<Atsushi Miyagawa>

Country /Region: Malaysia
Age: 73
Former posts: Managing Director, JMG Trading Sdn Bhd
Food & Agriculture Coordinator of JETRO KUALA LUMPUR
Current post: Japanese Cuisine Goodwill Ambassador

○**Expanding the spread of Japanese fruits, vegetables and fishery products in Malaysia**
*   1995: Launched a sushi-related business in Malaysia
*   1997: Involved in the import and sales of Japanese food and the launch of a Japanese restaurant
*   2007: Established JMG Trading, a Japanese food import and sales company
    Became Managing Director
*   2008: Started dealing in fresh fish shipped by air for restaurants
*   2011: Started dealing in fruits and vegetables for retail stores
*   2013: Engaged as Food & Agriculture Coordinator of JETRO
*   2022: Appointed as a Japanese Cuisine Goodwill Ambassador

Mr. Miyagawa launched "JMG Trading," a specialized trading company which imports and sells Japanese fresh, chilled and frozen foods in Malaysia, to sell such products mainly to upscale supermarkets including AEON Malaysia, Jaya Grocer, and Isetan. Based on his long years of experience in Japanese food business in Malaysia, he has also developed his own sales channels in local supermarkets that had not dealt in Japanese fruits and vegetables previously. He has established a broad network with hotels, restaurants and retailers, and conducted the import and sales of Japanese foods, mainly fishery products, fruits and vegetables, across Malaysia. In addition, in order to appeal to consumers in Malaysia, he has been committed to continuously ensuring sales space for Japanese food in supermarkets while communicating its attractiveness via social media, etc., contributing to expanding the spread of Japanese agricultural, forestry and fishery products, and food for many years.

Furthermore, he served as Food & Agriculture Coordinator of JETRO KUALA LUMPUR from FY2013 to FY2023, and supported the development and expansion of overseas markets by Japanese companies, etc. by also offering advice based on his various hands-on experiences.