

HOKKAIDO
DEVELOPMENT GROUP

ENGLISH

CORPORATE
PROFILE 2024

Create 100 Business
Cultivate 100 leaders
Become a Comepany Love for 100Years



Hokkaido Development Group Inc.
北海道開発グループ

CONTENTS

Company

Message From CEO	01
About Us	02
Our Business	02

Business

Information	03
Trade Business	04
Advertising and Promotion Business	05
Domestic Business within Japan	06
Logistics Business	07
Manufacturing Planning Business	08
IT Payment Business in Primary Industries	09
Inbound & Real Estate Business	10

Online Shop & SNS

Online Shop	11
Online Presence	12



Together with Hokkaido Head to the world

Luck sense power = the power of gratitude to feel lucky in any situation

Ability to feel joy = ability to judge what you can do to make someone happy

Gratitude = the ability to always feel and never forget the kindness someone has given you

In the eight years since our founding, we have received great support from many people, including our business partners, employees, and families, and have always kept the above three strengths in mind and refined them.

I first visited Japan in 2009 as an exchange student at Hokkaido University, and have since then spent 13 years here in Hokkaido. I experienced the Great East Japan Earthquake when I was a fourth-year undergraduate student, and then graduated from graduate school and got a job at a tourism-related company. Many foreign tourists visited Hokkaido, which had recovered from the Great East Japan Earthquake, and I saw that this would lead to the revitalization of Hokkaido, so I thought it was an opportunity to start a business and started my own business.

Our mission is to spread the charm of Hokkaido to the world and enrich it. We will continue to work to convey the charms of Hokkaido to the world with our love and attachment to Hokkaido ("HOKKAIDO LOVE") in our hearts.

We believe that business is more important than property, and human resources are more important than business, and our company's vision is to be "100 businesses, 100 managers, and a company that is loved for 100 years." As we enter our 8th year since our founding, we have made our business vision even clearer as we move forward with diverse business development, and we have restarted our business as Hokkaido Kaihatsu Group Co., Ltd. with the aim of expanding our business and becoming a 100-year-old company.

We will continue to strive to be a general trading company that is trusted by our customers, without forgetting our motto since our establishment: "Be honest in everything we do, with sincerity in everything we do."

In the future, all of our employees will continue to work together to ensure that we are a company that can support our customers with their needs and problems.

CEO
Takayuki Takahashi

CORPORATE IDENTITY

Concept

With our love and attachment to Hokkaido ("HOKKAIDO LOVE"), we will do our best to convey the charm of Hokkaido to the world.
It is our mission to spread the charm of Hokkaido to the world and enrich it.

