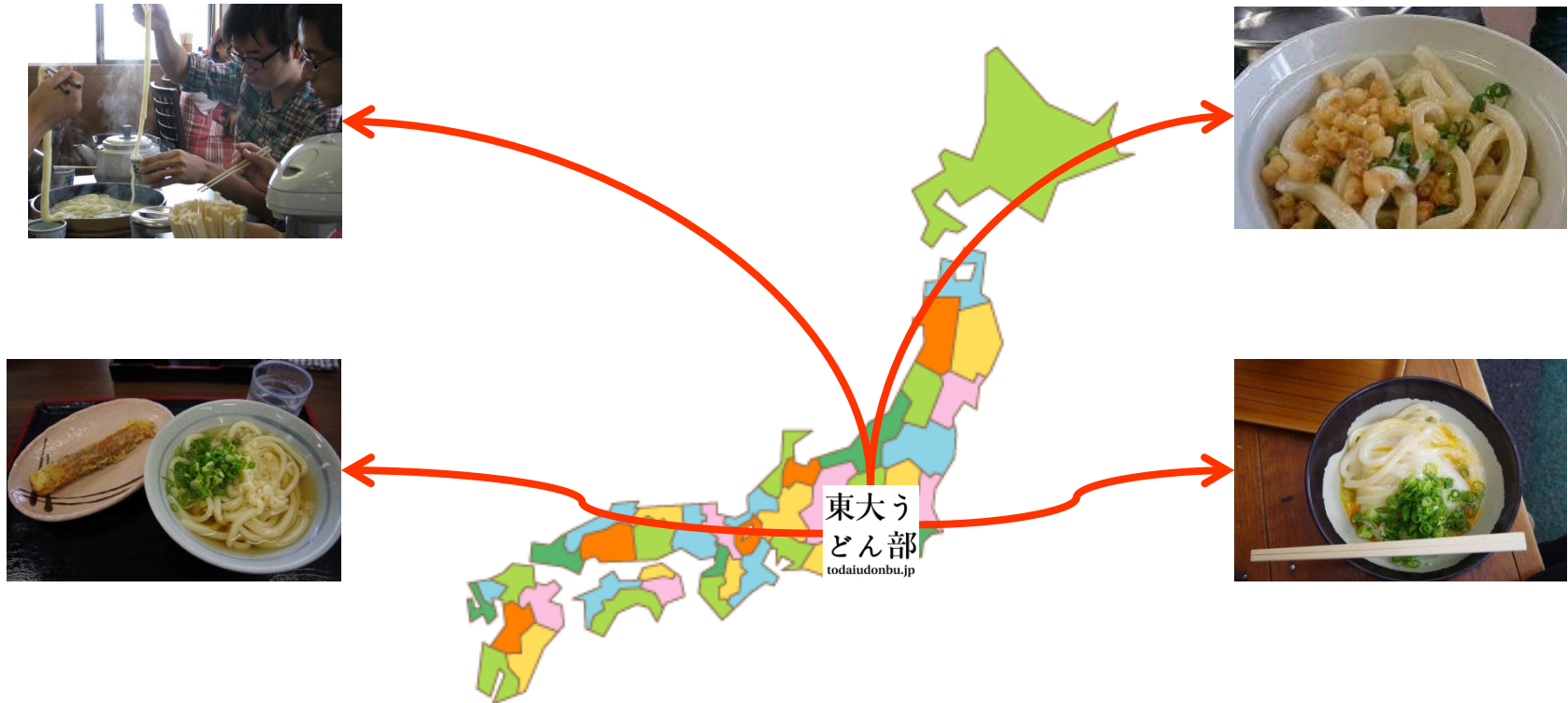
A large, shiny stainless steel pot sits on a metal stand. Two green-handled spigots are attached to the side. One spigot is pouring a light-colored broth into a bowl of udon noodles. Another spigot is also pouring broth into a bowl. The bowls are white with blue stripes. The pot is on a wooden table. A person's hand is visible near the top right spigot.

Tokyo, January 10, 2015

# JAPANESE *UDON* MAKES HONG KONG HAPPY

The University of Tokyo  
Yuma Takizawa

# University of Tokyo "Udon Club"



Eating Udon, making Udon, selling Udon at the school festival ,etc...

