

FOR IMMEDIATE RELEASE

Hiring Skilled Kenyan Workers by Japanese Companies into Japan

— *Addressing Local Labor Shortages and Tackling Global Employment Challenges* —

UBE CITY, YAMAGUCHI PREFECTURE, JAPAN — August 19, 2025 — Yamaguchi Sangyo Co., Ltd. (Head Office: 1-1-25 Kotoshiba-cho, Ube City, Yamaguchi Prefecture; President: Shinsaku Fukushige) today announced the launch of its overseas talent introduction business aimed at solving two pressing social challenges: Japan's increasingly severe labor shortage and the lack of employment opportunities for young people in African and Asian countries.

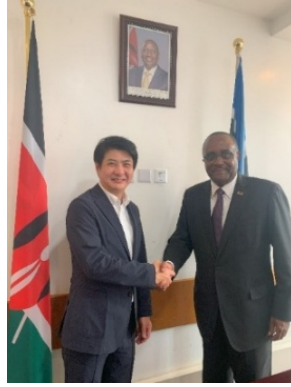
As the first step, in August 2025, three highly qualified individuals selected from Kenya will join the Yamaguchi Sangyo Group. Through their work, they will help establish a foundation for the company's overseas talent introduction business, paving the way for accelerated expansion in the future.

Background and Rationale

Japan's declining birthrate and aging population have led to a shrinking workforce, with small and medium-sized enterprises in regional areas facing a particularly acute shortage of young workers. In 2024, the number of births fell below 700,000 for the first time since statistics began, underscoring the seriousness of the demographic decline.

In contrast, African nations are experiencing sustained population growth, with many young, highly educated individuals. In Kenya, English is an official language, and many young people receive higher education, yet domestic employment opportunities remain scarce.

In 2024, Yamaguchi Sangyo visited Kenya, meeting with local universities and government officials. Through these interactions, the company recognized the high potential of Kenyan youth and their strong motivation to work abroad. In collaboration with Mitsui O.S.K. Lines, Ltd., which has a proven track record in the overseas talent business, Yamaguchi Sangyo established a system covering recruitment, selection, and post-arrival employment support. This structure leverages both Kenya's recruitment infrastructure and Japan's acceptance framework.



Report our initiatives to Kenyan government officials



Conducted recruitment interviews on-site in Kenya

Business Overview

In collaboration with Mitsui O.S.K. Lines, Ltd., and other stakeholders, this initiative introduces and dispatches talented overseas personnel to meet the diverse needs of Japanese companies.

In the initial phase starting August 2025, three individuals carefully selected through local interviews in Kenya will join the Yamaguchi Sangyo Group. Each holds a university or graduate degree and has already obtained a “Engineer/Specialist in Humanities/International Services” visa.

The company obtained both the Fee-Charging Employment Placement Business License and the Worker Dispatching Business License in April 2025, ensuring compliance with all applicable laws and regulations.

Diversity in the Workforce and Future Outlook

The Yamaguchi Sangyo Group already employs talent from Myanmar and Taiwan, steadily building a foundation for a multicultural workplace. With the addition of Kenyan personnel, the company expects to further enhance diversity, incorporating different values and cultural backgrounds to boost creativity and adaptability.

Drawing on this experience, Yamaguchi Sangyo will continue to welcome motivated talent from Kenya and other African and Asian countries, expanding its talent introduction business for Japanese companies.

The company will also strengthen collaboration with regional companies and municipalities in and beyond Yamaguchi Prefecture, promoting initiatives to support the daily lives of foreign residents, Japanese language education, and multicultural coexistence. These efforts aim to create value for both businesses and local communities.

Welcoming Ceremony

Welcoming ceremony by the Ambassador of the Republic of Kenya and the Mayor of Ube City

To welcome our new Kenyan employees, accompanied by relevant parties, will hold a welcoming ceremony by the Ambassador of the Republic of Kenya and the Mayor of Ube City at Ube City Hall.

Date & Time: August 29, 2025, 1:30 p.m. –

Location: Ube City Hall, Main Building

Ube City, Yamaguchi Prefecture, Japan

Participants (planned):

- **H.E. Moi Lemoshira**, Ambassador Extraordinary and Plenipotentiary of the Republic of Kenya to Japan
- **Keiji Shinozaki**, The Mayor of Ube City
- **Shinsaku Fukushige**, President, Yamaguchi Sangyo Co., Ltd.
- New Kenyan employees
- Several other related parties

- **About Yamaguchi Sangyo Co., Ltd.**

Address: 1-1-25 Kotoshiba-cho, Ube City, Yamaguchi, 755-0039, Japan

Representative: Shinsaku Fukushige, President & CEO

Annual Sales: 160 Billion Yen (approx. 1.07 billion USD)

Business Scope: As a comprehensive wholesale company supporting the daily life and industry of the region, the Yamaguchi Sangyo Group operates in a wide range of fields including the supply of energy and lubricants, IT services, service station operations, home life products, healthcare, and education & cultural projects.

Contact Information

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