



< Marinus Noordenbos >

Country/Region : IJmuiden, Netherlands

Age : 51 years old

Current position : CEO of “Hokkai Suisan” and “Hokkai Kitchen”
Japanese Cuisine Goodwill Ambassador

○Contributing to spreading Japanese seafood & Japanese cuisine in Europe

- 1993 : Established “Hokkai Suisan” in Netherlands to import and process Japanese seafood.
- 2014 : Opened Seafood restaurant “Hokkai Kitchen” adjacent to “Hokkai Suisan” office/factory.
- 2021 : Appointed Japanese Cuisine Goodwill Ambassador.

At the age of 18, he worked at a seafood-processing company in Numazu, Shizuoka Prefecture. After returning to the Netherlands, he established “Hokkai Suisan”. Over a period of 30 years, he has striven to spread Japanese seafood and fish cuisine culture in Europe, opening sales outlets in more than 15 countries in the region. Initially, his main customers were Japanese nationals stationed in Europe and their families. At present, customers have expanded to local consumers as well as business users such as restaurant chains and wholesale stores cultivated through BtoB deals. In recent years, he has embarked aggressively on new purchases of seafood caught off the Sanriku northeastern coastal region and off the Joban area in Fukushima Prefecture, contributing to the realization of exports to Europe of some new fish species, including bonito from Miyagi Prefecture and sardine from Ibaraki Prefecture, after obtaining the EU's HACCP certification. This has led to the continuation of such exports.

In 2014, he opened a seafood restaurant “Hokkai Kitchen” adjacent to the factory and head office of “Hokkai Suisan,” offering Washoku using fresh seafood supplied from “Hokkai Suisan” in an effort to have Japanese fish cuisine culture accepted by local communities.

He has also participated in events in Europe and elsewhere in the world, contributing to the spread of Japanese cuisine and food culture featuring Japanese seafood and fish dishes.