

Mr. Takeshi Makino, Director-General of Hokkaido Bureau, Ministry of Economy, Trade and Industry,
Mr. Mohammad Islam, CEO of Atelier M,

Distinguished guests,
Ladies and Gentlemen,

It's my great pleasure to congratulate on the success of the tonight's food cultural event organized by the Hokkaido Bureau, at this award winning restaurant, under the beautiful theme, "Flavors of Hokkaido, Japan".

Hokkaido is very special and is the admiration of every Japanese. For example, every year, we have a research in national ranking of the attractiveness through the polling survey of Japanese people. This year, Hokkaido won the top place of attractiveness. But, more surprisingly, Hokkaido has kept the top rank consecutively for the last 10 years. In the past decade, flavors of Hokkaido have attracted the biggest number of Japanese people. It's simply amazing.

But, why does Hokkaido so fascinate us? According to the another research, there are three distinctive reasons. First, it entertains quite difference of natural beauty comparing with other places of Japan. Second, it has the richest tourism resource, as represented by white power snow. And third, of course, Hokkaido is proud of its showcase of foods, because of its fabulous ingredients and diverse recipes.

Ladies and Gentlemen,

Today, Dubai's maximum temperature was 30 degree Celsius, and weather is of course sunny as usual. In the meantime, today in Hokkaido, weather was snow, and it recorded minus 4 degree Celsius at its lowest temperature. Tonight, Hokkaido's coolness captivates hot hearts of Dubai.

This event demonstrates a possible intersection between Hokkaido and Dubai in terms of food collaboration showcasing the Hokkaido's superb attractiveness. As I said before, Hokkaido has been awarded the top prize in an attractiveness of Japan for the last 10 straight years. So, I'm convinced every one on this floor will taste why Hokkaido is the most attractive place in Japan, through experiencing its fabulous ingredients and the art of diverse recipes, at the Dubai's most fantastic restaurant.

Thank you very much.