

• **Keiko Mutoh**



Gender : Female

Country/Region: Kuwait

Current Position:

Owner, "Kei" Japanese restaurant

Achievements:

Since 1984, when Ms. Muto took over Kuwait's first Japanese restaurant, a business founded by her father, she has continued to serve only authentic Japanese cuisine.

The restaurant has become so widely accepted among local people that 90% of her customers are now Arabs.

Moreover, thanks in good part to her own efforts, Japanese cuisine in general has been undergoing an unprecedented boom in Kuwait. For instance, there are now almost 30 Japanese restaurants in this small nation of 3 million people while sushi and a variety of imported Japanese food materials can be found even in supermarkets.

Ms. Muto has also worked hard to develop further demand for Japanese food through activities such as 'Japanese fruit tasting parties' held in her restaurant as part of Japanese fruit sales promotion campaigns, and by introducing Japanese dish recipes (for example, tempura) in local newspapers and magazines.