

The Rehabilitation of Commerce

Business owners join forces and get on their feet again



▲ Minamisanriku Recovery Market attracted bustling crowds of visitors each month.

With 60% of the buildings in Minamisanriku damaged, most of the town's shops were lost. Business owners took advantage of various subsidized projects and started to work towards the reconstruction of a business environment, helping and cooperating with each other.

Subsidies for group businesses and support for the creation of temporary shopping streets from the Organization for Small & Medium Enterprises and Regional Innovation provided valuable assistance. A number of business people would get together to form a group, pooling their knowledge and formulating a business plan. This provided a foothold for rehabilitation.

Buoyed by such support, business owners who had been on the verge of giving up were able to regain a positive attitude and take on the challenges of running a business once again. Consumers also supported the restoration of a business environment. The many volunteers who came to Minamisanriku actively promoted consumption, and many members of the public consciously purchased items from disaster-stricken areas as a gesture of support.

Minamisanriku Recovery Market and the temporary shopping street were places where business owners could fully express their inherent cheerfulness and spirit of hospitality. It was moving for many people to see them working so hard and supporting each other. A virtuous cycle of deepening levels of exchange emerged. This exchange created Minamisanriku fans all over the country and not only helped the revitalization of business, but provided the drive for town development.

These achievements were carried over to the permanent shopping street, which aims to be a heartwarming place, a place that creates human interaction and smiling faces.



▲ The permanent Minamisanriku Sun Sun Shopping Village opened on March 3rd, 2017.



▲ Starting up with eight stores, Hamare Utatsu developed into a shopping street with an open, expansive atmosphere.