

## How Entrepreneur Hejar Abdi Gained Global Fame On Tiktok (NY, Tokyo & Shanghai)

Young Entrepreneur & Tiktok Super Star Hejar Abdi From the Netherlands Is Known Around The Globe In Different Parts Of The World. But What Is His Secret?



**New York City, Jul 11, 2020** ([Issuewire.com](http://Issuewire.com)) - Young entrepreneur and Tiktok super star [Hejar Abdi](#) from the Netherlands does it all. When we take a look at his Tiktok page ([@hejarabdi](#)) we can see him dance, sing and create funny comedy sketches. Clearly showing that he has no lack of a creative mind. What's remarkable of this young man's story, is that his fame has risen far beyond the country where he

lives in (the Netherlands). Hejar Abdi's videos are viewed on a large scale by people in New York, Tokyo (Japan) and Shanghai (China) on several different social media platforms. But what is the secret factor that allowed Abdi to gain massive exposure among these countries?

'I think it's because my content mixes different culturally related subjects with a western touch to it.' says Abdi. 'For example, I have traveled to China & Japan before. Both amazing and beautiful countries. I also speak both languages on a basic level. I bring the knowledge I have of their culture back in my content, whether it is in a song or in a short comedy sketch. And I think the people find it interesting to see a Middle-Eastern Tiktok Influencer show interest (always in a respectful manner) in that. As far as the United States, I have always kept my content in English and just did my best to be as engaging as possible.'

Abdi's videos didn't only go viral on Tiktok, but also on the Chinese version of the app called Douyin. Although Tik Tok and Douyin are similar to each other, they run on separate servers and have different content. His online presence also caught the attention of Josh Smith, who owns the website and podcast called 'Small Business Japan'. Smith started his podcast to motivate, inspire, and most importantly entertain listeners. When he saw Abdi's entrepreneurial spirit together with his keen interest in Japanese culture, he decided that Abdi was the perfect candidate for an interview and invited him for his podcast which you [can listen to here](#).

Although Abdi ended up in the online branding business, Abdi's formal studies were something completely different. He studied physical therapy at the Amsterdam School of Health Professions and graduated in 2015 with a Bachelor degree, but he always knew he wasn't going to do that for the rest of his life. His unique and engaging following that can be largely attributed to his ingenuity and creativity has also attracted the attention of several brands across the globe.

'I don't work with just any brand', Abdi explains. 'Right now I'm at a point where I sometimes have to be picky towards the brands that I connect with. As associating myself to a bad one, would potentially harm my reputation as well.'

Abdi's most well-known work is being a social media influencer and consultant for high-end influencers/brands/ambassadors and he also still provides physical therapy related courses at offices throughout the Netherlands for the prevention of physical neck/shoulder/back complaints.



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