

Trademark	Date	October 30, 2024	Court	Intellectual Property High Court, Second Division
	Case number	2024 (Ne) 10031		
<p>- A case in which an injunction and payment of compensation for damages were claimed based on the allegation that posting of the Defendant's indications on web pages on the Internet falls under a trademark right infringement or an act of unfair competition as set forth in Article 2, paragraph (1), item (i) or item (ii) of the Unfair Competition Prevention Act (the "UCP Act"), but the court determined that since the web pages of the Appellant (Defendant in the first instance) do not fall under an "advertisement related to goods or services" as set forth in Article 2, paragraph (3), item (viii) of the Trademark Act, it cannot be said that the Defendant used the Plaintiff's trademarks and the act does not fall under use as a trademark in Japan nor does it fall under use as an indication of goods or business as set forth in Article 2, paragraph (1), item (i) or item (ii) of the UCP Act, and the court dismissed all claims of the Appellee (the Plaintiff in the first instance).</p>				

Case type: Injunction and compensation for damages

Results: Partial reversal of the prior instance judgment

References: Article 37, item (i) and Article 2, paragraph (1), item (viii) of the Trademark Act, Article 2, paragraph (1), item (i) and item (ii) of the Unfair Competition Prevention Act

Related rights: Trademark registration No. 5003675, No. 5511447, and No. 5758937

Judgment in prior instance: Tokyo District Court, 2021 (Wa) 11358

Summary of the Judgment

1. In this case, the Appellee, who uses the Plaintiff's indications as an indication of goods or business and has the Plaintiff's trademark rights, alleged that the Appellant's act of posting the Defendants' indications on the Web Pages (Posting on the Web Pages), etc. falls under unfair competition as set forth in Article 2, paragraph (1), item (i) or item (ii) of the UCP Act and infringes the Plaintiff's trademark rights (Article 37, item (i) of the Trademark Act) (selective consolidation), and the Appellee claimed an injunction and deletion of the Defendant's indications and payment of compensation for damages.

In the judgment in prior instance, the court found trademark right infringement by the Posting on the Web Pages and approved an injunction and deletion of the Defendant's indications and also approved part of the damages. The Appellant then filed

an appeal.

2. In this judgment, the court revoked the part against the Appellant in the judgment in prior instance and dismissed all claims of the Appellee based on the following grounds.

(1) "Use" of the trademark (Article 2, paragraph (3), item (viii) of the Trademark Act)

According to the structure of the whole website and the details of the statements, the Web Pages were found to introduce that the business group, including the Defendant, develops restaurant chains providing Japanese food in Southeast Asia and engages in the business of exporting ingredients from Japan to provide the restaurant chains with these ingredients. Therefore, the Web Pages with the Defendant's indications were not found to fall under an "advertisement related to services" of a sushi shop which is similar to the designated services of the Plaintiff's trademarks, "provision of food and beverages, mainly sushi."

In addition, even if the Web Pages fall under an advertisement related to services of the sushi shop, the Defendant's indications were not used for the provision of services of a sushi shop in Japan and the function of identifying the source of the Plaintiff's trademark rights is not infringed in Japan. Therefore, from the substantive perspective, the Defendant's indications do not infringe the Plaintiff's trademark rights.

(2) "Use" of the indication of goods or business (Article 2, paragraph (1), item (i) or item (ii) of the UCP Act)

It is found that the Defendant's indications are used on the Web Pages to indicate one piece of information related to the Defendant's business to export ingredients from Japan. Therefore, it cannot be considered that the indication of goods or business identical or similar to another person's indication is used and that the Defendant's indications are used in a form to fulfill the function of identifying the source, the function of distinguishing one's goods from others, etc.

In addition, even if the Defendant's indications are considered to be used to indicate services provided by the sushi shop, since said services are not those provided in Japan, but outside Japan, it is impossible to consider that said indications are used in a form to fulfill the function of identifying the source and the function of distinguishing one's goods from others in Japan.

Then, the Posting on the Web Pages does not fall under the "use" of the Defendant's indications as an indication of goods or business.

Judgment rendered on October 30, 2024

2024 (Ne)10031, Case of appeal for injunction on act of unfair competition

(Court of prior instance: Tokyo District Court, 2021 (Wa) 11358)

Date of conclusion of oral argument: August 21, 2024

Judgment

Appellant: Daisho Japan Co., LTD

Appellee: KIYOMURA CORPORATION

Main text

1. The part of the judgment in prior instance which is against the Appellant shall be revoked.
2. All the Appellee's claims shall be dismissed concerning the aforementioned part.
3. The Appellee shall bear the court costs for both the first instance and second instance.

Facts and reasons

(Note) Definitions of main abbreviations used in the following text shall be as stated below.

Plaintiff: Appellee (Plaintiff in the first instance)

Defendant: Appellant (Defendant in the first instance)

Plaintiff's trademarks: Registered trademarks listed in 1. to 3. of the attachment to the judgment in prior instance, "List of Plaintiff's Trademarks"

Plaintiff's trademark rights: Trademark rights related to the Plaintiff's trademarks

Plaintiff's indications: Indications listed in the attachment to the judgment in prior instance, "List of Plaintiff's Indications"

Defendant's indications: Indications listed in 1. and 2. of the Attachment, "List of Defendant's Indications"

Individual indications shall be stated as "Defendant's Indication 2," etc. in accordance with the number in the Attachment.

UCP Act: Unfair Competition Prevention Act (Act No. 47 of 1993)

Web Pages: Web pages listed in the Attachment, "List of Defendant's Web Pages"

Posting on the Web Pages: Act of the Defendant to post Defendant's Indications on Web Pages

Websites: Websites including Web Pages (Exhibits Ko 4-1 through Ko 4-7)

Posting on the Account: Act of the Defendant to post Defendant's Indication 2 as a profile picture on the account listed in the attachment to the judgment in prior instance,

"List of Defendant's Account"

Plaintiff's sushi shop: Restaurants named "SUSHIZANMAI" that the Plaintiff has developed.

Super Sushi: SUPER SUSHI SDN.BHD that is one of the companies making up the Daisho Group with the Defendant

Sushi Shop: Restaurants named "Sushi Zanmai" that Super Sushi has developed in Malaysia and Singapore

Joint Recommendation: "Joint Recommendation Concerning Provisions on the Protection of Marks, and Other Industrial Property Rights in Signs, on the Internet" that was adopted by the Assembly of the Paris Union for the Protection of Industrial Property and the General Assembly of the World Intellectual Property Organization (WIPO) held in Geneva in 2001 (Exhibits Otsu 39-1 and 39-2)

No. 1 Object of the appeal

Same as the main text.

No. 2 Outline of the case

1. Summary of the case

(1) The Plaintiff uses the Plaintiff's indications as indications of goods or business and holds the Plaintiff's trademark rights.

