

Guest lecture by Kikkoman (23 February 2010)

“Japanese Food Going Abroad: Kikkoman's International business and business expansion in Singapore”

Kikkoman was invited to give a guest lecture for the module, JS2230 *Itadakimasu - Food in Japan* where the history of *shōyu* (soya sauce) was introduced and a video on the production process of *shōyu* was shown. Kikkoman also described its overseas marketing process and explained the reasons for choosing Singapore as its base in Asia. At the end of the guest lecture, students were given a bottle of Kikkoman soya sauce each as a gift.



Introducing the history and production process of *shōyu* to the students.



Presenting a gift of appreciation to Mr Yoshiyuki Nogi, Managing Director of Kikkoman (Singapore) Pte Ltd.