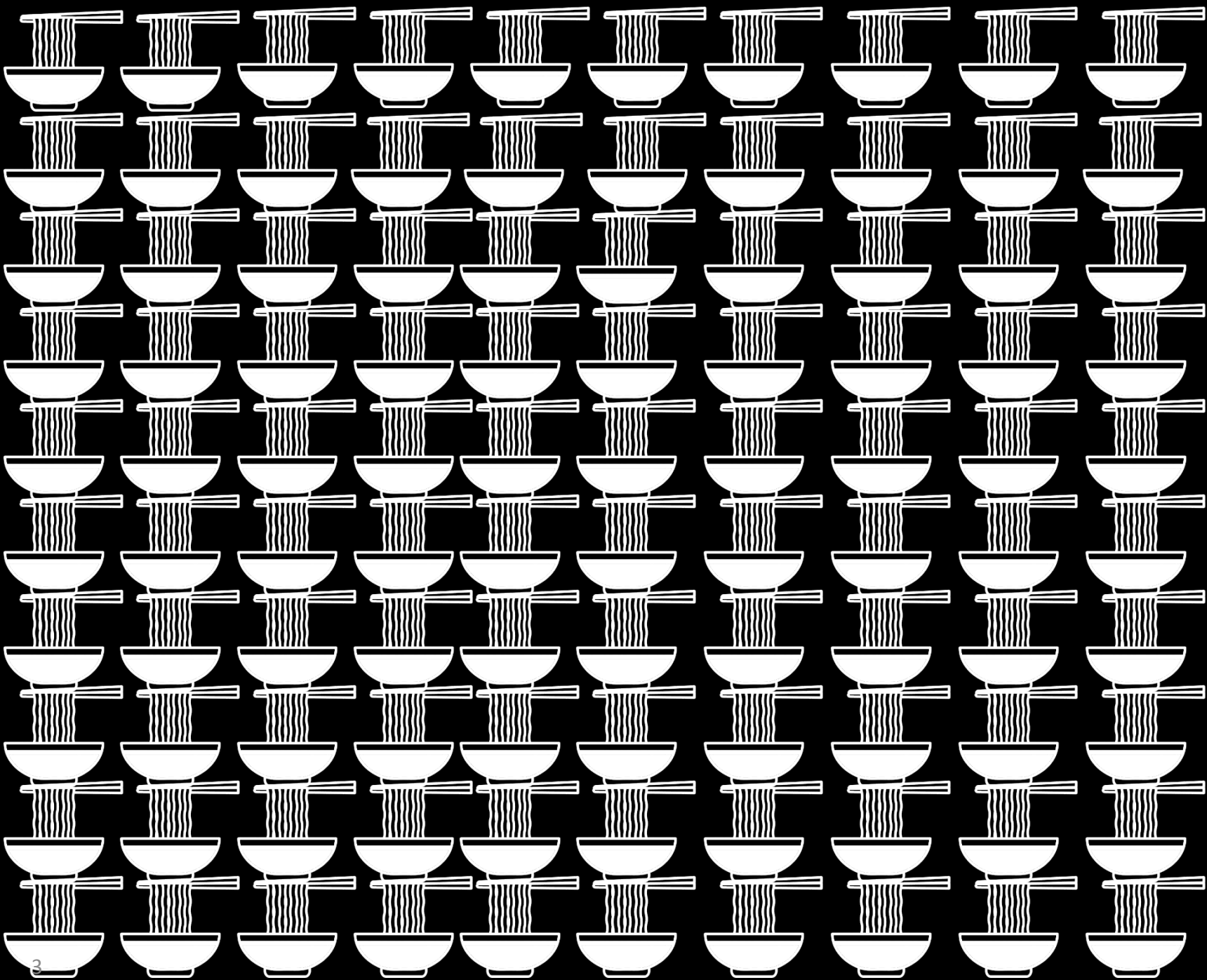




A person is seated at a dark table, holding a knife in their right hand and a fork in their left hand. In front of them is a white plate. A large, bold red '1%' is superimposed over the center of the image, partially obscuring the person's torso and the plate.

1%

FOOD SELF-SUFFICIENCY RATE (2012)





The sun lighting a dragon

The bridge of connecting Japanese talents and Hong Kong

Keio University

Tsuyoshi Taniguchi



CHINADAILY

中國日報

2013-11-08

“RICE grown for the first time in decades”

BUT NO HUGE ACTION TAKEN

Revival of agriculture?

It's impossible to
do farming in
HK.....

