

# Program

## 【Part 1】 10:00~12:00

### 1. Opening Ceremony (10:00~10:20)

#### Greeting from Organize

- World Nishikigoi Summit Executive Committee Chairperson  
Mr. HANAZUMI Hideyo (Governor of Niigata Prefecture)

#### Greetings from Guests

- Ministry of Agriculture, Forestry and Fisheries Minister Mr. NOMURA Tetsuro
- Alliance of Diet Members Promoting Nishikigoi Culture and Industry Chairperson  
Mr. HAMADA Yasukazu (video message)

### 2. Keynote Speech (10:20~11:00)

#### “Swimming Jewels”: The birth history of Nishikigoi and their charms.

- Professor at Institute for Advanced Studies on Asia, The University of Tokyo  
Mr. SUGA Yutaka

### 3. Panel Discussion (11:00~11:50)

#### Economic and Cultural Exchange through Nishikigoi

- Moderator: Mr. WATANABE Kenichi  
Director, CJPF Cool Japan Public-Private Partnership Platform, Cabinet Office,  
Government of Japan.
- Panelists: Mr. TAIRA Masaaki  
Secretary-General, Alliance of Diet Members Promoting Nishikigoi Culture and Industry;  
member of the House of Representatives.  
Mr. SHIBUYA Shuta Chairman and Representative Director, Fuller, Inc.  
Mr. HIRASAWA Hisashi Chair of the Board, All Japan Nishikigoi Promotion Association.

### 4. Declaration from the summit (11:50~12:00)

- World Nishikigoi Summit Executive Committee Chairperson  
Mr. HANAZUMI Hideyo (Governor of Niigata Prefecture)

Recess

## 【Part 2】 13:15~15:30

### 1. The situation of Nishikigoi in each country (13:15~13:45)

- United States of America : Mr. Andy Moo, Andrew’s Koi International
- The Netherlands : Mr. Robert Jan van den Enden, OrnaFish CEO
- Indonesia : Mr. Sugiarto Budiono, APKI
- Thailand : Mr. Bavornsak Supaton, Koimart Farm Thailand CEO
- The United Kingdom: Mr. Andrew John Chatten, CEO, SELECTIVE KOI SALES

### 2. The variety criteria for Nishikigoi and Nishikigoi Certificate (13:45~14:15)

- Mr. YOSHIDA Shunichi Vice-director, All Japan Nishikigoi Promotion Association

### Recess (14:15~14:25)

### 3. The jury eligibility criteria and online competition system (14:25~15:15)

- Mr. Isa Mitsunori Niigata Manager, Niigata District, All Japan Nishikigoi Promotion Association
- Mr. Fan Jun President, Sanshin Trading Co.Ltd

### 4. Closing Remarks (15:15~15:30)

- Mr. YONEYAMA Youichi  
Director at Fisheries Division, Department of Agriculture, Forestry and Fisheries Division, Niigata Prefectural Office
- Mr. HIRASAWA Hisashi  
Chair of the Board, All Japan Nishikigoi Promotion Association.



# NIPPON, NIIGATA, NISHIKIGOI.

## World Nishikigoi Summit



Sunday November 6, 2022 (10:00 am - 3:30 pm)

Venue “TOKI MESSE” Niigata Convention Center (Marine Hall)  
6-1 Bandajima, Chuo ward, Niigata City, Niigata Pref., 950-0078 Japan

■Hosted by: World Nishikigoi Summit Executive Committee  
[Constituent organizations] Niigata Prefecture / Nagaoka City / Ojiya City / All Japan Nishikigoi Promotion Association  
■With the support of: Cabinet Office Intellectual Property Strategy Headquarters / Ministry of Foreign Affairs of Japan  
Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Japan External Trade Organization (JETRO)  
Niigata Nishikigoi Conference / Zen Nippon Airinkai / Japan Ornamental Fish Association

Held concurrently with



### Greetings

Originating in Niigata Prefecture, Nishikigoi, with its long history of more than 200 years, is a precious fish representing Japan and also cherished outside of our country, being found in more than 60 countries and regions around the world. I find it meaningful for me to be able to share this history and global appeal with the world from its birthplace, this prefecture.

