

July 15, 2016
Sojitz Corporation

“Japan Food Town” Celebrates Grand Opening at Singapore’s Isetan Wisma Atria

“Japan Food Town,” one of Sojitz’s investment projects in Singapore, opened on the 4th floor of the Isetan Wisma Atria on July 16th, 2016.

Japan Food Town consists of 16 Japanese casual dining establishments (see attachment) who provide real Japanese food at a reasonable price with the ingredients, atmosphere, hospitality, and overall Japanese culture identical to that found on restaurant floors in Japan.

The project is headed by Japan Food Town Development Pte. Ltd. (based in Singapore; Representative Director: Makoto Yoshikawa; “JFTD”), a joint venture between the Cool Japan Fund (Located: Minato-ku, Tokyo; Representative Director: Nobuyuki Ota) and JAOF Investment (Located: Minato-ku, Tokyo; Representative Director: Makoto Yoshikawa). JAOF Investment is a company formed through capital investment by the Japanese Association for Overseas Promotion of Food and Restaurants (Located: Minato-ku, Tokyo; Representative Director: Makoto Yoshikawa; “JAOF”) and several supporter companies including Sojitz.

The concept behind the project envisions JFTD as contributing to the spread of Japanese food culture abroad through the construction and management of a platform to address issues faced by Japanese food service companies entering foreign markets, such as how to procure ingredients, acquire talent, and secure land for stores. In this way, JFTD provide support to Japanese food service companies moving their operations overseas.

Prior to opening, Sojitz was responsible for project management, overseeing negotiations regarding facility construction, and collaborating on sales promotions. Now that JTF is open, however, Sojitz will work on facility management and operations alongside JFTD.

Sojitz Corporation urges visitors from around the world to sample the authentic Japanese foods and hospitality at Japan Food Town.

Related Information:

[Conceptual artwork]



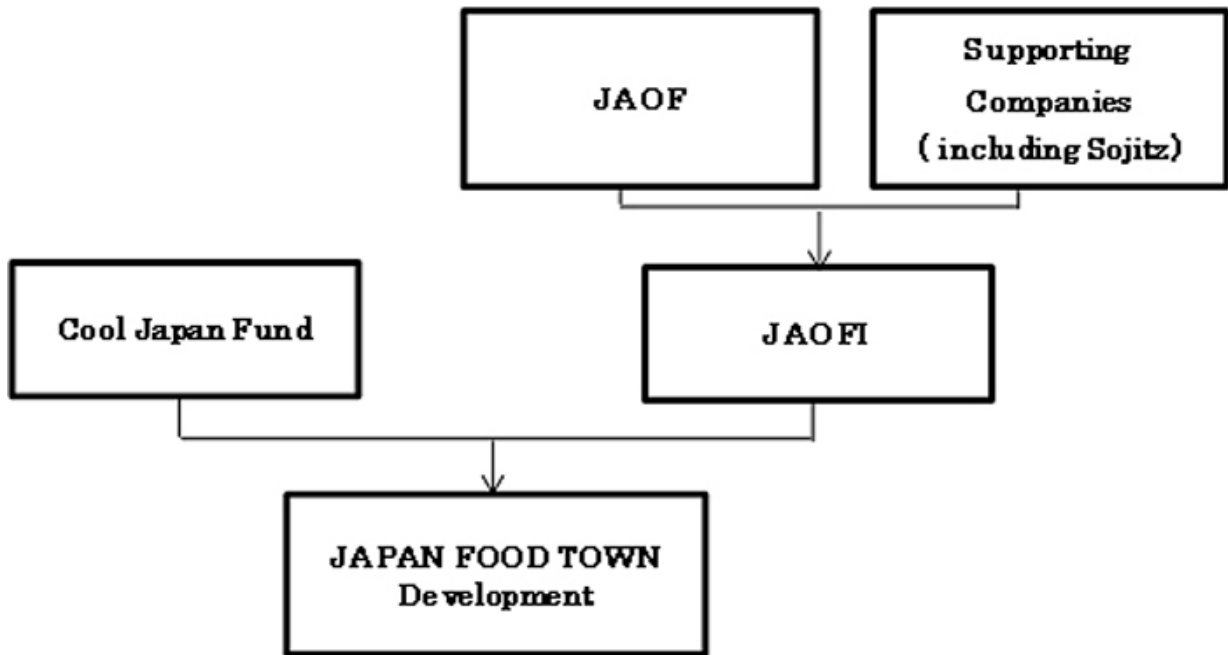
[Japan Food Town – Overview]

Opening	Saturday, July 16 th , 2016
Location	4 th floor of Singapore's Isetan Wisma Atria
Address	435 Orchard Rd, #04-39/54 Wisma Atria Shopping Centre, Singapore 238877
Hours of Operation	11:00AM - 11:00PM
Website	http://www.japanfoodtown.sg/

[List of Restaurants] ※Please see the website for more details.

Name	Category	Company
Dassai Bar	Sake bar and shop	Asahishuzo Co., Ltd.
Hokkaido Izakaya	Japanese-style pub	Shokuraku International Pte. Ltd.
Inaniwa Yosuke	Inaniwa udon noodles	adval
Bonta bonta	Premium rice ball and set meals	T-SSENSE.co.Ltd.
Yomoda Soba	Soba noodles	Yomoda Co., Ltd.
Nabe Seizan	Japanese hotpot	Liqsel Japan
SABAR	Fatty mackerel cuisine	SABAR
Osaka Kitchen	Teppanyaki	Local Concept
Tsukiji Sushi Takewaka	Sushi	Takewaka Co., Ltd.
Machida-Shoten	Ramen noodles	gift Co., Ltd.
Tempura Tsukiji Tenka	Tempura	Tokyo Sushi Academy Co., Ltd.
Yakiniku Heijyoen	Japanese barbeque	HEIJOEN co., ltd.
Shabu Shabu Tajimaya	Shabu-shabu and	Yakiniku Gyuta co., ltd.

	sukiyaki	
RANG MANG SHOKUDO	Fried chicken and salad	Harenohi Corporation
Tonkatsu Anzu	Fried pork	Atom Corporation



[Project Scheme]

[For questions regarding this release, contact:]

Sojitz Corporation

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