



Fukui Prefectural Tourism Federation
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A Once-in-a-Lifetime Experience:
 Discover the Master Craft of Swordsmiths and Legendary Blades

FUKUI



MICE Planner's Guide

Find Your Inner Calm and Discover Something New

Fukui, renowned as a sacred center of Zen Buddhism, is a place where quiet moments bring calm and clarity to the mind. Its time-honored traditions of craftsmanship continue to thrive, evolving into cutting-edge technologies that shape the future. Surrender yourself to Fukui's rich natural surroundings and take a moment to reset your heart and mind. Where culture, technology, and nature come together, new inspiration begins to emerge within you.

Heisenji Hakusan Shrine, Katsuyama

Mantokuji Temple

Maruoka Castle

Kehi Jingu Shrine

Hanahasu Park

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Echizen Daffodils

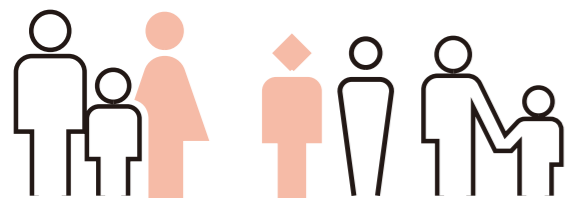
Ichijodani Asakura Clan Ruins

About Fukui

Population of Fukui

730,000

Richly blessed with mountains and sea, Fukui is where the gifts of nature and the warmth of handcrafted products come alive.



Educational standards

Among the best in Japan

Fukui's educational standards are exceptionally high, with both elementary and junior high school students consistently ranking among the top nationwide in academic achievement and physical fitness tests.



Female employment rate



Fukui has one of Japan's highest rates of dual-income households, with an environment that makes it easy for women to balance work and family life.

NO.1

Eyewear frame production

Over 90%
domestic market share

The city of Sabae is the undisputed home of eyewear manufacturing in Japan, producing over 90% of all domestically made eyewear frames.



Happiness index

With outstanding results in the fields of education, work and daily living, Fukui residents have ranked No.1 in happiness for many years.



CEOs per capita

Fukui has thriving local industries, such as textiles and eyewear, and a high concentration of business owners, especially in small and medium-sized enterprises.

NO.1



Textile industry shipment value

Fukui's humid climate is ideal for textile processing. While nurturing high levels of technical expertise over generations, the prefecture has established itself as one of the world's leading textile-producing regions.

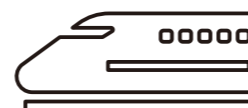
NO.1



Access to Fukui

Hokuriku Shinkansen

The opening of the Hokuriku Shinkansen now provides direct access from Tokyo, and connections from the Kansai region are also excellent.



