



## Shiu Ha May Choi

Country/Region: Hong Kong

Age: 59

Current Position: Managing Director of Sun Wah Japanese Food Ltd., Managing Director of the Nishimura Japanese Restaurant chain group

Promoting the use of Japan-produced food in Chinese cuisine

- She has been committed to importing Japanese food to Hong Kong and, during the 20 years since 1997, has been operating an authentic Japanese restaurant, Nishimura Japanese Restaurant.
- She frequently visits production areas in Japan to see them with her own eyes, listen to producers, and explore salable Japan-produced food in Hong Kong.
- She has greatly contributed to the use of Japan-produced food in Chinese cuisine.

She has been the Managing Director of Sun Wah Japanese Food Ltd., a local trading company importing Japan-produced food in Hong Kong, for about 20 years since 1997. Since the foundation of Sun Wah Japanese Food Ltd., she has played a central role in importing a wide variety of Japan-produced food, such as fisheries products, processed foods, and alcoholic beverages, establishing a marketing channel that reaches Japanese and local supermarkets, department stores, and restaurants in Hong Kong, and introducing and disseminating Japan-produced food. She has also been operating a Japanese restaurant, Nishimura Japanese Restaurant, serving Japanese cuisine made from fresh fisheries products purchased from Tsukiji and Hokkaido, and has been committed to disseminating Japanese food and cuisine.

She visits production areas in Japan to directly listen to producers about food and products, see production sites with her own eyes, and explore salable food and products in Hong Kong. She visits Japan so frequently that she stays longer in Japan than Hong Kong, and has extensive knowledge of Japan-produced food.

Compared to other local trading companies importing Japan-produced food, Sun Wah Japanese Food Ltd. has a broader network with Chinese restaurants and has greatly contributed to the use of fisheries products and other Japan-produced food in Chinese cuisine, through active promotion. For example, the company has been committed to disseminating Japan-produced oysters in local Chinese restaurants by explaining the safety of Japan-produced frozen oysters and proposing the use of such.

In 2014, Sun Wah Japanese Food Ltd. concluded an agreement with Miyazaki Prefecture. Since then, they have strengthened relations with local governments through events and sales for promoting Japan-produced food in Hong Kong and for disseminating local products. The company also actively participates in Japanese food export conventions sponsored by JETRO and acts as a business partner between Japan and Hong Kong.

Mr. Jonathan Choi, chairman of Sunwah Group, the largest industrial conglomerate in Hong Kong, operating business globally including China, Macau, Japan, Southeast Asia, North America, and Europe, is her brother.