

# English Introduction to ORA

---

The Osaka Restaurant Management Association (abbreviation: ORA) was founded in Osaka, the city of food, on October 1, 1981.

The association carries out activities aimed at "contributing to society through the creation of food culture, responding to diverse consumer needs and aiming to modernize and rationalize and ensure the healthy development of the restaurant industry".

Japan's restaurant industry started as the first shops for a variety of American style large-scale family restaurants and fast food chains sprung up one after the other on the occasion of the "EXPO'70" held in Osaka in 1970.

In the 1980's the restaurant market grew at 1 trillion yen per year, reaching 29 trillion 70,200 million yen in 1997. However, before reaching the 30 trillion yen target, the long economic slump after the bursting of the bubble economy started a trend of shrinking in the restaurant market as well.

Then from the 2000's a variety of "food safety and reliability" problems, including "BSE" and "food fraud", had a major effect. Further, as a result of the bottomless "deflation spiral" the restaurant industry also suddenly found itself in a harsh environment as it entered an age of harsh pricing competition.

The industry was also greatly affected by the 2008 Lehman shock and the 2011 Tohoku earthquake and tsunami, resulting in the continuation of a business environment where a large number of shops suffered a great downturn in sales and low cost restaurants enjoy great success.

The market scale of the restaurant industry during the period of stagnation is trending toward 24 trillion yen. The major issues being faced by the current market, "market reduction resulting from an aging population and low birth rate", "securing of personnel", "responding to food safety and reliability issues", "dietary education", environmental issues", etc., are being viewed very closely.

The current number members of ORA, which started during the period of growth of the restaurant industry, is approximately 480 companies (including support personnel).

Member restaurants are found in the Keihanshin area, centering on Osaka...

And have also spread across countries such as America, China, Korea, Thailand, Singapore, Philippines, Malaysia, Indonesia, Vietnam, Australia, Kuwait as well as Hong Kong, Taiwan and other regions for a total of approximately 14,000 restaurants. Over 258,000 staff work hard all over the world everyday to see the happy smiles on customers' faces.

Since its founding, ORA has focused on cultivating restaurant industry professionals. ORA carries out education and training by career, for new recruits to salespeople, focused on sales, customer service, and food preparation management, and also carries out the ORA accreditation system. Our management school which trains shop managers has been held over 80 times with over 2800 active graduates.

ORA overcomes the boundaries of large-scale and individually owned shop members and carries out activities aimed at information exchanges, learning from each other and energizing the restaurant industry in response to the required issues for each era.

As some examples, we held an economic symposium on the theme of "mottainai (don't waste)", a conference on issuing examples of risk management related to food safety and claims, a joint business explanatory conference targeting university students aimed at the acquisition of outstanding personnel, local observations to promote the foods of various regions, and observation of overseas restaurant business and entertainment.

In addition, starting in 1985 ORA also holds the "Food Exposition/Osaka" every 4 years. With the support of the government and the financial world, we have run the exposition as a "festival of food and banquets" since its 1st occasion.

Nearly 4,200,000 people visited during the 7th occasion of the event in 2009, experiencing the fun and emotion of eating and also contributing to the propagation of Japanese food culture and the creation of food culture.

ORA celebrated its 30th anniversary in 2011. We ask for your continued support as all of our members put forth their best efforts to share their knowledge to encourage people to smile, for the working staff and for the promotion of the restaurant industry and member companies.



# Overview of the activities of each division



## [General Affairs Division]

- Holds the general meeting and the new year's exchange meeting
- Handles association rules and requests from outside the association
- Edits and issues the association newsletter, operates the association website, and carries out PR activities
- Studies the merits of member companies



## [Education Division]

- Holds education and training by career for everyone from new recruits to sales staff
- Implements the ORA accreditation system which certifies the management ability and service ability of shop managers, head cooks and customer service leaders
- Holds lectures at universities on restaurant industry discussion and restaurant management discussions at universities
- Observes overseas restaurant and distribution businesses and entertainment

## [Labor Division]

- Holds business explanatory meetings for employment of university, college and technical school students and information exchanges for high school students
- Holds seminars of dealing with labor and employment issues and provides information on labor related legal issues

## [Business Division]

- Holds study meetings and production are observations for safe ingredient procurement
- Holds study meetings and tasting meetings for new menu development and shop facilities including cooking equipment
- Carries out investigative research on cooperative purchasing



## [Food Safety Division]

- Carries out activities for the propagation of the "Food safety and reliability accreditation system" enacted by Osaka prefecture as a accreditation organization of said system
- Holds presentations on examples of risk management for handling shop claims and seminars on food poisoning and prevention of infectious diseases
- Plans school and region food education activities
- Provides information and handling of malicious claims made against shops



### **[Organization Activation Division]**

- Carries out activities for the expansion of the association organization
- Implements activities to increase exchanges and cooperative projects with other organizations to energize the organization
- Holds business talks for new cultivation which links members together
- Holds information exchanges for young managers and small scale businesspeople



### **[Environmental Division]**

- Provides information on environmental laws related to the restaurant industry
- Holds environmental symposiums
- Provides information on handling environmental issues which can also lead to reduced expenses

### **[Supporting Companies]**

- Holds information exchanges between support companies
- Provides information on support company events

