

# Development and Continuation Factors of the Fireworks Industry in the Hokushin Area, Nagano



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## I Introduction

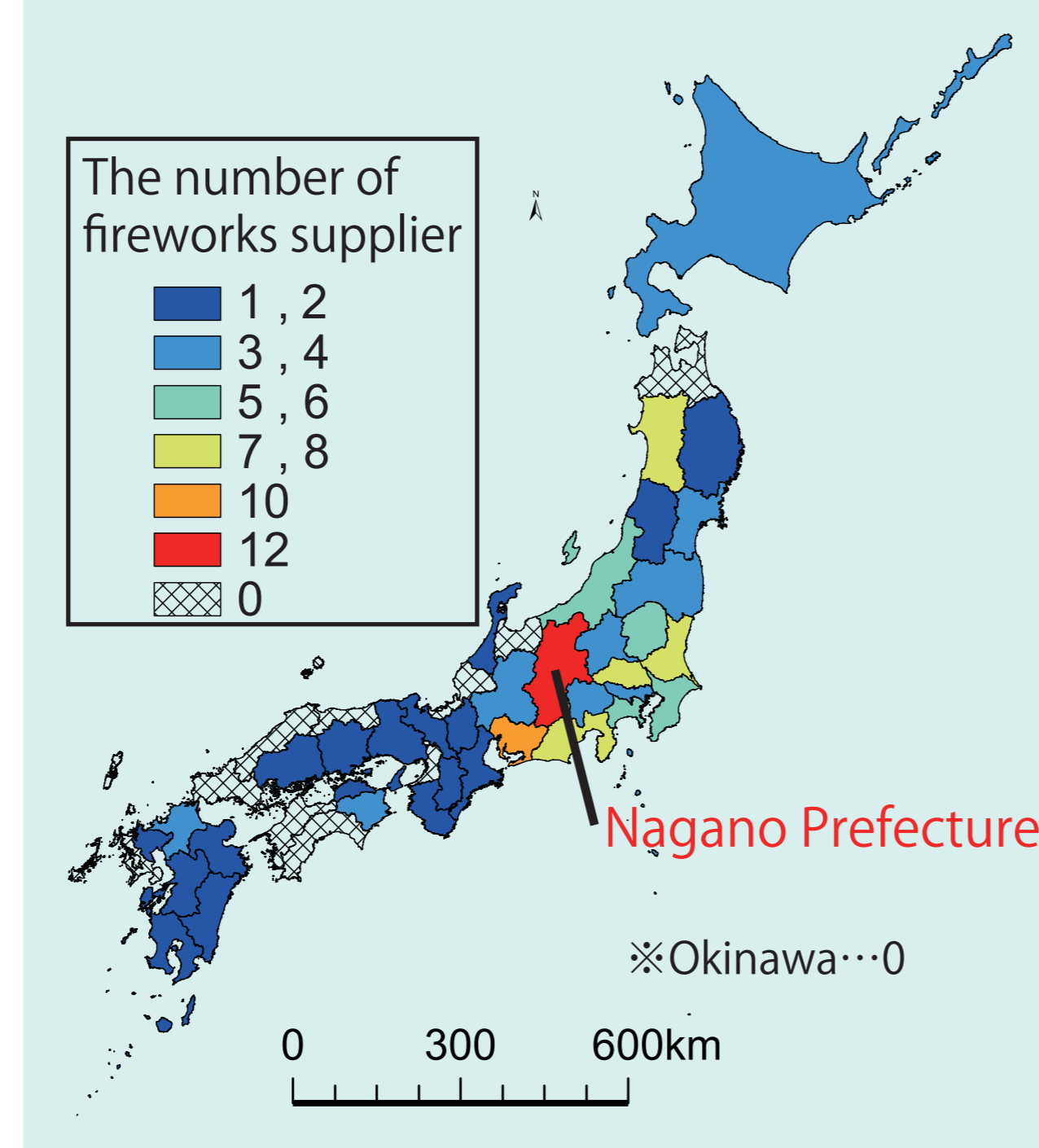
- Nagano Prefecture contributes 8% to the total fireworks income in Japan.
- Nagano Prefecture;
  - No.2 producer of fireworks
  - Has 12 suppliers of fireworks