Vision

Create 100 Business
Cultivate 100 leaders
Become a Company Love for
100Years

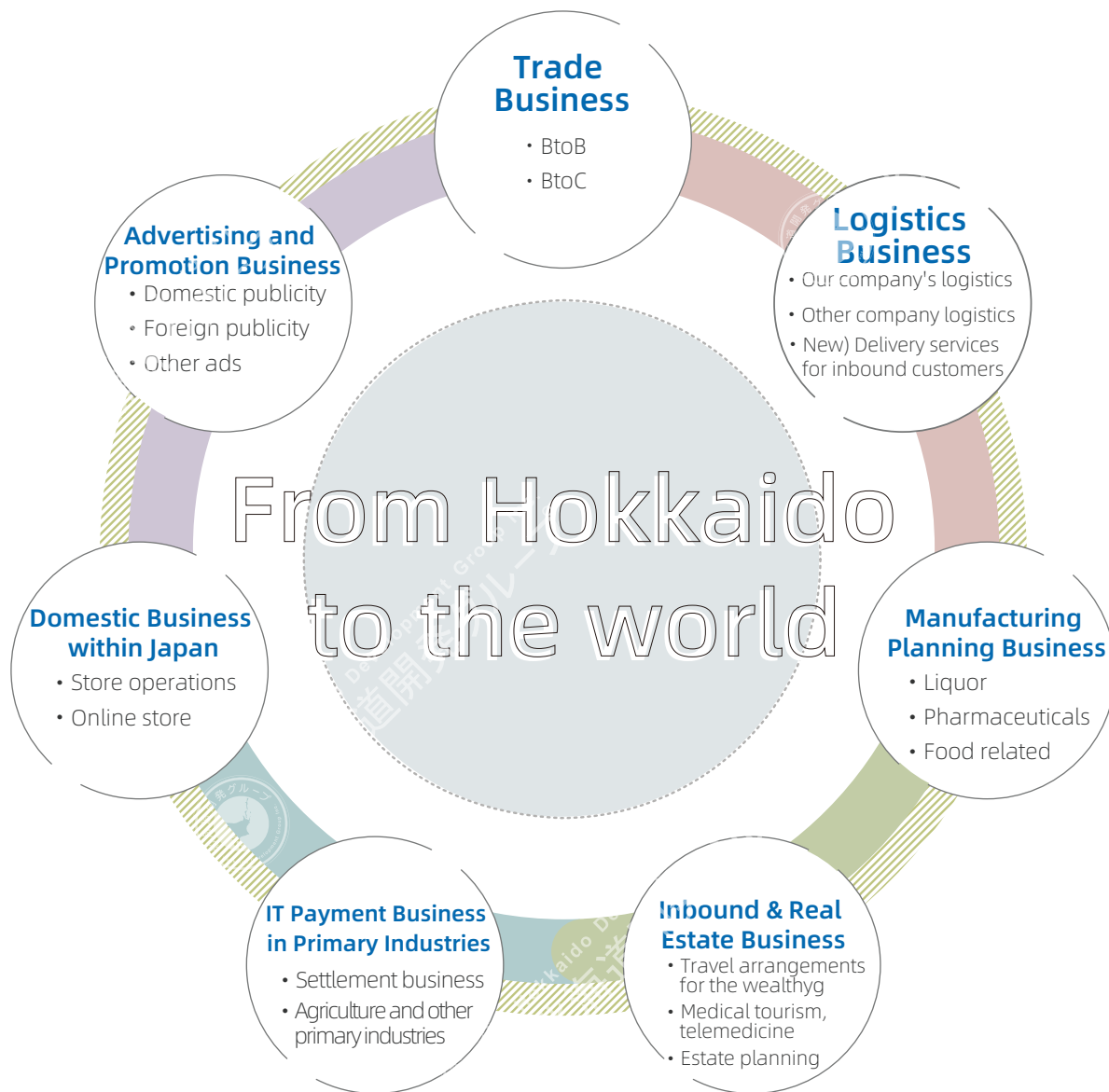
Value

Enjoy work and life, change is the norm
Give full play to subjectivity, let everyone shine, and never
forget the essence and sincerity
Do what you should do before you can do what you want to do

COMPANY PROFILE

Company	Hokkaido Development Group Inc.
Head office	HDG BLD., 4-5-4, Minami16jonishi, Chuo-ku, Sapporo-shi, Hokkaido, 064-0916, JAPAN
Tokyo office	6F, BM Bldg, 3-1, Kandaogawamachi, Chiyoda-ku, Tokyo, 101-0052, JAPAN
Chitose office	1-10-21, Kotobuki, Chitose-shi, Hokkaido, 066-0023, JAPAN
Kyoto office	7F, Chushinoike BLD., 500-1, Shimohonnojimae-cho, TeramachitoriMiikekudaru
Fukuoka office	2-2-3, Jigyohama, Chuo-ku fukuoka-shi, Fukuoka, 810-8650, JAPAN
TE L	011-596-8021
FA X	011-596-8023
Founded	March 6, 2015
Capital	99.95 million yen (671.454 \$)
CEO	Takayuki Takahashi
Annual sales	5.02 billion yen (33.723.858 \$) - January 2022
Settlement time	January
Employee	32 people (including 6 part-time workers)
Main client	Hokkaido Airport Co., Ltd., Hokkaido Liquor Sales Co., Ltd., Yamato Sangyo Co., Ltd., Tanabe Shoji Co., Ltd.
Cooperate Bank	Mitsubishi UFJ Bank, Mizuho Bank, Hokkaido Bank, Hokuyo Bank, Asahikawa Shinkin Bank, Hokkaido Shinkin Bank

