



< Toshio Himuro >

Country/Region : Hong Kong
Age : 58 years old
Current Position : Chairman, Zen Foods Co., Ltd.
Chairman, Hong Kong Japanese Restaurant Association
Chair, Chamber for Promoting Japanese Food Imports in Hong Kong
Japanese Cuisine Goodwill Ambassador

○ Contribution to the popularization of Japan-made ingredients and Japanese food culture in Hong Kong

- Since establishing the first trading company in Hong Kong specializing in tuna in 2003, Toshio Himuro has been working on importing and wholesaling a wide variety of food products such as seafood, agricultural and livestock products, and alcoholic beverages in addition to restaurant management.
- In 2007, he established a cold chain using extreme low temperature shipping containers, and contributed to the rapid spread of the raw food culture such as sushi and sashimi in Hong Kong.
- In 2015, Himuro established an import sales company specializing in Japanese wine. He has worked to improve the recognition level of Japanese wine through sales promotions and event planning, etc.

Since establishment of the company in 2003, Himuro has been working on the importing and wholesaling of a wide range of food products and restaurant management for 18 years. In 2007, he was the first to introduce a transport system using extreme low temperature shipping containers and established a freezing cold chain seamlessly covering distribution warehouses to customers. He also established "Day Zero" commercial distribution to provide fresh fish shipped in the morning from Japan to Hong Kong restaurants by the evening of the same day, which maintained the quality and freshness of the fish. As a result, the raw food culture such as sushi and sashimi became explosively popular.

In 2015, he established an exclusive Japanese wine import business and has been working on increasing the recognition level of Japanese wine by planning and hosting events to pair sales promotion with Cantonese cuisine.

In addition, Himuro sent Japanese chefs from his company to the International Culinary Institute to conduct demonstrations Japanese cuisine for students. Through these measures, he has greatly contributed to the popularization of the Japanese food culture and expanded imports of Japan-made ingredients in Hong Kong. In 2020, Himuro was appointed as a Japanese Cuisine Goodwill Ambassador and will undoubtedly continue his work into the future.