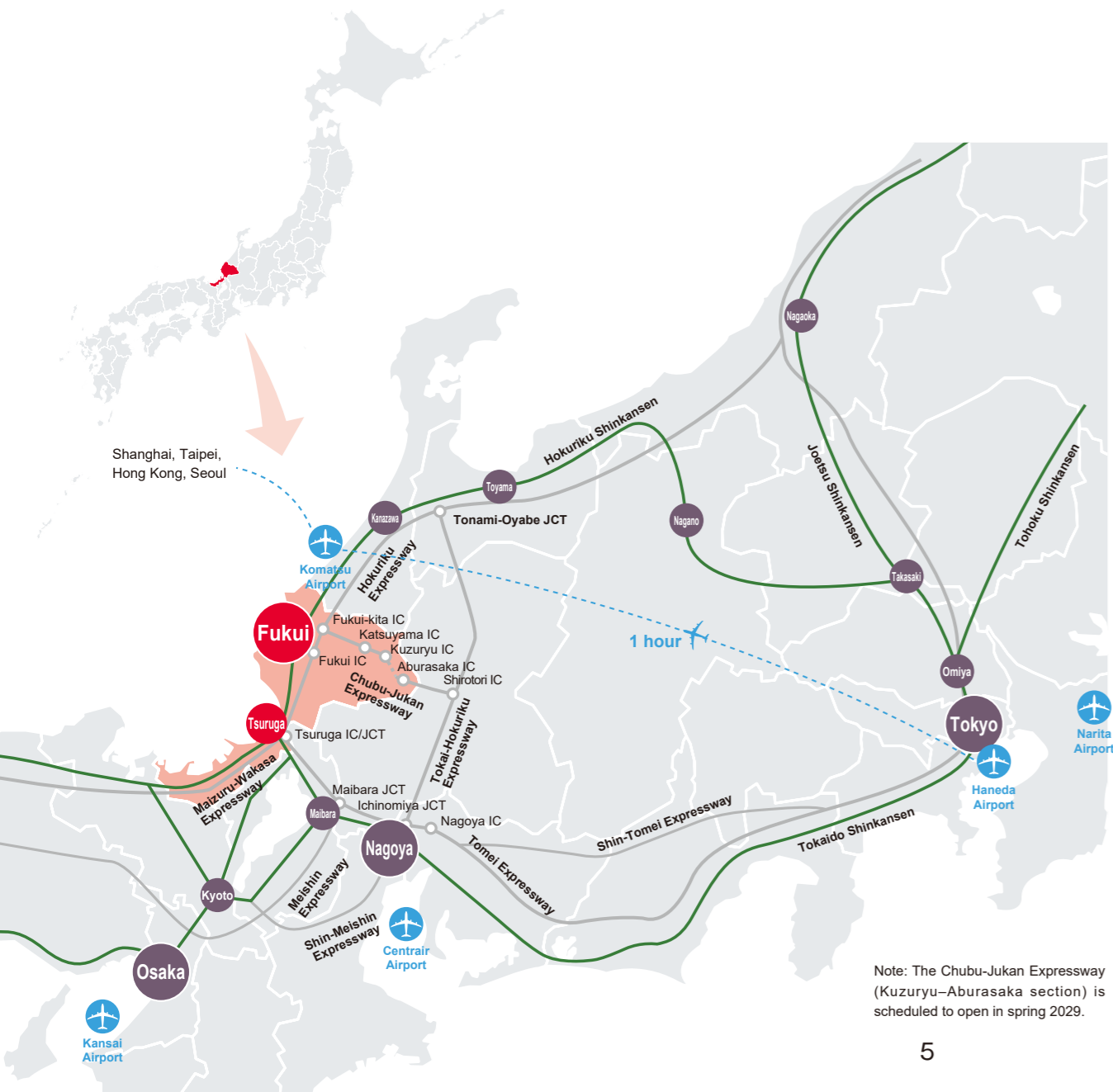
Fukui by Numbers

Why Fukui?

3 Reasons to Choose Fukui



Access



Easy access by shinkansen !

From Tokyo

- By JR(train)** Hokuriku Shinkansen approx. 2 hr. 49 min. (fastest)
- By air** Haneda Airport — Komatsu Airport — Fukui (by bus) approx. 2 hr. 30 min.

From Nagoya

- By JR(train)** Tokaido Shinkansen + Limited express + Hokuriku Shinkansen approx. 1 hr. 41 min. (fastest)
- By bus** approx. 2 hr. 30 min. (via expressway)

From Osaka

- By JR(train)** Limited Express + Hokuriku Shinkansen approx. 1 hr. 51 min. (fastest)
- By bus** approx. 3 hr. (via expressway)

As of March 2026



Location



Approx. 30 min. Approx. 1 hr. 20 min.



Approx. 1 hr. 30 min. Approx. 2 hr. 30 min.



Conveniently located near popular tourist destinations !



Approx. 2 hr. 20 min.



Approx. 2 hr.

Approx. 2 hr.



Eiheiji Temple: Where Zen Opens a World of Experience

Eiheiji Temple in Fukui Prefecture is a sacred site of Zen Buddhism. As the head temple of the Soto sect, it has upheld the teachings and practice of Zen for over 700 years and continues to serve as a training monastery to this day.

Zen is not about acquiring knowledge or finding answers. Rather, it is a process of quietly letting go of preconceptions and turning inward to re-examine oneself.

In incentive travel and corporate training, what matters most is not simply what you learn, but the experience of naturally expanding your perspective.

A Zen experience offers a rare opportunity to step away from everyday life and reflect. Immersing yourself in Fukui's culture, craftsmanship, way of life, and natural surroundings helps calm the mind and gently open the door to new ways of thinking.

In Fukui—home to Eiheiji Temple—the spirit of Zen forms a quiet foundation where diverse elements come together, creating experiences that deepen both thought and creativity.



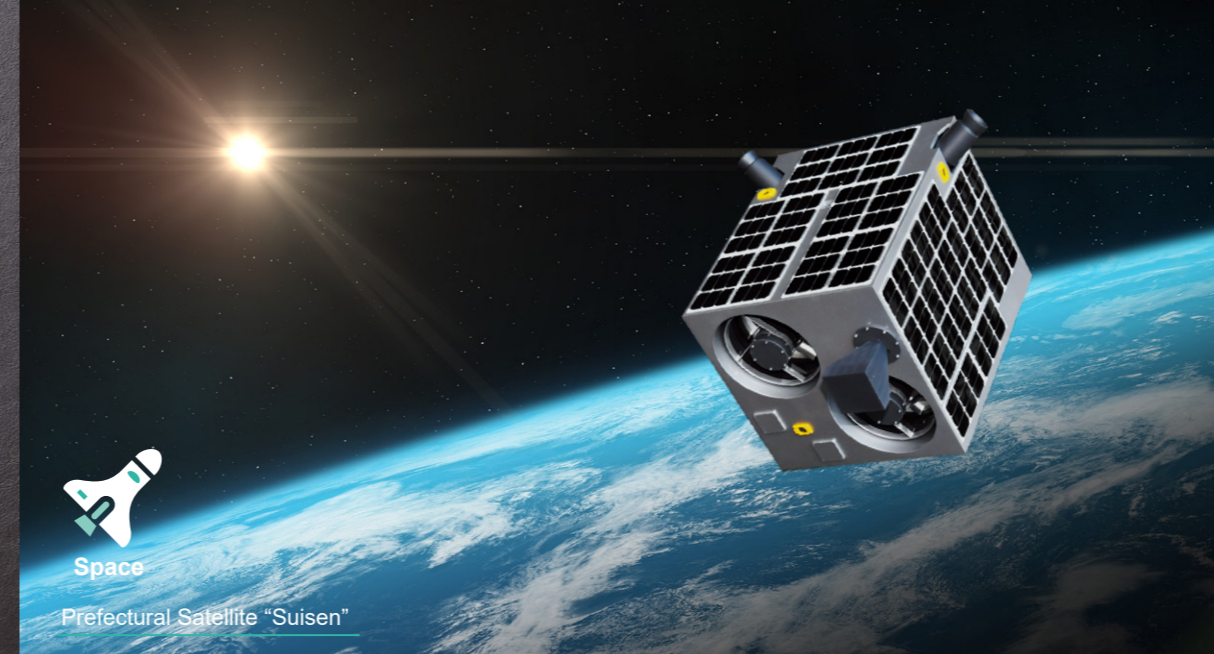
Tagline

「FUKUI, JAPAN Reset yourself to a new you」

New inspiration born from nothingness in the sacred land of Zen

Statement

Fukui Prefecture is home to Eiheiji Temple, the head temple of Soto Zen and a historic training monastery. The region's strong culture of dedication to learning reflects the spirit of Zen itself. At the heart of Zen lies a mental reset — a state of clarity and openness that has inspired many thinkers, including Steve Jobs. We hope Fukui can become the catalyst for your own new inspiration.