In this case, the Plaintiff alleged against the Defendant, in relation to the Defendant's act of posting the Defendant's indications on Web Pages (Posting on Web Pages) and of posting Defendant's indication 2 as a profile picture on the account (Posting on the Account), that these acts fall under unfair competition as set forth in Article 2, paragraph (1), item (i) or item (ii) of the UCP Act, and alleged that these acts of posting infringe the Plaintiff's trademark rights (Article 37, item (i) of the Trademark Act), and the Plaintiff made the following claims. The governing laws for claims based on torts or the UCP Act are laws of Japan, where the results occurred, (Article 17 of the Act on General Rules for Application of Laws) and the governing laws for claims for injunction and deletion based on the trademark right infringement are laws of the state that have the closest relationship with the Plaintiff's trademark rights, which means laws of the state where the Plaintiff's trademark rights have been registered based on the circumstances, that is, laws of Japan.

A. Claim for injunction and deletion of the Defendant's indications (Selective claim based on Article 3, paragraph (1) of the UCP Act or Article 36, paragraph (1) of the Trademark Act)

B. Claim to pay 11 million yen and delay damages accrued thereon at the rate of 3% per annum as prescribed by the Civil Code from June 29, 2021 (the day following the

day on which the complaint was served) until the completion of payment (Selective claim based on Article 4 of the UCP Act or Article 709 of the Civil Code)

(2) The court of prior instance approved the claim set forth in 1. A. above based on Article 36, paragraph (1) of the Trademark Act to the extent of claiming injunction and deletion of the Defendant's indications on Web Pages; approved the claim set forth in 1. B. above based on Article 709 of the Civil Code (trademark right infringement) to the extent of claiming payment of 6,000,809 yen and the delay damages accrued thereon, respectively; and dismissed the remaining claims (summary of the reasons is stated in (3) below). Dissatisfied with the part against its claims, the Defendant filed an appeal.

Concerning the parts where the court of prior instance dismissed the claims for injunction and deletion related to the Posting on the Account and the claim for compensation of damages for the part exceeding the amount approved by the court of prior instance from among the Plaintiff's claims, the Plaintiff has not filed an appeal, and therefore, they are not subject to trial examination in this instance.

(3) Summary of the grounds for the judgment in prior instance

A. The Plaintiff's trademarks and the Defendant's indications are similar and the designated services of the Plaintiff's trademarks (provision of food and beverages, mainly sushi) and services related to the Defendant's indications (provision of food and beverages, mainly sushi) are similar.

B. Posting on Web Pages falls under Article 2, paragraph (3), item (viii) of the Trademark Act and falls under use of the Plaintiff's trademarks (related to Issue 1-3 below).

C. The Defendant is not found to have conducted Posting on the Account. Therefore, the Defendant is not deemed to have "used" the Plaintiff's trademarks and to have "used" an indication of goods or business similar to the Plaintiff's indications.

D. Concerning the amount of damages, the amount that the Plaintiff should receive for the use of the Plaintiff's trademarks (Article 38, paragraph (3) of the Trademark Act) is found to be 5,500,809 yen and it is reasonable to find that damages equivalent to the attorney's fees are 500,000 yen. Even if the claim based on Article 4 of the UCP Act is approved, damages exceeding said amount cannot be approved (related to Issue 4 below).

2. Concerning the basic facts, issues, and allegations of parties related thereto, supplemental and additional allegations of the parties in this instance are added as stated in additional issues in (2) below and as stated in 3. below, and the remaining parts are as stated in No. 2, 2. and 3. and No. 3 in the "Facts and reasons" in the judgment in prior instance (page 3, line 8 through page 18, line 22 of the judgment in prior instance).

Therefore, they are cited (excluding those related to Posting on the Account).

(1) Issues related to supplemental allegations of the parties in this instance (details of items are the same as in the judgment in prior instance)

A. Whether the Defendant has "used" the Plaintiff's trademarks (Article 2, paragraph (3) of the Trademark Act) (Issue 1-3)

B. Whether the Plaintiff's indications are well-known as indications of goods or business (Issue 2-1)

C. Whether the Defendant has "used" an indication of goods or business that is similar to the Plaintiff's indications (Article 2, paragraph (1), item (i) of the UCP Act) (Issue 2-3)

D. Whether the Defendant's act of posting the Defendant's indications on Web Pages falls under an act causing confusion with another person's business (Issue 2-4)

E. Whether the act falls under Article 2, paragraph (1), item (ii) of the UCP Act (Issue 3)

F. Occurrence and amount of damages (Issue 4)

(2) Issues related to additional allegations of the parties in this instance

A. Whether business interests have been infringed (Article 4 and Article 5 of the UCP Act) (Additional Issue 1)

B. Whether there was prior use (Article 19, paragraph (1), item (iv) and item (v) of the UCP Act) (Additional Issue 2)

No. 3 Decision of this court

1. This court finds that the Posting on the Web Pages does not constitute the "use" of the Defendant's indications as a trademark nor constitute the "use" of the indication of goods or business, and that even if it is considered to constitute the "use" etc. as a trademark, it is not deemed that they were used for services provided in Japan. Therefore, this court determines that all claims of the Plaintiff are groundless.

The grounds are as stated below.

2. Whether the Defendant has "used" the Plaintiff's trademarks (Article 2, paragraph (3) of the Trademark Act) (Issue 1-3)

(1) Structure of and details of the statements on the Website

The Website is as stated in the Attachment Exhibits Ko 4-1 through 4-6 (in addition, there is a page for the "Privacy Policy" (Exhibit Ko 4-7)) and the details, etc. thereof are found to be as follows along with the entire import of oral arguments.

A. Front page (Exhibit Ko 4-1; the web page listed in 1. in the Attachment, "List of Defendant's Web Pages")

At the top of the web page, the logo of Daisho Group, "export, processing, and sale of fish and seafoods, seafood products, agricultural and livestock products," and other information are stated, and below the top, the texts, which are banners linked to each page, such as "About Daisho Group," "Business," "Group Policy and Vision," "Company Profile," "Customers Considering Export Overseas," and "Recruiting," are stated. These are also indicated on the web pages mentioned below.

Following the above, there are large photographs of the interior of sushi restaurants and raw fish dishes, and small photographs of seaweed aquaculture farms, frozen tuna, and food exhibition in Malaysia, as well as the banners, "Click here for Shop Information" and "Strength of Daisho Group."

Following the above, as stated in 1. in the Attachment, "List of Defendant's Web Pages," are the logos, shop names, and descriptions of ten restaurant chains as "Shop Information." One of them is related to the Sushi Shop and has the following description along with Defendant's indication: "Kaitenzushi, where a wide range of customers can enjoy sushi at a reasonable price. It is popular for its select ingredients and abundant menu."

