

## Certificate Presentation of “Japanese Cuisine Goodwill Ambassador”

On 14<sup>th</sup> February, Mr. SEKIGUCHI Noboru, Consul-General of Japan in Dubai and the Northern Emirates presented the certification of “Japanese Cuisine Goodwill Ambassador” to Mr. TANIUCHI Shinji, Managing Director & Partner, BENTOYA KITCHEN LLC & GOURMET YA TRADING.

Mr. TANIUCHI started his career in Dubai as a Japanese chef in 1995. Since then, he has contributed to promoting Japanese food and dietary cultures in Dubai for 25 years, as he opened the BENTOYA KITCHEN in 1997, which was the first Japanese restaurant in Dubai managed by a Japanese chef, and a Japanese food store GOURMET YA in 2012.

The scheme of the “Japanese Cuisine Goodwill Ambassador” was established in 2015 to spread appeals of Japanese food and dietary cultures further within and outside of Japan, and then to promote exports of agricultural and marine products of Japan. Mr. TANIUCHI is the first “Japanese Cuisine Goodwill Ambassador” appointed in Dubai.