Echizen chests

Echizen pottery

Echizen uchihamono (forged knives)



Space
Prefectural Satellite "Suisen"

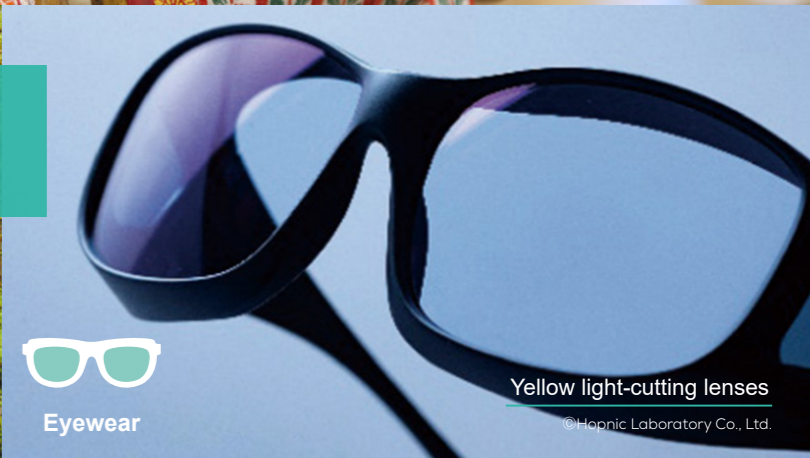
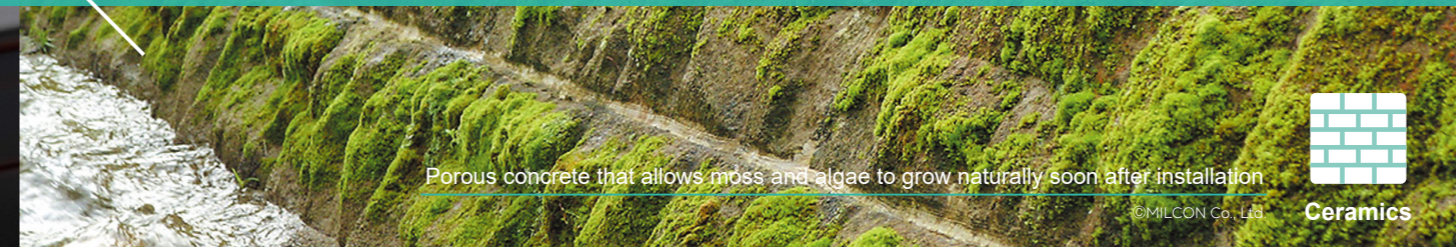


Textiles
Tyrolean ribbons
©EIGHT RIBBON

Traditional techniques, cultivated through the local environment and daily life, have been carefully preserved and handed down over generations.



Fukui's Traditional Crafts × Fukui's Cutting-edge Technologies



Wakasa lacquerware

Echizen lacquerware

Porous concrete that allows moss and algae to grow naturally soon after installation
©MILCON Co., Ltd.



Ceramics



Eyewear

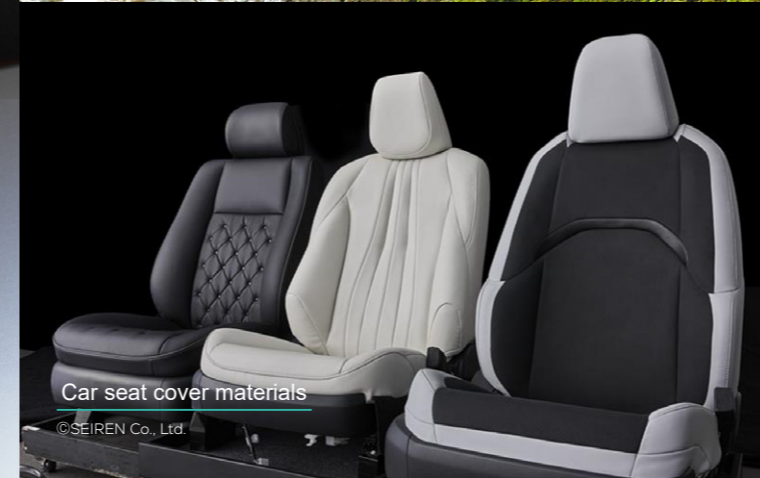
Yellow light-cutting lenses
©Happic Laboratory Co., Ltd.



Echizen washi (paper)



Wakasa agate crafts



Car seat cover materials
©SEIREN Co., Ltd.



PTFE Electroless Nickel Plating
©Sanki Plating Industry Co., Ltd.



Chemicals

These technologies have been refined across a wide range of fields, resulting in products with strong global market shares and companies with truly unique expertise.



Textiles



Cardiac repair patches
©Fukui Tateami Co., Ltd.