I would like to deepen our common understanding of the charms and history of Nishikigoi, nicknamed “swimming jewels” and “symbols of peace,” and in addition have economic and cultural exchange through Nishikigoi as well, by sharing information about Nishikigoi culture and future possibilities from each country. Through this summit, I would like to accelerate international economic and cultural exchange on Nishikigoi in addition to the further development of the Nishikigoi industry, the establishment and expansion of a healthy Nishikigoi culture, and the further promotion of international economic and cultural exchange through Nishikigoi.

In conclusion, I would like to express my deep appreciation to all the people and organizations concerned for their special support and cooperation in organizing this summit.



Mr. HANAZUMI Hideyo  
Governor of Niigata Prefecture  
Chairperson of  
World Nishikigoi Summit  
Executive Committee



We can trace the origins of Nishikigoi, sometimes called “living jewels” or “swimming artworks,” to the edible carp bred in the mountainous area of Nijumurago, located between Nagaoka City and Ojiya City, Niigata Prefecture.

Since then, a repeated selective breeding process over a long period of time led to its current appearance. In addition, it has been developed worldwide as a global ornamental fish culture.

Today, I would like to introduce the history of the birth of Nishikigoi, its charm as a symbol of Japanese aesthetics, and how it has become a “global ornamental fish” currently cherished by Japanese people and many people outside Japan as well.

### ▶Teacher



Professor at Institute for Advanced Studies on Asia , The University of Tokyo (Folklore)

### Mr. SUGA Yutaka

Born in Nagasaki Prefecture in 1963.  
PH.D., 1998. (Literature) from the Graduate School of History and Anthropology, University of Tsukuba.

#### Professional Positions

Research Assistant at the Folklore and Folklife Division, National Museum of Japanese History.  
Assistant Professor at Hokkaido University.  
Since 2007, Professor at Institute for Advanced Studies on Asia , The University of Tokyo.

His research focuses on folklore in Japan and China.

In his pursuit of fields and actual sites for his research, he has conducted long-term research on the cultural history of the ornamental fish Nishikigoi, which originated in Niigata Prefecture.

In 2017, he cooperated in the application for the first Japanese Nationally Important Agricultural Heritage Systems with the Nagaoka-Ojiya “Birthplace of Nishikigoi” Revitalization Promotion Council (Secretariat: Nagaoka City and Ojiya City) for “Rice and carp cultivation that takes advantage of the blessing of snow.” (Recognized on March 14, 2017)

In the same year, he assumed the position of chairman of the “Nishikigoi Reviewing Committee,” when Nishikigoi was designated as the “Ornamental Fish in Niigata Prefecture,” on May 5, 2017.

He is also active as a “seko” (one of several “matadors” who face the bulls) in Ojiya Bull-Sumo, and in 2022, assumed the position of president of Ojiya Bull-Sumo Promotion Council.

He is the author of many books.



NIPPON,  
NIIGATA,  
NISHIKIGOI.



### ▶Moderator



Director, CJPF Cool Japan Public-Private Partnership Platform, Cabinet Office, Government of Japan

### Mr. WATANABE Kenichi

Born in 1971 in Tochigi City, Tochigi Prefecture, the city of carp. Graduated from Gakushuin University, Faculty of Economics, University of California, San Diego, University of Washington BUSIP.

KDDI, Asahi Shimbun, and the Cabinet Secretariat, Integrated Secretariat for Regional Revitalization. In 2010, as the Value Designer of XPJP inc, specialized in Cool Japan strategy, regional design, tourism, food culture, and next-generation development.

In 2020, the president of the General incorporated association Space SAGA, the Director of Space Project Design.