In addition, five restaurant chains among other restaurant chains that are posted side by side with the Sushi Shop have the following statements respectively: "(MALAYSIA)," "mainly developed in the suburbs in Singapore," "operated in the One World Hotel, Kuala Lumpur," "dishes that suit the local people," and "popular not only among local people, but also among Japanese tourists."

"Strength of Daisho Group" follows the above and its explanatory text, etc. states "To deliver Japanese ingredients and food to the world, Daisho Group has its own standards." Alongside the text, a figure combining three circles where "Ingredient procurement ability," "Overseas shop development ability," and "Unique distribution system" are stated respectively, is posted (the same figure is also posted on the page in B. below).

B. Web page, "About Daisho Group" (Exhibit Ko 4-2)

This page is displayed when the banner of said title at the very top of the front page, etc. is clicked. Following the title, "For providing truly delicious Japanese foods overseas," there are explanations such as that Daisho Group has developed Japanese food restaurants mainly in Singapore, Malaysia, and other countries in Southeast Asia, and that its selected fresh ingredients are directly sent from Japan. The posted map shows that the Defendant is located in Japan and engages in businesses, including the export of ingredients and food to Southeast Asia where approximately ninety shops have been developed.

C. Web page, "Business" (Exhibit Ko 4-3; webpage in 2. In the Attachment, "List of Defendant's Web Pages")

This page is displayed when the banner of said title at the very top of the front page, etc. is clicked. First, following the title, "Export of ingredients and foods / Proposal," there are the explanatory texts as follows: "At the restaurant developed by Daisho Group in Asia, ... ingredients that are directly sent from Japan are cooked and provided."; "Our staff members with abundant experience and knowledge are in charge of exports."; and "People involved in the livestock industry, agriculture, and fishery industry, or ingredient manufacturers who are considering starting exporting, please feel free to contact us."

Following the above, there is the title, "Processing and Distribution," and then there are explanations and photographs concerning the processing and distribution system of ingredients and food ("Cold storage warehouses are prepared in Singapore, our own warehouses responding to three temperature zones are prepared in Malaysia, and ingredients and food are sent every day by our own freight service," etc.).

Following the above, there is the title, "Food Exhibition and Regional Development," and then, explanations and photographs of food exhibitions in Malaysia are posted.

Following the above, there is the title, "Shop Development and Menu Development," as stated in 2. in the Attachment, "List of Defendant's Web Pages," and there are explanatory texts including the following at the beginning: "Currently, we have developed approximately ninety shops, such as 'Sushi,' 'Japanese food restaurants,' etc. mainly in Singapore, Malaysia, and Indonesia. We provide traditional Japanese foods that are popular overseas and also other Japanese foods arranged to suit the tastes of local people.," "With the aim to 'provide truly delicious Japanese food overseas' with strictly selected Japanese ingredients, our staff members are cooking with their hearts." Then, there are introductions of ten restaurant chains, including the Sushi Shop, which are the same details as those on the front page (however, at the very bottom part of the explanation of each shop, the URL of their websites are indicated; when the URL of the Sushi Shop is clicked, the site goes to the English website of the Sushi Shop prepared by Super Sushi (Exhibit Otsu 37).).

D. Web page, "Group Policy and Vision" (Exhibit Ko 4-4)

This page is displayed when the banner of said title at the very top of the front page, etc. is clicked. Following the title, "Delicious food starts with the ingredients," there is an explanatory text about how Daisho Group values ingredient quality. Following the title, "Providing truly delicious Japanese food to the world," there is the explanation

that Daisho Group strives to disseminate Japanese food overseas and develops Japanese food restaurants in the Southeast Asia region.

E. Web page, "Company Profile" (Exhibit Ko 4-5)

This page is displayed when the banner of said title at the very top of the front page, etc. is clicked. The profiles of four companies, Daisho Singapore, the Defendant, Daisho Malaysia, and Daisho Thailand, which make up the Daisho Group, are stated.

F. Web page, "Customers Considering Export Overseas" (Exhibit Ko 4-6)

This page is displayed when the banner of said title at the very top of the front page, etc. is clicked. An inquiry form for the producers of ingredients and foods to inquire about export via email is provided.

(2) Whether the Defendant's indications fall under Article 2, paragraph (3), item (viii) of the Trademark Act

As stated below, according to the structure of and details of the statements on the Website as stated in (1) above, the Website is found to introduce that Daisho Group, including the Defendant, develops restaurant chains providing Japanese food in Southeast Asia and engages in the business of exporting very fresh and quality ingredients to provide the restaurant chains with these ingredients. Therefore, the Web Pages with the Defendant's indications are not found to fall under an "advertisement related to services" of the Sushi Shop.

A. On the web page, "Business" ((1) C. above), explanations are stated in order of "Export of Ingredients and Food / Proposals," "Processing and Distribution," "Food Exhibition and Regional Development," and, at the end, "Shop Development and Menu Development" where the Defendant's indications are provided for one of the ten restaurant chains. Each explanation item contains a reasonable amount of explanations and photographs, respectively. The first item, "Export of Ingredients and Food / Proposals," ends with a call for business operators in Japan who are considering export of ingredients. The titles following the above, "Processing and Distribution," "Food Exhibition and Regional Development," and "Shop Development and Menu Development," are found to be stating the advantages of exporting through Daisho Group for business operators in Japan who are considering exporting by sequentially introducing business details concerning the downstream of distribution routes in export destination countries.

B. These details related to the ingredient export business can be found throughout the Website as stated in (1) above. In particular, it is obvious that the web page, "Customers Considering Export Overseas," ((1) F. above) is for business operators in Japan who are considering starting exporting ingredients.

C. On the other hand, the part with the Defendant's indications on the web page, "Business," above only has the Defendant's indications, simple explanatory text, and a link to the English website at the end. This part accounts for a small portion of the whole page and lacks details to inform general customers of the details of services of the Sushi Shop, such as concrete details of menu, price, location of shops, etc. (such information is assumed to be posted on the linked English website (Exhibit Otsu 37)). Moreover, the Defendant's indications are just one of the ten types of restaurants posted in the part where restaurant chains developed by Daisho Group are introduced (for some restaurants among them, simple explanatory texts clearly state that they are shops in Singapore or Kuala Lumpur). It is also relatively easy to read that the Sushi Shop is located in Southeast Asia according to the details of the statements on said web page.

Looking at the part using the Defendant's indications on the front page ((1) A. above), it is the same as the web page, "Business," except for the absence of a link to the English website; the part does not account for a large portion of the whole page; and it is the same as the web page, "Business," above where shop information for the Sushi Shop is provided merely as one of the ten types of restaurant chains.

Furthermore, looking at the web pages, "Business" and "About Daisho Group," above ((1) B. above), it is relatively easy to read that the Sushi Shop is located in Southeast Asia and the Defendant, which is a Japanese corporation, engages in the ingredient export business.

