

Contact

emotional tribe company

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<http://emotional-tribe.com/>

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Yoshifumi Inoue

emotional tribe representative



Career

Graduated of Gakushuin university, Department of Psychology. Started my career in Mitsubishi UFJ Morgan Stanley, and became an institutional sales of Japanese stock. In 2015, found Dried fruits and Nuts Academy (pre:emotional tribe) and became the youngest Sixth Industrialization Planner in Japan. Over 300 cases of consulting experience so far, mainly in Strategic planning, Oversea business venture support, Subsidy advices to various producers in and outside of Japan.

Strength

- Produce only Additive, White sugar, gluten FREE products.
- Manage Dried fruits and Nuts Academy org to launch the original certificate business of Dried fruits, Garlic fruits, Nuts.
- Take the rostrum ;Coaching, Self branding advice.

Oversea Experience

2015 Italy- Slow Food Youth Network ,Japanese delegation.

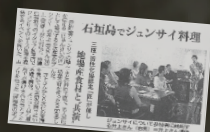
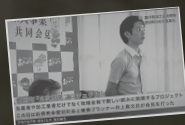
2016 Dubai- Planner of persimon farmer at Gulf food

2018 Israel, Italy -Buyer and Director of overseas division at WISE integration co.,ltd

Other Position

- Nippon Kabaya Ohayo Holdings Inc. start up division advisor
- Microfood co.,ltd (Portland) Japanese agent

Media



Thinking how to enter
Japanese marketplace?

Here is
your chance!

emotional tribe
EMOTIONAL TRIBE

1 Creative materials for your brand.

Delivering effective creative materials are important to communicate with Japanese clients.

We've often found awkward translated Japanese expression and sloppy creatives from abroad through my experience, attending many food EXPOs and business meetings so far.

As you may already know, Japanese market is very particular with "written" materials. With making better creative materials, you could convey the clients more positive image of "Professionalism".

We must help go further than just interpreters, to deliver precise nuance and your important messages directly to the heart of Japanese clients effectively.



Centered on our expertise, we provide broad marketing communication services for both businesses in Japan and overseas.

2 Products planning with insight analysis for your brand.



Today in Japan, health consciousness rises higher every day, and "Additive / Sugar / Gluten FREE" products are sold everywhere.

Yoshifumi himself growing up with understanding to "additive free" necessity. Our members are driven with passion to deliver higher standard products to the well-educated consumers.

We help you to understand subconscious and psychological behaviors of Japanese locals, and finally want to be your friend to guide your business journey to Japan!

3 Strategical Partner for you.

Why are Japanese products traded widely around the world? Answer is easy; "Story Telling".

Japanese are good at creating well-expressed cultural essence products. The strategical integration of your local brand image into productization are natural effort in Japan.

Thus, we are willing to become your "brain" and help your branding in Japan smoothly.

After making a contract with clients, our 1st work step initiates "Understanding your brand". We firstly visit your company to understand your brand strengths, cultural background, and history to suggest the proper projections to your brand management.

6th sector Industrialization

Yoshifumi Inoue, has been assigned the youngest "6th sector industrialization Planner" in Japan by the Japanese Ministry of Agriculture, Forestry and Fisheries since 2015. He has successfully supported 300 cases of producers nationwide so far.

Clients received:
tactics of subsidy for Ministry of agriculture (100% success in any case), cashflow advice, digital marketing, promotion planning, etc.

