



# NEWS RELEASE

February 27, 2024  
Yamato Transport Co., Ltd.

## Tokushima Prefecture and Yamato Transport Sign a Collaboration Agreement for Promotion of Regional Development

Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao, hereinafter “Yamato Transport”) hereby announces that it has entered into a Collaboration Agreement for the Promotion of Regional Development with Tokushima Prefecture for purposes such as bringing about sustainable local communities. The signing ceremony was held today, February 27, 2024, at the Tokushima Prefectural Government Office.



(Left) Sudachi-kun, the mascot of Tokushima Prefecture  
(Center left) Governor Masazumi Gotoda of Tokushima Prefecture  
(Center right) Yutaka Nagao, Representative Director and President of Yamato Transport Co., Ltd.  
(Right) Kuroneko, an official character of the Yamato Group

### 1. Background and Objectives

Today, Japan faces an increasingly uncertain environment, including intensifying climate change, a shrinking working population, declining birthrates, an aging population, depopulation of rural areas, and a growing shortage of transportation capacity.

On Monday, February 5, 2024, the Yamato Group announced its Medium-Term Management Plan "Sustainability Transformation 2030 ~1st Stage~, " in which it aims to become "a value-creating company that contributes to the realization of a sustainable future." Utilizing our TA-Q-BIN network that covers all of Japan, we are working to revitalize local communities and solve local issues in collaboration with a variety of partners, including local governments throughout the country.

Tokushima Prefecture, in addition to its abundant agricultural and marine products such as the *sudachi* citrus, *Naruto kintoki* potato, *Awa-odori* chicken, and *buri* amberjack fish, has attractive tourist resources such as the namesake *Awa-odori* dance and Naruto Whirlpools. On the other hand, with labor shortages due to a declining population and rural depopulation, the prefecture is tasked with bringing about sustainable local communities. In order to further strengthen our existing partnership and cooperation, we have concluded a Collaboration Agreement for the Promotion of Regional Development with Tokushima with Tokushima Prefecture. Under this agreement, our goal is to collaborate with the prefecture in a number of initiatives across several different fields to drive regional development in Tokushima Prefecture.

## 2. Cooperation Areas and Initiatives

### (1) Matters related to the revitalization of companies/businesses in the prefecture

- Support for overseas export and domestic sale of agricultural and marine products from the prefecture

### (2) Matters related to community welfare

- Stronger support for children's future by bringing about a society where children are the central focus

### (3) Matters related to the revitalization of logistics and the flow of people

- Support for promotion of hands-free tourism

### (4) Matters related to disaster countermeasures

- Prompt coordination of information and transportation of relief supplies in the event of a disaster, including a Nankai Trough earthquake

### (5) Matters related to maintenance and preservation of the environment

- Support for promotion of a recycling-oriented society

### (6) Matters related to creating safe and secure communities

- As a member of the Tokushima Consumer Watch-over Network, reporting to the prefecture when abnormalities are discovered with respect to communities or residents during collection and delivery.

## Contact

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