

Mr Hideo Dekura and Mr Adam Liaw appointed
as Japanese Cuisine Goodwill Ambassadors for the promotion of Japanese cuisine

The Ministry of Agriculture, Forestry and Fisheries announced 21 appointments of “Japanese Cuisine Goodwill Ambassadors” on 26 February 2016, which included Mr Hideo Dekura and Mr Adam Liaw from Australia. Starting in 2015 with the aim of promoting Japanese food and culinary art overseas, it is the first time this year that the appointees outside of Japan were included. Both Mr Dekura and Mr Liaw made significant contributions to the promotion of Japanese food culture in Australia. We expect them to continue promoting the attractiveness of Japanese cuisine and food culture through the media.



Mr Hideo Dekura

Mr Dekura has pioneered Japanese food in Australia since starting his catering service in 1974. Currently he works as a food critic and Japanese cooking instructor, while managing a Japanese culinary studio in North Sydney. He has written over 18 books, and in 2007 received an award for the Diffusion of Japanese food overseas. He was also awarded a Foreign Minister’s Commendation in 2015.



Mr Adam Liaw

After winning popular TV program “Master Chef” in 2010, Mr Liaw rose to stardom as a celebrity chef on TV and in newspapers and magazines. His role in the TV series on SBS, “Destination Flavour, Japan” to introduce regional and traditional Japanese food was well received and so was the DVD. Mr Liaw writes regularly in the Good Food column by Fairfax.