



<Minoru Hirazawa>

Country/Region: Italy (Milan)

Age: 72

Occupation:

President, Poporoya Srl.

President, Shiro Srl.

<Mami Hirazawa>

Country/Region: Italy (Milan)

Age: 40

Occupation:

Representative Director, Poporoya Srl.

Representative Director, Shiro Srl.

○ **Driving the Sushi and Japanese food boom in Milan, Italy for many years, having helped pave the way for exporting local products of Yamaguchi Prefecture to Italy**

- In 1977, Mr. Minoru Hirazawa was appointed manager of a Japanese food store in Milan, thereby undertaking the task of serving authentic Japanese cuisine and introducing and advertising Japanese food.
- For many years, he has strived to promote Japanese cuisine and help it gain a firm foothold in Italy by selling made-in-Japan foods and ingredients so that Italian people can enjoy cooking Japanese meals at home.
- Ms. Mami Hirazawa placed an order for local products of Yamaguchi Prefecture, which were exhibited at the Expo 2015 held in Milan under theme of food, and this prompted local producers to make serious efforts to export their products to Milan.

<Minoru Hirazawa>

Mr. Hirazawa moved to Italy in 1972. After working as one of the first sushi chefs at Restaurant Tokyo in Rome, he moved to Milan in 1977, where he later opened Poporoya, the first restaurant serving sushi in Milan. As such, he is the pioneer and leading promoter of sushi in Italy.

While catering to the demands of his Italian customers, who have strong attachment to their national cuisine and tend to be conservative about food, he did not head in the direction of fusion cuisine. Instead, he maintained the traditional style of Japanese cuisine and gradually fascinated Italians with his food. Altogether, he has contributed to the promotion of Japanese cuisine for more than 40 years to date.

In 2008, Poporoya received an award from the Milan Chamber of Commerce for being in operation for 20 years. In 2018, it was certified as a "Japanese Food Supporter."

<Mami Hirazawa>

Ms. Hirazawa joined Poporo Srl. in 2004. After starting her career at a retail store selling Japanese food and ingredients, she has directed the renovation and reopening of multiple Japanese restaurants and learned restaurant management.

At Poporoya, the Japanese food shop, roughly 80% of the products sold are imported from Japan, following her policy of prioritizing made-in-Japan products whenever possible, i.e., except when their imports are prohibited by regulations. Responsible for selecting Japanese food and ingredients for sale and use at the Poporoya retail store and restaurants, she has dealt in some 500 products to date.

Ms. Hirazawa has always been willing to add new items to her product lineup. For instance, she has been importing and selling those products newly found at Expo 2015, such as local products of Yamaguchi Prefecture, on a continuous basis.