



## Tommy Cheung Yu Yan

Country/Region: Hong Kong

Age: 68

Current Occupation:

Member, Executive Council of the HKSAR

Member, Legislative Council of the HKSAR

Chairman, Hong Kong Catering Industry Association

Honorary President, Hong Kong Japanese Food and Cuisine Association

Honorary President, The Hong Kong Food Council

Honorary President, Hong Kong Wine & Spirits Industry Coalition

Member of the University Council, The Chinese University of Hong Kong

### ● **Significant Achievements in the Dissemination of Japanese Foodstuff in Hong Kong**

- Mr. Cheung restored consumer confidence in Japanese restaurants in Hong Kong through the “Love Japanese Food” campaign he launched in 2011 to counter rumors in the Hong Kong market concerning the aftermath of the Great East Japan Earthquake. Currently, he is working diligently toward the relaxation and removal of restrictions on Japanese foodstuff import.
- In September 2016, he brought together local Japanese-food-import and restaurant business persons to establish the Hong Kong Japanese Food and Cuisine, contributing to the promotion and expansion of imports of Japanese cuisine and food culture in Hong Kong.

Mr. Cheung is a member of the Legislative Council of the HKSAR, who was the first elected official representing the Catering functional constituency; he has been elected for five consecutive terms since 2000. As the founder and chairman of the Hong Kong Catering Industry Association, he has a lot of influence on the catering industry in Hong Kong

In 2007, a Japanese beef promotion event was held in Hong Kong, hosted by the Ministry of Agriculture, Forestry and Fisheries. Mr. Cheung attended the event as a representative of the government of Hong Kong and encouraged the Japanese beef producers to accelerate exports to Hong Kong.

In 2011, he launched a campaign “Love Japanese Food” for advertising the safety of Japanese cuisine and foodstuffs in order to counter unfavorable rumors in the Hong Kong market concerning contamination caused by the Great East Japan Earthquake. Participating Japanese restaurants declared Wednesday to be the “half-price day,” and the campaign was continued over a period of four weeks in an endeavor to regain consumer trust in local Japanese restaurants. Triggered by this campaign, Japanese food industry sales in Hong Kong, which had decreased to 50% of its regular sales in April 2011, was recovered to 60 to 80% in only three months. Currently, he is ardently working on the relaxation and removal of restrictions on Japanese foodstuff import.

In 2016, Mr. Cheung brought together local Japanese-food-import and restaurant business persons (about 280 entities) to establish the Hong Kong Japanese Food and Cuisine Association, with the aim of actively providing Japanese foodstuffs in Hong Kong.