



<Teng Yu Di>

Country/Region: China (Shenzhen)

Age: 59 years old

Current Positions:

Director and General Manager,

Shenzhen Sinsanwa Japanese Food Product Limited

Chairperson, Shenzhen Japanese Restaurant Association

○ **Popularization and promotion of Japanese food products and Japanese cuisine mainly in Shenzhen in China**

- Teng Yu Di started handling Japanese food products in 1994. Currently, her company is recognized as the most reliable importer of Japanese food products in the region and has contributed to the development of sale routes of Japanese food products.
- Teng established the Shenzhen Japanese Restaurant Association for the further popularization of Japanese cuisine and Japanese food culture. As chairperson of the association, she provides information exchange sessions on food safety administration and cooking classes. These efforts highlight how Teng's pioneering efforts are leading the way in popularizing Japanese cuisine in the South China region.

Teng Yu Di studied Japanese language and Japanese culture at the Japanese Course at the School of Language, Shanghai University of International Business and Economics. From 1985 to 1994, she was in charge of exporting Chinese agricultural products at the Shenzhen Branch of Kanematsu Corporation which is a general trading company.

In 1994, Teng established Shenzhen Sinsanwa Japanese Food Product Limited. Since then, Teng has been involved in Japanese food product imports for over 25 years. At the beginning when the company was first established, there were only two Japanese restaurants in the entire South China region including Shenzhen City, and opportunities to become exposed to Japanese cuisine and Japanese food products were few and far between. However, believing that China's further opening up to the outside world would deepen the economic relationship between Japan, which would in turn realize the integration of Japanese cuisine and Japanese food products into life in China, Teng continued to develop the sales of Japanese food products. Partly also owing to the growth of Shenzhen City, her company currently conducts business with approximately 2,000 Japanese restaurants in the city and retailers including AEON. Teng is recognized as a leader in the handling of Japanese food products in the region.

In 2019, Teng established the Shenzhen Japanese Restaurant Association, China's first organization specialized in Japanese restaurants. The association is the only registered industry organization in a local government (Shenzhen City) in China, and the membership currently stands at 200 companies. Teng manages the association and hosts various Japanese cuisine related events. In addition, she established the RSS (Restaurant Staff Salvation) fund to support chefs and staff employed at Japanese restaurants. Furthermore, Teng also established China's only Japanese culinary school, the Japanese Cuisine Business School, in the same year. Her great contributions to the popularization of Japanese food culture also extend to the nurturing of chefs of Japanese cuisine.