SMALL farmed
land

HUGE
developed area

0.7%

21.8%

Current Problem

**HUGE
developed area**

WHY NOT USE THIS?



HOW?

**URBAN
AGRICULTURE**

Solution

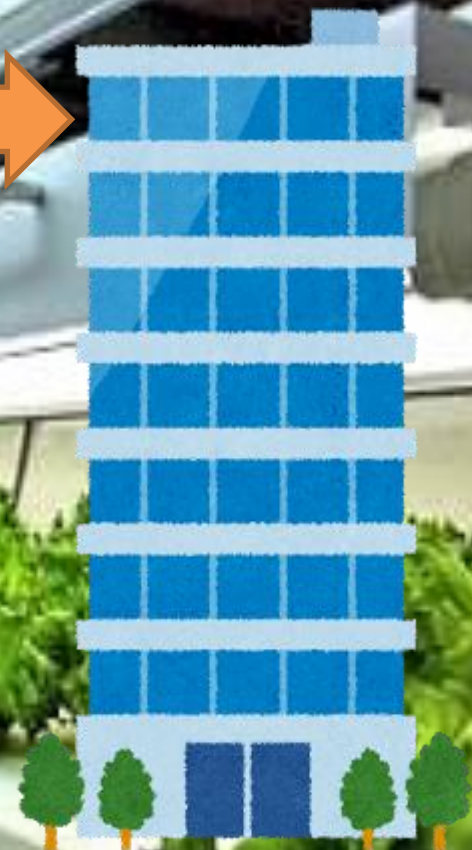
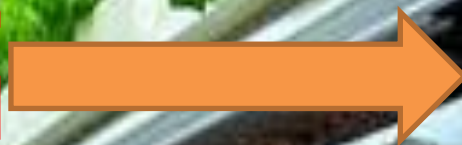
ROOF GARDEN



**URBAN
AGRICULTURE**

ROOF GARDEN

CITY GARDEN

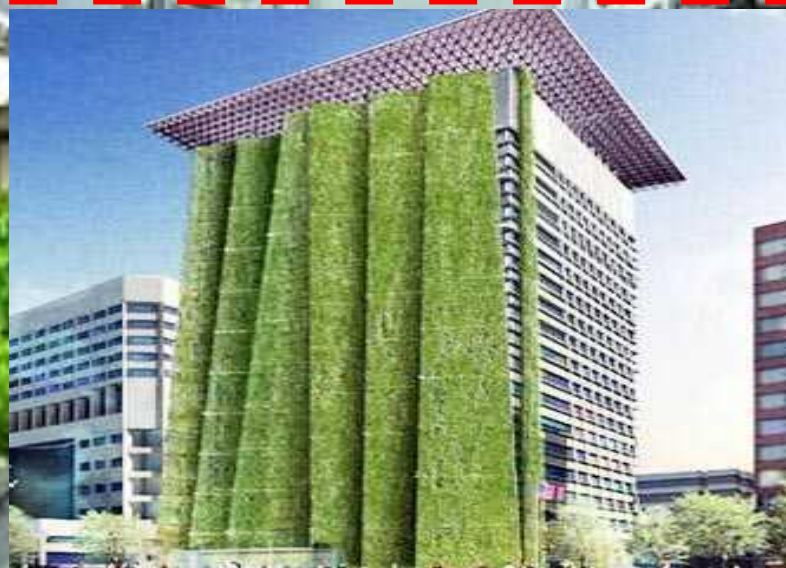


URBAN
AGRICULTURE

ROOF GARDEN

CITY GARDEN

VERTICAL GARDEN



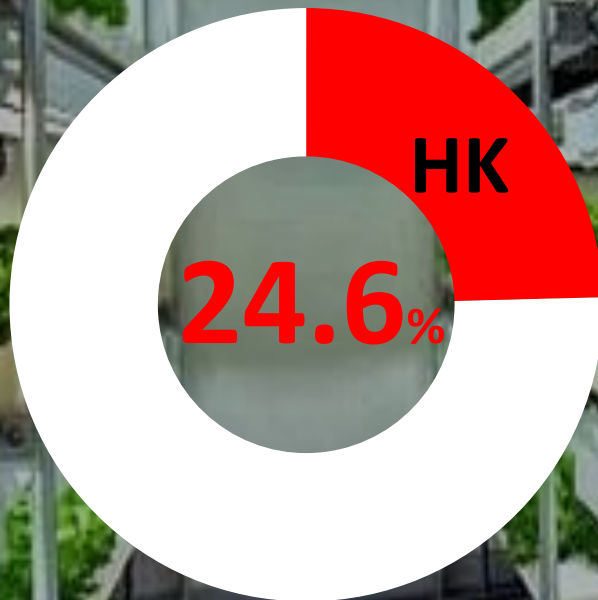
URBAN
AGRICULTURE

WHY JAPANESE?

