

## Hyogo Tourism and Product Promotion “The Jewels of Hyogo Prefecture”

On Tuesday, August 20, a reception to promote Hyogo tourism and products was held at the Consul General’s official residence in Seattle. Co-sponsored by Hyogo Prefecture and the Consulate General of Japan, this event featured a wide variety of the prefecture’s products, including famous Kobe beef, rice and sake, personally promoted to guests by Hyogo governor Toshizo Ido. Fifty guests, including Washington State Lt. Governor Brad Owen, State Senators Karen Fraser and Bob Hasegawa, and representatives from the Washington State Departments of Commerce and Agriculture, food, tourism, marketing and other business sectors, attended and enjoyed the delicacies from Hyogo.



Governor Ido and Consul General Omura  
welcoming guests



Toast led by Lt. Governor Owen

Representatives of Hyogo’s food industries and prefectural government directly promoted products to guests with the goal of growing business ties with Washington.



Sake tasting booth



Kobe beef on the grill

Along with the other products, tourism booths promoted Hyogo's attractions to the guests.



Tourism booth

The term “Kobe beef” is often heard here but the original product certified in Japan has never actually been sold in Washington State. Kobe beef was specially shipped to Seattle for this event, providing guests with a good opportunity savor a gourmet product direct from Japan. We hope that the popularity and appeal of the high quality products and unique destinations of Hyogo will continue to grow in the Pacific Northwest.