

Mr. Noboru Inoue, President & CEO, Top Farm Group

Mr. Dariush Rakhshani, CEO, Country Hill International

Mr. Hitoshi Sugawara, CEO, Mizuho Gulf Capital Partners

Excellency, Distinguished guests, Ladies & Gentlemen,

It's my greatest pleasure to congratulate the successful opening of the tonight's Saroma wagyu beef celebration. I thank you very much for inviting me to this gorgeous event.

First, I want to say, I have been long long waiting for this day to come. You guess I'm a Wagyu addict? Yes, of course, I'm among you who has been fascinated by beauty of Wagyu flavour, savour, and taste. But, a story has a bit different background.

When I was posted in Dubai, 2 years back in 2017, my government instructed me to expand the trade volume of Japanese agricultural foods to the UAE, notably Wagyu beef. Last year, unfortunately, my efforts couldn't make any good outcome. According to the Japan Wagyu Beef Export Promotion Committee, Japan exported about 7 tons of Wagyu to the UAE last year, statistically just above 0.5 tons per month in average. In the meantime, this year, Country Hill International and Gulf Japan Food Fund, started the Wagyu trade to the UAE, and continuously import Top Farm's Saroma wagyu for more than 1 tons every month. They deal with more than 2 times bigger amounts of Wagyu trade, compared with last year. Amazing, isn't it.

I fully appreciate for their business success which fulfil the instruction by my government. Thank you very much. This day finally arrives.

Ladies and Gentlemen, this year celebrates the 10th anniversary of the import of real Japanese Wagyu to this country. On this celebration year, the Saroma opens a new page of Japanese wagyu trade to the UAE. I want to promote this superior Japanese treasure more and more. It's because Wagyu captivates us by the incomparable tender, juicy and flavourful eating experience. Especially, fat in Wagyu has a melting point lower than our human body temperature, making it melt on our tongue. This makes us feel a marvellous mouth watering experience. In addition, Japanese Wagyu fat is proud of the lowest cholesterol level of all meats. Wagyu fat also contains rich of Omega 3 & 6 acids, which enhance brain function, reduce heart disease and even provide with a highly protective function against cancer. It's incredibly healthy isn't it. Absolutely, the Saroma achieves the highest levels of both flavour and healthiness.

Today, I'm also excited at the following program, especially a miracle cutting demonstration by Japan's prominent expert. He is officially authorised by the Japanese government to use the title of "Meister", Japan Production Master. I'm convinced the demonstrator miraculously shows us the awesome cutting skills.

Ladies & Gentlemen, as the saying goes - seeing is believing. And I think tasting is convincing. Tonight, you can absolutely enjoy the amazing mouth watering experience, because Wagyu is the best, cutting is the best, and guests are also the best. Finally, please support us to expand the Japanese Wagyu trade, especially the Saroma, further more. Thank you very much.