

Very good afternoon,
Ladies and Gentlemen,

It's my great pleasure to express my congratulations to JETRO, Japan External Trade Organisation on successful organising the first ever Japanese rice promotion in Dubai. I also would like to extend my deepest gratitude to every person who is involved in this important event for their many efforts, notably to JETRO Managing Director Mr. Ando-san.

Japanese rice is extremely unique and special. No other rice can be comparable, because only the Japanese rice keeps marvellously rich taste, even when it gets cold. I show you one example. In any restaurant, when you are served the main dishes, and if that main dish has been got cold, you can't help claiming; "would you mind heating this up?" But, in a sushi restaurant, no one claims even sushi is definitely main dish. It's because Japanese rice is so delicious not only just after the cooking but also in getting cold. That's why, I think, there is a lunch box demonstration later in this program.

Around the world, there are many superb delicious "cold appetisers", but no "cold main dish" at all, except for sushi. I have another funny story. Now, everyone is aware sushi is a typical Japanese cuisine. But, previously it was not so popular for foreign people. Some decades ago, when my government invited the foreign VIP guests to the authentic traditional sushi restaurant, offering the best quality excellent sushi, suddenly, the VIPs guest got upset, claiming "why the restaurant serves us cold dishes in official lunch?"

So, the restaurant heated up sushi, and cooked a fried rice? Of course, it's not. VIP guests, after eating sushi, fully appreciated the VVIP treatment of the fantastic experience of tasting superb sushi.

Ladies and Gentlemen, today, Japanese cuisine has become renowned the world over, and the number of Japanese-cuisine lovers in Dubai is also growing quickly. So, please find Japanese restaurants which serve Japanese rice for their ingredient, like this restaurant, KOBAYA. Otherwise, you would miss the chance of mouth watering.

Another reason why you must taste Japanese rice is its healthy nature. Japanese rice farmers are using a very little chemicals, and they often produce rice in organic. When we cook Japanese rice, we do never put any oil nor fat. It's very healthy. That's why we Japanese have traditional culture to cerebrate our eighty-eighth birthdate under the title of rice festivity, as we appreciate our rich rice culture bringing us our health and wealth.

Finally, I strongly hope everyone can taste the Japanese rice flavour in every Japanese restaurant in Dubai.

Thank you very much.