



May a chain of happiness

broaden your smile

With our wholehearted wishes

”Shiawase-masu!”

♥ **What does “Shiawase-masu” mean?**

“Shiawase-masu” in the Yamaguchi dialect, is a wonderful word, which has various meanings, such as: ”to be happy, convenient, helpful, delightful, and thankful”

● **What’s the special Hofu meaning of “Shiawase-masu”?**

Hofu puts a special twist to the meaning of “Shiawase-masu” to mean”Happiness Increase”. Hofu Commercial/Industrial High School and the

Hofu Chamber of Commerce have worked together to make “Shiawase-masu” the “Treasured Word” of the Hofu area and have officially registered its trademark with The Hofu Chamber of Commerce and the Center for Hofu’s Intellectual Property Branding Strategies Section.

Through the use “Shiawase-masu” which has been officially branded, we are promoting local enterprises to make the Hofu area and the whole world a more cheerful place.

<http://shiawasemasu.jp/>