

# Japanese food supplier starts joint venture in Hong Kong

Japanese food supplier Toho Co Ltd announced today (March 1) that it has established Toho Foods HK Co Ltd with a Hong Kong partner to start a joint venture business in Hong Kong, as part of the group's strategic expansion in the local market.

Toho Co Ltd is one of the largest business-to-business food suppliers in Japan, and since 2015 the company has started to expand its operations outside Japan. The joint venture in Hong Kong is aimed at further spreading Japanese foods in this growing market, according to the Managing Director of Toho Foods HK Co Ltd, Mr Koji Yonezawa.

Mr Yonezawa said, "The Japanese food market in Hong Kong has grown more and more sophisticated and diversified. It thus requires more suitable supplies and services for the market. With the support of a local partner, we believe that we can achieve a better market position in this fast-growing market."

He added, "The joint venture combines the experience and sales channels of our local partner and the attractive and high-quality products of Toho. This will enable us to serve our existing clients better and expand our reach to new clients more easily."

Associate Director-General of Investment Promotion Dr Jimmy Chiang lauded the establishment of the joint venture. He said, "The joint venture reflects the multiple roles of Hong Kong as a vibrant global trading port that offers a lot of ease in the transportation of food supplies as well as an international gourmet city that guarantees growing demand among locals and tourists from around the globe who aspire for quality food, especially Japanese cuisines."

## About Toho Co Ltd

Founded in 1947, Toho Co Ltd is the holding company of the Toho Group which consists of 30 subsidiary companies and is one of the largest business-to-business food suppliers in Japan. It started its overseas expansion in 2015 and also operates in Singapore and Malaysia. For more information, please visit [www.to-ho.co.jp](http://www.to-ho.co.jp).

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