### 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.



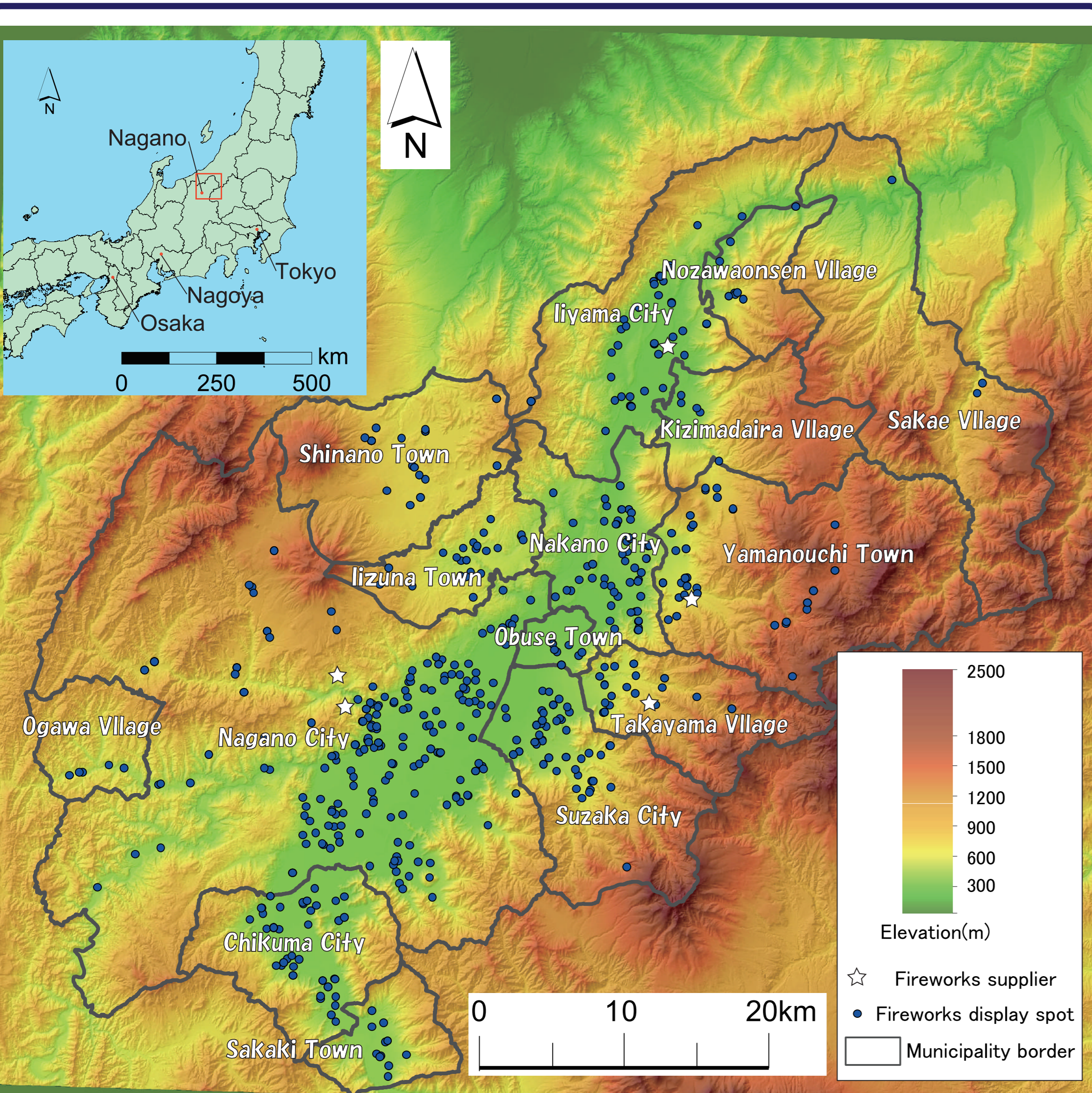
## III Fireworks prosperous consumption

### The Purpose of displaying fireworks

Purpose	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Honor of <i>Ebisu</i>												12
Fireworks display							2	12		1		
Festival	19	5	11	41	27	1	40	56	123	70	10	16
Athletic meeting					12	8			37	31		
School event	7	2			7	6	9	12	2	2	1	1
<i>Setsubun</i> day		6										
See from a pleasure boat								6				1
Completion ceremony		1	2								1	1
Ski event	2	10	3									
Other event	11	1	6	7	4	1	4	9	2	11	4	5
Personal admiration		1	1	3	2		1	2	2	3	3	
Greeting	8	2			1					1	1	1
Test shooting		1	1	1	1	2	3					
Sum total	47	29	24	52	54	18	59	97	166	119	34	24

