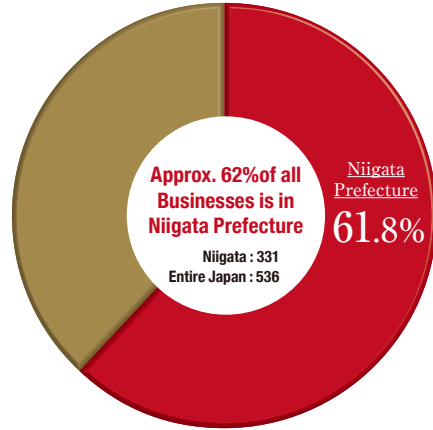




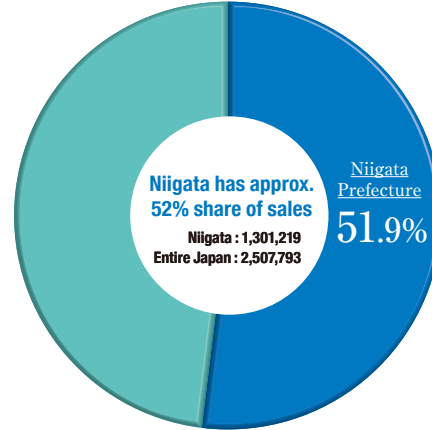
Nishikigoi Production in Japan

Annual domestic output surpasses 8.3 billion yen (approximately USD\$57.5m in 2022). Over 500 Nishikigoi businesses can be found in Japan, more than half of them here in Niigata, the birthplace of Nishikigoi. Even in terms of sales, Niigata accounts for more than half of all sales.



[Number of Nishikigoi Businesses in Japan]

※Source: 2018 Fishery Census Report by MAFF



[Domestic Nishikigoi Sales by Prefecture]

※2020 Agriculture and Forestry Statistics by MAFF



Nishikigoi Spreads Around the World

Japan exports Nishikigoi to over 40 countries and regions around the world. In addition, more countries are also breeding Nishikigoi and enjoying a closeness to it.



※Photo: Kinsai Publishing Co.

HELD CONCURRENTLY

Along with the World Nishikigoi Summit, the event below is being held at the same venue.
(Toki Messe Niigata Convention Center, 1st Floor) Please feel free to pay a visit.

**Excellent Sake・Delicious Food
Culture・Sightseeing
Traditional Craftwork
Special Stage・Entertainment
and more!**

See all the latest Cool Japan technologies from various fields in one place!

※This illustration is an image.

Cool Japan EXPO in NIIGATA

Date and Time

November 5 (Sat) and 6 (Sun), 2022 (10:00 am - 5:00 pm)

Place

Exhibition Hall, Toki Messe Niigata Convention Center

6-1 Bandaïjima, Chuo ward, Niigata City, Niigata Pref., 950-0078 Japan

Hosted by

The COOL JAPAN EXPO in NIIGATA Executive Committee

Admission Free



Nishikigoi

Michelin
Gourmet Corner

Japanese Sake
& Craft Beer

Traditional
Artwork

Miscellaneous
Displays

Stage Events



NIPPON, NIIGATA, NISHIKIGOI.

World Nishikigoi Summit



Sunday November 6, 2022 (10:00 am - 3:30 pm)

Venue "TOKI MESSE" Niigata Convention Center (Marine Hall)
6-1 Bandaïjima, Chuo ward, Niigata City, Niigata Pref., 950-0078 Japan

■Hosted by: World Nishikigoi Summit Executive Committee
[Constituent organizations] Niigata Prefecture / Nagaoka City / Ojiya City / All Japan Nishikigoi Promotion Association
■With the support of: Cabinet Office Intellectual Property Strategy Headquarters / Ministry of Foreign Affairs of Japan
Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Japan External Trade Organization (JETRO)
Niigata Nishikigoi Conference / Zen Nippon Airinkai / Japan Ornamental Fish Association

Held concurrently with



Purpose of the event

“NISHIKIGOI” TO THE WORLD.

Japan's world-famous Nishikigoi are a source of national pride.

The first ever World Nishikigoi Summit will be held here in their birthplace, Niigata Prefecture.

Nishikigoi are highly regarded for their artistic value, with such vivid and beautiful patterns that they have been called “swimming jewels.”

Moreover, Nishikigoi have a calm temperament, and their colorful forms as they gracefully glide through the water evoke a peaceful image.

At the World Nishikigoi Summit, we will communicate the charms of Nishikigoi from their birthplace, Niigata, to the world.



