

Courtesy call by Kisyu Sumi Kobo (17 July 2026)

On 17 July 2026, Ambassador Asazuma received a courtesy call from Mr. Yudai Tsuji, the third-generation potter at Kisyu Sumi Kobo. Kisyu Sumi Kobo is a producer of Binchotan charcoal in Japan, renowned for its world-class quality, and exports its products to 35 countries worldwide.

Mr. Tsuji visited Namibia three years ago to provide technical guidance, and during this visit to Namibia, he reported Ambassador Asazuma that he is exploring further collaboration with the Namibian company he had provided technical guidance to three years ago. In Namibia, Namibian-produced Binchotan charcoal is being manufactured using the technical guidance provided by Mr. Tsuji.



Mr. Yudai Tsuji and Ambassador Asazuma