The first-most  
 The second-most items on the month  
 The third-most

## II Study area



### Hokushin area( Northern Nagano Prefecture )

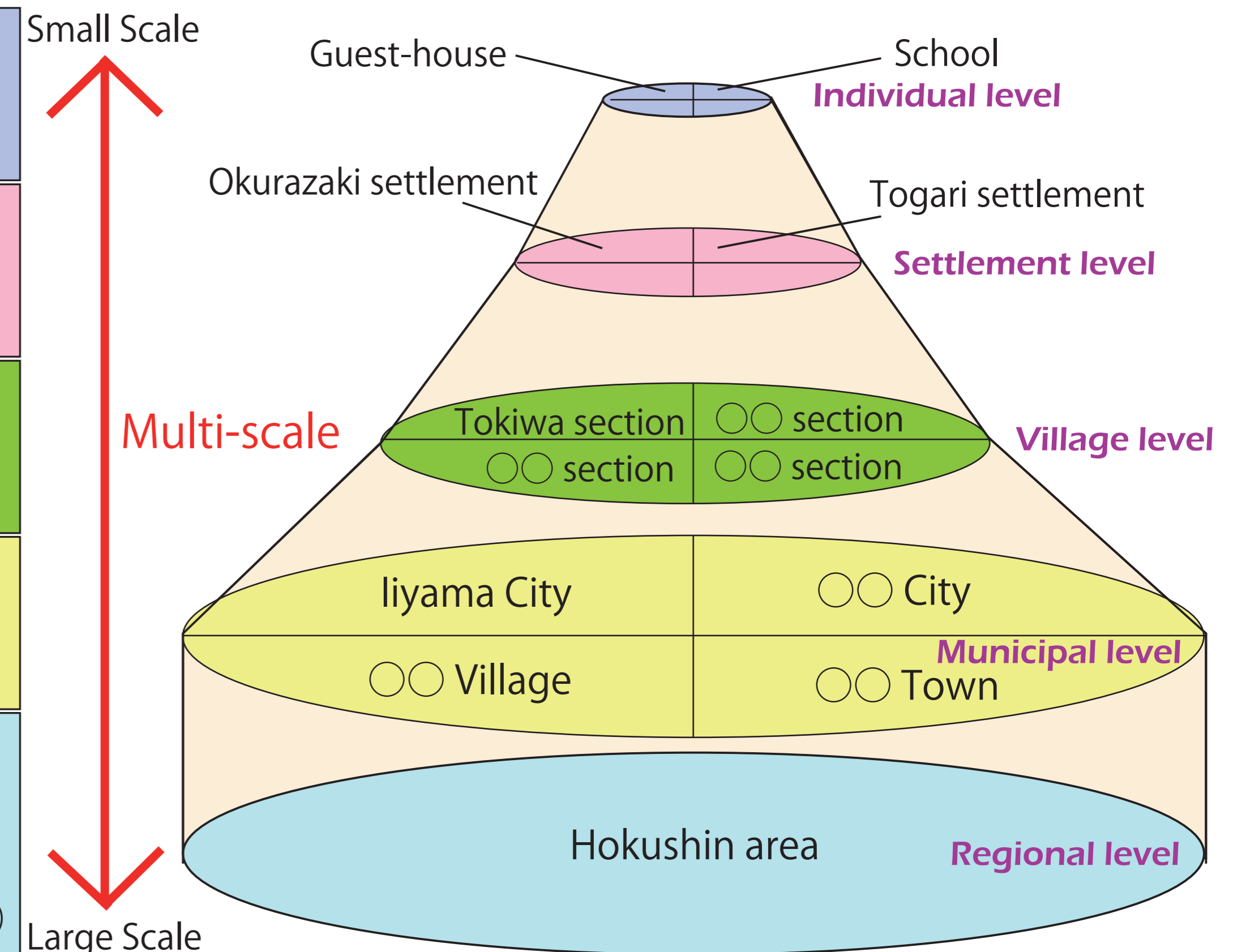
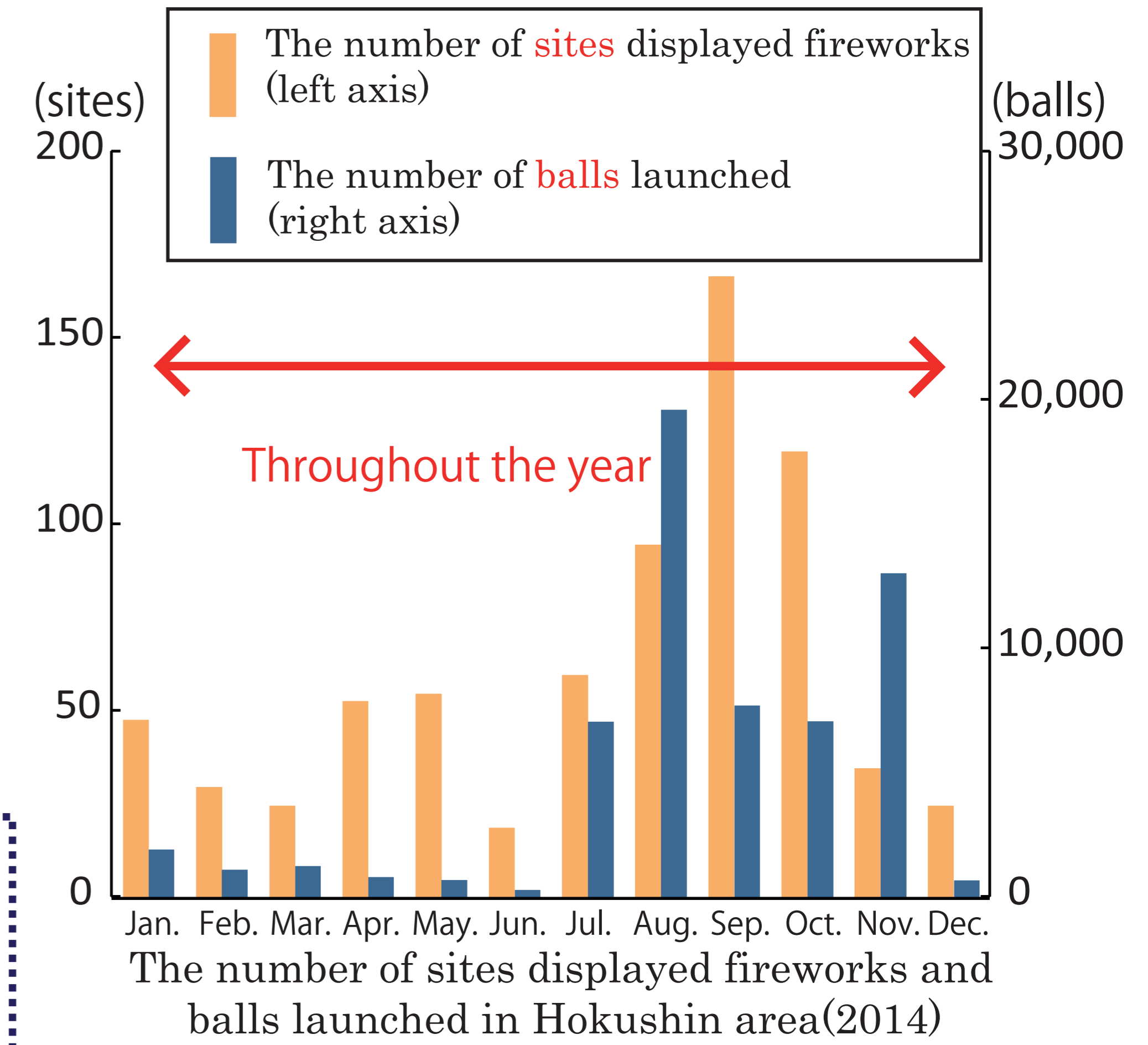
- Population : 631,540(2015)
- Area : 3,677km<sup>2</sup>
- Fireworks supplier : 5 companies
- Fireworks displayed spot: 727 spots(2014)
- Hokushin area is the most eminent sightseeing area in Japan: Hot spa, ski resort, and mountain climbing...
- The Nagano Olympics in 1998
  - : 5,000 fireworkballs were launched in 8 minutes and excited people there at the closing ceremony.