D. On the other hand, the Plaintiff alleges as follows: it is obvious that the Defendant's indications on the Web Pages are used to "announce and inform the public" of the services of the Sushi Shop as a business of the Daisho Group and are used in the form of fulfilling the function of identifying the source of the services, the function of distinguishing one's goods from others, etc., and therefore, the Defendant's indications fall under "advertisement of services" of the Sushi Shop.

However, according to the structure of and details of the statements on the Web Site above, even if it cannot be denied that the part using the Defendant's indications has an aspect to "announce and inform the public" of the services of the Sushi Shop, Web Pages, from an overall perspective, should be considered to be an advertisement of the services of exporting ingredients from Japan. The part using the Defendant's indications should be deemed to be used for business operators in Japan to identify destinations and the status of use of ingredients when exporting them through Daisho Group, along with the introduction of other restaurant chains developed by Daisho Group, and should be deemed to be used for attracting Japanese business operators for transactions related to the ingredient export business with the Defendant.

Concerning the use form, it cannot be considered that the Defendant's indications are used in the form of fulfilling the function of identifying the source of services of the Sushi Shop and the function of distinguishing one's goods from others, etc.

E. The Plaintiff also alleges that, even if customers, etc. of the Defendant are business operators, the persons in charge who actually engage with the Web Pages are general consumers, and therefore, it cannot be denied that the Defendant's indications are for "attracting customers."

However, according to the evidence (Exhibits Otsu 34 and 35), it is found that, concerning 394 inquiries using a general inquiry form (provided separately from the inquiry form for Japanese producers, etc. who are considering starting exporting) provided on the Website that were made during the period from September 2014 to November 2023, all are inquiries concerning business and there were no inquiries of general consumers concerning shops of Daisho Group, and that there were also no inquiries where the inquirers misunderstood that the Sushi Shop engages in a business or is a company group related to the Plaintiff. In mutual consideration of the above and the fact that, as stated above, there are few details to announce the services of the Sushi Shop to general consumers and the amount of the statement accounts for a small portion of the whole page, it is reasonable to find that Posting on the Web Pages is conducted as an advertisement of the Defendant's services for the export of ingredients from Japan and the Defendant's indications are used to introduce the Defendant's business by showing that exported ingredients are used by local restaurant chains. The allegation of the Plaintiff cannot be accepted.

F. The Plaintiff alleges as follows: since viewers rarely read websites in full detail, it is normal for viewers who glanced at the front page, in particular, to recognize the Defendant or Daisho Group as operating shops of "Sushi Zanmai" without being aware of whether they are in or outside Japan and the same applies to the web page, "Business."

However, as stated above, looking at the details of the statements on the front page and the web page, "Business," there are few details informing general consumers of the services of the Sushi Shop and there is no case where a person who actually viewed the Web Pages asked the Defendant about the Sushi Shop. On the other hand, details related to the ingredient export business are stated on many parts on the Website, including web page, "Business." Each web page is viewable by clicking a text banner at the very top of each page. Based on the above, it cannot be found that viewers glance at the part related to the Defendant's indications only and recognize it as alleged by the Plaintiff.

G. The Plaintiff alleges that, at least, it is not necessary to use Defendant's indication 2,

which is a graphic logo mark, for the purpose of introducing the Defendant's business as a contact window of Daisho Group for export.

However, whether the Web Pages are deemed to be an advertisement related to services of the Sushi Shop is not determined only by whether the logo mark is used, but should be determined by its use form and the structure of and details of the statements on the Website as a whole, including the part where the Defendant's indications are used. As stated above, Defendant's indication 2 is used on Web Pages only as one indicating one of the restaurant chains developed by Daisho Group in Southeast Asian countries. In light of the aforementioned use form of the Defendant's indications, the structure of the Website, and the details of the statements, the point alleged by the Plaintiff does not have an impact on the aforementioned determination concerning the nature of the Web Pages.

H. Based on the above, in light of its form, the Defendant's indications are used only for introducing the Defendant's business on Web Pages for Japanese business operators who are considering exporting ingredients, but not for advertising the Sushi Shop to consumers in Japan, and there is no evidence that said effect has actually occurred.

Therefore, the Posting on the Web Pages does not fall under Article 2, paragraph (3), item (viii) of the Trademark Act as an "act to provide information concerning the advertisement related to services of the Sushi Shop by an electronic or magnetic means."

(3) Defendant's indications and infringement of the Plaintiff's trademark rights

If it is considered to be as alleged by the Plaintiff that use of the Defendant's indications falls under "advertisement" to the extent of informing of the existence of the Sushi Shop widely in Japan and falls under use as a trademark, since the Defendant's indications are not used concerning the provision of services in Japan as stated below, they do not infringe the Plaintiff's trademark rights.

A. In other words, the Defendant's indications are posted on the Web Pages that are stated in Japanese. Therefore, if they are considered to fall under an advertisement of the Sushi Shop, it can be said that an act falling under Article 2, paragraph (3), item (viii) of the Trademark Act is supposedly conducted.

B. However, as mentioned above, the Web Pages are found to be for business operators in Japan who are considering exporting ingredients and the Defendant's indications are used on Web Pages when indicating that the Daisho Group has developed restaurant chains overseas by using Japanese ingredients. On the Web Pages, no details are stated to inform general consumers of the services of the Sushi Shop, such as concrete details of menu, price, etc. of the Sushi Shop, and a link below the Defendant's indications on

the web page, "Business," leads to a website in English.

C. In addition, according to the evidence (Exhibits Otsu 17 and 21) and the entire import of oral arguments, the Sushi Shop is found to have provided services, such as the provision of food and beverages in and outside Japan (Singapore and Malaysia) and the Defendant's indications for which trademarks are registered in Singapore and Malaysia (Exhibit Ko 8 and Exhibits Otsu 14 and 15; the trademark right holder is Super Sushi) are signs used when providing said services at local sites. It is not found that the Sushi Shop provides the same services in Japan.

D. Based on the above, the Defendant's indications are not used for provision of the services of the Sushi Shop in Japan. Even if consumers in Japan who viewed the Defendant's indications misidentified the source of provision of the services by the Defendant's indications, since the Sushi Shop does not provide services in Japan, the results of said misidentification (receiving the provision of designated services from the Sushi Shop by misidentifying that it is the shop of the Plaintiff) should always occur outside Japan where the Japanese trademark right has no effect, and therefore, the function of identifying the source of the Plaintiff's trademark rights is not infringed in Japan. According to the evidence (Exhibits Ko 10 and 11), it is found that there was a Japanese person who misidentified the Sushi Shop in Kuala Lumpur as a branch of the Plaintiff when said person entered the shop. However, there is no evidence to find that said misidentification of the source was caused by viewing the Defendant's indications on Web Pages and the misidentification of source occurred outside Japan. Therefore, said fact has no impact on the aforementioned decision.