Japan's Spiritual DNA



Zen meditation at Kippoji Temple



2 Yokokan Garden

The grand garden of a feudal lord's family from the Edo period (1603-1868), Yokokan Garden consistently ranks among the finest Japanese gardens in the country. In a building that appears to float on a pond, guests can participate in a traditional tea ceremony. This serene space, steeped in history, offers a uniquely restful escape from everyday life.

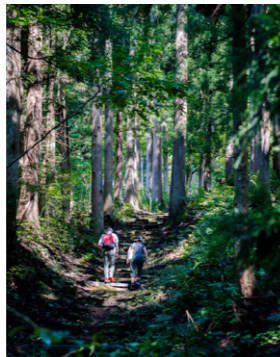


Tea ceremony participation



1 Home of Zen

This region has long nurtured, as an integral part of its culture, the teachings and spirit rooted in Eihei-ji Temple, the head temple of the Soto sect and a Zen training monastery. Even today, the monks go about their rigorous daily practice while cherishing their ties with the local community. We invite you on a journey to discover Japan's spiritual DNA through visiting this time-honored temple, experiencing Zen meditation and Buddhist vegetarian cuisine, and interacting with the local people.



3 Echizen Great Buddha

Enshrined at one of Japan's largest temple complexes, the Echizen Great Buddha is a seated statue 17 meters tall. The 1,281 Buddha statues lining the walls, and a five-tiered pagoda create a truly overwhelming sense of scale. Hushed and awe-inspiring, the temple grounds are one of Fukui's most celebrated power spots, known for their rejuvenating and energizing effects.



4 Heisenji Hakusan Shrine

Once the center of Hakusan mountain worship in a thriving religious metropolis, this sacred site welcomes you into a world of profound tranquility. As soon as you step inside, you are enveloped by the deep green moss that blankets the ground and the hushed stillness of the straight, towering Japanese cedar trees. Bathed in soft sunlight, the lush carpet of moss glows — a purifying, mystical scene in which the weight of history blends seamlessly with the beauty of nature.



1 Home of Zen

[ZEN PROGRAM]

Guided by a monk, this special program allows participants to experience the teachings of Zen with all five senses, through authentic Zen meditation instruction and a traditional *shojin ryori* (Buddhist vegetarian cuisine) meal served according to time-honored customs. Participants may also hike along the historic temple approach associated with Zen master Dogen.

P Year-round, except during the snow season (approx. December-February)
⌚ 1 hour or more (negotiable)
👥 Approx. 10
💰 From ¥100,000 per group
 *Prices subject to change

English available

2 Yokokan Garden

[Participation in tea ceremony]

A special tea ceremony experience in which guests enjoy matcha and sweets while overlooking the garden

H Tea ceremony hours: 10:00 a.m.–3:00 p.m. on weekdays
 Garden opening hours: 9:00 a.m.–5:00 p.m.
⌚ Duration: Approx. 1 hr. 30 min.
💰 Admission: ¥220 (*group discounts available)
 Tea ceremony fee: Inquire for details (room fee and admission charged separately)
 Note: Prices subject to change
 Languages: Please inquire

3 Echizen Great Buddha

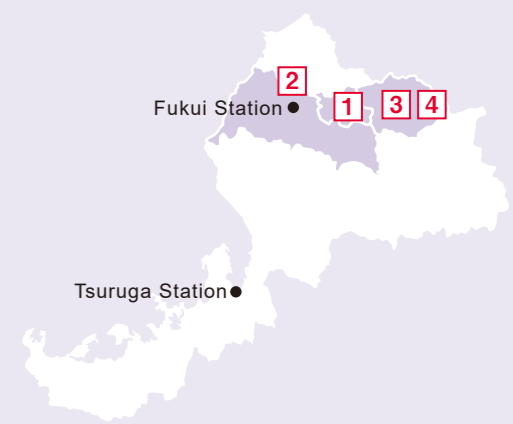
H 8:00 a.m.–5:00 p.m. (subject to change in winter)
⌚ 30 min.–1 hr.
👥 Up to more than 100
💰 ¥500 Note: Prices subject to change
 Languages: Please inquire

4 Heisenji Hakusan Shrine

R June–July
⌚ 30 min.–approx. 1 hr.
👥 Up to more than 100
💰 Free
 Languages: Please inquire

For inquiries, please contact the Fukui Prefectural Tourism Federation. Guide-interpreter services are also available upon request.

P Period **R** Recommended season **H** Hours **⌚** Duration
👥 Maximum group size **💰** Fee



Transformative Experiences That Inspire



1 Tojinbo Cliffs

Tojinbo Cliffs stretch along the coast in a dramatic series of towering rock formations. Nearby, a lively shopping arcade is lined with restaurants and souvenir shops, where visitors can enjoy fresh seafood and local street food. As one of Fukui's most iconic destinations, Tojinbo offers breathtaking scenery and unforgettable experiences, including stunning sunsets and sightseeing boat cruises that provide spectacular views of the cliffs from the sea.



2 Mikatagoko (The Five Lakes of Mikata)

Rainbow Line Summit Park offers sweeping panoramic views of Mikatagoko, a landscape formed by five beautiful lakes. Visitors can reach the summit by lift or cable car, enjoying an aerial ride through the fresh mountain air. The park features five scenic terraces with breathtaking views, along with amenities such as foot baths and comfortable seating areas. Cycling routes around the lakes are also available, allowing visitors to fully immerse themselves in the rich natural surroundings of Mikatagoko.



5 JAM Fukui Katsuyama Mountain Resort

Not only does this resort offer thrilling winter experiences as one of western Japan's largest ski destinations, but its green season activities also allow guests to enjoy the highlands year-round.



