

Japan Salonaise Association opens bakery training school in Hong Kong (with photos)

The Japan Salonaise Association officially opened its bakery training school in Hong Kong today (October 13), offering hobbyists the professional skills they need to develop their careers in the Japanese bakery business in the city.

The bakery training school is located in Leighton Centre in Causeway Bay. It offers the popular icing cookie and nerikiri (Japanese traditional sweet) art training certificate courses endorsed by the Association, according to the CEO, Ms Yukako Kikyo. She said that the Hong Kong school will add new courses to cater to local needs.

She said, "In Japan, we have a lot of students coming from Hong Kong to take our courses and some of them have already become tutors and started their own baking businesses. In Hong Kong, all of the courses will be taught by our Japanese instructors with an interpreter. Apart from expanding our tutor base in the city, we also want to have our presence here to provide our students guidance and practical tips in starting or expanding their business."

She added, "Hong Kong people love sweets. This place is the ideal location for us to expand our business in the region. The school will serve as a bridge for communication between our tutors in the city and the association in Japan, and we can thereby gather in-depth and first-hand local information that will help us map out our future expansion."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed the opening of the bakery training school in Hong Kong. He said, "We believe that the Association's bakery school will be a success breeding success when tutors trained by it can start up their own bakery shops that continue to grow and expand in Hong Kong and beyond."

About Japan Salonaise Association

Established in 2013, the Japan Salonaise Association aims to support students to create their bakery careers by taking its courses. It offers over 20 types of bakery training certificate courses in Japan, as well as provides support and guidance to its tutors in starting and expanding their baking business. For more information, please visit www.salone-ze.hk.

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