The producer of Islander Summit Ishigaki and the producer of Edo Green Economy.

Producer of “Feel Jingu” at Ise Jingu Shrine.

Member of the Advisory Board of the National Tax Agency's Sake Branding Promotion Project, Researcher at Keio University's Graduate School of SDM Research Institute, Visiting Professor at the Kyoto University of Arts, Visiting Professor at Tohoku University of Art & Design, Co-researcher at the Institute for Integrated Global Environmental Studies, and Lecturer at Tsuji Culinary School. Licensed chef.

### ▶Panelists



Secretary-General, Alliance of Diet Members Promoting Nishikigoi Culture and Industry; member of the House of Representatives

### Mr. TAIRA Masaaki

Born in Tokyo in 1967.

Graduated from Waseda University School of Law; former President of Yamakuni, a wholesaler trading in the Ota Vegetable and Fruit Market, as the third generation to inherit the business; former Chief Director, Tokyo Junior Chamber Inc.

In 2005, he became an official candidate for the Liberal Democratic Party (hereinafter, “LDP”) as the result of an open competition in which the success ratio was 1 in 43, and first ran in the Lower House General Election, winning a seat.

In 2012, he assumed the office of Parliamentary Vice-Minister of Economy, Trade and Industry, and promoted reforms from the perspective of users, such as the establishment of mirasapo (www.mirasapo.jp).

In 2014, he became State Minister of Cabinet Office, working on key policies such as “regional revitalization”, “National Strategic Special Zones”, and “Cool Japan”.

In 2019, he was appointed to the post of State Minister of the Cabinet Office a second time, setting out strategic innovations such as “Disaster Management & Technology (IT)”.

As of November 2022, he is Director, Special Committee on Promotion of Science and Technology, and Innovation; Director-General, Information Research Bureau, LDP; Director, Internet Media Division, LDP; Head, Project Team on web3, LDP; and Chairperson, Policy Research Council, Federation of Tokyo Prefecture LDP Party Branches, among other posts.



Chairman and Representative Director, Fuller, Inc.

### Mr. SHIBUYA Shuta

Born in Niigata Prefecture in 1988. Chair of the Cool Japan EXPO in NIIGATA Executive Committee.

After graduating from the National Institute of Technology, Nagaoka College, he transferred onto a course in the College of Policy and Planning Sciences, University of Tsukuba.

After working for GREE, Inc., he founded Fuller, Inc. in November 2011, and assumed the post of Representative Director.

In 2016, he was selected for inclusion in the “30 under 30”, a list of the most important people under 30 years old issued by Forbes, one of the world’s leading business magazines.

In June 2020, he moved back to his hometown, Niigata. He was selected to be Representative Director of the Niigata Venture Association in September of the same year.

In October 2020, he was appointed as a Visiting Professor at the National Institute of Technology, Nagaoka College.

In December 2021, he was awarded the EY Entrepreneur of the Year 2021 Japan Prize.

His dream is to create the most attractive company in the world.

He is the author of “Entrepreneurial Friendship”.



Chair of the Board, All Japan Nishikigoi Promotion Association.

### Mr. HIRASAWA Hisashi

Born in Ojiya City, Niigata Prefecture, in 1967. Company President of Marudo Koi Farm.

In 2006, he was appointed Chair of the Board of the Niigata Section of the All Japan Nishikigoi Promotion Association.

In 2012, he took up the position of Vice Chair of the Board of the national association, and in 2018, he became the national Chair of the Board.

In May 2022, All Japan Nishikigoi Promotion Association was incorporated, and he remains its present Chair of the Board.

He has been invited to give lectures to groups of nishikigoi enthusiasts within Japan and abroad, and has contributed to the diffusion of judging techniques at exhibitions.

He also participates in many exhibitions around the world as a judge.

Through these exhibitions and other opportunities, he is active in disseminating information on nishikigoi, which exploit Japan’s strengths to the full, to foreign countries as an element of Cool Japan.