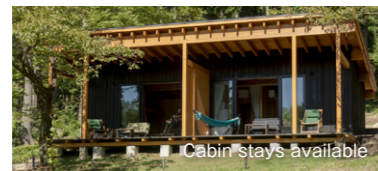
6 ESHIKOTO

A multipurpose facility operated by the Kokuryu Group, home to the renowned Kokuryu Sake Brewery, ESHIKOTO is dedicated to showcasing the food and culture of Fukui and Hokuriku, with sake at its heart. Guests can take in the scenic surroundings at their own pace while savoring carefully crafted French cuisine, sake, soba noodles, and bread — all made with an abundance of locally sourced ingredients. Activities such as sake tasting and cellar tours (by arrangement) are also available.



3 Tree Picnic Adventure Ikeda

One of Japan's largest adventure parks, Tree Picnic Adventure Ikeda is packed with activities, from the Mega Zipline, which delivers the exhilarating sensation of soaring like a bird, to the Adventure Park in the tree-tops. Overnight stays in tree tents or cabins are also available, offering a special retreat where guests can experience the breathing of the forest with all five senses.



4 Echizen Soba Village

An outlet directly operated by a long-established noodle maker celebrating its 100th anniversary, Echizen Soba Village is a destination where the full breadth of Fukui's food culture can be savored in a single visit. Highlights include hands-on soba-making activities, soba noodles made with buckwheat from the company's own farm served with grated daikon radish at the adjoining restaurant, tours of the soba production process, and a shop stocked with local specialties.



1 Tojinbo Cliffs

[Sightseeing boat cruise]
A guided cruise with views of the cliffs from the water, offering a front-row experience of the dramatic coastal scenery.
P 9:00 a.m.–4:00 p.m., April–October (9:00 a.m.–3:30 p.m., November–March) C Approx. 30 min.–1 hr. (including a walk around town) M 1–276 (69 per boat × 4 boats) ¥ ¥1,800 (Note: Prices subject to change)
Languages: Audio guides available in English and Chinese

2 Mikatagoko (The Five Lakes of Mikata)

[Mikatagoko Cycling (Goko-Ichi)]
Goko-Ichi is a cycling route around the five lakes of Mikata. With minimal elevation differences and scenery that changes with each lake, it is recommended even for novice cyclists.
R Spring (April–May), autumn (October–November) C Approx. 4 hrs. (approx. 33 km) M Please inquire ¥ From ¥500 for 4 hrs. (bicycle rentals available through the Wakasa Mihama Tourism Association)
Please inquire
Rainbow Line Summit Park:
R A Rose Fair featuring 600 plants of 110 varieties is held twice a year, in spring and autumn. C 1–2 hrs. ¥ ¥1,000 (Note: Prices subject to change)
Languages: Multilingual brochures available

4 Echizen Soba Village

[Soba making activity]
Guests can enjoy an authentic soba-making experience under the careful guidance of a professional soba artisan.
H 9:30 a.m.–4:00 p.m. C Approx. 1 hr. 30 min.
M 1–80 ¥ From ¥2,200 per batch
Languages: Instructional DVDs available in English and Chinese

5 JAM Fukui Katsuyama Mountain Resort

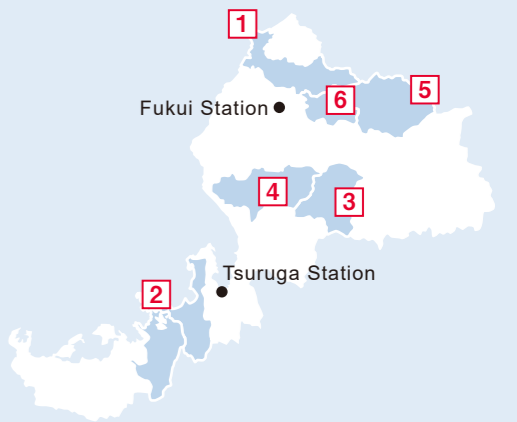
[Snow sport activities]
Boasting 16 varied courses for all skill levels — from beginner to advanced — the resort also features a beginner's area and sledding lane.
P Mid-December–early April C Up to more than 100 ¥ Lift pass (1 day): ¥6,000–¥6,500 / Bekids Park: ¥1,500
Languages: Available in English and Chinese

3 Tree Picnic Adventure Ikeda

[Mega Zipline]
Glide through the air for approximately 1 kilometer, above the forest canopy approximately 60 meters above ground. The Mega Zipline is an activity that truly impresses with its sheer scale.
P Mid-March–early December C Approx. 1 hr.
M 1–14 (varies by activity) ¥ From ¥4,300
Languages: Please inquire