# My experience in HK



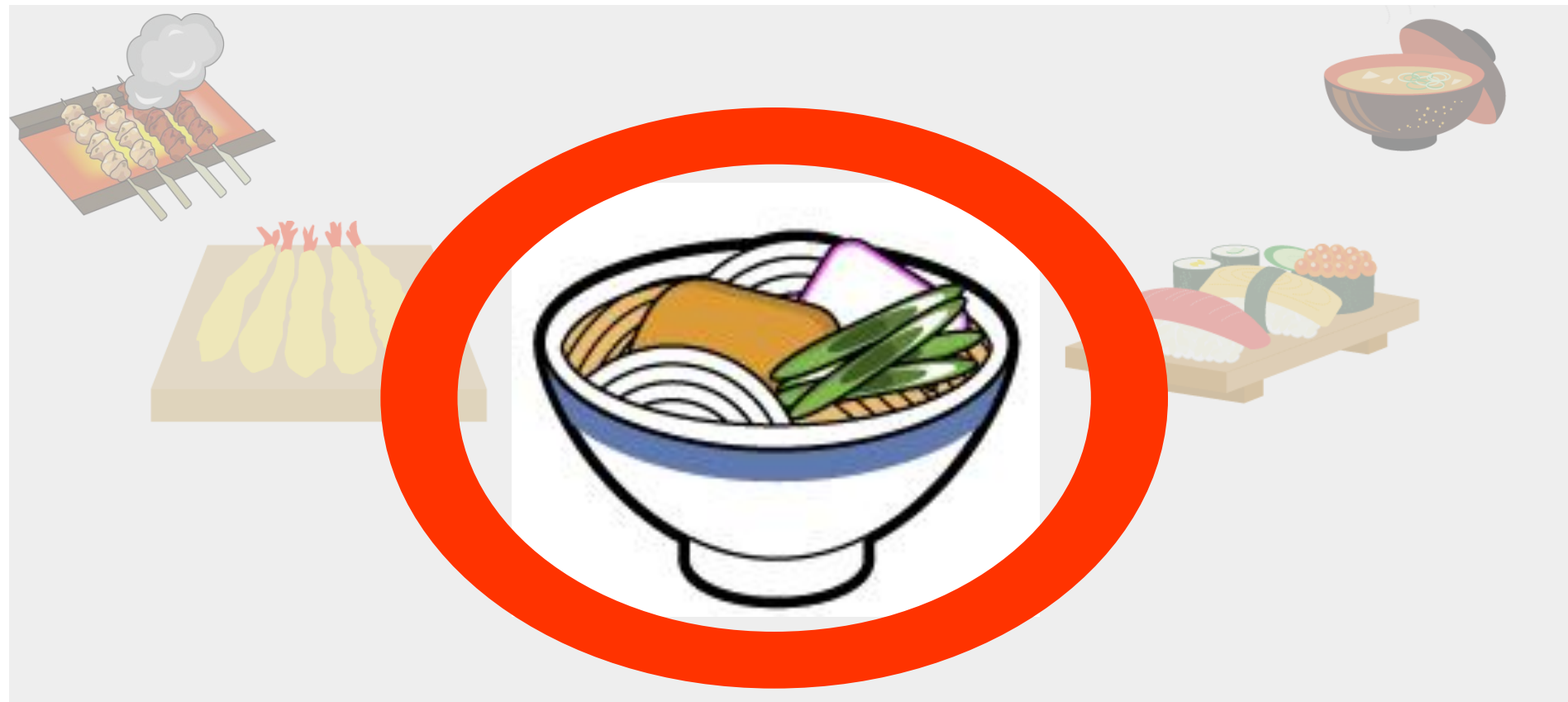
1. I went to Hong Kong last summer.

2. The noodle was similar to Japanese Udon...!?





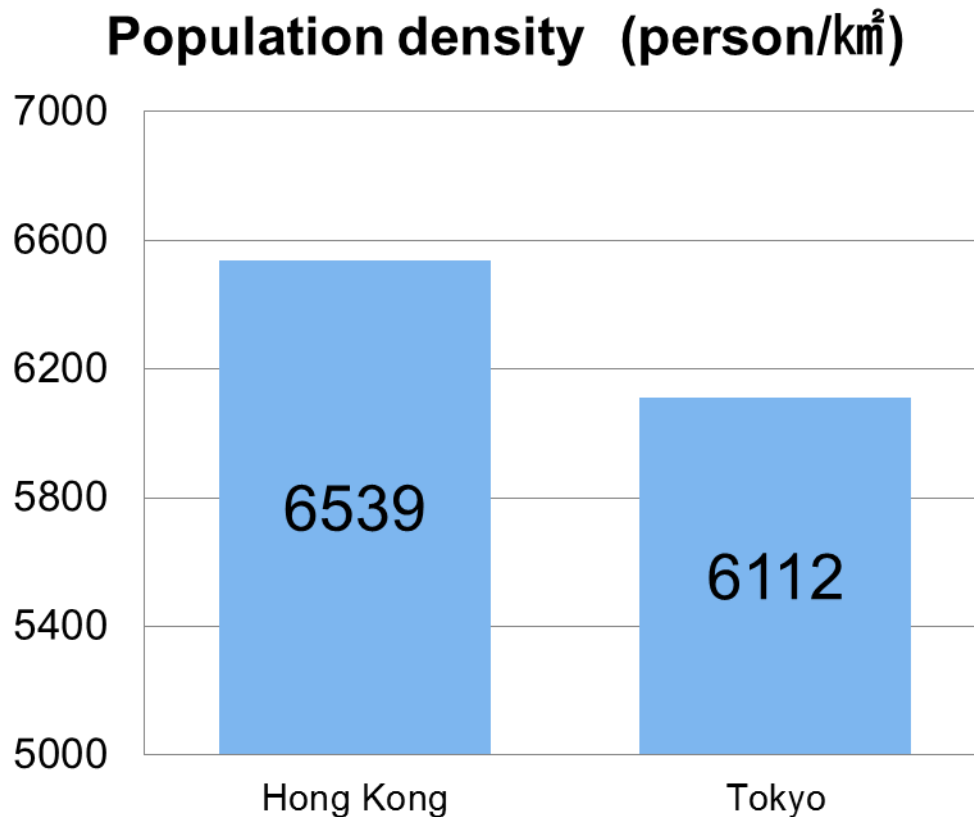
# Why Udon?



