

# Japanese okonomiyaki restaurant chain opens first store in Hong Kong (with photos)

Invest Hong Kong (InvestHK) announced today (August 1) that Idea Co Ltd has opened its first okonomiyaki store, Tsuruhashi Fugetsu, in partnership with AEON Stores (Hong Kong) Co, Limited, as part of its ongoing overseas expansion plan to promote authentic okonomiyaki around the world.

The strategic partnership is one of the successful business matches as a result of a delegation organised by the Hong Kong Economic and Trade Office (Tokyo) (Tokyo ETO) and InvestHK in April last year partly to help Japanese food and beverage companies learn about business opportunities in Hong Kong.

The Director-General of Investment Promotion, Ms Alpha Lau, said, "InvestHK works closely with ETOs around the globe trying to maximise the impact of our promotion of Hong Kong to foreign investors. We are glad to see one of these joint initiatives with Tokyo ETO has paid off with a successful joint venture formed. We will continue to explore opportunities of joint initiatives with ETOs going forward, hoping to let foreign investors around the world know more about Hong Kong's business environment. We offer tailored assistance and support to our clients to ensure their smooth operation in Hong Kong."

The Principal Hong Kong Economic and Trade Representative (Tokyo), Miss Winsome Au, said, "I am glad to see the Tokyo ETO and InvestHK's joint initiative of organising the Japanese food and beverage mission to Hong Kong in April last year paid off. In May this year, we have also partnered with InvestHK to organise an innovation and technology (biotech) mission to enhance Japanese companies' understanding of Hong Kong's innovation and technology market and its investment environment. Our office will continue our efforts in promoting mutual understandings between Hong Kong and Japanese companies, and we hope the efforts will lead to more collaborations in various fields."

The Senior Managing Director of Idea Co Ltd, Mr Masayuki Uchida, said, "We reproduce the original sauce, which is key to the authentic flavour, and use frozen noodles directly imported from Japan to ensure the same quality is delivered to customers in Hong Kong as in our Japan shops. Our mission is to use Hong Kong's global status to help promote the popularity of okonomiyaki to the world, placing it on par with the standing of traditional sushi and ramen."

Tsuruhashi Fugetsu has a history of over 70 years in Japan and specialises in okonomiyaki with unique flavour, fresh ingredients and healthy recipes. It has 72 stores across Japan and eight stores outside of Japan including the United States, Korea, Thailand, and Taiwan. The store recently

opened in Hong Kong's AEON STYLE Tsuen Wan is the 81st store globally.

For more information about Tsuruhashi Fugetsu, please visit [fugetsu.jp](http://fugetsu.jp).

To get a copy of the photos, please visit [www.flickr.com/photos/investhk/albums/72177720319251662](http://www.flickr.com/photos/investhk/albums/72177720319251662).

