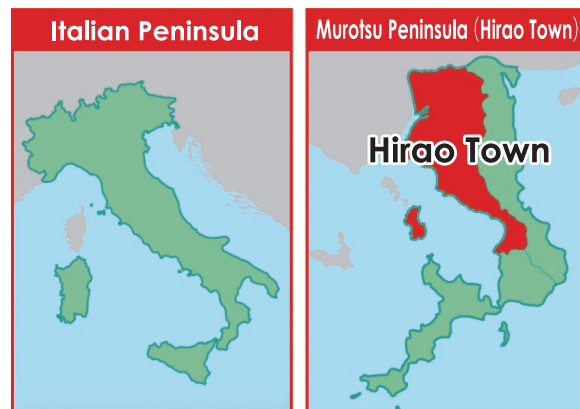




Hirao = Italy?

Hirao Town had few tourist attractions and needed to create new appeal to promote the town. Based on the similarity between the geography of the Murotsu Peninsula where the town is located and the Italian Peninsula, they made the “Italiano Hirao Declaration” and are promoting community-wide town development with Italy as the theme.



What does the logo mark mean?

- The ribbon styled around the outer circumference is designed as the “Hi” of Hirao (in Japanese) and when rotated 180°, it represents Italy, which is on the opposite side of the world from Japan.
- The ribbon is also a symbol of the bonds that connect people to people, expressing how the movement will spread through these bonds as “town development with Italy as the theme” progresses.
- The ribbon is colored with the tricolore of the Italian flag. The lettering is also colored in Italian green and red.
- The silhouette of the Murotsu Peninsula clearly expresses the similarity with Italy.



Access to Hirao Town,
Yamaguchi Prefecture



● If coming by car

About 30 minutes from Kumage IC or Kuga IC on the Sanyo Expressway
About 1 hour from Iwakuni Kintai-kyo Airport



● If coming by Shinkansen or airplane



Hirao Town Office

210-1 Hirao-machi, Hirao, Kumage, Yamaguchi, 742-1195

● For inquiries about town development

Regional Promotion Division

Tel: 0820-56-7120

Fax: 0820-56-7123

E1-Mail: sosei@town.hirao.lg.jp



Inquiry Email

● For inquiries about tourism and industry

Industry Division

Tel: 0820-56-7117

Fax: 0820-56-7123

E-Mail: shoko@town.hirao.lg.jp



Inquiry Email

We are recruiting on an ongoing basis

- Italiano Hirao Supporters
- Olive Research Preparation Group
- Lemon Research Group

イタリア〜ノひらお

ITALIANO HIRAO



You can discover a little bit of Italy in the Seto Inland Sea!



イタリア〜ノひらお にいっCiao!

Ciao! Welcome to "Italiano Hirao"

What is "Italiano Hirao"?

It's a catchphrase and slogan for a movement that promotes regional economic revitalization by advancing town development with "Italy" as its theme, utilizing regional resources such as Hirao Town's geography and rich natural environment. We are working together with everyone to create a town where people think "That sounds fun" and want to visit or live.



Trial cultivation of olives and lemons

We are conducting trial cultivation of olives at Atata Olive Park (Saga Atata district) and olives and lemons at Italiano Hirao Olive Forest (Saga Nakiri district), aiming to develop and commercialize special products. We also hold cultivation workshops for those who want to engage in cultivation. Please enjoy the olive and lemon trees, which grow larger year by year, as a familiar place of relaxation for everyone.

If you are interested in cultivation, please contact us.

Olive oil pressing experience

We harvest olives grown in Hirao Town with local residents and conduct oil pressing experiences. Through the experience from harvesting to processing, we promote olive oil as a special product.



Cultivation of Italian vegetables

Italian vegetables such as califlore and crema zucca are also being cultivated in the town. The cultivated vegetables are sold at the Hirao Special Products Center.



Products vary depending on the season.

Italiano Hirao cooking classes



We hold Italian cooking classes using olives, lemons, and Italian vegetables. You can find the recipes for these dishes on the town's website.



Opera singers Ryoichi Nakai and Yumiko Mori appointed as Italiano Hirao Tourism Ambassadors

Ryoichi Nakai and Yumiko Mori, both from Hirao Town, are promoting town development with Italy as the theme, with their hometown in their hearts.

Recruiting Italiano Hirao Supporters!

We are recruiting Italiano Hirao Supporters who will cooperate with the Italiano Hirao initiative.

Italiano Hirao City promotion video now streaming

This is a video where an Italian man explores Hirao Town and share its appeal. The created videos are published on the town's website. Please check them out!

"Hirao Ciao!"



Town Website



PR at Hirao Special Products Center

PR with signs and roll-up curtains featuring the Italiano Hirao logo mark in the store of Hirao Special Products Center, which is also a hub for tourism and product sales. The center mainly sells fresh local agricultural and marine products, including Italian vegetables.

Housing Edition



Childcare Edition



Work Edition



Town Website



Italiano Hirao Festa

We hold the Italiano Hirao Festa to promote the Italiano Hirao initiative inside and outside the town.