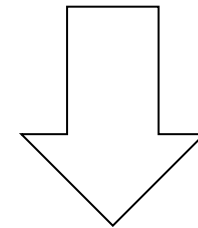
Other Japanese food?

Sushi, Tempura, Sashimi, Tonkatsu, Oden, etc...

# Why Udon?-1.Population in HK



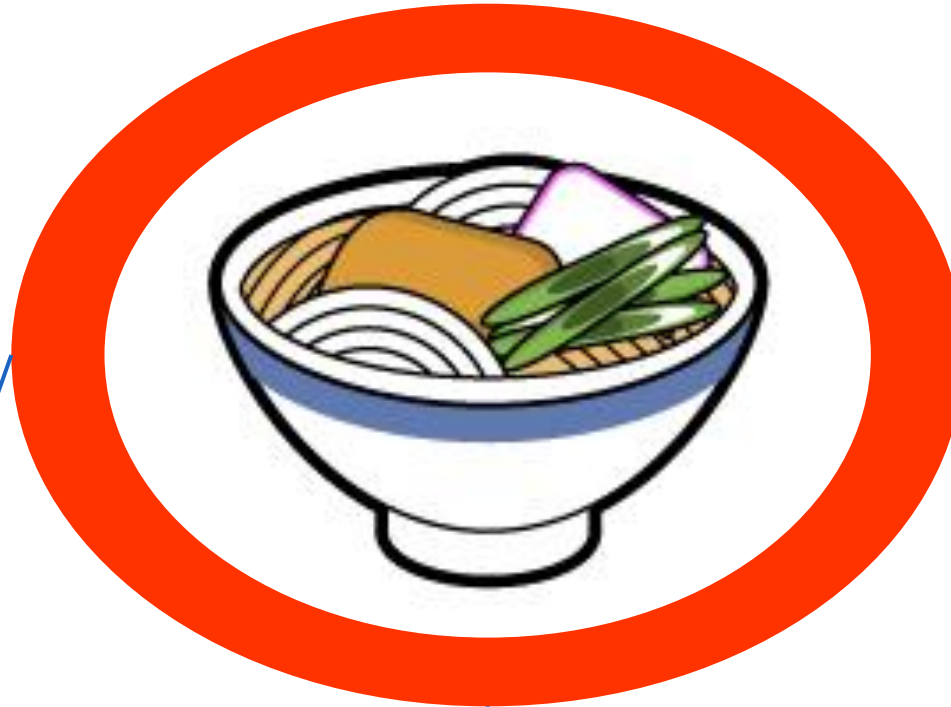
Overpopulated  
country!



Udon is simple, fast  
→ **High turn over rate** is achievable

Source: IMF - World Economic Outlook Database(2014), Census in Japan(2014)

