

Very good afternoon,

Distinguished guests,Ladies and Gentlemen,

It's my greatest pleasure to congratulate on the quarter century anniversary of the establishment of Honda Gulf FZE.

Today is exceptionally special for me. I have been long long waiting for this day to come. It's because I must be one of the most enthusiastic Honda fans. 25 years ago when the Honda Gulf FZE was newly established in 1994, coincidentally, it was the first time for me to get a brand new car in my whole life. That was a blue metallic Honda Civic. Also, the first motorcycle I bought in a brand new one was a red colored Honda CBR. I have always aspired to drive and ride on the Honda technology. My car just before coming to the UAE was a black colored Odyssey, of course made by Honda. The motorcycle I enjoyed riding on until just before leaving Tokyo was a white colored CB1100. Now in the UAE, should I say? I'm driving a white colored Toyota. Sorry, I have to say "Honda" on this context and situation. But, I'm honest. I do say trustfully.

For example, whenever I give a lecture about the Japanese culture or Japanese society, I use one slide with three pictures of Honda manufactured products. The first picture introduces a Honda racing motorcycle which has accomplished the world championship title in the last three years. The world fastest motorcycle presents us with the speed and safety brought by Honda's state of art technology. The second picture shows a small Honda scooter ridden by dad, mom, a daughter and a son, totally 4 family member on one scooter's seat. It's a symbol of reliability, safety, and family happiness extended by Honda. The last picture shows

the Honda Jet which achieves the 20% better fuel efficiency with the fastest speed in the business jet. It's a world number one best seller. Honda is a synonym of speed technology, safety and reliability, and environmentally friendliness, all of which are pride of Japanese traditionally. Honda is very Japanese. However, Honda brings us much more important thing. This is a Honda pin badge collection, "Dream in gold color edition". This is the motif of Japanese language, "Dream", handwritten by Soichiro Honda, everyone knows Founder of Honda. He left many words to express what he should be. One of his most famous quotes is "the day I stop dreaming is the day I die." His dream was to achieve the world number one motor vehicle company.

In the meantime, 25 years ago, H.H. Sheikh Ruler of Dubai, authorized the Burj Al Arab Project, in order to achieve H.H.'s ambition to build the world's top tourist destination as an iconic symbol of Dubai. So, a quarter century ago, a company dreaming of the world number one manufacture established its subsidiary at the city of ambition to be the world's top place. In addition, JAFZA accomplishes its strategic mission for achieving the Dubai's vision to become the world's top economic hubs. There is an inevitable success of Honda Gulf FZE at JAFZA in Dubai, in terms of the challenger to the world number one.

Finally, this gold pin badge is unfortunately discontinuation of production. It's definitely my life treasure, which encourages me everything inspired by the enthusiastic spirit of power of dream, like Honda, like JAFZA, and like Dubai. Today, it's finally the day I have been long waiting for. Congratulation again on the 25th anniversary. Thank you very much.