



## <Fumihiko Konishi>

Country/Region: Malaysia

Age: 75

Current Position: Chairman, Texchem Resources Bhd.

### ○ Promotion of Japanese food and culture in Malaysia

- Contributed for Japanese food and culture to take root in Malaysia, through his Japanese restaurant groups including more than 130 stores of “Sushi King.”
- Managing “Doutor Coffee” and “Hoshino Coffee” locally. Also playing an important role in the development of Japanese food service industry in Malaysia, most remarkably in supplying “Otafuku Sauce.”

Since established his first company in Penang, Malaysia in 1973, Tan Sri Konishi has been serving as the Founder Chairman for over 45 years, of approx. 45 companies dealing diversely in manufacturing, trading, retailing, restaurants, and investments.

In 1995, Tan Sri Konishi opened the first “Sushi King” restaurants in Kuala Lumpur. Today, there are 137 “Sushi King” outlet all over Malaysia and 5 more in Indonesia. From 2007, he also started new concept restaurants such as Japanese fine dining “Miraku,” and “Gokuraku Ramen.” After setting up the joint corporation in 2015, “Doutor Coffee” and “Hoshino Coffee” have launched in Malaysia. Joint venture with “Otafuku Sauce” and “Kokubu Food” followed in 2016, in which the businesses have been proceeding well.

To praise his contribution on the development of Malaysian communal society as well as the intensification of the relationship between Malaysia and Japan, he received a certificate of commendation from the Minister of Foreign Affairs on the occasion of the 50<sup>th</sup> Anniversary of the establishment of diplomatic relationship between Japan and Malaysia in 2007. He was also awarded “The Order of The Rising Sun, Gold and Silver Rays” by His Majesty the Emperor of Japan, for his great contribution to the goodwill and friendship between Malaysia and Japan.