E. A trademark registered in a country is considered to be independent from the trademarks registered in other countries (Article 6, paragraph (1) and paragraph (3) of the Paris Convention) and it is construed that the effect of the trademark right is limited to within the country where it is registered, based on the territoriality principle. In cases where the Defendant's indications that are trademarks duly registered in a foreign state are used on the Web Pages to indicate the provision of designated services in the foreign state, if injunction on the use of the Defendant's indications is approved based on the Plaintiff's trademark rights, it substantially results in the same way as restricting lawful use of a foreign trademark for indication of designated services in said foreign state based on Japanese trademark right, although the function of identifying the source of the Plaintiff's trademarks in Japan is not infringed. Therefore, approving said injunction, etc. is not reasonable even from the perspective of the principle of independence of the trademark right and the territoriality principle.

(4) Joint Recommendation

The aforementioned understanding also conforms to the Joint Recommendation where the use of a sign on the Internet shall constitute use in a Member State for the purposes of these provisions, only if the use has a commercial effect in that Member State (Article 2 of the Joint Recommendation). In other words, looking at factors to determine the commercial effects listed in Article 3, paragraph (1) of the Joint Recommendation, the following circumstances are found: the Sushi Shop has not been providing services in Japan and has not planned to provide services in Japan (paragraph (1), (a)); there is no indication of price of the Sushi Shop in Japanese currency on the Web Pages (paragraph (1), (c), (ii)); there is no indication of a contact method in Japan (paragraph (1), (d), (ii)), etc.; in addition, as stated above, the Web Pages are for the advertisement of services to export ingredients from Japan; and the Defendant's indications are used in a context to introduce restaurant chains where exported ingredients are used outside Japan. In consideration of all of these circumstances together, based on the fact that the Web Pages are created in Japanese (paragraph (1), (d), (iv)) t, the use of the Defendant's indications on the Web Pages does not have commercial effects in Japan, even taking into account the fact that it is not expressly indicated that there is no intention to provide the services of the Sushi Shop to customers in Japan (paragraph (1), (b), (ii)). Therefore, it does not fall under the use as a trademark in Japan.

(5) Summary

Based on the above, even taking into consideration the Plaintiff's allegation, the Web Pages should be construed as an advertisement of services to export ingredients from Japan. Even if the Defendant's indications are considered to be an advertisement related to the services of the Sushi Shop, said services are those provided outside Japan, and therefore, they do not harm the function of protecting the source of the Plaintiff's trademarks in Japan.

Therefore, since the Posting on Web Pages does not fall under Article 2, paragraph (3), item (viii) of the Trademark Act, the Defendant is not deemed to have "used" the Plaintiff's trademarks (Article 2, paragraph (3) of the Trademark Act). From the substantive perspective, the act does not infringe the Plaintiff's trademark rights.

Consequently, without needing to make determinations on remaining points, the Plaintiff's claims based on the infringement of the Plaintiff's trademark rights are all groundless.

3. Whether the Defendant has "used" an indication of goods or business that is similar to the Plaintiff's indications (Article 2, paragraph (1), item (i) of the UCP Act) (Issue 2-3) and whether the act falls under Article 2, paragraph (1), item (ii) of the UCP Act

(Issue 3)

(1) As stated in 2. above, it is found that the Defendant's indications are used on the Web Pages to indicate one piece of information related to the Defendant's business to export ingredients from Japan. Therefore, it cannot be considered that the indication of goods or business identical or similar to another person's indication of goods or business is used nor that the Defendant's indications are used in a form to fulfill the function of identifying the source, the function of distinguishing one's goods from others, etc. In addition, even if the Defendant's indications are considered to be used to indicate services provided by the Sushi Shop, since said services are not those provided in Japan, but outside Japan, it is impossible to consider that said indications are used in a form to fulfill the function of identifying the source and the function of distinguishing one's goods from others in Japan.

Then, Posting on the Web Pages does not fall under the "use" of the Defendant's indications as an indication of goods or business (Article 2, paragraph (1), item (i) of the UCP Act), and therefore, without needing to make determinations on remaining points, the Plaintiff's claim based on Article 2, paragraph (1), item (i) of the UCP Act is groundless.

(2) Based on the same grounds, the use of the Defendant's indications does not fall under use as an "indication of goods or business" as provided for in Article 2, paragraph (1), item (ii) of the UCP Act. Consequently, the Plaintiff's claim based on Article 2, paragraph (1), item (ii) of the UCP Act is also groundless.

4. Conclusion

Therefore, the part of the judgment in prior instance where the Plaintiff's claims are partially approved is not reasonable and the Appeal has grounds. Consequently, the part of the judgment in prior instance that was against the Defendant is revoked, the Plaintiff's claims related to said part are dismissed, and the judgment is rendered as indicated in the main text.

Intellectual Property High Court, Second Division

Presiding judge: SHIMIZU Hibiku

Judge: KIKUCHI Eri

Judge: RAI Shinichi

(Attachment)

List of Defendant's Indications

1. Sushi Zanmai

2.



End of text.

(Attachment)

List of Defendant's Web Pages

1. http: Omitted hereinafter.

The part where the Defendant used indications on the web page is framed in red.

2020/1/20/21 ダイショーグループ 食品類・水産加工品、農産物の輸出入並びに販売

物産展レポート：日本フェア 20160712～20160717
物産展レポート：マレーシア Paradigm Mall in Petaling Jayaフェア
物産展レポート：マレーシア Times Square / Mid Valley / Gurney Plazaフェア
物産展レポート：マレーシア Bangsar Shopping Centerフェア

物産展レポート：マレーシア IKANO Power Centreフェア

店舗情報

Rakusan (MALAYSIA) 新食を追求したメニューを豊富に取り揃え、お客様に楽しんでいただくことがコンセプトの飲食レストランです。	どとや 手軽に楽しめる定食を提供する「どとや」旬の食材を取り揃えた日本の「定食」をお楽しみください。	SUSHI ZERO お楽しみのお刺身や寿司を、鮮一貫材で丁寧に仕上げ、お楽しみください。	Eto Sasaki 全にシンガポールで展開するお刺身や寿司、家庭で手軽に楽しむことができる人気です。
ラーメン 時々のトレンドと旬の食材を取り揃えて、お客様に楽しんでいただくことがコンセプトのレストラン。	Kura クアラルンプール、One World Hotel内で展開する高級和食店。季節的かつ伝統的な食を提供しています。	Sushi Zanmai 平日のランチで人気の寿司が楽しめるお刺身、新鮮な食材と豊富なメニューで、人気を博しています。	Ruta Zanmai パワースタイルな独自のメニューを追求する高級レストラン。各地の人々の好みに合わせたお刺身を提供しています。
ラーメン ラーメン、インスタントラーメン、焼肉など、幅広いメニューを提供している日本食の専門店。地元の人気ならず、日本人旅行者にも人気です。	RENGA-YA 歴史的な「Renga-Ya」町場にある、旬の食材を取り揃えたお刺身を提供しています。		

ダイショーグループの強み

日本の食材・食品を世界へ届けるために、ダイショーグループでは独自の基準を設けています。必ず生産地・工場へ赴き品質をチェック。味はわかる人を産地や製法や期待値なども確認し、美味しさと安全・安心な食材だけを厳選しています。

www.daiho-japan.com

20

2. http: Omitted hereinafter.

