

PRESS RELEASE



“OYAMA SELECT” – A Web Platform Connecting Businesses in Oyama City with the World

Seven Companies from Oyama City, Tochigi Prefecture, Unite to Enter Global Markets



Overview

The **Oyama Chamber of Commerce and Industry** (Address: 1-6-36 Joto, Oyama City, Tochigi Prefecture, Japan) has launched “**OYAMA SELECT**,” a bilingual web platform designed to support local companies in expanding into overseas markets.

Based on the results of last year’s influencer-led test marketing project, the platform serves as a new hub where seven small and medium-sized enterprises (SMEs) from Oyama City can showcase their products and stories to global audiences.

Each product page features influencer endorsements and short videos that highlight the appeal, **craftsmanship**, and unique qualities of Oyama’s local products.

Project Background

In 2024, Oyama City conducted a marketing initiative using overseas influencers to gather authentic feedback from international consumers through product tastings and experiences. The results demonstrated significant interest and demand for Oyama-made products abroad.

In response, the Chamber launched “**OYAMA SELECT**” in 2025 to enhance global promotion of local businesses.

The platform allows companies to directly share information about their products, including product introductions, videos, influencer commentary, and links to international e-commerce platforms within one integrated space.

Website Features

Website: <https://oyamaselect.jp>

Bilingual Interface (Japanese / English)

Designed for international users and buyers to ensure a seamless experience.

Influencer-Driven Promotion

Three influencers based in France, Germany, and Vietnam introduce products based on authentic tastings and experiences.

Visual Storytelling through Short Videos

Videos showcase each product in use and convey its unique appeal.

Regional Storytelling

Highlights Oyama’s natural environment, culture, and craftsmanship to strengthen trust in local products.

Participating Companies and Products

Seven companies from Oyama City participate in “**OYAMA SELECT**,” each presenting a distinctive product that reflects the region’s creativity and quality.

OBĀCHAN Co., Ltd. – “Juntaku Propolis Throat Lozenges”

Made with Brazil’s finest propolis, these natural lozenges are known for their gentle sweetness and health benefits.

Shoku Media Co., Ltd. – “Roasted Hatomugi Cereal”

A *hatamugi* cereal that supports beauty and wellness. Enjoy its fragrant aroma and crispy texture as a topping for yogurt or salads.

Lahaina Corporation – “Ichigo Bamboo Tea”

A naturally caffeine-free tea made from bamboo, offering a soft and refreshing taste.

Nozaki Co., Ltd. – “STORK VALLEY JAPAN PREMIUM GIN”

A premium craft gin distilled from local botanicals including mulberry leaves, sansho pepper, and green tea.

World Reach Co., Ltd. – “ROCKS Non-Melting Ice”

Hand-polished natural stones that keep drinks cold without diluting them, combining functionality and elegance.

Oyama Jiman Co., Ltd. – “Tochigi Kanpyo Ramen”

Noodles kneaded with Tochigi’s signature dried gourd (*kanpyo*), offering a unique texture and flavor.

Daichi Co., Ltd. – “Kanpyo Udon”

A high-fiber udon noodle made with *kanpyo*, bringing a traditional ingredient into modern, health-conscious dining.

All seven products embody the craftsmanship and creativity that Oyama City proudly shares with the world.

You can watch each company’s product introduction video via the QR codes available on the website.



Future Outlook

Through “**OYAMA SELECT**,” the **Oyama Chamber of Commerce and Industry** aims to establish a sustainable model that connects local businesses with international buyers and consumers.

The Chamber will continue to collaborate with the **Japan External Trade Organization (JETRO)** to promote cross-border e-commerce, participation in international trade fairs and online business meetings.

Oyama City will continue supporting regional businesses in developing “global brands born from local innovation.”

OYAMA SELECT

<https://oyamaselect.jp>



Contact

Oyama Chamber of Commerce and Industry

Overseas Market Development Project Office (Attn: Shibahara)

1-6-36 Joto, Oyama City, Tochigi 323-0807, Japan

TEL: +81-285-22-0253

Website: <https://oyamacci.or.jp>

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