

• **Chow Sing Mo**



Gender/Age: Male, 58 years of age

Country/Region: Hong Kong, China

Current Position:

President, Nikken's Japanese Food Co., Ltd.

Achievements:

Mr. Chow has been accumulating knowledge and expertise concerning Japanese food since his early days as a student in Japan. Today, he is involved in ensuring the quality of food materials and maintaining high levels of trust in them. As such, he also works in securing consumer health, safety, and peace of mind by constantly visiting the production sites of the food materials his company handles. In addition, he has contributed greatly to opening up overseas markets for Japanese food materials and the popularization of Japanese food, particularly in Hong Kong and China. Mr. Chow has achieved this by paying careful attention to wholesalers, by holding food material explanatory meetings and contributing to the popularizing of Japanese udon noodles in the Chinese market (launching the Chinese name "Udon"). He has also introduced powdered wasabi (horseradish), which had not previously existed in Chinese food culture.