

Selling Japanese Food in the World: Gyoza and Beyond

February 23, 2023

Room 590, Geffen Hall, Columbia Business School



Featuring:

Hiroshi Kaho, President and CEO, Ajinomoto Foods North America Inc.

Moderator:

Dr. Yumiko Shimabukuro, Faculty, School of International and Public Affairs, Columbia University; Co-Founder, Japanese Management Leadership Program, Center on Japanese Economy and Business (CJEB), Columbia Business School

Mr. Kaho has been a leader at the Ajinomoto group since 2002, building upon a career in the food industry lasting more than 30 years. He discussed his global career, including his experiences working in Japan, Hong Kong/China, France, and North America. He also covered Ajinomoto Global's food strategy, with an emphasis on gyoza and other frozen food, delving into the company's strategy and vital issues in the North America food business. Furthermore, Mr. Kaho expounded on the key challenges of working as a business leader in North America, comparing the experience to his experiences in China, Europe, and Japan.