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For Immediate Release



Pacific Consultants Co., Ltd.
Sumitomo Forestry Co., Ltd.
Hitachi Capital Corporation

Harappa to Open on April 2 as a Facility for Invigorating the Higashimatsushima Area

On April 2, 2016, “Harappa,” a facility for invigorating the Higashimatsushima area, will open in Higashimatsushima City in Miyagi Prefecture.

Harappa is a facility comprising “yaoya” for direct-sales of agricultural and fishery products, and the bakery “Hatake no Panya-san.” Besides supporting the daily lives of residents in the area, the facility aims to contribute towards invigorating the community through sales of local produce.



Harappa will be operated by Pacific Consultants Co., Ltd. (President: Shigenori Takaki; Head Office: Chiyoda-ku, Tokyo; hereafter “Pacific Consultants”), with design and constructions carried out by Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo; hereafter “Sumitomo Forestry”). The facility is owned by Hitachi Capital Corporation (Board Director: Kazuya Miura; Head Office: Minato-ku, Tokyo), and will be leased for 15 years to a company working toward revitalization of the Higashimatsushima region that is part of the Pacific Consultants International Group.

The facility comes from activities by Higashimatsushima Organization for Progress and Economy, Education, Energy (HOPE), which was established through a collaboration of public, private, and educational institutes, for the purpose of recovering from the Great East Japan Earthquake, and promoting the implementation of the FutureCity Initiative.

Based on HOPE’s activities aimed at “generating businesses for the future of Higashimatsushima City, and invigorating the region by creating job opportunities,” Pacific Consultants undertook planning for this new facility. Sumitomo Forestry, which also participates in HOPE’s activities, shares the same sentiments, and carried out design and construction to build a space abundant with the warmth of wood to create a facility fitting for Higashimatsushima City, which aims to be a “MOCCA City” (a city promoting the use of wood). Hitachi Capital Corporation also shares the same spirit, and went about

making it easier for local companies to participate in this business initiative. Through the coordinated efforts of these three companies, Harappa will soon be opened for business.

In preparation for the opening, 20 staff will be employed from the local community, and more than 80 suppliers in the region will be engaged in direct sales with the facility. Steady progress is being made to prepare for operations of the facility centered on the local community, including development of processed food products and new ingredients.

To date, Pacific Consultants has been involved in many social infrastructure businesses, and has also been actively participating in initiatives for regional vitalization in recent years. Sumitomo Forestry has been promoting the use of wood beyond residential homes, in medium-and large-sized buildings such as commercial, medical, eldercare, and educational facilities. Hitachi Capital Corporation is also actively working to invigorate local communities by creating social value, through providing solutions in various functional fields beyond the financial sector.

Five years after the earthquake, the three companies, each taking on different roles, are happy to be able to open Harappa as a facility for invigorating industry and economy in the Higashimatsushima area.



yaoya



火のパン屋さん

Overview of Harappa

Address: 485-1 Yamoto Aza Kitaura, Higashimatsushima City, Miyagi Prefecture, 981-0503

TEL: 0225-24-6740

Opening hours: 9:00 a.m. to 7:00 p.m.

Open seven days a week throughout the year (except during the New Year period)