



The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service that can help you to complete all the administrative procedures required to start your business in Japan. It is jointly administered by the Japanese government and the Tokyo Metropolitan Government and has the main office in Akasaka and satellite centers in Shibuya and Marunouchi. In this issue, we interviewed Mr. Watanabe who loves whisky and established Whisky Tourism Japan Co., Ltd.

User

Relay Interview .....



## Wanted Everyone to Know more about Whisky

I enjoyed drinking ever since I became an adult and used to drink beer at first. But you know, everybody gradually cares about purines and calories, right? So did I, and I tried whisky at that moment for the first time. Then I realized “whisky is so good!”. As time went, I became curious about where and how it is made and wished to enjoy it at a distillery. This made me visit distilleries in Scotland, the birthplace of Scotch Whisky. In a magnificent nature, I saw how a clear, aromatic liquid called “new make spirit” is matured in a barrel for years to become whisky. I was very much moved to know each whisky company’s commitment to its production. But at the same time, I felt visiting a distillery couldn’t be any easy. Although you need a car to get there, you can’t drive if you drink. So I always wished any tours could take me there in Japan as well. Sake brewery tourism is popular in Japan, but when it comes to whisky tourism, it has just recently become recognized. Since I have loved whisky and worked in the whisky industry, I decided to start a business to spread fascination of whisky to more Japanese people and return the favor to the industry.

## 2023 was the Year of the 100<sup>th</sup> Anniversary of Japanese Whisky and the Last Year of my 20s

In fact, I wasn’t supposed to establish a company right away. Rather, I planned to save more money and prepare for “Class 2 Travel Operator”, a registered travel agency as a domestic tour operator. However, 2023 marked the 100<sup>th</sup> anniversary of Japanese whisky and the domestic market had been seeing a comeback. Plus, this year was the last year of my 20s and I somehow thought that it was a good idea to do something new during that period.

Everything went smoothly than I expected once I decided to establish a company by the age of 30. TOSBEC literally provided one-stop support for the process of establishing a company and the services were very helpful.



Whisky Tourism Japan Co., Ltd.  
President Yoshiharu Watanabe

Profile: After graduating from university in March 2016, he entered an asset management company. With his long-cherished dream of engaging with whisky, he left that company in 2017 and in December of the same year, he joined Japan Whisky Research Centre. In order to spread whisky tourism all over Japan, he left the company in July 2023 and established Whisky Tourism Japan Co., Ltd. (Tokyo governor registration travel industry No.3-8475) in the following month. For the time being, it will provide distillery tours for Japanese.

## Decided to Establish a Company thanks to Support for Entrepreneurs Offered by the Tokyo Metropolitan Government

Actually I planned to establish my company outside Tokyo at first. Although it would be better for me to do business in Tokyo, it was challenging to do so in terms of the registration as a travel agency.

As my house is in Tokyo and I hoped to rent an office nearby. So I began searching for some merits to do business in Tokyo and found support for entrepreneurs offered by the Tokyo Metropolitan Government. Like online seminars held by Startup Hub Tokyo and this TOSBEC, all the services were provided for free of charge as many times as you like. That encouraged me to start business here. I prepared to establish my company in a limited time because I worked for a different company, TOSBEC helped me a lot.

We communicated via e-mail regarding the certification of articles of incorporation and company registration over and over again. Since I didn’t need to visit the center, it was very convenient.

One of the advantages of TOSBEC is that it provides both face-to-face and online consultations.



### One point of advice from me

Since I didn’t have any experiences and knowledge about business establishment at all, I somehow thought that doing so would be very hard for people like me. However, all the procedures required to set up business went very smoothly than I expected thanks to TOSBEC! There are tons of things to do upon business establishment, and I think you can distinguish them into 2 ways: one is coming up an idea such as a business plan, which is what only you can do. The second one is like the certification of articles of incorporation and company registration, which is a formal thing. As for things like the latter, it’s better for you to complete as soon as possible by making full use of TOSBEC. Instead, you focus more on what only you can do. I highly recommend you use TOSBEC services!

**Consultation and introductory sessions are held as needed. Now accepting participants! Available to everyone, free of charge!**

【Tokyo One-Stop Business Establishment Center】

Address: JETRO Headquarters, Ark Mori Building 7F, 1-12-32 Akasaka, Minato-ku, Tokyo

TEL: 03-3582-8352 FAX: 03-5561-4123

URL: <https://www.startup-support.metro.tokyo.lg.jp/onestop/en/>