The part where the Defendant used indications on the web page is framed in red.

2020/12/21

事業内容 | ダイショーグループ



マレーシア
IKANO Power Centreフェア

店舗開発・メニュー開発

現在、シンガポール・マレーシア・インドネシアを中心に「寿司」「和食レストラン」など、約90店舗を開業しています。海外で人気のある伝統的な日本食をはじめ、現地の人々の嗜好に合わせたアレンジした日本食を提供しています。地域や所得水準などに合わせて、大衆店から高級店まで展開し、幅広い層のお客さまから支持されています。

盛りだぶった日本の食材をもちに『海外で本当に美味しい日本食を提供したい』という思いを持ったスタッフたちが、真心を込めて調理しています。

店舗紹介



Rakuken (MALAYSIA)

前巻を多用したメニューを得意問わず幅広い客層に楽しんでいただくことがコンセプトの和食レストランです。前巻と米へのこだわりが特徴です。
<http://www.superdining.com.my/>



のとや

手軽に楽しめる食事を提供する『のとや』旬の食材を数りばめた日本の「変身」をお楽しみください。
https://www.superdining.com.my/notoya_sushi



SUSHI JIRO

お馴染みの豚骨ラーメンを第一店舗で更に幅広い層のお客層に楽しんで頂ける「Sushi Jiro」です。
<https://www.sushiiro.com.my/>



Edo Sushi

主にシンガポール郊外で展開するお持ち帰り寿司。家庭で手軽に寿司を楽しめる人気です。



Men Men Don Don

ラーメン、うどん、餃子丼をはじめとする丼物をリーズナブルな価格で提供しています。
<http://mmdd.com.sg/>



Kura

クアラルンプール、One World Hotel内で営業する高級和食店。本格的かつ伝統的な和食を提供しています。
<http://www.superdining.com.my/>



Sushi Zensai

手頃な価格で幅広い客層が楽しめる回転寿司。厳選した食材と豊富なメニューで、人気を集めています。
<http://www.superzushi.com.my/>



Pasta Zensai

バラエティ豊かな独自のメニューを楽しめる和風パスタ店。現地の人々の好みに合わせた料理を提供しています。
<http://www.superpasta.com.my/>

正産房

餃子類、インスタントラーメン、調味料など、幅広い商品を販売している日本食材の専門店。日本食材が平年に入るお店として、地元の人々のみならず、日本人旅行者にも人気で

RENGA-YA

炭火焼肉「Renga-Ya」朝平はちむん人形の魚介類もふんだんにご利用致しております。
<http://rengaya.sg/>

(Attachment)

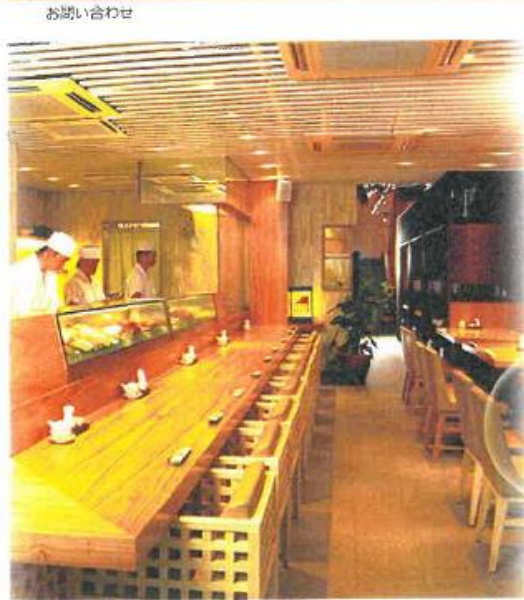
2020/12/21

ダイショ グループ 魚介類・水産加工品、農畜産物の輸出入並びに販売

Exhibit Ko 4-1

国内製 水産物加工品 農畜産物の輸出入並びに販売

ダイショグループ 事業内容 グループポリシー・ビジョン 会社概要 海外輸出をお考えの方 採用情報 お問い合わせ

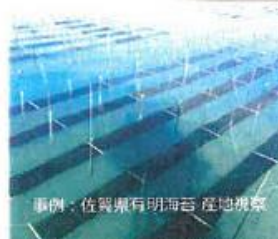


美味しいものは、**素材**から。



店舗情報は [こちら](#)

ダイショグループの強み



News & Information 新着情報

更新 2020年4月7日
事業内容と会社概要を更新しました。

新着 2016年1月26日
事例を追加しました。

更新 2015年12月18日
会社概要を更新しました。

新着 2014年4月27日
ウェブサイトをリニューアルしました。





物産展レポート：
日本フェア 20160712～
20160717

物産展レポート：
マレーシア Paradigm Mall
in Petaling Jayaフェア

物産展レポート：
マレーシア Paradigm Mall
/ Mid Valley / Sunway
Plazaフェア

物産展レポート：
マレーシア Bangsar
Shopping Centerフェア



物産展レポート：
マレーシア IKANO Power
Centreフェア

店舗情報



**Rakuzen
(MALAYSIA)**
鮮魚を多用したメニューを昼夜問わず幅広い客層に楽しんでいただくことがコンセプトの和食レストランです。



のとや
手軽に楽しめる定食を提供する「のとや」旬の食材を盛り込んだ日本の「定食」をお楽しみください。



SUSHI JIRO
お馴染みの回転寿司を単一価格で更に幅広い層のお客様に楽しんで頂ける「Sushi Jiro」です。



Edo SUSHI
主にシンカポール郊外で展開するお持ち帰り寿司。家庭で手軽に寿司を楽しめると人気です。



雑々丼
和食の定番種類と丼物を気軽に楽しんで頂く事がコンセプトのレストラン。



Kura
クアラルンプール、One World Hotel内で営業する高級和食店。本格的かつ伝統的な和食を提供しています。



Sushi Zanmai
手頃な価格で幅広い客層が楽しめる回転寿司。厳選した食材と豊富なメニューで、人気を集めています。



Pasta Zanmai
バラエティ豊かな独自のメニューを楽しめる和風パスタ店。現地の人々の好みに合わせた料理を提供しています。



正徳屋
菓子類、インスタントラーメン、調味料など、幅広い商品を販売している日本食材の専門店。地元の人々のみならず、日本人旅行者にも人気です。



RENGA-YA
炭火焼肉「Renga-Ya」和牛はもちろん旬の魚介類もふんだんにご利用致しております。

ダイショーグループの強み

日本の食材・食品を世界へ届けるために、ダイショーグループでは独自の基準を設けています。必ず生産地・工場へ赴き品質をチェック。味はもちろん生産体制や栽培体制なども確認し、美味しさと安全・安心な食材だけを厳選しています。



