



< Hideki Matsuhisa >

Country/Region : Spain, Barcelona

Age : 53

Current Post : Owner Chef of “Koy Shunka”
Representative of “Grupo Koy”
Japanese Cuisine Goodwill
Ambassador

○Contributed to the promotion of Japanese food in Spain and Europe for 27 years.

- 1998: Began to work as a chef at a Japanese restaurant in Barcelona.
- 2001: Opened the restaurant “Shunka.”
- 2008: Opened the restaurant “Koy Shunka.”
- 2012: Appointed as a Board Member of the All Japan Food Association (General Incorporated Association), concurrently heading its Overseas Department.
- 2013: Awarded one Michelin star in the Michelin Guide Spain, becoming the first Japanese chef to receive this honor.
- 2015: Opened the restaurant “Koy Hermitage.”
- 2016: Opened the restaurant “Majide.”
- 2017: Appointed as a Goodwill Ambassador for the Promotion of Japanese Food.
- 2021: Opened the restaurant “IKOYA Izakaya.”
- 2025: Received the Chief of Mission Award from the Consulate-General of Japan in Barcelona.

In 2001, he opened his first restaurant in Barcelona, “Shunka,” followed by “Koy Shunka” in 2008, which in 2013 became the first restaurant run by a Japanese chef in Barcelona to earn one Michelin star. This helped traditional Japanese food culture to take root in the region, with the number of Japanese restaurants in Catalonia expanding from approximately 20 in 2001 to over 320 today. Several prominent local chefs became fans of his Japanese cuisine, and their recommendations contributed to raising the status of Japanese cuisine.

Appointed in 2017 as a Goodwill Ambassador for the promotion of Japanese Food, he actively appeared on television programs and in newspaper features, while also contributing to the efforts to encourage households to consume Japanese food, including by supervising sushi and other Japanese food for supermarkets. Furthermore, he has advised in PR matters and cooperated in initiatives related to the registration of “*Washoku*” (Japanese traditional dietary cultures) and “*Sake*” as UNESCO Intangible Cultural Heritage, as well as projects led by JETRO and overseas diplomatic missions.

Devoted to fostering successors, he has instructed Spanish chefs at his own restaurants and local culinary schools to train “*shokunin*” (master artisans) of Japanese cuisine, while also serving as a judge at Washoku competitions across Europe. The number of chefs who have opened their own restaurants after being trained under him has also increased, with the total number of Japanese restaurants throughout Spain exceeding 800 and leading to a substantial growth in the number of establishments offering high-quality Japanese cuisine.