

July 18, 2025

MACP Announces Business Alliance with Sanyo Shimbun

-Start of “Regional Co-creation Project” in Okayama, to preserve its rich industries amid business closures due to a lack of successors

M&A Capital Partners Co., Ltd. (Chuo-Ku, Tokyo, President & CEO: Satoru Nakamura, hereinafter referred to as "MACP") is pleased to announce that on July 18, 2025, we have launched “Regional Co-Creation Project” in Okayama as the fourteenth installment of our efforts to spread “options for business succession and business growth” in collaboration with various national newspaper companies, by signing a business partnership agreement with The Sanyo Shimbun Advertising Headquarters (Okayama City, Okayama Prefecture; Director and General Manager of Sales Division: Masanori Matsuo. Hereinafter referred to as 'Sanyo Shimbun').



■ Background of the Business Partnership

Okayama Prefecture, known as the “Land of Sunshine,” enjoys a mild climate with few natural disasters. Historically, a key transportation hub, the region has developed a unique economic foundation supported by abundant natural resources and water. Today, it remains one of the major industrial clusters in the Chugoku and Shikoku regions.

One of Okayama’s core industries is manufacturing. The Mizushima Coastal Industrial Zone in Kurashiki City is home to leading Japanese companies, including JFE Steel, Mitsubishi Motors, and Mizushima Chemical Industries, with advanced development in the steel, chemical, and automotive sectors. The textile industry also thrives here, with Kojima recognized as the birthplace of domestic jeans, earning high acclaim both in Japan and abroad. Additionally, the region’s favorable climate and rich water resources support a well-balanced and diverse agriculture sector.

However, according to Teikoku Databank, 57.6% of companies in Okayama lack successors, significantly higher than the national average. This issue is particularly severe among small and medium-sized enterprises (SMEs), which are the backbone of the local economy. Aging business owners in key sectors such as textiles, manufacturing, and agriculture are increasingly unable to secure successors.

Without succession planning, aging leadership leads to business closures. These closures not only affect employees, their families, and business partners, but also result in the loss of valuable technologies and expertise. The decline of SMEs poses a serious threat to Okayama's regional economy. It is therefore crucial for business owners to proactively consider succession, foster future leaders, and prepare for smooth transitions. Business succession is not only vital for the survival of individual companies but also for passing on Okayama's industrial foundation to the next generation and driving future growth.

MACP and the Sanyo Shimbun have actively promoted awareness of business succession and growth through seminars and other initiatives across the prefecture. At the jointly hosted "Chugoku Business Leaders Forum 2024 in Okayama," held in 2023, attendance far exceeded expectations, reflecting strong interest among local business leaders in succession and growth strategies.

To further accelerate these efforts, MACP and the Sanyo Shimbun have entered into a strategic partnership. By combining MACP's extensive M&A advisory experience with the Sanyo Shimbun's communication power and credibility, the partnership aims to expand awareness of succession and growth options, including M&A, among local business leaders. This initiative is expected to play a key role in revitalizing Okayama's economy.

■ Overview of the Business Partnership

As the fourteenth installment of the "Regional Co-Creation Project" announced on October 4, 2023, we have entered into a business partnership with The Sanyo Shimbun, the most influential media outlet in Okayama Prefecture, to promote awareness of business succession and growth strategies.

Moving forward, we will strengthen information dissemination efforts to raise awareness of succession and growth options in Okayama. Additionally, we will work to identify and support companies facing challenges in succession planning, growth strategy, or corporate revitalization. ^{*1}

^{*1} Corporate restructuring is handled by MACP Group's Mirai Financial Planning Co., Ltd.

■ First Initiative Following the Partnership-Commemorative Seminar Planned

To commemorate this partnership, The Sanyo Shimbun and MACP will co-host a free online seminar on Thursday, August 28, 2025, from 14:00 to 15:00.

This seminar is designed for business owners in Okayama Prefecture and will offer valuable insights into "M&A as One of the Options for Business Succession."

Seminar URL: <https://www.ma-cp.com/seminar/20250828/>

■ Company overview

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Representative: President Satoru Nakamura

Established: October 2005

Business: M&A brokerage business

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