



Kinji Kobayashi

Country/Region: China (Beijing)

Age: 59

Current Position: Deputy-General Manager & Executive Chef, Beijing Kurazen Co., Ltd.,
Director of the World Association of Chinese Cuisine

Establishing a base to disseminate Japanese cuisine in China

- He has been active in China for about 30 years since 1989. After working as the master chef at a Japanese restaurant in the government-owned Beijing Hotel, he opened his own Japanese restaurant.
- The restaurant serves safe Japanese food made from organic vegetables taken from its own farms and from purified water by using Japanese technology.
- He is the only Japanese director of the World Association of Chinese Cuisine, a Chinese chef association.

He joined KYOTARU CO., LTD., in 1979, and developed his skill in Japanese cooking at a KYOTARU restaurant in Roppongi. In 1985, the company opened a Japanese restaurant in the government-owned Beijing Hotel in response to a request from the Chinese government. He was dispatched to the Beijing Hotel as the fourth master chef in 1989. Since then, he has served traditional Japanese cuisine to high-level government officials and other celebrities, and held Japanese cooking contests by Chinese chefs, in order to disseminate Japanese cuisine in China. He has also put effort into the dissemination of how to import agricultural or marine products for authentic Japanese cuisine from Japan, and established a base for Japanese cuisine in China.

In 1990, he established the Japanese Chef's Association in Beijing for the purpose of disseminating Japanese cuisine and had assumed the post of chairman for nine years since 1993. The association has been committed to raising the technical level of Japanese restaurants in Beijing through collaboration, and it assists Japanese restaurants in expanding into China. It is now a member of the World Association of Chinese Cuisine and is authorized by the Chinese government. In 2015, he became the only Japanese director of the World Association of Chinese Cuisine, and he has contributed to friendship between Japan and China through cuisine.

In 2005, he founded KURAZEN, a Japanese cuisine restaurant, with the aim of further disseminating and promoting Japanese cuisine and thoroughly addressing food safety as a social problem. The restaurant also opened its own farms, conducting "organic farming," utilizing advanced farming methods in China. In addition to organic vegetables, the restaurant uses purified water by utilizing the high-performance water purification technology used in a large Japanese ice-making machine. Thus, he has made efforts in disseminating safe Japanese cuisine made from organic vegetables and safe water, while cultivating a feeling of safety for Japanese cuisine in China.