

Sophia University Institute of Comparative Culture Lecture Series 2011

Sushi and More, Anyone?

Bringing Japan's Design, Food, and Contents Approach to the Indian Market

Harry Cheng

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Time: 17:30~

Place: 10-301, Building 10, Sophia University



In the last few years, Japan has started to seriously consider India as one of the most important emerging markets. All major economies of the world have also targeted India, and Japanese companies are seeing competition from all sides. The Government of Japan and private enterprise have initiated various projects in infrastructure as well as soft industries, targeting the growing and increasingly affluent middle class. As travel overseas becomes cheaper, Indians are exposed to so many new things, and Japanese food and culture is now "in." A look into the last four years and the future potential of Japanese food and more in India. *Sushi and more, anyone?*

Harry Cheng was born in Kobe, Japan. A graduate of the London School of Economics and Oxford University, where he studied social psychology and social welfare. After working in the UK and Canada, he came back to Japan to assist Virgin and Dyson in their marketing activities. He is currently running 4 companies in Japan and India, including "Sushi and More" India's first Japanese takeaway and home delivery service He started the *Been There Done That* travelbook series, and won the Good Design Award in 2010. He lives in Tokyo, Mumbai, and Singapore, and has been a naturalized Japanese citizen since 2004.

Lecture in English

No registration necessary

Sophia University Institute of Comparative Culture
7-1 Kioicho, Chiyoda-ku, Tokyo 102-8554, JAPAN
TEL: +81-(0)3-3238-4082 FAX: +81-(0)3-3238-4081
Email: diricc@sophia.ac.jp
Web page: <http://icc.fla.sophia.ac.jp/index.html>