

September 25, 2025

**MACP Announces Strategic Partnership with The Niigata Nippo Co., Ltd.****Launching the “Regional Co-Creation Project” to Promote Business Succession Options  
in Niigata Prefecture**

M&A Capital Partners Co., Ltd. (Headquartered in Chuo-ku, Tokyo; President: Satoru Nakamura; hereinafter “MACP”) is pleased to announce that on September 25, 2025, it entered into a business partnership agreement with The Niigata Nippo Co., Ltd. (Headquartered in Niigata City, Niigata Prefecture; President: Akira Sato; hereinafter “Niigata Nippo”) as the 20th installment of its “Regional Co-Creation Project,” a nationwide initiative to raise awareness of business succession and growth options. Through this partnership, MACP has officially launched the Niigata edition of the project.

**■ Background of the Partnership**

Niigata Prefecture is one of Japan’s leading agricultural regions, especially known for rice cultivation, including premium brands such as Uonuma Koshihikari. The region also has a strong presence in rice-based processed foods, confectionery, and sake brewing, with both production volume and brand diversity ranking among the highest in the country. In the Kaetsu, Chuetsu, and Joetsu areas, fisheries and seafood processing industries are also vital, with products such as fish paste contributing to the development of local food culture.

In manufacturing, cities like Tsubame and Sanjo host clusters of small and medium-sized enterprises (SMEs) specializing in metalworking and industrial machinery. These firms support Japan’s manufacturing sector with advanced technologies in pressing, surface treatment, and heat processing.

Niigata’s tourism industry benefits from diverse natural resources, including snowy landscapes, hot springs, mountains, coastlines, and islands such as Sado. Seasonal attractions like skiing and autumn foliage drive year-

round demand, and the tourism, hospitality, and food service sectors are closely tied to local SMEs and industries. However, many SMEs in Niigata face challenges due to aging business owners and a lack of successors. According to Teikoku Databank, 46.6% of companies in the prefecture have no identified successor, and the average age of business owners has reached 61.6 years. Without proper succession planning, many businesses risk closure, which could lead to job losses, the disappearance of local expertise, and cultural erosion—posing a serious threat to the regional economy.

MACP and Niigata Nippo have previously collaborated on seminars and awareness campaigns to promote business succession and growth strategies. The “Niigata Business Leaders Forum 2024,” co-hosted in 2024, received an overwhelming response, underscoring the strong interest among local business owners.

To further accelerate these efforts, MACP and Niigata Nippo have entered into a formal partnership. By combining MACP’s extensive M&A advisory experience with Niigata Nippo’s trusted regional presence and communication capabilities, the partnership aims to expand awareness of succession and growth options—including M&A—among local business leaders, contributing to the revitalization of Niigata’s economy.

## ■ Partnership Overview

As the 20th installment of MACP’s “Regional Co-Creation Project,” announced on October 4, 2023, MACP has entered into a strategic partnership with Niigata Nippo, the region’s most influential media outlet. The partnership will focus on enhancing local information dissemination and identifying local companies facing challenges in succession, growth strategy, or corporate revitalization.\*

Note: Corporate revitalization support will be provided by Mirai Financial Planning Inc., a member of the MACP Group.

## ■ First Initiative Following the Partnership – Commemorative Free Online Seminar

To commemorate the partnership, MACP and Niigata Nippo will co-host a free online seminar on Wednesday, November 5, 2025, from 14:00 to 15:00. The seminar will provide valuable insights for business owners in Niigata Prefecture on M&A as one of the viable options for business succession.

Details of the Free Online Seminar

<https://www.ma-cp.com/seminar/20251105/>

## ■ Company Information

Company Name: M&A Capital Partners Co., Ltd. (Listed on the Tokyo Stock Exchange Prime Market, Securities Code: 6080)

Head Office: 36th Floor, Yaesu Central Tower, Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo

Representative: President Satoru Nakamura

Established: October 2005

Business Description: M&A brokerage services

Website: <https://www.ma-cp.com>

**【Contact Information】**

M&A Capital Partners Co., Ltd.

Public Relations Office, Munenori Saito

TEL:03-6770-4305

E-mail: [pr@ma-cp.com](mailto:pr@ma-cp.com)