BUSINESS



business relevance

	Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
Trade Business		○		○	○		
Advertising and Promotion Business	○		○		○	○	
Domestic Business within Japan		○		○			
Logistics Business	○		○		○	△	△
Manufacturing Planning Business	○	○		○			
IT Payment Business in Primary Industries		○		△			
Inbound & Real Estate Business				△			

※○・・・excellent △・・・good

Trade Business

Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
----------------	------------------------------------	--------------------------------	--------------------	---------------------------------	---	--------------------------------

BtoB

We have launched sales expansion measures for each manufacturer and operate a full range of trade (mainly food, health products, pharmaceuticals, cosmetics, baby products, etc.), mainly exporting to East and Southeast Asian countries, mainly China, and parts of the United States. In addition, in order to respond to consumer demand in the Japanese market, we will also import and sell groceries, raw materials, materials, etc. from various Asian countries.

Operating Results :

During the COVID-19 crisis, we provided sales solutions to many well-known food manufacturers in Hokkaido, developed sales channels and carried out sales activities in China and Southeast Asia. Achieved annual sales of over 1 billion yen.

BtoC

We operate a total of 6 cross-border e-commerce stores on top market platforms in China and Southeast Asia (Tmall, JD.com, LAZADA, SHOPEE, etc.) including Alibaba Group and JD.com. Actively participate in overseas test sales and marketing activities of manufacturers.

Operating Results :

We actively participate in the product development of established small and medium-sized local pharmaceutical manufacturers that have stagnated in development, and launch "Japanese products worth buying" in company-operated stores for sale to foreign consumers. Annual sales of single products reach 30 million yen.



Advertising and Promotion Business

Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
----------------	---	--------------------------------	--------------------	---------------------------------	---	--------------------------------

Information promotion of overseas companies in China

- Register company information in Baidu Encyclopedia
- Open official accounts on Chinese social networking sites (Douyin, Xiaohongshu, etc.)
- Produce short, medium and long advertising videos for related products of various Japanese companies
- Create advertising videos that make use of internet celebrity KOLs
- Publish information on major SNS platforms in China
- Build MCN by linking China's cross-border EC and SNS

Information promotion of overseas companies in Japan

- Building MCN and account operations for platforms such as Twitter, Instagram, and TIKTOK
- Support IP development in Japan by Chinese artists, KOLs, artists, animations, etc.
- As an agent to negotiate with the Chinese side regarding the above matters

Other advertising services

- Consulting in China market research, development, strategy formulation, tactical implementation, etc.
- Photography and editing of commercial company and product image promotion videos and photos for Japanese companies



Domestic Business within Japan

Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
----------------	------------------------------------	---------------------------------------	--------------------	---------------------------------	---	--------------------------------

Offline physical store operation business

The brand "HOKKAIDoor" named after the gate of Hokkaido develops retail business focusing on Asia. We operate offline physical stores and hope that customers will visit the Chitose store and experience for themselves the "Hospitality from Hokkaido" provided by us.

Operating Results :

In order to prepare for the recovery of the inbound market due to the increase in foreign tourists after the relaxation of entry restrictions, we have launched the operation of a drug store "HOKKAIDoor" in Chitose City. The store is located adjacent to the intersection area connecting Chitose City and Otaru City, and provides a one-stop service that not only picks up customers, but also provides a service to purchase souvenirs and deliver them to New Chitose Airport.

e-commerce business

Utilizing the know-how of cross-border EC business, we started EC business in the top market of Japan. We conduct sales activities focusing on the manufacturer's products and self-operated products for the Japanese domestic market.

Operating Results :

Launched and sold planned products on Japan's largest crowdfunding event, and achieved 538% of the original goal.



Logistics Business

Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
----------------	------------------------------------	--------------------------------	---------------------------	---------------------------------	---	--------------------------------

In-company product delivery

We have an internal warehouse within the company that can handle import customs clearance, warehousing and delivery of Japanese export goods, and are building logistics and settlement for BtoB, BtoBtoC and other domestic DAP and DDP in China.

