

How *HI-CHEW* Successfully Localized a Global Brand in the U.S. With Fun and Innovation

Thursday, April 10, 2025 | 12:50 – 1:50 PM
Room 590, Geffen Hall, Columbia Business School



Featuring:

Teruhiro Kawabe, Chief Representative for the USA; President; CEO, Morinaga America Inc.

Moderator:

Dr. Yumiko Shimabukuro, Faculty, School of International and Public Affairs, Columbia University; Co-Founder, Japanese Management Leadership Program, CJEB

Note:

This event was part of CJEB's Japanese Management Leadership Program.

Mr. Kawabe gave an insightful talk about the history of HI-CHEW and other Morinaga America products in the United States, outlining the company's distribution efforts to bring their Japanese candies to the global marketplace. He gave examples of Morinaga's transcultural marketing efforts, including the company's strategies to localize its products for the American consumer market. He highlighted how flavor and fun can be used to globalize a brand, leveraging experiences from his over-30-year career at Morinaga. The recording of the event is available at <https://youtu.be/JwcgK0tugpU?si=EPmr9NoDDHdlzwPi>.