＜ Norio Tomida ＞

Country/Region : Finland

Age : 71 years old

Current Position : Tokyokan owner
Recipient of The Order of the Rising Sun, Gold and Silver Rays
Japanese Cuisine Goodwill Ambassador

○ Contribution to the popularization of Japanese cuisine and Japan produced ingredients in Finland

• Management of Tokyokan, the only Japanese grocery store in Finland, since the 1980's
• Recent expansion of his business to wholesale to make Japanese ingredients more widely available in Finland

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Norio Tomida has been managing Tokyokan, the one-of-a-kind authentic Japanese grocery in Helsinki when none previously existed in Finland, for more than 30 years since the 1980's and continues to act as a leading and central figure in the promotion of Japanese cuisine and food culture in the country.

In addition to the sales activity of Japanese ingredients at Tokyokan, Tomida hosts Japanese food seminars for members of the national parliament and Finnish chefs, etc. Furthermore, he has worked to introduce and popularize Japanese cuisine and food culture through the media and famous chefs, etc. Recently, the many years of work by Tomida has returned significant results such as the publication of many books on Japanese cuisine by Finns and the current Japanese food boom.

In 2018, Tomida was appointed as a Japanese Cuisine Goodwill Ambassador.

Recently, his work has expanded to also being a wholesaler who delivers Japanese ingredients, and he has built relationships with the largest domestic retail group and promoted the understanding of Japanese ingredients. As a result, more than 35 stores including large retail stores in Finnish cities launched sales of Japanese agricultural products and seafood, etc., which led to an increase of imports of polished rice from Japan from only two tons in 2017 to 188 tons in 2020.

In addition, he is working on the promotion of further understanding and popularization of Japanese agricultural products and seafood mainly by hosting Japan fairs in cooperation with large retailers.