### All seasons consumption

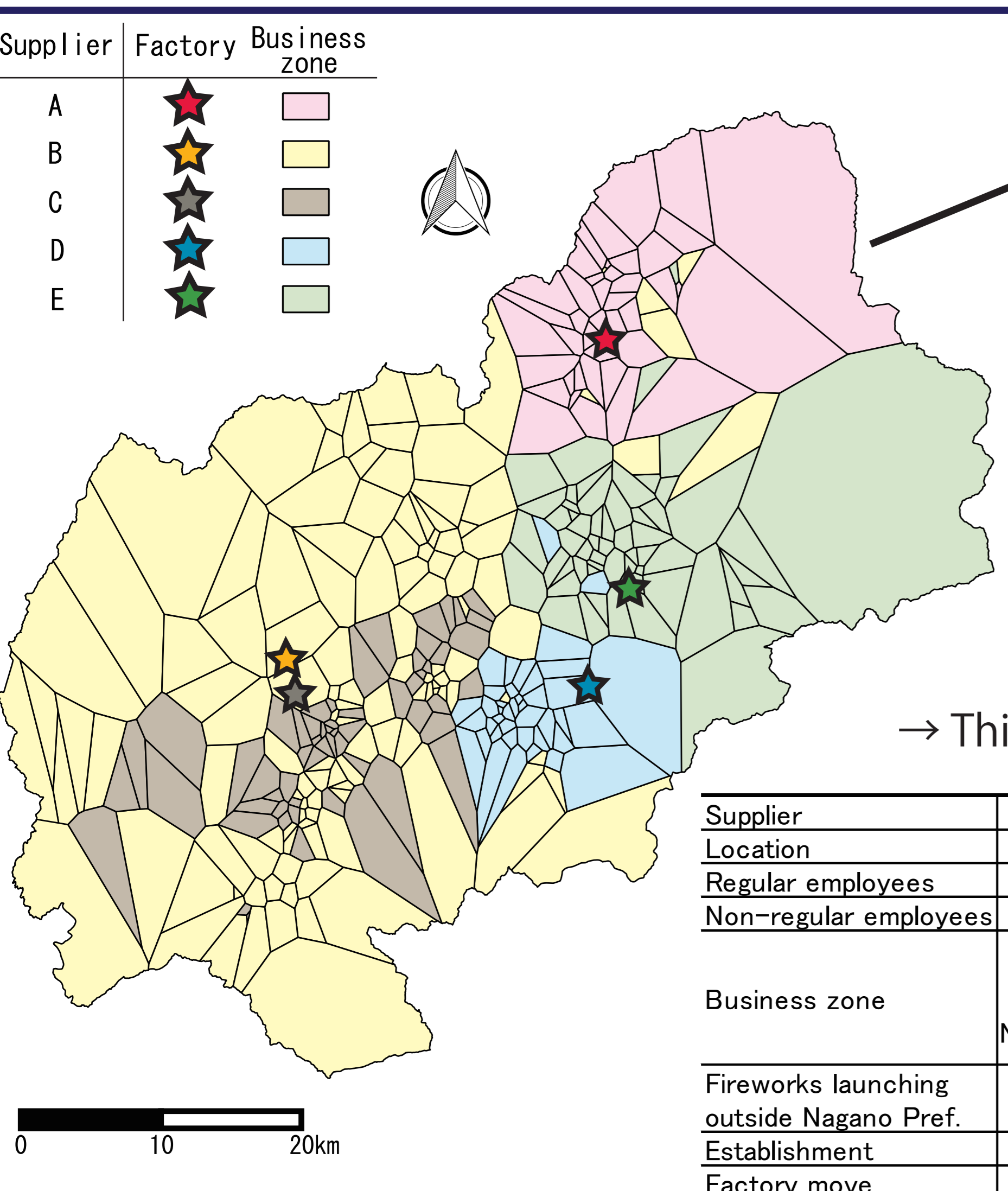
- Fireworks suppliers can get income throughout the year.
- Higher fireworks consumption: August and November → displays and honors of *Ebisu*
- September and October: Festivals hold by settlements → many small scale events

### Multi-scale consumption

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



## IV The "business zone" among fireworks suppliers



### Existence of "business zone"

- It's decided by the tacit consent.
- Fireworks 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.

→ This has increased fireworks production in Nagano Prefecture.

Supplier	A	B	C	D	E
Location	Iiyama City	Nagano City	Nagano City	Takayama Village	Yamanouchi Town
Regular employees	3	20	9	5	3
Non-regular employees	8	70	80	15	31
Business zone	Iiyama City, Kizimadaira Village, Nozawaonsen Village	Nagano City, Chikuma City, Iizuna Town, Shinano Town	Nagano City	Suzaka City, Obuse Town, Takayama Village	Nakano City, Yamanouchi Town
Fireworks launching outside Nagano Pref.	1Pref.	More than 6 Pref.	More than 6Pref.	More than 4 Pref.	None
Establishment	1867	1917	1916	1867	1916
Factory move	None	1978	1975	1983	None



## VI Conclusion

The consumption of fireworks is so prosperous.  
 &  
 The large suppliers expend to outside Nagano.

↓  
 Nagano become the leading production area of Japanese fireworks.