Shipping orders from other companies

Based on our experience and performance to date, we will assist exporters with all trade operations, including coordinating schedules, preparing necessary documents, and obtaining permission letters. If you have any questions about the process of exporting from Japan to other countries, such as applying for the certificates required for each country, export customs clearance, and shipping, please feel free to contact us.

New) Inbound customer delivery service



Manufacturing Planning Business

Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
----------------	------------------------------------	--------------------------------	--------------------	--	---	--------------------------------

Planning and manufacturing of pharmaceuticals and alcoholic beverages

There were existing obstacles in the pharmaceutical and alcoholic beverage industries. However, our company gathered industry experts, obtained sales and manufacturing licenses, and cooperated with manufacturers to start the planning and manufacturing business of pharmaceutical and alcoholic products.

Operating Results :

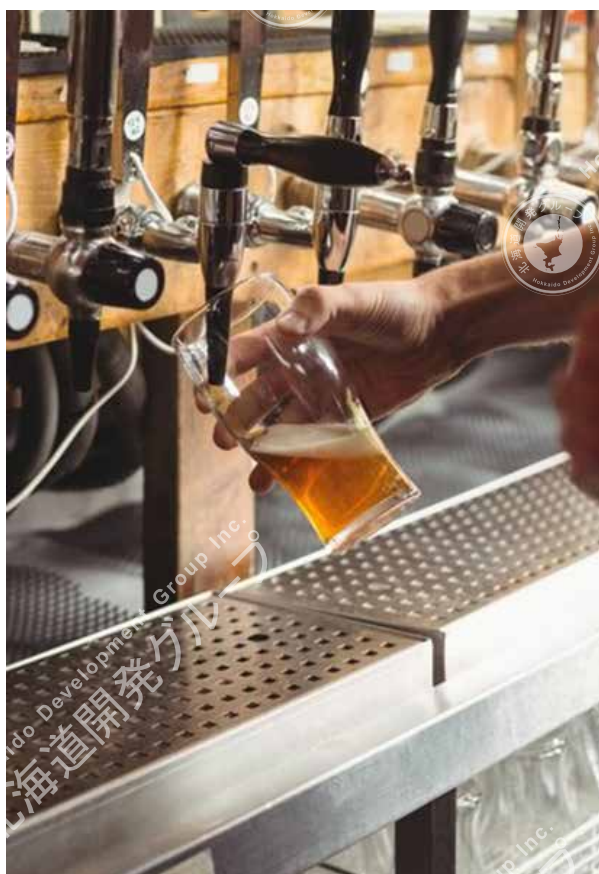
Entrusted by a large retailer in China to produce the company's own brand medicines and provide one-stop services from market research and product planning to manufacturing and export.

Snack food and other self-operated product development business

In order to produce world-renowned Japanese desserts that are loved by people all over the world, our company is committed to developing its own products to meet the diverse needs of consumers while focusing on how to provide added value.

Operating Results :

Our company's original snack brand insists on using local raw materials from Hokkaido, which is sold domestically in Japan and exported to East Asia and parts of the United States.



IT Payment Business in Primary Industries

Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
----------------	------------------------------------	--------------------------------	--------------------	---------------------------------	--	--------------------------------

Provide IT products such as QR code payment

Under the new coronavirus epidemic, we will provide products that are versatile at home and abroad, and we will support the creation of a state that can provide everyone with high convenience and basic value. Not only from a product perspective, we will also create a system that can provide solutions in line with market trends by grasping the characteristics of each service provider. Specifically, we propose products that support diversified payments, diversified coupons, and diversified customer attraction, and improve and optimize through data analysis to welcome the next era. In addition, we will promote business from the perspective of integrating into Japan so that we can better apply the latest overseas trends including China that we have learned.

Manufacturing and sales of agricultural and livestock products

As the primary industry at the core of Hokkaido's charm, it has been greatly affected by the recent depreciation of the yen and rising resource costs. The market has many challenges, such as system improvement issues including the sixth industrialization, and sustainable development issues.

Through our company's various businesses, we will support issues such as "expanding sales channels to overseas, EC and stores", "manufacturing processed products" and "distribution systems", while operating our own farms and processing plants to develop from the region Support Hokkaido from the dual perspective of business development.



