



Ken Luis Tobe

Ken Luis Tobe is the President of Nippon Food Manufacturer (Nisshoku) since 2005. He also serves as Partner since 2003. Ken Luis is the grandson of the founder and has been immersed in this family business since his childhood.

Prior to taking the leading role at Nisshoku, Tobe studied communication design at Parson's School of Design (Paris) and was the Chief Designer for French Vogue. Later, Tobe moved to Tokyo and launched Vogue Nippon as an Associate Art Director. After the successful launch, Tobe returned to Paris and served as the Corporate Image Director for Gucci Group French brands such as Yves Saint Laurent and Boucheron. Tobe left Gucci Group and

attained an MBA from INSEAD prior to joining his family business.

Currently, Tobe serves as the Honorary Consul for the Republic of the Philippines in Sapporo. Tobe also serves as the Permanent Board of Hokkaido UNESCO, Vice-President and Board of Sapporo UNESCO and Board of Hokkaido Cannery Association.

Tobe was born in Mexico City (Japanese national), and is fluent in Japanese, English, Spanish and French.