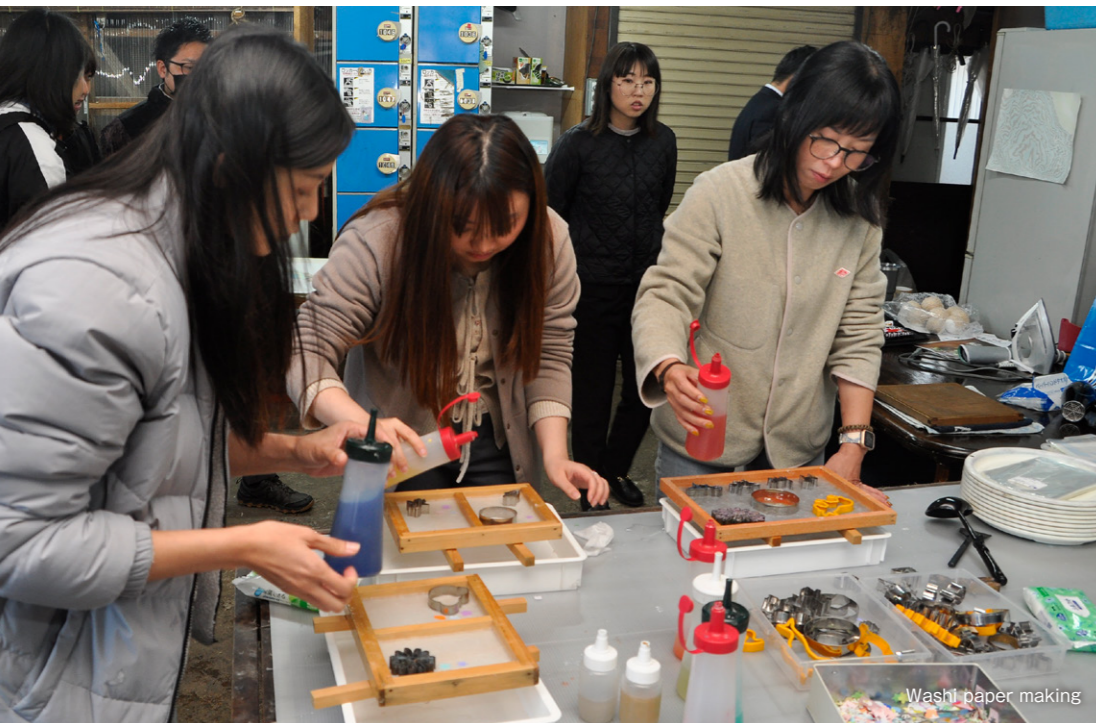
6 ESHIKOTO

[Sake tasting]
Guests can taste and purchase limited-edition sake from the ESHIKOTO brand.
H 10:00 a.m.–5:00 p.m. (last order 4:30 p.m.)
¥ Sake tasting from ¥1,000 / Cellar tour: Please inquire / Private bookings: Please inquire
Note: Admission recommended for guests aged 12 and over
Languages: Please inquire



For inquiries, please contact the Fukui Prefectural Tourism Federation. Guide-interpreter services are also available upon request.

Technical Visits



Washi paper making



Hands-on forging



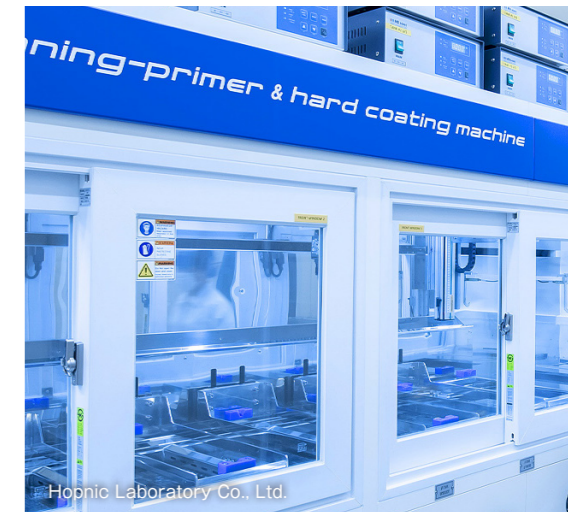
Make Your Own Glasses workshop

3 Megane Museum (Glasses Museum)

The Megane Museum is an eyewear showroom located in Sabae, which produces over 90% of all eyewear frames made in Japan. It features a museum tracing over 100 years of history and a shop carrying more than 3,000 of the latest Sabae-made frames. Also popular are the Make Your Own Glasses workshop, where visitors can craft a one-of-a-kind pair of glasses; and the Collage with Glasses activity, in which visitors can create an original keychain.



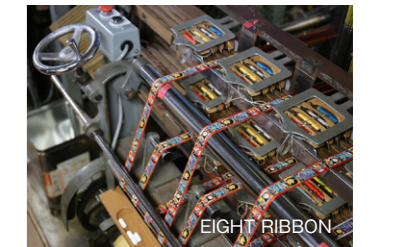
Collage with Glasses



Hopnic Laboratory Co., Ltd.

Open Factory

Visit the companies underpinning Fukui's manufacturing tradition and get a close-up look at their production processes and dedication to technology.



EIGHT RIBBON

1 Igarashi Seishi Co., Ltd.

Founded a century ago, Igarashi Seishi is an Echizen washi paper mill that honors traditional techniques while infusing them with a contemporary sensibility. Visitors can watch artisans at work, and also try their hand at papermaking to create their very own sheet of washi, or *suminagashi* in which they apply ink patterns to the paper.

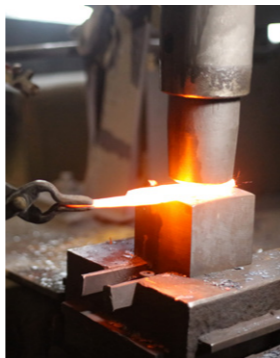


Washi paper making

2 Takefu Knife Village



Echizen Uchihamono (forged blades) is one of Fukui's traditional crafts. At Takefu Knife Village, a cooperative workshop jointly operated by 15 blade companies, visitors can watch artisans up close. Hands-on workshops are also popular, with forging and knife-sharpening activities available.



