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Taipei is the Most Successful Overseas Market for Japan's Sushiro

Sushiro is the number one conveyor belt sushi brand in Osaka, Japan. It is extremely cautious when assessing overseas investments, and took many factors into consideration before expanding overseas to Taipei. Taipei City is a friendly and highly internationalized city. It is the political, economic, and cultural center of Taiwan, and about 75% of its industrial structure is made up by the service industry. Taipei City offers high quality talent, convenient transportation, good public security, and ICT, healthcare, and education infrastructure, which has attracted many multinational corporations and financial institutions. The rent of office space in Taipei City is more competitive than Beijing, Shanghai, Seoul, Hong Kong, Singapore, and Tokyo; fuel, water, and electricity is also cheaper, and information on commercial real estate is transparent. All of these advantages attract the food and beverage service industry to invest in Taipei City. Even more importantly, Sushiro hopes to let people around the world understand the culture of sushi. Many consumers in Taipei City are a big fan of Japanese cuisine. They are familiar with Japanese sushi culture and understand the taste of sushi. These are important factors taken into consideration by Sushiro when expanding in Taipei.

To establish its first flagship store in Taipei City, Sushiro searched for the most suitable location, applied for a permit, looked into local laws and regulations, and completed interior design through Daiwa House Group, the most trustworthy house group in Japan. Sushiro went through many procedures for the first time because it was opening its first store in Taiwan.

The building construction and store opening process were both delayed because Sushiro was unfamiliar with Taipei's investment environment. Cross-departmental administrative assistance was provided through Invest Taipei Office (ITO), which provided one-stop service, including industry information, consultation, and introduction. ITO assisted Sushiro in business registration and negotiations concerning building management laws, helping Sushiro to eliminate barriers and successfully open its store in Taipei City. President Mizutome of Sushiro said that business is booming in both stores in Taipei City, which has many locals and tourists. Sushiro plans to open at least 10 stores in Taipei in hopes of letting everyone be able to taste authentic sushi. He also thanked consumers in Taipei City for their love and support for Sushiro.

Sushiro's successful expansion in Taipei City was made possible through the preparations of Daiwa House Group and assistance of ITO, which allowed it to successfully obtaining a building permit and consultation for the investment. ITO not only provides companies with consulting and assistance in the various issues that they encounter when expanding into Taipei City, but also provides strategic partner services. If Sushiro has any needs related to ingredient selection, ITO is happy to introduce it to Taipei City's agriculture companies and promote Taipei City's agricultural specialties.

ITO is a one-stop window provided by Taipei City Government for foreign companies to make investments in Taipei City. Companies making investments in Taipei City are welcome to contact ITO, which will provide the best services to investors!

Invest Taipei Office.

The Taipei City Government's Department of Economic Development established the Invest Taipei Office (ITO) to effectively assist domestic and overseas companies and entrepreneurs by providing them with knowledge and understanding of Taipei's business environment as well as of related policies and legislation. The ITO's focus is to assist companies with various requirements for setting up businesses in Taipei City; it offers consultation, introduction, and resource consolidation services, as well as investment troubleshooting and business opportunity expansion guidance, all to promote Taipei's industrial and economic development.

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