

Distinguished Participants,

Ladies and Gentlemen,

It's my great honor to co-host a long awaited event in Dubai, Japan Tourism Seminar, presented by Japan National Tourism Organization.

Around the world, a lot of old sayings refer tourism and travel. Do you know something? Japan is not an exception. One of the most famous one is: "If you love your kids, send them out into travels." It means, learning severely well in kids age makes them educated deeply and widely. Universally, travel inspires a lots enlighteningly and spiritually. Japanese society has also encouraged tourism educationally, as wells as traditionally and socio-economically. Especially, in the last decade, Japan has put a great focus on tourism.

This resulted in the highest record of inbound tourism last year, where Japan received more than 30 million tourists from around the world. Number of tourists has been booming-up more than 20-40% annually. It seems to be a bright future in the tourism sector in terms of the number of travelers. In the meantime, more than 80% of tourists to Japan are travelers from East Asian countries. Now, Japan is widening the scope of travel marketing toward the other regions. So, the next campaign must be targeting to the Gulf region. That's why we are here to uphold your tourism business.

In Arabic proverbs, "people who live a longer life possess many knowledge, but people who experience travels get much more." This means you, travel agents, have knowledge much much more than me. Right? I envy you. In this regard, a travel to Japan next couple of years let you learn much further. We'll have World Cup Rugby this year 2019, Tokyo Olympic in 2020, and Expo Osaka 2025. This is the big business chance isn't it. Today is a door to your business success. Again, I envy you all on this floor.

Ladies and Gentlemen,

I also refer an African muslim saying: “He who does not travel does not know the value of human.” Great word. You, travel agents, have a big responsibility on our human values. OK? So, what are the values of Japanese? According to the World Value Survey of hundreds thousand people all around the world in decades, no nationals attache such greater importance to natural environment than Japanese. The survey shows Japanese has exceptionally the highest interests in conserving beautiful nature. This is the one of Japanese values. Another Japanese value is food culture. Unesco listed the Japanese cuisine on the world intangible cultural heritage in 2013. Japanese food culture always focuses on bringing out every essence of every single ingredient to express our respect for seasonal beauties. As Michelin restaurant guide announces every year, Tokyo scores continuously the highest among any cities around the world.

Coincidentally, according to the statistics of Japanese government, foreign tourists have enjoyed and will expect the Japanese cuisine and sake at the top rank. Of course, you can enjoy both later tonight. Then, an experience with both traditional and modern cultures is ranked at the another top place, because of the incomparable uniqueness. Many world social scientists of culture, history, and politics emphasize how absolutely unique Japan is, based on the special feature of: one nation, one language, one isolated geography, one climate model, and one civilization.

Travel to Japan means travel to culture, nature and the uniqueness. You can develop variety of diverse marvelous tourism packages from now on. You have a bright business future. In Japanese saying, “no road is long as far as having good company.” In this event, you will find good company and good partner for your big business.

Finally, today, you can enjoy Japanese fabulous cuisine and the beauty of flower arrangement after the session. I also hope you have a great interaction through face-to-face talks to build robust business network.

Now, the curtain is opening.