

Food-specific Furusato Nozei website, "MOGUFULL™" supports multiple languages to encourage enrollment for foreign residents

To deliver the attractiveness of municipalities of Japan to foreign residents



Tokyo, Japan, September 28, 2023—Nishimoto Co., Ltd., leading wholesaler centering on Asian food products and ingredients in 45 locations around the world having international food network will start providing multilingual support for the food-specific Furusato Nozei (Hometown tax donation program) website "MOGUFULL™" on September 29, 2023. The supported languages include English and Chinese, making the service more accessible to foreign residents who wish to utilize the Furusato Nozei.

「MOGUFULL™」JURL : <https://mogufull.jp>

The number of foreign residents in Japan exceeded three million*¹ as of the end of 2022, the highest number ever recorded. Not only Japanese but also foreign residents are eligible to pay Furusato Nozei if they have paid resident tax and income tax in Japan, but the number of Furusato Nozei sites that support foreign languages is currently limited. Therefore, we believe that the purpose of the system, the procedures, and the attractiveness of the region and the returned goods may not be sufficiently communicated to consumers whose native language is not Japanese or who are not familiar with the Furusato Nozei. Then, "MOGUFULL™" is launching this service to provide foreign residents with the opportunity to experience the attractiveness of various regions by introducing Japanese food through Furusato Nozei.

*1: March 2020. Immigration Services Agency. "About the number of foreign residents as of the end of 2020." Includes people who are not eligible for Furusato Nozei payments. https://www.moj.go.jp/isa/publications/press/13_00033.html , (Reference 2023-09-11)

▼About Furusato Nozei (Hometown tax donation program)

Furusato Nozei (or Hometown tax donation program) is a tax reduction program in which taxpayers make donations to local governments. The concept of Furusato Nozei is to support the development of smaller or less-funded municipalities.

■ Multilingual Supported Features

<p>Point 1</p> <p>Website available in English and Chinese</p> <p>Hello!    你好!</p>	<p>Point 2</p> <p>Explanation of Furusato Nozei, Recommendation of Gift of Thanks</p> <p></p>
<p>Point 3</p> <p>Holding Seminars in English to learn regional issues and initiatives</p> <p></p>	<p>Point 4</p> <p>Responding to inquiries from contact form in English</p> <p>May I help you? </p>

1) Multilingual friendly of Website menu and contents <English and Simplified Chinese>

Information posted on this site is offered in English and Simplified Chinese*2. Contents such as explanations of the Furusato Nozei system, its procedures, local government donation use, and introductions of gift of thanks are available in a familiar language. You will also receive a post-donation information email in the language you selected at the time of donation, allowing you to check whether your application has been completed successfully.

2) Special Features page to explain Furusato Nozei system and introduce recommended gift of thanks <English, Simplified Chinese and Traditional Chinese>

We will provide an overview of the Furusato Nozei system, steps to donations, recommended gift of thanks and municipalities. We plan to update our contents accordingly.

3) Seminars to introduce regional issues and initiatives in Japan <English>

We are planning to hold seminars in English to explain the purpose of the Furusato Nozei system as well as issues and initiatives of regions in Japan, creating an opportunity for people to get to know the region in depth.

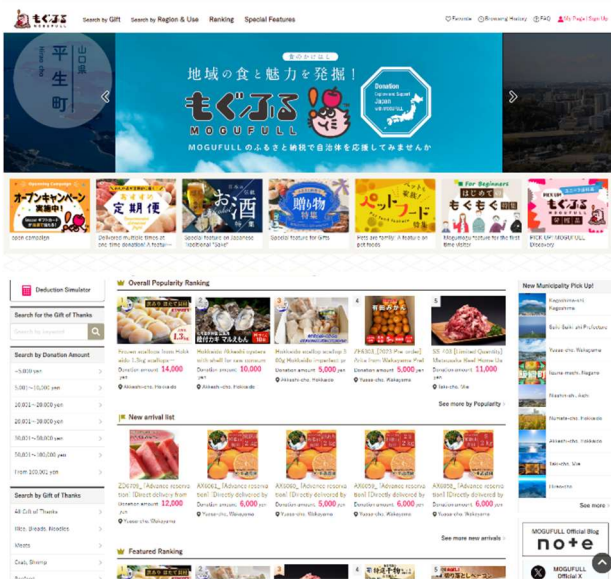
4) Responding to inquiries from the Contact Form <English>

For any questions you may have on the MOGFULL site, such as usage of the "Deduction Simulator", member registration, we have set up a contact form that will be answered in English.

