shimanami Kaido connects 6 islands, and this large shopping mall was opened as the "last island" of the Shimanami Kaido in the spring of 2016. As the largest mall in Shikoku, it offers a wide variety of apparel, household goods, many gourmet restaurants, and much more. In addition to local residents, many people from other prefectures also visit the new mall.

This is Imabari!

Ehime prefecture is in the shape of a running cheetah. Imabari is situated as the cheetah's head. Imabari's population is the second largest in Ehime, behind only Matsuyama. It's a harbor city facing the Seto Inland Sea's gentle waves. It is connected to Onomichi, Hiroshima prefecture by the Nishiseto Expressway (Shimanami Kaido).



Imabari is a comfortable place to live!

Climate

Imabari is threatened by very few natural disasters. The Seto Inland Sea climate is famous for many sunny days.

The climate is mild with a great deal of sunshine and low rainfall. When a typhoon hits Shikoku, Imabari does not experience strong storms because the typhoon is frequently diminished by Shikoku's mountains. Imabari is a very comfortable place to live with few natural disasters.

Prefectural Characteristics

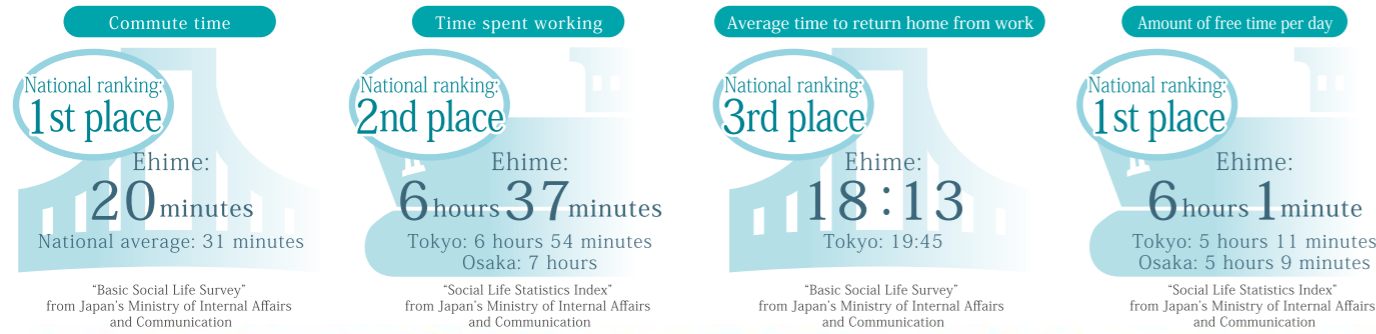
Calm and collected

People in Ehime are calm and gentle. Ehime's tradition of hospitality towards pilgrims undertaking the Shikoku 88 temple pilgrimage (Ohenro-san) is deeply rooted. The Toyo area, including Imabari, has enjoyed a lively exchange with the Kansai region for many years. People are active, cheerful and friendly and businesses are prosperous.

You can enjoy yourself living in Ehime!

Statistics regarding daily life show wonderful results!

On average, the time spent commuting to work is the smallest in Japan for the following reasons: There are many companies; housing is affordable and enables people to live close to work; and thanks to inexpensive and available parking, many people have their own cars or motorbikes and they can commute quickly. In addition, people in Ehime on average spend a relatively short amount of time at work, allowing them to enjoy their personal lives.

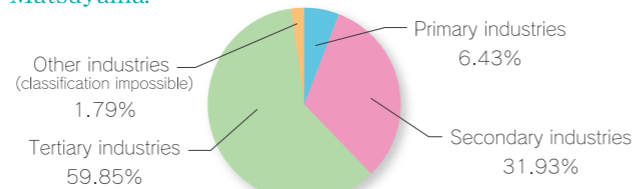


Imabari in figures

Imabari's population 158,185
"2015 Population Census" from Japan's Ministry of Internal Affairs and Communication
 Number of business facility (private management) 8738
Source : economic census research (2012)

There is a surprisingly large amount of business owners. In Ehime, Imabari boasts the second largest population and the second largest number of the companies second only to Matsuyama.

Population density 377 per km² (2015)
 Tokyo: 6,168 per km² (2016)



Percentage of people employed by major industries

- Primary industries - Agriculture, fishery, forestry
- Secondary industries - Construction, manufacturing, mining and quarrying of stone and gravel
- Tertiary industries - electricity, gas, water, transport, communications, wholesale and retail, food and drink, finance and insurance, real estate, hospitality, public service, other industries

According to the 2012 Economic Census for Business Activity Survey

You can find a nice job in Ehime!
 Recommended websites: I-turn, U-turn,

	Employment support center for young people Job café ai work http://www.ai-work.jp/
	Recommended for job searching. Job information website Ai work navi http://www.ai-work.jp/jobinfo/
	Recommended for occupation/industry research Oshigoto marugoto kenkyu-jo http://www.ai-work.jp/marugoto/
	Student staff members introduce companies from the viewpoint of young people Maruwakari Web http://www.ai-work.jp/maruwakari/
	Working and living in Imabari Hataraku (Imabari district industrial employment promotion council) http://www.barijob.jp/

How would you like to live?
 Websites providing information about moving to Ehime.
 They are full of useful information.

	Ehime immigration support site E-iju Net https://www.e-iju.net/
	Property searching site Ehime Akiya Joho Bank http://www.e-iju.net/akiya/public/Top
	Migration fair, job search website Ehime Shoku no Ninaite Iju Site http://ehime-ijuu.jp/
	Support system for immigrants to Imabari Imabari City HP (Community Promotion Section) http://www.city.imabari.ehime.jp/chiiki/ijyu/
	Information of available dwellings in Imabari and Omishima Shimanami no Shimagurashi http://www.shima-do.com/



imabari style
VOL.2 [Industries]
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Oni-gawara
(guardian ogre roof tile, made in Kikuma)

Shikoku · Imabari

IMABARI STYLE

shikoku
IMABARI