1 Igarashi Seishi Co., Ltd.

[Hands-on washi paper making / *Suminagashi* marbling]

Guests can experience the world of Echizen washi paper firsthand: craft your own sheet using authentic papermaking techniques, or add ink patterns to the washi by means of *suminagashi* marbling.

🕒 Approx. 30–40 min.

👥 Approx. 5 (Some activities can be provided at other locations of your choice, such as your hotel, place of meeting, etc.)

Languages: Please inquire

2 Takefu Knife Village

[Hands-on forging]

After a factory tour led by an interpreter-guide, guests can enjoy hands-on forging activities in which heated iron is hammered into shape with a belt hammer.

🕒 Approx. 60–90 min.

👥 1–10

💰 ¥13,000 per person (Note: Prices vary by activity)

Languages: Available in English

3 Megane Museum (Glasses Museum)

[Make Your Own Glasses workshop / Collage with Glasses activity]

Guests can enjoy the Collage with Glasses activity, creating an original keychain using eyewear-making techniques, or the Make Your Own Glasses workshop, where participants can craft their own plastic frames.

🕒 10:00 a.m.–7:00 p.m. (last booking for activities: 3:00 p.m.)

🕒 Collage with Glasses activity: 1 hr. / Make Your Own Glasses workshop: 5–7 hrs.

👥 Collage with Glasses activity: 1–4 / Make Your Own Glasses workshop: 2–6

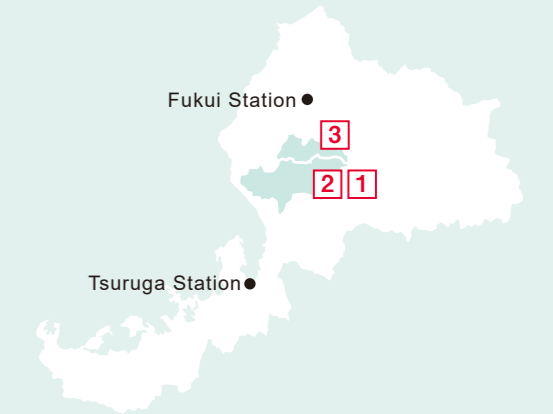
💰 Collage with Glasses activity: from ¥2,000 / Make Your Own Glasses workshop: from ¥28,000

Languages: Please inquire

Open Factory Participating companies:

- Textiles: Eight Ribbon
- Chemicals: Sanwa Plating Industry Co., Ltd.
- Ceramics: MILCON Co., Ltd.
- Eyewear: Hopnic Laboratory Co., Ltd.

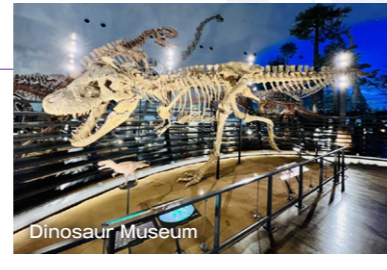
And more



For inquiries, please contact the Fukui Prefectural Tourism Federation. Guide-interpreter services are also available upon request.

Excursions

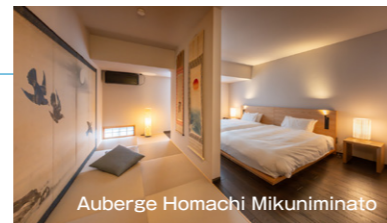
1 First-Time in Fukui Course



This recommended itinerary is perfect for visitors exploring Fukui for the first time. Start with the dramatic sight of the Tojinbo Cliffs along the Sea of Japan coast, then unwind with an overnight stay at Awara Onsen, an enchanting hot spring resort. The next day, visit Eiheiji Temple — a sacred site of Zen Buddhism and the head temple of the Soto sect — followed by ESHIKOTO, a multipurpose facility that showcases sake alongside the food and culture of Fukui and the Hokuriku region. The itinerary also includes the Fukui Prefectural Dinosaur Museum, recognized as one of the world's top three dinosaur museums. This route lets visitors experience Fukui's nature, spiritual culture, cuisine, and learning all in one trip.

- Fukui City center
↓ 50 min.
- Tojinbo Cliffs
↓ 15 min.
- Awara Onsen (overnight stay)
↓ 45 min.
- Eiheiji Temple
↓ 20 min.
- ESHIKOTO
↓ 25 min.
- Dinosaur Museum
↓ 45 min.
- Fukui City center

2 Premium Course



This premium course offers an encounter with the hidden essence of Fukui. Guests experience the rarely accessible depths of a centuries-old tradition through a visit to a swordsmith's workshop and a Japanese sword appreciation session. A private welcome reception held at a venerable shrine in the historic port town of Mikuni sets the stage for an unforgettable evening. Accommodation is at Auberge Homachi Mikuniminato, renowned for its exceptional local cuisine. The following day, guests walk the streets where the legacy of the Kitamae-bune merchant ships still breathes, sensing the layers of history and local life woven into this place. This itinerary promises to reveal the hidden charms of Fukui and provide moments of unparalleled distinction.