Inbound & Real Estate Business

Trade Business	Advertising and Promotion Business	Domestic Business within Japan	Logistics Business	Manufacturing Planning Business	IT Payment Business in Primary Industries	Inbound & Real Estate Business
----------------	------------------------------------	--------------------------------	--------------------	---------------------------------	---	---

Customized tours for high-income earners

The purposes of travel are many and varied, and our goal is to plan and propose sightseeing tours that resonate with all five senses, rather than just a monotonous package. We will provide you with a "lifetime" travel experience.

Medical tourism and remote consultation

The "Five-Year Strategic Overview of Medical Innovation" mentioned two advantages of Japanese medical care: first, it can provide all citizens with high-level average medical services (reaching the highest average life expectancy in the world); second, it provides meticulous, hospitable, friendly, Courteous "reassuring and healing medical care." We are also developing a health innovation business to achieve regional revitalization by combining local medical care and tourism. In addition, necessary online medical consultation services will be provided before and after travel.

business idea :

We will not only cooperate with specialized hospitals in Hokkaido to conduct online consultations, but also provide safe and reliable services such as schedule management and translation guidance.

Industrial investment

Boasting rich natural beauty and vast land, Hokkaido is attracting attention from around the world for its cuisine and tourism. We will provide business support to promote the use of local resources in areas such as agriculture and livestock farming, winemaking, resorts and real estate investment.

Business philosophy :

With the investment boom in Hokkaido post-COVID-19, we have set the goal of attracting high-income people from overseas to areas other than real estate investment.



Business License



The first kind of cargo utilization transportation business

Registration Number
Beizihuo No. 83

登録番号
北自貨第 83 号



Tourism service business

Registration Number
Tourism Directive No. 1017
Manager number
4-20-0210L

登録番号
観光第 1017 号指令
管理者番号
4-20-0210L



Production and sales of second-category drugs

License number
01A2X10003

許可番号
01A2X10003



Drug sales license

Medical License
(Pharmaceutical) 10079
2021.3.1 ~
2027.2.28

札幌医許可(薬) 10079
令和 3 年 3 月 1 日~
令和 9 年 2 月 28 日まで



Liquor sales license

Law No. 8027
* Export wine wholesale
* Retail sales except non-store-type
operations and sales