*<> indicate supported languages

▼Webpage Image

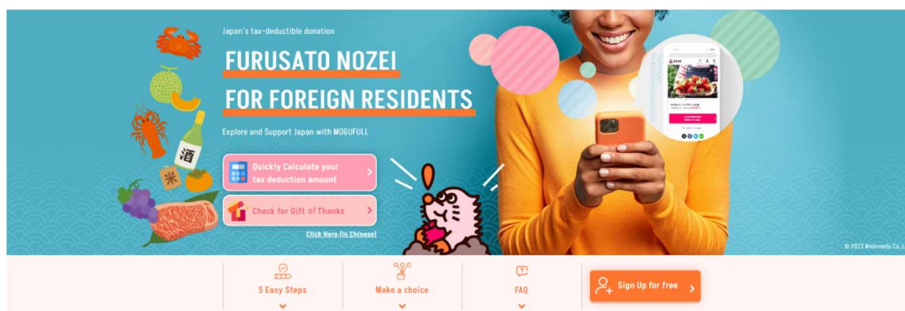
Website Top Page (English Ver.)



Gift of Thanks Page (Chinese Ver. *3)



Furusato Nozei Explanation/Recommended Gift of Thanks Page (English Ver.)



*2: Recommended gift of thanks page is an automated translation from the original Japanese website.

*3: Gift of thanks page is available in Simplified Chinese and Traditional Chinese

■ Furusato Nozei (hometown tax) Website "MOGUFULL"

"MOGUFULL™"^{*4} is a Furusato Nozei (hometown tax) website that offers food-specialized gift of thanks (return gifts) under the concept of "delicious goods from hometown to all over Japan and to the world." While diving deeply into local food and its attractiveness, we hope to discover new possibilities in food culture, history, and passion of manufacturers etc. We hope to deliver those possibilities so that more people will enjoy taste and mind of "hometown". With the intention of municipalities and donors to progress toward local development and resolve social issues, MOGUFULL holds seminars and events to create opportunities for municipalities and supporters to interact.

*4: "もぐふる" (translated as MOGUFUL in English) is currently applying for a trademark, and "もぐふる" official mascot character is currently applying for graphic trademark.



■ Customer Support

MOGUFULL Customer Support

TEL : 03-6870-2170 (10:00 a.m. to 5:00 p.m. on weekdays)

*This contact is only responded in Japanese. For any responses in English, please contact from the contact form.

*This contact does not accept requests for cancellations or changes of the delivery address after a donation application has been submitted.

*This customer support is located within Wismettac Foods Co., Ltd., a domestic subsidiary of Nishimoto Co., Ltd. and the operating company of "MOGUFULL".

■ Company Overview

Company : Nishimoto Co., Ltd.

CEO: Yoshiro Susaki

Head Office: 〒103-0022 15th Floor, Nihonbashi Muromachi Mitsui Tower, 3-2-1, Nihonbashi Muromachi, Chuo-ku, Tokyo

Established: May, 1912

Business Details:

- Development and sale of Asian food worldwide (Asian Food Global Business)
- Importation and sale of fruit, vegetables and related processed products, and supply of food ingredients to food manufacturers and the restaurant sector (Agricultural & Seafood Products Trading Business)
- Domestic and overseas sales of other products (Amenity food etc.)

Website: <https://www.wismettac.com/en/index.html>

<Inquiry for this Press Release>

Nishimoto Co., Ltd.

Corporate Management Office

TEL : 03-6870-2015

Inquiry URL : <https://www.wismettac.com/en/contact.html>