



Regarding the conclusion of the regional revitalization business personnel
exchange programme agreement of Kihoku Town (Kitauwa District, Ehime
Prefecture)

On Apr. 1, 2021, Redhorse Corporation Co., Ltd. (Head office: Toyoku, Tokyo, Representative Corporate Officer President: Takaharu MIYAMOTO, hereinafter referred to as “the Company”) and Kihoku Town, Kitauwa District, Ehime Prefecture (Town mayor: Seiki HYODO, hereinafter referred to as “Kihoku Town”) concluded the agreement of regional revitalization business personnel exchange programme in order to create the regional strengthness of Kihoku Town and regional revitalization business.



Photo (left) Seiki HYODO,
Town mayor of Kihoku Town

Photo (right) Koichi TAKENAKA,
Corporate Officer Vice President of the



Photo (middle) the Company's employee seconded to Kihoku Town: Tomonori UEDA

Under this agreement, the Company, which strives for regional revitalization through various business development such as regional revitalization business, and Kihoku Town, which actively utilizes specialists from private companies to solve regional issues, support and cooperate with each other, so as to contribute to the revitalization of local industries and town development in Kihoku Town.

■ Regional Revitalization Business Personnel Programme

This is a program in which local governments accept employees from private companies located in the three major metropolitan areas for a certain period and utilize their know-how and knowledge to carry out business related to increase of unique features and value of the region.