



Interview with foreign employees working at a Japanese company



レオン ユン メン

Leung Yuen Man

広報マーケティング

PR / Marketing

株式会社崎陽軒

KIYOKEN Co., Ltd.

業種：食品

Industry:Food

出身地：香港

From: Hong Kong

Job Description

About my job

My main responsibilities include drafting press releases, coordinating media interviews, appearing on television, and organizing events. In addition, I am also responsible for updating social media, such as managing and updating Twitter.

Work motivation

Please share your current work motivation

I am involved in expanding Kiyoken's business into overseas markets, which makes my work feel very meaningful and rewarding. In May, there is a festival called "Minato Matsuri" in Yokohama, and Kiyoken participates in this event every year. When I see large crowds of customers gathering, holding Shumai Bento boxes in their hands, I truly feel that Kiyoken is a brand loved by many people. This sense of being part of a beloved brand is what gives me pride and motivates me in my work.

For those who aspire to pursue a career in PR and Marketing in Japan

What advice would you give to those who want to work in PR/Marketing in Japan?

First of all, Japanese language skills are extremely important. Since most journalists, business partners, and people around you are Japanese, I believe that improving your Japanese proficiency is the most crucial factor.

If you have a dream of working and experiencing life in Japan, please do your best to pursue it. When job hunting, it is also very important to analyze yourself, identify your strengths and weaknesses, and think carefully about what kind of work you want to do.

Contact

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【Profile】

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