

Mr. Toshiaki Namba, President of Japan Wagyu Beef Export Promotion Committee,
Distinguished Guests, Ladies and Gentlemen,

It's my greatest pleasure to present you with the today's special Wagyu promotion event, inviting Japan's only the Wagyu sommelier, Mr. Noriaki Numamoto.

I have been long long waiting for this day to come. As you guess so, I'm a Wagyu addict. Yes, it's true. It's because, I'm like you who have been fascinated by beauty of Wagyu flavor and taste. It's also correct. But a real reason why I have long waited for is, simply I want to promote this superior Japan's national treasure in real means.

This year celebrates the 10th anniversary of the introduction of real authentic Japanese Wagyu to Dubai. However, now, a decade later, when we take a look at any super market in Dubai, we can unfortunately find imitate red meats labeled wagyu. I'm so sad. It's not Wagyu. Real authentic Wagyu fascinates us by the incomparable tender, juicy and flavorful eating experience. Especially, the fat in Wagyu has a melting temperature point lower than the human body, making it melt on your tongue. This achieve real mouth watering taste and incredibly healthy nature at the same time. Amazing, isn't it.

But, why is not so popular the real Wagyu in the market? One of the biggest reason is an issue arisen from how we treat and manage the halal in order to be accepted by the UAE market.

I may say there is a mismatching among the needs, the demands and prices. Everyone knows, Dubai's market is eager to purchase only the prime cut. In the meantime, Japanese Wagyu farmer must sell the whole dressed carcass due to the Halal process. The small prime-cut portion has to be paid by the price of entire whole dressed carcass. This results in the price of yet the expensive prime cut portion skyrocketing in Dubai's market. This is the background why I organize the today's event.

Ladies and Gentlemen, the today's event resolves the issue of mismatching of the need and demand by miracle cutting skills, which inspires what really Wagyu tastes. Lecturers and a demonstrator show us marvelous performance. You can experience the awesome cutting skills which change the taste of every wagyu cuts into miraculously the splendid prime one. Tonight, you can absolutely enjoy tasting the amazing mouth watering Wagyu, in sukiyaki-style, shabu-shabu-style, and even in thick-sliced steak style. Great! In addition, not exhausted yet, we offer you fantastic Japanese cuisine, including first-class sushi made by expert chef flying from Japan. It's so exciting.

Finally, one thing I want to say. Seeing is believing. And tasting is believing. Please kindly support us to expand the Wagyu trade.

Please enjoy. Thank you very much.