① High TRUST for Japanese agricultural product

Japan's agricultural import

Recognition for SAFETY



WHY JAPANESE?

② SKILLS to support



P A S O N A

LED LAMP

SMART
AGRICULTURE

HYDROPONICS



WHY JAPANESE?

HOW TO PROMOTE

The current PROBLEM among talented Japanese



I have a great idea
but it is difficult to
get funded....



Current analysis

Hong Kong Locavore Entrepreneur Contest

1



Open a contest where talented Japanese can show their technological know-how

Contest system

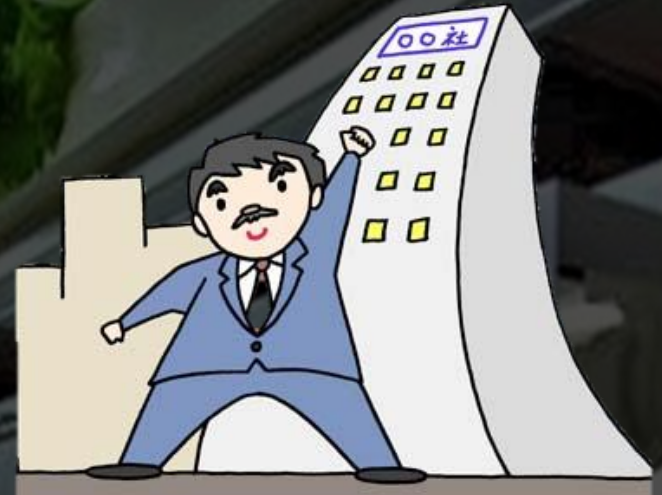
2



For feasible projects, the private or the government sectors give subsidies

Contest system

3



Talented Japanese start their business in Hong Kong

Contest system

Revival of PMQ



BEFORE



AFTER

① FRESH LOCAL vegetable

San Choy



Pak Choy



Chinese Kale



BENEFIT

② BETTER environment

Food mile↓

GREENER



BENEFIT

http://www.maff.go.jp/j/zyukyu/zikyu_ritu/013.html

http://www.chinadaily.com.cn/hkedition/2013-11/08/content_17090509.htm

<http://www.gov.hk/en/about/abouthk/factsheets/docs/agriculture.pdf>

http://www.pland.gov.hk/pland_en/info_serv/statistic/landu.html

<http://vegetable.alic.go.jp/yasaijoho/senmon/1212/chosa01.html>

http://www.chinadailyasia.com/hknews/2014-05/10/content_15134473.html



REFERENCE



APPENDIX

POTENTIAL ENTREPRENEURS



MONEY
CONCERNS

http://www.chusho.meti.go.jp/pamflet/hakusyo/H26/PDF/07Hakusyo_part3_chap2_web.pdf