Program

[Part 1] 10:00~12:00

- 1/Opening ceremony
- 2/ Keynote speech: “Swimming Jewels”: The birth history of Nishikigoi and their charms.
Speaker: Professor Yutaka SUGA (Institute for Advanced Studies on Asia, The University of Tokyo)
- 3/ Panel discussion: Economic and cultural exchange through Nishikigoi
- 4/ Declaration from the summit

[Part 2] 13:15~15:30

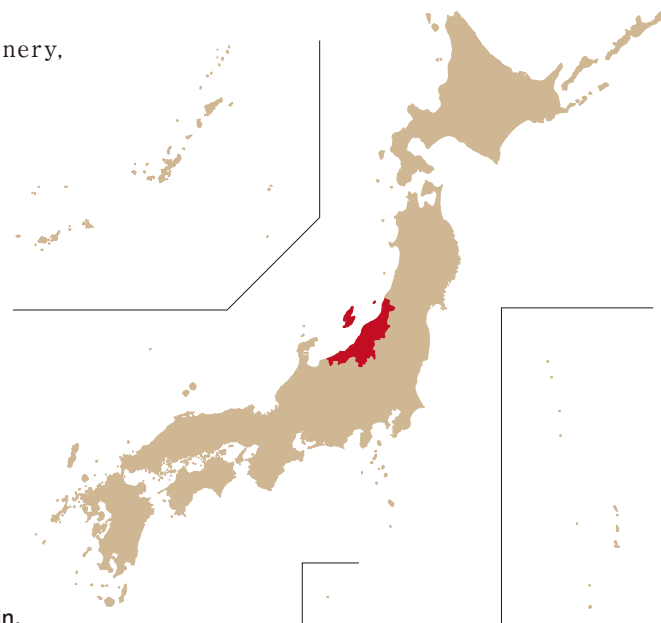
- 1/ The situation of Nishikigoi in each country
- 2/ The variety criteria for Nishikigoi and Nishikigoi Certificate
- 3/ The jury eligibility criteria and online competition system
- 4/ Closing remark

About Niigata Prefecture

Niigata is a large prefecture located in the middle of the Japan Sea Coast of the main island of Honshu.

The sea, mountains, and rivers give the region an abundance of natural variety—a land full of multi-colored charms of richly distinct seasonal changes.

Niigata is home to a nationally renowned agricultural, forestry, and fishery products, as well as its history, culture, natural scenery, hot springs, outdoor activities, leisure activities, and more.



Access

【Joetsu Shinkansen (Super Express)】
Tokyo ⇄ Nagaoka / approx.100min.
Tokyo ⇄ Niigata / approx.120min.
【Airplane】
Osaka (Itami Airport) ⇄ Niigata (Niigata Airport) / approx.70min.



NIIGATA, The Birthplace of Nishikigoi



Nishikigoi is a notable ornamental fish in Japan, due to its vivid red, white, black and even gold and silver colors.

About 200 years ago, it originated in the mountainous area of Nijumurago, located between present-day Nagaoka and Ojiya City in Niigata Prefecture.

Back then, people kept ‘magoi’ a type of carp, in their paddy fields as a source of protein for the characteristic snow-heavy winters of the region. Then, one day, one magoi happened to display a colorful mutation, in turn starting the developments that led to the current Nishikigoi.

In Niigata prefecture, small family breeders still raise Nishikigoi in terraced ponds in their traditional ways.

※Photo:Kinsai Publishing Co.



Breed Variety



Nishikigoi is most renowned for its three major breeds, Kohaku, Taisho Sanshoku and Showa Sanshoku, all of which have a mixture of red, white and black colors.

Breeders have long steadily developed a variety of beautiful Nishikigoi, and currently more than 100 kinds are being bred nationwide.

Niigata Prefectural Government has also been working on the development of unconventional colors of Nishikigoi, and finally, in 2014, after 17 years of hard work, they successfully bred Kijiro, a very rare yellow-colored Nishikigoi.

Currently, they are actively working on evolving new breeds based on this new kind.

Niigata has the most breeders in Japan, raising almost all kinds of Nishikigoi. For this reason, Niigata is called “the sanctuary of Nishikigoi,” where you can find any breed you want.



KOHAKU



TAISHO
SANSHOKU



SHOWA
SANSHOKU



TANCHO



SHIROUTSURI



SHUSUI



KARASHIGOI



KIJIRO
(2014, a new breed born in Niigata)

※Photo:Kinsai Publishing Co.



Nishikigoi - Swimming Jewels



Nishikigoi were named after the brilliant colors on their bodies that are found in kimono or silk fabrics – “nishiki” in Japanese. They are called “swimming jewels” or “swimming artworks”, which many aficionados from abroad are fond of. As such, these special fish are called “koi” or “Nishikigoi” instead of the usual “carp.”

In exhibitions, Nishikigoi are valued according to their shape, patterns and the vividness of colors. The exhibition with the richest history takes place in Niigata, attracting a multitude of aficionados and buyers from home and abroad. At present these exhibitions are held around the world as well.



Nishikigoi aficionados from abroad gathering in the mountainous area of Niigata



※Photo:Kinsai Publishing Co.