

Appointment of Japanese Cuisine Goodwill Ambassador (Mr Kinji Hamada)



Mr Kinji Hamada, who opened a Japanese restaurant in Christchurch in 2007 and has been promoting Japanese cuisine ever since, was appointed as a Japanese Cuisine Goodwill Ambassador by the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) in 2022. On 23 February, Ambassador Ito presented Mr Hamada with a letter of appointment.

Kinji Japanese Restaurant, which Mr Hamada started in 2007, has long been loved by local people for its wonderful Japanese cuisine, which incorporates local New Zealand ingredients. In addition to running his own restaurant, Mr Hamada has also worked to promote Japanese ingredients and cooking methods to the interest of the New Zealand culinary community. In recognition of these points, he was appointed as one of this year's 31 'Japanese Cuisine Goodwill Ambassadors' from among Japanese cuisine chefs working around the world. Since 2015, 173 people from all over the world have been appointed as Goodwill Ambassadors, and this year, three people from New Zealand, for the first time, were appointed.

When handing over the letters of appointment, Ambassador Ito encouraged Mr Hamada to continue his efforts promoting Japanese culture through food. To this, Mr Hamada replied, "The reason we have been able to overcome the Christchurch earthquake and COVID-19 and continue our Japanese restaurants is due to the wide support from our customers and the efforts of those before us who overcame various hardships to promote Japanese cuisine in this country. With this appointment, I will continue to work creatively to make Japanese food culture known to even more Kiwis."

Congratulations to Mr Hamada on his appointment as a Japanese Cuisine Goodwill Ambassador. We look forward to seeing you help New Zealanders become even more familiar with Japanese culture through Japanese cuisine and food.

(FYI)

In 2022 from New Zealand, Chef-Owner of Cocoro Restaurant, Mr Tokuyama Makoto; New Zealand representative for Daikoku Restaurant Group, Mr Narita Yoshiji; and Chef-Owner of Kinji Japanese Restaurant, Mr Hamada Kinji were appointed Japanese Cuisine Goodwill Ambassadors.

Please see the Press Release by the Ministry of Agriculture, Forestry and Fisheries at the following link for more details: https://www.maff.go.jp/j/press/yusyutu_kokusai/kikaku/220119.html