札幌法 第 8027
* 自己が輸出する酒類の卸売
* 通信販売を除く小売



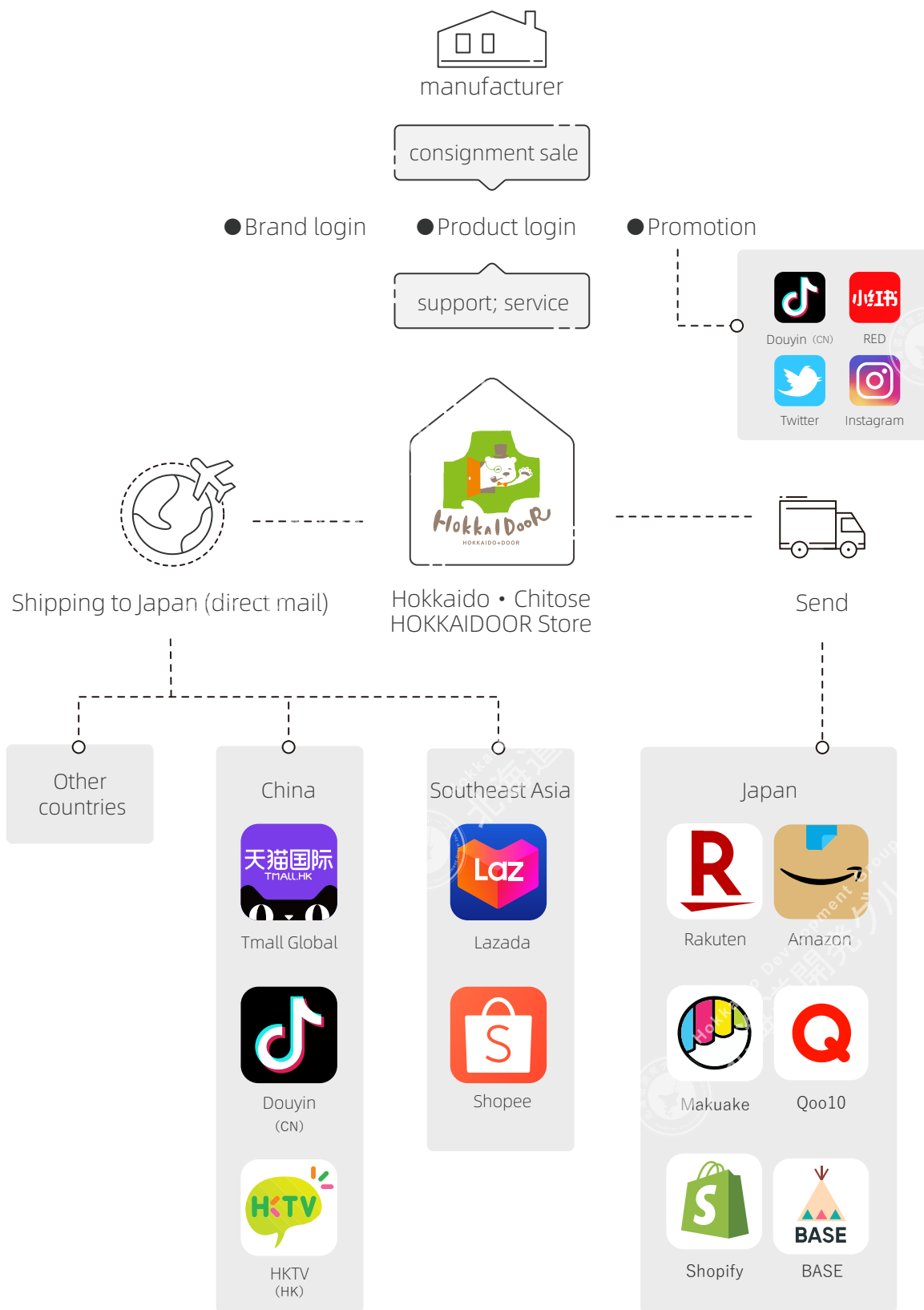
Highly Managed Medical Device Licensing

Medical License (Machine) No.
1166

札幌医許可(機器) 第 1166

Online Shop & SNS

Activity Diagram



Online Shop & SNS

Online Shop

Japanese store



[HOKKAIDOOR] Shopify



[HOKKAIDOOR] Rakuten



[HOKKAIDOOR] BASE



[HOKKAIDOOR] makuake

Chinese Store



[Hokkaido Honpo overseas
flagship store]
北海道本舗海外旗艦店



[WWDOLL Pharmaceutical
Overseas Flagship Store]
WWDOLL 医薬海外旗艦店



[Tmall Global explores Japan
Production type]
[天猫國際探物日本] 出品型

Southeast Asia



[HOKKAIDOOR] Lazada



[HOKKAIDOOR] Shopee

SNS

Japan



[HOKKAIDOOR] Instagram



[HOKKAIDOOR] Twitter

China



[ISHIYA] Douyin(CN)



[HOKKAIDOOR] Douyin(CN)



[SHUSUI] Douyin(CN)



[HOKKAIDOOR] RED



[SHUSUI] RED

Head office

HDG BLD., 4-5-4, Minami16jonishi, Chuo-ku,
Sapporo-shi, Hokkaido, 064-0916, JAPAN

Tokyo office

6F, BM Bldg, 3-1, Kandaogawamachi, Chiyoda-ku,
Tokyo, 101-0052, JAPAN

Chitose office

1-10-21, Kotobuki, Chitose-shi, Hokkaido,
066-0023, JAPAN

Kyoto office

7F, Chushinoike BLD., 500-1, Shimohonnojimae-cho,
TeramachitoriMiikekudaru,Kyoto, 604-8091, JAPAN

Fukuoka office

2-2-3, Jigyohama, Chuo-ku fukuoka-shi, Fukuoka,
810-8650, JAPAN



<https://www.hdgroup.jp>