

The Tokyo One-Stop Establishment Center is a where you can do the various procedures required to establish a company. A satellite center was also opened in Shibuya and Marunouchi in 2017, making it easier to use. The number of foreign users is increasing, and we talked with such entrepreneur, Yu Fruits K.K. / Founder Yu Hyojun.

Invest
Tokyo

東京都

User

relay interview



Profile/ He was born in Korea. He started get interested in food culture while he is the military service, where he saw many canned foods. In 2016, he finished Master's degree from agriculture department in Tokyo University of Agriculture and Technology. His focus was on "Chisan-Chishou"(the local production for local consumption). In 2017, he started working in the trading company which imports fruits. By using the skills acquired in the company, he founded "Yu Fruits K.K." to trade fruits as durian.

I started this business because of my research on food cultures in Japan.

When I was in the military service in Korea, I saw names of different produced countries is in the back of canned goods. It made me wonder where the foods came from. Even after I finished my service, my interests to where food comes from kept growing. I decided to study in Tokyo University of Agriculture and Technology to study "Chisan-Chishou," the idea to connect producers and consumers by producing foods locally and consumed locally.

After the graduation, I found a job in the trading company which imports fruits to Japan. As local foods are, imported fruits also have their seasons, and local farmers' communities care a lot about the produced fruits. The middleman as I have a role to create value by connecting the farmers and other middlemen.

While working in the company, there was a fruit which caught my attention. It was durian. In 2018, durian became really popular in China, and its consumption also grew in Japan where population from Southeast Asia as Vietnam increased before Tokyo Olympics Game.

Although the demand for durians grew, many trading companies still didn't import durians. It made me want to have closer relationship with local communities, and connect durian farmers and consumers.



I started from entering "Setting up Business" in my search engine.

When I type "Setting up Business" in my search engine, I found many business to support new business. But it didn't meet my budget. Also, I wanted to set up business with my own hands. In a way, it was my wish to start up business myself, maybe with some good advice.

TOSBEC (Tokyo One-Stop Business Establishment Center) met my needs exactly. Since it is a public institution, I can't commission them to set up my business, but their free public adviser consulted me well to start my company.

It is the institution to register your business with one-stop services, but what helped me more was...

TOSBEC is an institution known for registering your business with one-stop services. However what helped me more was the advice from their free business advisers, who created my business plan together. The SME (Small and Medium Enterprise) consultant with experience in fruits industry consulted with me to create my business plan. I met him every week, so I suppose he consulted 6 or 7 times. As I talked to him, my ideas in my head started to gain some structures to be a real business. When I look back and think that was all free consultation, I still can't believe it.

Maybe it sounds a little too much to say I couldn't start up my business without TOSBEC. But TOSBEC was. Although I already set up my business, I will still use TOSBEC to consult and ask for information as public subsidy programs.



Quick Advice:

TOSBEC is not only a place to register your business. This is a place to consult and create your business. I recommend you to find your consultant which suits you to talk about your business time to time!

Join "Tokyo Business Startup Seminar"! **Participation FREE!**

【Tokyo One-Stop Business Establishment Center】

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