[詳細はこちら](#)

カンパニーポリシー

「美味しいものは素材から」

日本の海、大地、気候、そしてその恵みから享受する美食を味わい尽くすべく磨き上げられてきた技術。遠い昔から日本人の味覚を養ってきた「和食」の真髄とは素材の持ち味を極限まで引き出すことに全身全霊を傾け、心を砕くことに尽きます。

素晴らしい料理には優良の食材が欠かせないのももちろんですが、その言葉通り、「美味しいものは素材から」の合言葉の元、取り扱う食材の品質に徹底的にこだわる姿勢をダイショーはこれからも大切にしています。素材に対するこだわりとは、より安全な食材を取り扱うことを同時に意味します。安全で安心できる食材を鮮度の良い状態で手供し続けることがお店の利益につながり、そしてより高水準でより鮮度の良い食材を回転させることに結びつくことを我々は誰よりも理解しているからです。





ダイショーグループとは

What is 'Daisho Group'?

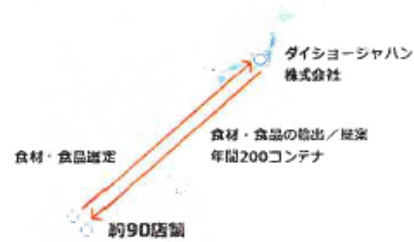
海外で本当に美味しい日本食を 提供するために

東南アジアを中心に安全で美味しい日本の“食”を提供しているダイショーグループは、シンガポール・マレーシア・インドネシアなどにおいて、「寿司」「和食レストラン」など、約90店舗を展開しています。

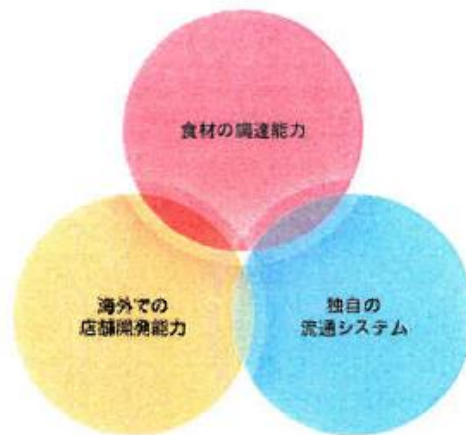
「本当に美味しい日本食」を味わってもらうために、厳選した鮮度の高い食材を日本から直送。食材の調達から現地での加工・流通までのすべてをグループ内で一貫して行っています。

ダイショーグループは、「美味しいものは素材から」という理念のもと、取り扱う食材の品質に徹底的にこだわり、素材の持ち味を極限まで引き出すことに全力を尽くしています。

ダイショー シンガポール
DAISHO (SINGAPORE) PTE LTD
ダイショー マレーシア
DAISHO FOOD (MALAYSIA) SDN BHD
加工・流通
物産展・地域振興
店舗開発/メニュー開発



ダイショーグループの強み



— 選び抜いた食材だけを世界へ

日本の食材・食品を世界へ届けるために、ダイショーグループでは独自の基準を設けています。必ず生産地・工場へ赴き品質をチェック。味はもちろん生産体制や栽培体制なども確認し、美味しさと安全・安心な食材だけを厳選しています。



事業内容

Contents of duties

食材・食品の輸出 / 提案

— 日本の厳選食材を世界へ

タイショーグループがアジアで展開している飲食店では、水産品・畜産品・野菜など、日本から直接仕入れたものを調理して提供しています。食材は、タイショーグループ各社のスタッフたちが、日本全国に実際に足を運んで食材の買い付けを行っています。検品はもちろん、豊富な経験と知識を持ったスタッフが海外への輸出を担当。水産物を主軸に農産物・加工食品・酒類など幅広く取り扱っています。鮮魚においては、築地からの空輸や産地直送を行い、野菜類の輸出はコンテナと倉庫の温度を一定に保持し、鮮度を保つために絶え間ない工夫と努力を行っています。

— ニーズを把握し、商品開発・改良に

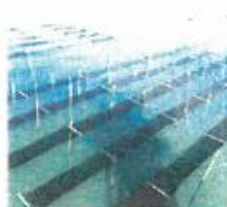
グループ間の密な連携により、食材に関するフィードバックがスピーディに得られます。また、お客様の声を直接聞けるという飲食店経営の強みを活かし、顧客ニーズを把握できるので、商品改良・開発にも役立てることが可能です。

タイショーグループでは、世界中からトップブランドとして高い評価を得ている様々な日本の食材を海外へ届けるために、生産者・製造元様と直接取引しています。海外輸出を検討している畜産・農業・漁業、食材メーカーの方は、お気軽にご相談ください。

— 海外輸出事例



マグロ輸出入



養殖養育明海苔 産地視察

加工・流通

— 鮮度と品質を保つ万全な加工・流通体制

味・鮮度を保ち、安全な食を提供するために、タイショーグループでは万全な体制を揃えています。

シンガポールに冷凍倉庫を、マレーシアに3温度帯対応の自社倉庫を完備し、自社便にて毎日配送。徹底した温度管理で、年間を通して気温の高い熱帯地域での食の安全・安心を図っています。

また、食品加工は、徹底的な管理体制のもとに自社工場で行っています。2012年にはセントラルキッチン方式を採用。一定の品質の商品を安全かつ安定的に提供する体制を確立しています。



物産展・地域振興

— 日本食文化を海外へ普及

ダイショーグループでは、海外において日本食を普及させるために様々な取り組みを行っています。

日本各地の県庁・道庁との共同の取り組みにより、農産物や県産品を実際に海外の方々に食べていただく機会を創出しています。マレーシアでは年間20回以上の催事を企画運営し、大変好評を得ています。

また、近年ではこれまで日系のスーパーやデパートで開催されるのが一般的であった日本各地の物産展を、現地（海外）の有力ショッピングモールなどに提案、共同運営することにより、ローカルエリアの人々に日本食を紹介しています。

近年特に人気が高いのが日本産のお菓子類、日本各地からあらゆるお菓子類を買い付け、販売しています。今後は、需要の高い日本の青果類の扱いをさらに増やし、日本の農産物の支援に力をいれてまいります。

— 物産展レポート



Shojikiya fair
2016058～20160517



Shojikiya fair
20160325～20160403



Shojikiya fair
20161122～20161204



日本フェア
20151229～20160110
(Utama Shopping Centre)