- Fukui City center
↓ 40 min.
- Swordsmith's workshop visit
↓
- Japanese sword appreciation
↓ 50 min.
- Welcome reception
↓
- Auberge Homachi Mikuniminato area (overnight stay)
↓
- A stroll through Mikuni Minato
↓ 45 min.
- Fukui City center

Accommodation

Stay in Fukui – Discover the Ideal Accommodation for Your Journey

Hakujukan, the Hotel Close to Zen

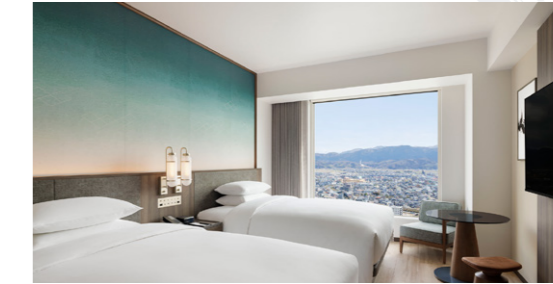
18 rooms



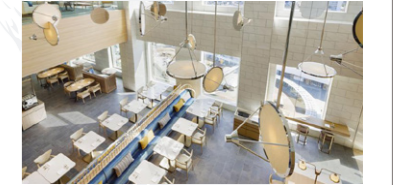
This Zen-friendly inn, blending the essence of a ryokan Japanese inn and shukubo temple lodging, offers guests an approachable way to immerse themselves in the world of Zen.

Courtyard by Marriott Fukui

252 rooms



Just a 2-minute walk from JR Fukui Station, this Marriott hotel delivers international-standard service, making it perfectly suited for business travel, MICE events, and more.



Hotel Fujita Fukui

354 rooms



Enjoy the convenience of a prime location within walking distance of the station, featuring one of the region's largest capacities for large groups and conventions.



Awara Onsen Mimatsu

69 rooms



This hot-spring hotel boasts a beautiful cloister garden and an impressive selection of private guestrooms equipped with open-air baths fed by its own natural hot spring source.

Awara Onsen Grandia Hosen

111 rooms



Experience the luxury of our many guest rooms with private open-air baths and enjoy a range of dining styles tailored to your tastes.

Food Discover Delicious Fukui



Echizen-gani (snow crab)



Echizen Oroshi Soba (soba with grated daikon)



Imajo dried persimmons



Yakitori Charcoal-grilled chicken skewers



Mizuyokan (red bean jelly)



Deep-fried tofu



Wakasa Beef (Wagyu)



Saba heshiko (mackerel pickled in salt and rice bran)



Kamisho taro root



Kaisendon Rice topped with seafood



Ichihomare rice



Sauce Katsu-don (rice topped with pork cutlet)

Flowers and Fruits Colorful Fukui, Fruitful Fukui — Come Enjoy It All



Cherry blossoms (along the Asuwa River)



Roses (Rainbow Line Summit Park)



Azaleas (Nishiyama Park)



Lotus flowers (Hanahasu Park)



Lilies (Yun-no-Sata Park)



Daffodils (Echizen Coast)



Strawberries



Blueberries



Mandarin oranges



Pears



Grapes



Figs

Flowers

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		Cherry blossoms	Flowering peach	Moss phlox	Irises	Hydrangeas					
				Azaleas		Lotus flowers					
				Roses		Sunflowers			Cosmos	Autumn foliage	
Daffodils									Roses		Daffodils
	Plum blossoms				Lilies			Chrysanthemums			

Fruits

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
			Strawberries			Blueberries				Mandarin oranges	Strawberries
					Cherries				Chestnuts		
									Pears	Sweet potato	
									Grapes		
									Figs		

Party Attractions



Create lasting memories with special attractions unique to Fukui —

Available for on-site performances at your reception or party venue.

Giveaways

Delight attendees with Fukui-inspired novelty gifts

Echizen Washi



Echizen washi (paper) is one of Fukui's traditional crafts. Its outstanding techniques for making traditional hand-made paper are highly regarded around the world, and the craftsmanship in making Echizen torinoko ganpi paper has been inscribed on the UNESCO Intangible Cultural Heritage list. In addition to the paper's strength and beauty, Echizen washi is distinguished by a rich variety of decorative techniques.

Echizen Washi Notebook

This item showcases the gentle texture and superior writing feel that only washi can offer. Practical enough for everyday use and featuring an understated, Japanese-inspired design, this notebook makes an ideal novelty gift from which to experience the appeal of Echizen washi.

Available from : Jakuetsu Printing Co., Ltd.

Echizen Lacquerware



Echizen lacquerware is a traditional craft of Fukui with a 1,500-year history. Its defining characteristic is a division-of-labor system in which specialist artisans handle the base, lacquering, and decoration separately. This pooling of advanced skills produces exceptional quality that has remained woven into people's daily lives over the centuries.

Lacquered Tumbler

This double-wall vacuum-insulated tumbler is finished with traditional Echizen lacquer, making it as functional as it is beautiful. The smooth, velvety feel and understated luster that are unique to lacquer are key attractions, and its heat- and cold-retaining capabilities make it ideal for everyday use. Combining the beauty of traditional craftsmanship with modern functionality, it makes an ideal novelty gift that embodies Japanese sensibility.

Available from : Tsuchinawo Shikki Corporation

Wakasa Lacquerware



Wakasa lacquerware is a traditional craft of Fukui distinguished by its unique polishing-out (*togidashi*) technique, in which patterns are created using eggshells and seashells, covered with multiple layers of lacquer, then meticulously polished to reveal the design beneath. Its jewel-like brilliance is what sets it apart, bringing enduring beauty to the everyday dining table.

Wakasa Lacquered Chopsticks

Featuring vibrant patterns and a refined luster achieved through traditional craft techniques, these chopsticks are light and easy to handle, adding a touch of color and elegance to the everyday dining table. As a novelty gift that brings Japan's refined sense of beauty within easy reach, they are sure to delight international attendees. Chopstick-making activities are also available.

Available from : Seiwa Chopstick Shop Co., Ltd. (a.k.a. Hashisho Seiwa)

Company names and logos can be incorporated to create fully customized items.