



## <Takehiro Ohno>

Country/Region: Argentina

Age: 52 years old

Current Positions:

President and Representative Director OHNO SRL

Owner of Tienda OHNO

Japanese Cuisine Goodwill Ambassador

### ○ Diffuser of Japanese cuisine and Japanese food culture in Latin America

- Through appearances on his TV program broadcast in 16 Latin America countries over 11 years and publication of a book in Spanish, Takehiro Ohno, a popular Japanese chef known throughout Latin America, has been energetically working to popularize Japanese cuisine and actively teaching cooking and participating in cooking classes and lectures.
- In 2016, Ohno was appointed as a Japanese Cuisine Goodwill Ambassador. The achievements and contributions of Ohno related to the popularization of Japanese cuisine and Japanese food culture in a region like Latin America that is located away from Japan cannot be overestimated.

After studying nutrition and basic cooking techniques in Japan, Ohno trained as chef in Spain for 5 years. Later, Ohno went on to become head chef in a famous restaurant in Argentina. His TV cooking program, *OHNO*, that is planned and hosted by Ohno himself has been broadcast for 11 years in 16 countries in Latin America. The TV program introduces numerous Japanese dishes that can be prepared easily at home in South America. In addition, Ohno teaches Japanese cuisine in high-end hotels, universities, culinary schools, and restaurants in Latin American countries. Renowned Japanese chef Ohno has gained a high level of recognition from industry players as well as the general public across the region, and he receives autograph requests on the street and in public places. He is an outstanding influencer.

In 2014, Ohno published a cooking book titled, *De Mar a Mar* (“from Sea to Sea”) in Spanish which introduces Japanese recipes and how to prepare rice and fish for Japanese dishes. This work received the Most Outstanding Cooking Book Award by the Publisher Association of Latin America and significantly inspired culinary personnel across Latin America.

In 2015, Ohno was awarded for his achievements in popularizing Japanese cuisine and Japanese culture across Latin America starting with Argentina by the Japanese Foreign Minister’s Commendation. Furthermore, in 2016, Ohno was appointed Japanese Cuisine Goodwill Ambassador. Following his appointment as Japanese Cuisine Goodwill Ambassador, Ohno participated in soy sauce and Wagyu brand Japanese beef promotion events and Hokkaido PR events, etc. Ohno has also hosted numerous charity events in the local Japanese descendant and resident association.

In 2018, Ohno opened Tienda OHNO, a Japanese food store. All eyes are on Chef Ohno for further outstanding performances as a diffuser of Japanese cuisine and Japanese food culture in Latin America.