

Recommendation:

I have worked for the Danish Agricultural Councils Japan office for 25 years from 1989 to 2013. At the Danish Agricultural Councils Japan office, we have been promoting all kinds of Danish agricultural products to the Japanese market, but mainly pork and cheese. Danish pork accounts for between 20 to 30% of the total Japanese import of pork, so it is a major player on the Japanese market and we have connections and constant contacts to all major importers of meat to Japan.

From 2009 to 2011, I had the pleasure to work together with Kim Pedersen. Kim worked as marketing coordinator at our office. Among his tasks were arranging of visits of Japanese importers to Danish slaughterhouses and dairies, keeping contacts to Japanese importers, strategic planning and practical issues like handling of the offices IT and web pages.

Kim Pedersen was an important asset for the office during his employment among other things because of his huge knowledge about both Japanese and Danish language, culture and way of doing businesses. He was able to inform us about Danish news before anybody else in Japan knew about it, and he was even able to explaining the essence and background of the news in a way so it made sense to Japanese people.

Kim quickly understood our business, established good relationships with all our staff members, subcontractors and customers of Danish pork and cheese as well. His unique personality made Japanese people trust him already from the first day. He was used to socialize with high ranking Japanese people, owners of huge companies as well as middle ranking and people on the floor. He was instantly liked by everyone because of his personality and because of his correct and respectful attitude towards Japanese and our culture.

I also noticed a strong sense of righteousness which was expressed through his fight for the rights of his colleagues in terms of working environment. Even when he tried to improve the working environment at the office, he managed to keep a good and healthy balanced relationship with both the Japanese and Danish management of the company.

As Japanese, I can confirm that Kim's Japanese language skills are native and sometimes even better than the younger generation of Japanese. Especially I am impressed with his skills of writing in Japanese with correct wordings even for difficult subjects. I can also confirm that his understanding of Japanese culture as well as business culture is on level with Japanese people as well.

I can warmly recommend Kim Pedersen for any company that either wants to enter or expand in Japan. I am sure he will be of huge benefit to you.

I wish him all the best in his future job.

Itoh Katsuya, Senior Marketing Manager
Former employee at the Danish Agricultural Councils Japan office

