

# Zeng Bo



Country/Region: China (Shanghai)

Age: 46

Current Position:

CEO of Shanghai Daling Food Co.,Ltd

CEO of Shanghai Nagashin-uoyichi Co.,Ltd

Vice Director of Japanese Cuisine Committee

Of China Hotel Association

Honorary President of ECMA

(Eite Catering Management Association)

## ○ Popularization and expansion in China of Japanese cuisine centered on Japanese aquatic products

- Popularized Japanese cuisine with an emphasis on marine products among Chinese buyers and chefs
- Worked to restart the import of marine products from Japan when imports were completely suspended after the Great East Japan Earthquake.
- Effectively pioneered sale of fresh Japanese fish in China, and contributed greatly to the popularization and growth of Japanese foods centered on Japanese aquatic products

While he was studying in Japan, he deepened his knowledge of marine products. He started an import business of frozen Japanese marine products from Nagasaki to Shanghai. Since then, Mr. Zeng continued his efforts to promote true Japanese dietary culture through the introduction of fresh fish and processed aquatic products from Japan for over 10 years. As of June 2016, total 1,145 tons of fresh Japanese fish from Nagasaki and Hokkaido were introduced to over 600 Japanese restaurants in China.

Mr. Zeng also actively organizes on-site visits and interaction events for Chinese chefs, restaurant owners and managers to introduce tasty Japanese cuisine highlighting fresh fish. His enthusiasm about the beauty and deliciousness of marine products from Japan greatly enhanced the popularity of Japanese food in China.

In 2011, after the Japanese earthquake, China stopped all import of Japanese food. Mr. Zeng worked diligently to coordinate with related departments, and successfully made the first breakthrough to reopening the door of importation of Japanese marine products ahead of other food.

Currently he handles 90% of fresh Japanese fish in the Chinese market as a pioneer of sales in China, and his contribution to the popularization of the Japanese food import is admirable.