

CEO Message

Japan Future Co., Ltd.
President & CEO Shen Yan



"Creating a Healthier Future for the Next Generation with Food × Technology"

I was born in Shanghai in 1969 and moved to Japan in 1990. After graduating from the Faculty of Business and Commerce at Keio University, I began my professional career at a financial auditing firm. I established my independent business in 2000 and have since expanded across diverse fields, including inbound tourism, CRM consulting, and marketing re-marketing research, always striving to create new value in step with changing times.

In 2026, I relaunched Japan Future Co., Ltd., focusing on AI technology as a core element to make a full-scale entry into the food and beverage sector, challenging the creation of a new industrial domain: "Food × Technology."

Unwavering Belief: "Health Begins with Food"

At my origin lies an unchanging conviction: "To support people's healthy living through food."

In 2025, my parent's hospitalization in Shanghai prompted me to rethink the relationship between food and health. This personal experience is what led me to my current business vision—to evolve the very nature of food using technology. We believe AI is not simply a means for efficiency, but a foundation for ensuring quality, passing on skills, and realizing new value creation.

Contributing to a Sustainable Future

By leveraging the power of data and technology, we aim to implement next-generation dining experiences that harmonize 'deliciousness' and 'health' into society. Grounded in the experience and expertise we have cultivated, we will evolve our philosophy that 'health begins with food' through technology, contributing to a sustainable and prosperous future.

We humbly request your continued guidance and support, and wish you all good health and prosperity.

CEO Biography

Year	Milestones
1969	Born in Shanghai.
1990	Moved to Japan.
1994	Graduated from Keio University (Faculty of Business and Commerce) and joined a financial auditing firm.
2000	Established independent business (encompassing inbound tourism, CRM consulting, marketing research, etc.).
2025	Re-examined the relationship between "food and health" following a parent's hospitalization, inspiring a new business vision.
2026	Relaunched Japan Future Co., Ltd. and made a full-scale entry into the AI × Food & Beverage sector.