# Why Udon?- 2.Food Culture

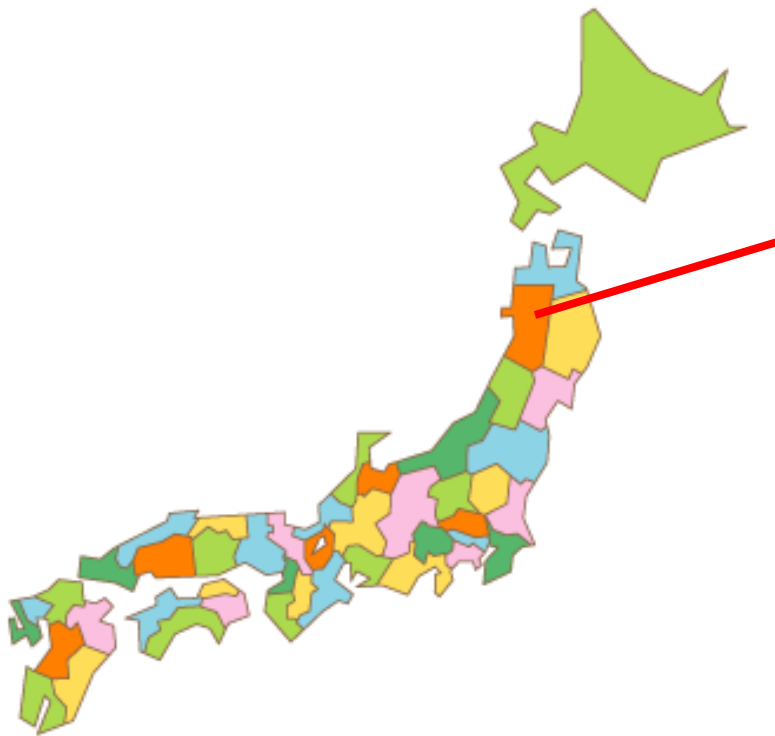


Noodle friendly culture  
(Chinese food)

Using chopsticks  
culture

Pro-Japanese culture





# There are many types of Udon



Udon	origin	features
Sanuki Udon	Kagawa Prefecture	chewy noodles
Inaniwa Udon	Akita Prefecture	soft, thin noodles
Himi Udon	Toyama Prefecture	not using oil, thin noodles
Misonikomi Udon	Aichi Prefecture	Using miso, hard noodles
⋮	⋮	⋮

# Sanuki Udon & Inaniwa Udon



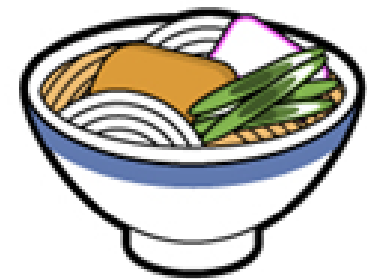
Sanuki	vs	Inaniwa
Kagawa	Origin	Akita
15, as of 2015 	Competitors	Few 
Thick 	Thickness	Thin 
Raw noodle	State of product	Dried noodle



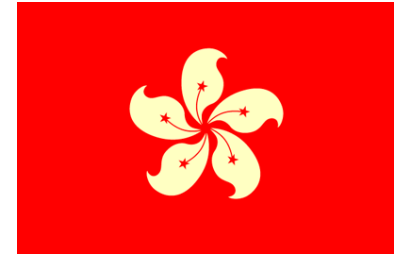
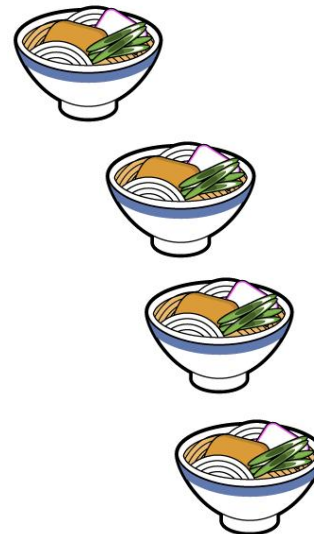
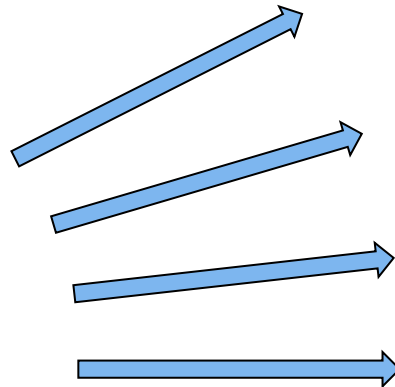
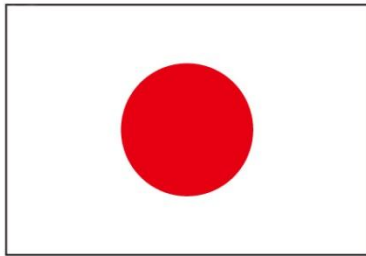
# Inaniwa Udon




1. **Fewer competitors** in HK market
2. **Thin noodle** like Chinese food would be preferable in HK.



# New UDON culture



Creating an UDON culture in Hong Kong



Tokyo, January 10, 2015

**Thank you for your listening!!**

The University of Tokyo  
Yuma Takizawa

# Risks



Upside risks (Positive impact)	Both-side risks	Downside risks (Negative impact)
A fad for Japanese food	Changing in HK law	Appearance of competitor
Prosperity	Rise of rent	Shotage of supply of dried noodle
		Change of preference toward noodle

