Introduction

Nagano Prefecture contributes 8% to the total fireworks income in Japan.

Nagano Prefecture:
- No. 2 producer of fireworks
- Has 12 suppliers of fireworks

Purpose
To clarify the development process of the fireworks industry in northern Nagano prefecture (Hokushin area).

Method
In-depth interview survey and data collection from administrative organizations.

Study area

All seasons consumption
- Fireworks suppliers can get income throughout the year.
- Higher fireworks consumption: August and November → displays and honors of Ebisu
- September and October: Festivals hold by settlements → many small scale events

Multi-scale consumption
- In equivalence areas, many sponsors hold fireworks events in different scale.

The number of sites displayed fireworks (left axis)
The number of balls launched (right axis)

throughout the year

0 50 100 150 200
Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
The first most The second most The third most
(sites) (bills)

Hokushin area (Northern Nagano Prefecture)
- Area: 3,677 km²
- Fireworks supplier: 15 companies
- Fireworks displayed spots: 727 spots (2014)
- Hokushin area is the most eminent sightseeing area in Japan: Hot spa, ski resort, and mountain climbing...
- The Nagano Olympics in 1998: 5,000 firework balls were launched in 8 minutes and excited people the closing ceremony.

The “business zone” among fireworks suppliers

- It’s decided by the tacit consent.
- Suppliers have their own business areas.
- There is the stable contract relations between event organizers and fireworks suppliers.
- It enables the continuation of small suppliers (A, E).

On the other hand, large suppliers (B, C, D) are aiming to expand their business, and they get orders from outside Nagano.

Existence of “business zone”

This has increased fireworks production in Nagano Prefecture.

Conclusion

The consumption of fireworks is so prosperous.

The large suppliers extend to outside Nagano.

Nagano become the leading production area of Japanese fireworks.