

August, 2022
Kansai Bureau of Economy, Trade and Industry
Regional Brand Development Support Office

【Invitation】 Le Marche special day ~ Kansai limited twelve ~

We will hold a special edition of le Marche that is different from Le Marche held every month at the Consulate-General of France in Kyoto on September 25th, with the following content, and we will dispatch information about vendors whose branding we are supporting, called “Kansai regional brands (12 regional brands) into the world”.

We are looking forward to your visit.

1. Purpose of the event/objective

This time, aiming to further strengthen cultural, brand, and business exchanges between France and the Kansai region, we will hold a marché with booths only by the relevant businesses of the selected 12 regional brands. It will be called “Le Marche special day ~ Kansai limited twelve ~”, in cooperation with Consulate-General of France in Kyoto and Enafarm, which is responsible for the operation of Le Marché held regularly at Consulate-General of France in Kyoto.

2. Summary

- (1) Date : Sunday, September 25th 2022, from 10:00 am to 16:00 pm
- (2) Venue : Consulate-General of France in Kyoto Institut français du Japon
Kansai, in the garden
Address : Kyoto City Sakyo Ward Yoshidaizumidonocho 8
- (3) Vendors : Businesses engaged in 12 regional brands selected by Kansai Bureau of Economy, Trade and Industry (Please refer to the attached file.)
- (4) Prospective visitors : Buyers mainly involved overseas, related persons from the Consulate-General in Kansai, Lycée Français International de Kyoto, and regular visitors of Le Marche, etc.
- (5) Contents : Marché style products sales, holding business negotiation events, workshops about the vendors' products and related technologies, etc.
- (6) Organizers :
 - Sponsor : Enafarm
 - Co-sponsor : Consulate-General of France in Kyoto, Kansai Bureau of Economy, Trade and Industry

【References】

・ <Le Marche>Referral page

<https://www.institutfrancais.jp/kansai/agenda/%E3%83%AB%E3%83%BB%E3%83%9E%E3%83%AB%E3%82%B7%E3%82%A7-11/>



・ Enafarm<Le Marche>Referral page

<https://www.enafarm.jp/%E3%83%AB-%E3%83%9E%E3%83%AB%E3%82%B7%E3%82%A7%E3%81%AE%E3%81%93%E3%81%A8/>



12 Model Cases of Supporting Local Brands

Kyoto Pref.

- **Tango Textile** [Kyotango City etc.]
- **Wazuka tea** [Wazuka Town]

Hyogo Pref.

- **Black soybeans of Tamba Sasayama etc.** [Tamba Sasayama City]
- **Banshuori** [Nishiwaki City etc.]
- **Sake rice of Miki etc.** [Miki City]
- **Cuisine and fragrance of Awaji** [Awaji Island]

Osaka Pref.

- **Senshu towel** [Izumisano City etc.]

Wakayama Pref.

- **Wakayama knit** [Wakayama City etc.]

Fukui Pref.

- **Sabae Megane** [Sabae City]

Shiga Pref.

- **Shigarakiware** [Koka City]

Nara Pref.

- **Nara Sake** [All in Nara Pref.]
- **Koryo socks** [Koryo Town]