CONCERNS

RELATED WITH
ENTREPRENEURSHIP



POTENTIAL
ENTREPRENEURS

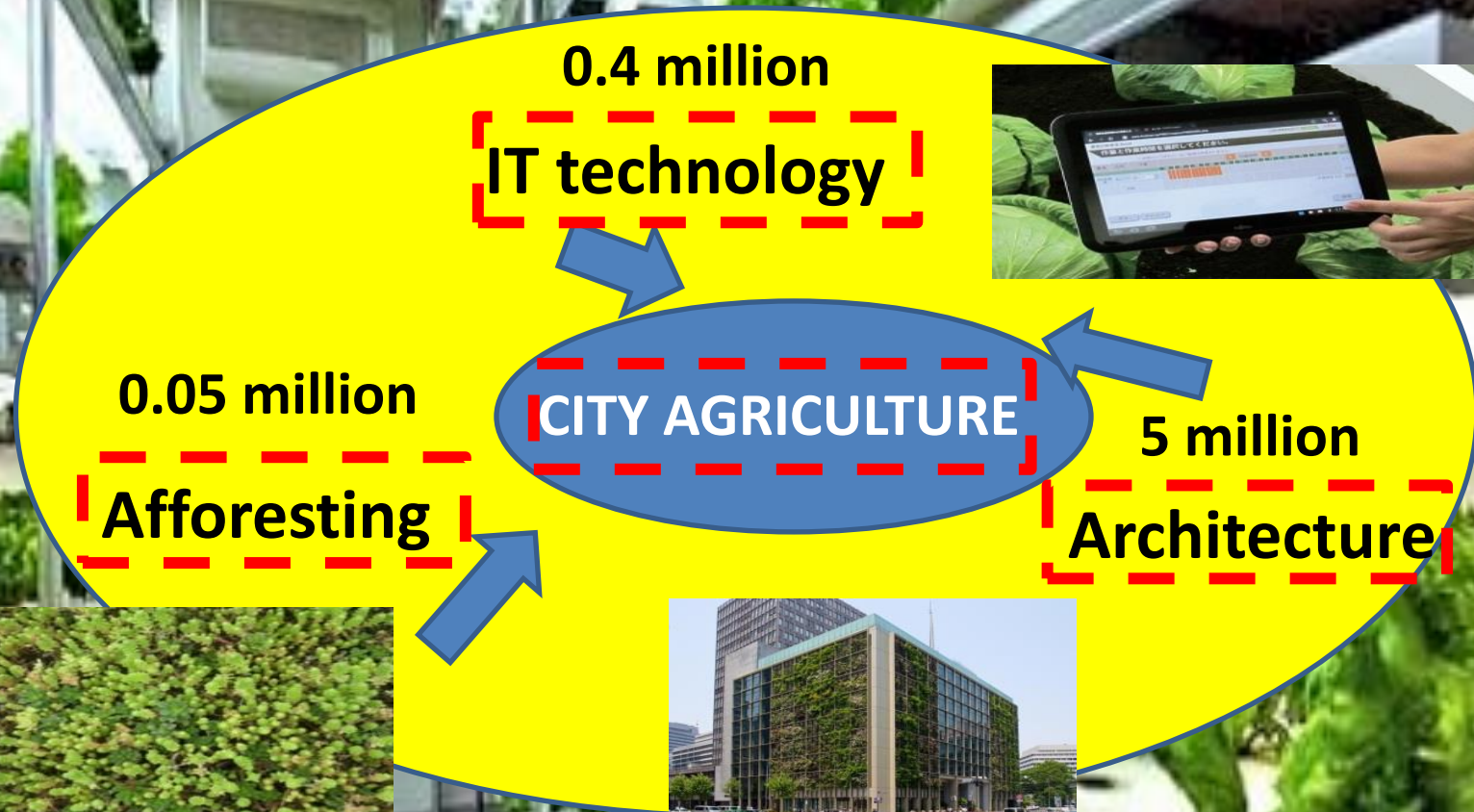


POTENTIAL ENTREPRENEURS: About **25%**

http://www.chusho.meti.go.jp/pamflet/hakusyo/H26/PDF/07Hakusyo_part3_chap2_web.pdf

ENTREPRENEURSHIP

The key focus industry to attract skilled Japanese



<http://www.stat.go.jp/data/roudou/longtime/03roudou.htm>

**Where Japanese
needed**



LOOK

- Flyers in agency

KNOW

- Attractive HK (Easy to start & huge potential)

JOIN

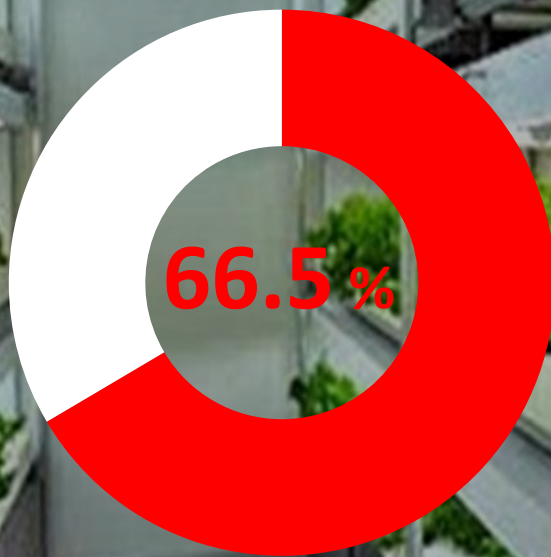
- Successful examples

PROMOTION

● Short term – Urban agriculture



● Long term- Use of grass/wet land



Food self sufficiency rate

GOVERNMENT

COMPANY

VISA

DEPARTMENT
STORE

IT COMPANY

UNIVERSITY

SUBSIDIARY

SUPPORT

