

## SUJAY KUMAR SHAH

# HARNESSING POSITIVE LIFE FORCE ENERGY FOR HIGHER QUALITY NUTRITIONAL INTAKE

**S**ujay Shah is passionate about martial arts – traditional Taekwondo is on top of his expertise – that led him to embrace the idea of 'Ki,' which, to him, is life force and energy inherent in all living things.

"I began to realize that my passions for food and martial arts were connected," says Shah. And it is this passion that has inspired him to leverage his family's expertise and create companies that provide young families with the opportunity to incorporate healthier food choices into their lives.

That's the background of Shah launching Kii Naturals, the company that manufactures Artisan Crisps.

To Shah 'Ki' is the core element in traditional martial arts, as once it is cultivated, it can be used for healing, breaking or self-defense. It can also be directly connected to food as the closer something is to its natural state, the more 'Ki' remains when we eat it. "This transfers to a higher quality nutritional intake while creating lasting energy in our bodies," explains Shah.

Shah was exposed to international business at an early age in his father's business. His passion for food was ignited during his first business trip to Turkey at age 15. "Frequent travels allowed me to immerse myself in a variety of cultural experiences and learn about different cultural ingredients. This led to a vision to create a line of all-artisan crisps that are baked-to-order for optimal freshness in a state of the art baking facility in suburban Vaughan (Ontario)."

According to Kii Naturals' promotional material, the company was the first to market a line of non-GMO verified and organic artisan crisps. Canadians are increasingly becoming aware of the health benefits from superfoods like flaxseeds, goji berries, sunflower seeds and pumpkin seeds. These are largely sourced from India and China.

Shah's other company, Shashi Foods, is a vertically



integrated business that sources quality ingredients from over 40 countries and develops products for the natural foods market.

Shah has built strong business relationships with farmers and suppliers across the globe, including India, China, Turkey, Argentina, Mexico, Bolivia, Egypt, Greece, Colombia, Syria and Tanzania – the list is endless.

As a young person, Shah wanted to be a hip-hop artist or a rapper. Far from that. He now runs several very successful food companies with over 250 employees with annual revenue touching several million dollars, all result of hard work, discipline and public



recognition of high achiever employees. "A good entrepreneur must have the ability to manage, inspire and grow people," he explains in a published report. "They must also have the ability to adapt to change and ability to persevere."

Of all the awards and recognitions, he has received, Shah cherishes the most "the Quantum Shift fellowship" from Richard Ivey School of Business, University of Western Ontario, London (Ontario). By invitation only, Shah was selected as one of Canada's top 40 business leaders to partake in Canada's top business school for a business leadership development program that was created to challenge Canada's most promising top entrepreneurs who display strong leadership, insight and innovative mindsets.

Shah is also proud that his Kii Naturals was one of the youngest innovative companies to receive the Deloitte Best Managed award and Shah was one of the youngest CEOs to receive the award.

Kii Naturals has received this Deloitte award for five

years in a row, receiving the Gold Standard in 2016. The Gold Standard is given to industry leaders, delivering exceptional business performance through unwavering investment in their people, productivity and adaptability, which places them amongst the best in the country.

With his deep love for martial arts, Shah mentors young people in Canada and other places during his varied travels.

He also inspires those around him with his entrepreneurial spirit and dedication to his businesses.

"The hard working and dynamic Indo-Canadians have, through perseverance, made their way into every

aspect of Canadian life – government, business, arts, etc.," Shah strongly believes. "There's a common bond that Indo-Canadians have and this is seen across the globe where Indians have settled.

"To my fellow brethren, colleagues, peers, friends and the community at large, my advice is to keep doing what you are doing, because you are definitely doing something right."

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