



## David Dingsan Lin

Country/Region: Taiwan (Yilan)

Age: 66

Current Position:

Chairman of Deysan International Co., Ltd.

### **○ Promotion of Japanese agricultural, forestry, aquatic and food products in Taiwan**

- Involved in the distribution of Japan-grown rice at department store supermarkets, including Sogo, Mitsukoshi, City Super, and Breeze Center, in Taipei, Kaohsiung, Taichung, Tainan, and other cities
- Actively engaged year-round in sponsoring Japanese regional product exhibitions and other events throughout Taiwan, in collaboration with Japanese regional public entities

David Dingsan Lin was born in 1950 in Yilan, a small city on the northeast coast of Taiwan. He graduated from the Tamsui Institute of Industrial & Business Administration (now known as Alethia University) in 1971. After graduation, he served in the Taiwanese military. He traveled abroad to study at Kyushu Sangyo University in Japan, and Utah State University in the United States. Then he worked on a hay farm in Nevada, United States, for two years. Founded Limex, Inc. in 1985, a company specializing in feed and food trade in the United States.

He started import of Japanese rice, fruits, and processed food to Taiwan in 2005. In coordination with local governments throughout Japan, organizes Japanese food fairs at department stores, offering both sampling and sales to consumers.

He is also engaged in promotional activities for a wide variety of Japanese brand rice in Taiwan. These activities include providing recipes for each rice brand. More than 70% of Japanese rice sold in Taiwan is imported by the Limex Group. This is why he is called the Rice King of Taiwan.

He was certified as a rice taste appraiser in 2009, and received Three-Star Rice Meister certification and rice cooking sommelier certification in 2014.

Currently he is working actively in Tohoku Region serving as the Yamagata Prefecture tourism and Tsuyahime rice ambassador, Food Kingdom Miyagi Ambassador, Yamanashi Prefecture ambassador, and Shimane Prefecture's PR ambassador for Unnan City.