日本フェア
20160712～20160717



マレーシア
Paradigm Mall in Petaling
Jayaフェア



マレーシア
Times Square / Mid Valley /
Gurney Plazaフェア



マレーシア
Bangsar Shopping Center
フェア



マレーシア
IKAHO Power Centreフェア

店舗開発・メニュー開発

現在、シンガポール・マレーシア・インドネシアを中心に「寿司」「和食レストラン」など、約90店舗を展開しています。海外で人気のある伝統的な日本食をはじめ、現地の人々の嗜好に合わせてアレンジした日本食を提供しています。地域や所得水準などに合わせ、大衆店から高級店まで展開し、幅広い層のお客様から支持されています。選び抜いた日本の食材をもとに「海外で本当に美味しい日本食を提供したい」という思いを持ったスタッフたちが、真心を込めて調理しています。

店舗紹介



Rakuzen (MALAYSIA)

鮮魚を多用したメニューを昼夜問わず幅広い客層に楽しんでいただくことがコンセプトの和食レストランです。

鮮魚と米へのこだわりが特徴です。
<http://www.superdining.com.my/>



のとや

手軽に楽しめる定食を提供する「のとや」旬の食材を散りばめた日本の「定食」をお楽しみください。

https://www.superdining.com.my/notoya_sunw



SUSHI JIRO

お馴染みの回転寿司を単一価格で更に幅広い層のお客様に楽しんで頂ける「Sushi Jiro」です。

<https://www.sushijiro.com.my/>



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<http://www.superdining.com.my/>



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厳選した食材と豊富なメニューで、人気を集めています。
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バラエティ豊かな独自のメニューを楽しめる和風パスタ店。現地の人々の好みに合わせた料理を提供しています。

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RENGA-YA

炭火焼肉「Renga-Ya」和牛はもちろん旬の魚介類もふんだんにご用意致しております。
<http://rengaya.sg/>



す。
<http://www.shojikiya.com.my/>





グループポリシー・ビジョン

Group Policy & Vision

美味しいものは**素材**から

日本の海、大地、気候、そしてその恵みから享受する美食を味わい尽くすべく磨き上げられてきた技巧、遠い昔から日本人の味覚を育ってきた「和食」の真髄とは素材の持ち味を極限まで引き出すことに全身全霊を傾け、心を砕くことに尽きます。素晴らしい料理には最良の食材が欠かせないのはもちろんですが、その言葉通り、「美味しいものは素材から」の合言葉の元、取り扱う食材の品質に徹底的にこだわる姿勢をダイショーはこれからも大切にしています。素材に対するこだわりとは、より安全な食材を取り扱うことを同時に意味します。また、安全で美味しい食材を提供することは、お客様から選ばれるための最良の方法だと私たちは考えています。大勢のお客様にご利用いただくことは常に高品質な食を提供することを可能し、お客様・お店・仕入先のすべてが満足できるという結果をもたらすのです。

本当に美味しい**日本食**を、もっと世界へ

— 今、世界中から求められている日本食

近年、世界中で「日本食」は大人気。味はもとより、高い安全性を誇る日本の食材は、世界中から高い評価を受けています。「和食」が「世界無形文化遺産」に登録されるなど、日本食人気はさらに高まっています。実際に日本食材の輸出量は近年では増加傾向にあり、とりわけASEAN諸国は、食品の輸出先として注目を集めています。このような状況の中、ダイショーグループは、さらに日本食の普及に努めてまいります。

— ダイショーグループの展望

ダイショーグループは、シンガポール、マレーシア、インドネシアを中心に飲食店を展開し、日本食のリーディングカンパニーとして、東南アジア地域に貢献してまいりました。消費者のニーズに合わせて高級店・大衆店、FCを含めて約90店舗を展開し、幅広い層に支持されています。今後は、ベトナム、ラオス、カンボジア、ミャンマーなど、東南アジア周辺諸国へも出店し、本当に美味しい日本食を、より多くの人々に味わっていただけるよう邁進してまいります。



会社概要

About Us 

ダイショーシンガポール Daisho (Singapore) PTE LTD

資本金	S\$500,000
設立	1993年6月19日
役員	
本社	
連絡先	TEL : + 65 6555 1717 FAX : + 65 6555 2727
業務内容	食品輸入部、飲食店運営

ダイショージャパン株式会社 Daisho Japan Co., LTD

資本金	20,000,000円
設立	1998年 8月 5日
役員	
本社	
連絡先	TEL : 03-6421-3047 FAX : 03-6421-3048
業務内容	1. 魚介類及び水産加工品の輸出入並びに販売 2. 農畜産物の輸出入並びに加工販売
主要取引銀行	三井住友銀行・みずほ銀行

ダイショーマレーシア
Daisho Food (M) Sdn Bhd

資本金	RM2,000,000
設立	2000年 6月 30日
役員	
本社	
連絡先	TEL : + 603 8090 1000 FAX : + 603 8090 1100
業務内容	食品輸入卸 飲食店経営

ダイショータイランド
Daisho Thailand Co., Ltd

資本金	THB10,000,000
設立	1999年 10月 18日
役員	
本社	
連絡先	TEL : + 662 744 1450 FAX : + 662 744 1452
業務内容	食品輸入卸
関連会社	Delica Foods Co., Ltd.(食品加工) Daisho Foods Service (Thailand) Co., Ltd. (テイクアウト業態) Makotoya (Thailand) Co., Ltd. (C&C業務用食材販売店)



2020/12/25

海外輸出をお考えの方 | ダイショーグループ



海外輸出をお考えの方

For export

「美味しく安全」、日本の食は世界中からそう評価され、多くの人たちに親しまれています。「高いお金を出しても美味しい日本食を食べたい」「安全な食べ物を家族に食べさせたい」と、日本食は確固たるブランドを築いています。現に、ダイショーグループが東南アジアで展開している飲食店も大変な賑わいを現せています。

海外の人たちに「本当に美味しい日本食」を提供し続けていくために、ダイショーグループでは、水産品・畜産品・野菜をはじめ、質の高い日本の食材を求めています。

また、「海外に経路を知りたいが、コネクションもなく方法もわからない」といった生産者の方々に応援しています。

海外輸出を検討している生産者・食品メーカー様は、ぜひご相談ください。

お名前

ふりがな

E-mail

御社名

郵便番号

住所

電話番号

お問い合わせ内容

送信内容を確認

— お問い合わせに関して

内容を確認、担当者よりご連絡を差し上げます。なお、土日、祝日、営業時間外のお問い合わせは翌営業日にご回答いたします。

2営業日経っても回答がない場合はお手数ですが、再度ご連絡ください。

また、お電話でのお問い合わせも可能です。

TEL:03-6421-3047 受付時間：9:00～18:00（土・日・祝日除く）