

• **Hideki Kato**



Gender/age: Male, 47 years of age
Country/region: Thailand
Current position: Managing Director, DAISHO
(Thailand) Co., Ltd.

Achievements:

Mr. Kato has been instrumental in spreading and establishing Japanese agricultural and fishery products in Thailand. He provides a reliable supply of Japanese agricultural products, fishery products, and foods to a wide range of customers including department stores and supermarkets. His planning, operation and participation in trade shows, fairs, and other events provides ongoing publicity and promotion for Japanese food. In addition, he has actively participated in and cooperated on proposals to exhibit agricultural and food products from specific regions in Japan, further helping to establish and enhance the brand image for Japanese foods among Thai consumers.