

- Mr. Saud Salim Al Mazrourei, Director of Sharjah Airport International Free Zone Authority and Director of Hamriyah Free Zone Authority,
- Mr. Shigehiro Matsuoka, Managing Officer of Hino Motors, and
- Mr. Yoshihiro Koyama, Managing Director of Hino Motors Middle East,

Distinguished guests, Glorious finalists, Ladies and Gentlemen,

It's my great pleasure to stand upon here again at the opening of Hino 3S Skills Contest. Last year at this podium, when I celebrated a successful coordination of the contest, I stated "Hino" is composed of "Hi" and "no", and it stands for "highest skill of technology", "no one can achieve". I haven't changed anything about this my view on Hino.

Ladies and Gentlemen,

Take a look around the automobile industrial sector in this couple of years. There have been many car manufactures' scandals around the world, such as the CEO's arrest this week, falsification of inspection results, falsified report of emission data, cheating fuel economy, and so on. We have heard many regrettable news on scandals of automobile manufactures, unfortunately. Most of global scandals are neither caused by mechanical errors, nor design problems, nor engineering mistake. They are mainly caused by human factors. On the other hand, we have never heard of Hino's scandal at all. Why does Hino have no scandals? I think one of the reasons might be behind the scene of the great legacy of the challenging history of Hino in Dakar Rally.

Earlier this year in Dakar Rally, Hino celebrated its class championships on nine straight years at the trucks category. More surprisingly, Hino has finished in all 27 races consecutively since its first participation in 1991.

In the Rally, insatiable passions for technological innovation make Hino overcome any challenges. Enthusiastic such challenges let Hino build up the state of art spirits, commitments and expert skills. Then, the astonished achievement of Hino in Dakar Rally could have never been attained without the highest quality of expert skills. These expert skills have been developed through the continuous efforts of endless improvements based on the tireless skill practice-and-training such as the today's contest.

I'm now before the 22 contestants winning all the way to finals from 8 countries in the region. I'd like to congratulate to all contenders on their today's finalist status. Today is the stage where all finalists will climb beyond the bounds in terms of the highest quality of expertise to challenge their skills limits.

So, again I'm saying "Hino" is composed of "Hi" and "No", and it stands for "Highest skill of technology", "No one can achieve". It's Hino.

I wish you all the best.