

**Furusato Nozei Website "MOGUFULL" to Participate in the "EXPAT EXPO TOKYO 2023,"****Japan's Only Lifestyle Support Event for Foreign Residents**

~ Bringing Furusato Nozei Closer to Expats with Multilingual Support ~

**Tokyo, Japan, November 9, 2023**—Nishimoto Co., Ltd., leading wholesaler centering on Asian food products and ingredients in 46 locations around the world having international food network will exhibit its food-specific Furusato Nozei website "MOGUFULL" at "EXPAT EXPO TOKYO 2023," a specialized exhibition for foreigners living in Japan, held on November 24<sup>th</sup> (Fri.) and 25<sup>th</sup> (Sat.), at Tokyo Metropolitan Industrial Trade Center Hamamatsucho Hall.

**■ Exhibiting to promote Furusato Nozei among foreign residents.**

The food-specialized\*<sup>1</sup> Furusato Nozei (hometown tax) website, "MOGUFULL", will exhibit at "EXPAT EXPO TOKYO 2023" to raise awareness of the Furusato Nozei system among foreign residents in Japan. This event will be held at the Tokyo International Industry Trade Center, Hamamatsucho Hall, for two days, from November 24<sup>th</sup> (Fri.) to 25<sup>th</sup> (Sat.). This will mark the first-ever participation of a Furusato Nozei website at the fourth edition of the "EXPAT EXPO TOKYO 2023."

Despite the number of foreign residents in Japan exceeding 3 million as of the end of 2022\*<sup>2</sup>, the Furusato Nozei system has not fully spread among foreign residents. Noting this, "MOGUFULL" has decided to participate in the event. If expats in Japan pay resident and income taxes, they are eligible for tax credit of Furusato Nozei system. "MOGUFULL" aims to provide foreign residents with an opportunity to become more familiar with Furusato Nozei.

At the booth and during the seminar, explanations for how to select gift of thanks (return gifts) and tax return procedure will be provided in English to expats who have no experience using Furusato Nozei. In addition, the attractiveness of the municipalities in "MOGUFULL" and the gifts they offer will be introduced. On the day of the event, every visitor who registers as members of "MOGUFULL" at the booth will receive original goods, including "MOGUFULL" branded coffee packs.

"MOGUFULL" aims to increase the number of foreign residents in Japan who use Furusato Nozei by enhancing their understanding of the Furusato Nozei system, as well as by promoting multilingual support through a special page (in English and Chinese), an automatic translation function (in English and Chinese), and an inquiry form that can be handled in English. Moving forward, "MOGUFULL" will continue to incorporate feedback from foreign resident users to further improve its services. Additionally, it plans to conduct seminars in various locations to share knowledge about how to utilize Furusato Nozei.

\*1 : Handle gifts of thanks related to food, not limited to just food products.

\*2 : October 2023. Immigration Services Agency. "About the number of foreign residents as of the end of June 2023." Includes people who are not eligible for Furusato Nozei payments. [https://www.moj.go.jp/isa/publications/press/13\\_00036.html](https://www.moj.go.jp/isa/publications/press/13_00036.html) (Reference October 13, 2023)

## ■ "EXPAT EXPO TOKYO 2023" specialized exhibition for foreigners living in Japan

### Event Purpose

The number of foreign nationals living in Japan, is likely to increase by the effect of government and businesses including introduction of "specified skilled worker" visa, recruitment of "highly skilled professionals", and promotion of diversity. On the other hand, many foreign nationals are facing difficulties in daily lives because of language and cultural barriers. To respond to this situation, the 4<sup>th</sup> EXPAT EXPO TOKYO 2023 will be held as a matching platform (B to B to C exhibition) for internationals and local businesses providing foreigner-friendly services and welcomed a lot of foreign nationals and their families. The two-day event will be held with even larger scale with the current situation of the immigration and international business.

### Event Outline

<Date>

November 24<sup>th</sup> (Fri.) 10:00 a.m.-5:00 p.m.

November 25<sup>th</sup> (Sat.) 10:00 a.m.-4:00 p.m.

<Venue>

Tokyo Metropolitan Industrial Trade Center, Hamamatsucho-Hall

<Organizer>

EXPAT EXPO TOKYO Executive Committee (Innovent,Inc.)

<Attendees>

•Foreign nationals and their families living in Japan (embassy staff, expatriates, foreign workers, etc.), foreign students

•Companies employing foreign nationals (management, human resources, general affairs departments), business professionals catering to foreign nationals

<https://www.expat-expo.jp/>

## ■ Food-Specific Furusato Nozei (hometown tax) Website "MOGUFULL"

"MOGUFULL"<sup>\*3</sup> 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 charms, 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. Furthermore, the website has introduced translation features for English and Chinese<sup>\*4</sup> and is widely spreading information about food and the attractiveness of various regions in Japan to foreign residents.

<https://mogufull.jp/>

\*3: "もぐふる"(translated as MOGUFULL in English) is currently applying for a trademark, and "もぐふる" official mascot character is currently applying for graphic trademark

\*4: Simplified Chinese



## ■ 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, inc. 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>