

## Mr Wataru Kuwahara honoured by The Queen



For fourteen years Mr Kuwahara led organisation of the Hankyu British Fair, introducing many new British companies and products to Japanese consumers over this time and steadily increasing the Fair's status and sales of British consumer goods. Through the Fair, many Japanese consumers have grown to love British products and culture and have had a chance to experience both modern and traditional Britain.

Mr Kuwahara's passionate advocacy of the British lifestyle and its diversity, including the incorporation of guest speakers and performances into the Fair and use of social media, expanded its reach, attracting visitors from across Japan and led to the creation of a second annual Fair in Fukuoka.

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