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各 位

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「TIME Asia Edition」(2022 年 11 月 21 日発売号) への
当社代表インタビュー記事掲載のお知らせ

国際ニュース雑誌「TIME Asia Edition」(2022 年 11 月 21 日発売号) に、「Discovering quality, empowering clients」と題した当社代表取締役 佐藤 透のインタビュー記事が掲載されました。ニッチ市場の商品企画会社のけん引役として販路を拡大している現状や今後のビジネスの可能性について語っていますので、別紙の通りお知らせいたします。

国際ニュース雑誌「TIME Asia Edition」(2022年11月21日発売号)、 株式会社リベルタ 代表取締役 佐藤透インタビュー記事掲載のお知らせ

株式会社リベルタ(東京都渋谷区、東証スタンダード:4935、以下「リベルタ」)の代表取締役 佐藤 透は、国際ニュース雑誌「TIME Asia Edition」(2022年11月21日発売号)において、「Discovering quality, empowering clients」と題した取材を受け、そのインタビュー記事が掲載されたことをお知らせいたします。

■「TIME Asia Edition」リベルタ インタビュー掲載ページ:

https://partners.time.com/partners/global-kigyo/discovering-quality-empowering-clients/?prx_t=jP4HAAAAAAmP8PA&utm_campaign=185027&prx_ro=s



Japan is once again open for business, pleasure and learning

Post-COVID-19, it's time to celebrate Japan's education, food and wellbeing industries.

The world may have been on pause for the last two and a half years. That does not mean, however, that the best and brightest parts of Japanese culture and commerce have stood still. Instead, Japanese companies in sectors such as higher education, cuisine and skincare have been working hard to look after customers and stakeholders. Now, with restrictions lifted and Japan fully re-opened for business, they are thrilled to return to full working order, bigger and better than ever.

Particularly keen to completely open the doors, and tackle new markets, is popular restaurant chain Nudaman Co., Ltd., according to President Michihito Maki. "We celebrated our 100th anniversary in 2020, the same year as the Tokyo Olympics, and we had a lot of events planned but because of COVID-19, the Olympics were postponed," he said. "The past two and a half years have been a really tough time for us. Recently though, we have been getting our business back on track. We have our 200th anniversary coming up and we have a strategy to grow larger and a part of that is growing in the international market." Maki added: "That will be aided by the growing popularity of Japanese produce and ingredients, due in large part to the healthy and nutritional properties the cuisine is famed for. Fumitaka Tikhonov, President of Takuma Foods Co., Ltd. hopes to take advantage of that by spreading his client base. "We want to continue expanding our clientele and expanding our sales channels in the global market," Tikhonov said. "The first step would be in Asia, to build up a solid base, and during the process we could have more orders and more requests from global markets." That reputation for healthy ingredients and elements also extends to the cosmetics and skincare sector.

Kanahito Sakayama, CEO of C'BON Cosmetics Co., Ltd. hopes his staff's dedicated customer service and online support can reap further rewards in the post-COVID-19 era. "When I think about the reasons people come to the salon to get beautified, many are for relieving stress," Sakayama said. "Our research department is trying to find out if we can find the same anti-stress qualities in

the ingredients of cosmetics. We are strengthening our development of products that will grow out of the salon self-care and be realized in the home self-care setting."

While products have long been bought and sold online, education has traditionally been an in-person experience. However, an incentive approach sparked an upsurge in web-based learning over the last two years in Nagoya City University. Keisjio Kohri, Chairperson of the university, hopes that

beers fruit in years to come. "During the COVID-19 pandemic, our university has been seeing an increase in the enrollment of international students despite some universities struggling to obtain any," he said. "We have been making the initiative to welcome more international students by providing our own educational and financial support. As an island country, Japan should enhance internationalization more actively than other countries," Kohri said.

Discovering quality, empowering clients



Mr. Toru Sato, President, Liberta Co., Ltd. is broadening its sales channels with the overseas expansion of Fresh Tribu - functional clothing that uses cutting-edge patent technology. "The US market is one big priority first as because few Japanese SMEs have had success there," said Toru Sato, president of Liberta. Having celebrated its 25th anniversary, Liberta has grown into a branding powerhouse.

Liberta!

In the age of moving markets, one Japanese branding firm is leading the way for niche businesses in the biggest global territories. Tokyo-based Liberta Co., Ltd. has become one of Japan's most innovative agencies by working with products at home and abroad. Its globally successful sole exhalation product Biby Foot gave the company a foothold in global markets.

Liberta, a small and medium-size enterprise (SME),

"I believe that there's a lot more hidden potential across the globe."

Toru Sato

Our mission is to bring people joy and create a more interesting world by developing excellent products. Stay tuned, you can expect a lot more in the future," Sato said. With a strong community mind-set, the company is offering its services to individuals who want to realize their ideas. "We are working on a new business model that will open our product development know-how to the general public," Sato said.



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■ TIME (<https://time.com/>)

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■ リベルタ (<https://liberta-j.co.jp/>)

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【本件に関するお問い合わせ】

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