

Your Highness, Your Excellency, Distinguished guests, ladies and gentlemen,

It's my greatest privilege to take a floor to make a congratulate remarks at the occasion of the today's Japanese Wagyu beef tasting evening. I thank you very much for inviting me to this pleasurable event.

But, I'm now nervously feeling that making a speech just before dinner is one of the most pressured tasks in our life. Besides the today's main dishes are Japanese Wagyu beef in variety of fantastic cooking styles. I can hear your voices in your heart, you seem to be saying "finish a speech, and start dinner". I apologize for taking a floor. In the meantime, I have been long long waiting for this day to come. Why do I? You guess, I want to eat tons of Japanese Wagyu? Yes and no. It might be true. I'm like everyone here, who has 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, whenever we take a look at any super market butcher's corner in Dubai, we can unfortunately find imitate red meats labeled wagyu. I'm so sad.

It's not authentic Wagyu. I also have seen the word "wagyu" in their lunch and dinner menu in many restaurants and hotels in Dubai. I'm not sure it's cooked of Japanese Wagyu beef or not. But, I can say real authentic Wagyu fascinates us by the incomparable tender, juicy and flavorful eating experience. Especially, fat in Wagyu has a melting point lower than the human body temperature, making it melt on your tongue. This achieves

real mouthwatering taste. In addition, Japanese Wagyu fat is proud of the lowest cholesterol levels of all meat. Japanese Wagyu fat also contains rich of Omega 3 & 6 acid which enhance brain function, reduce heart disease and even provide with functions of highly protective against cancer. It's so incredibly healthy isn't it.

But, why is not so popular the authentic Wagyu in the Dubai's market?

One of the biggest reasons 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 body due to the Halal process. The small prime-cut portion has to be paid by the price of entire whole dressed body. This results in the price of yet the expensive prime cut portion skyrocketing in Dubai's market.

Ladies andGentlemen, the today's event may resolves the issue of mismatching of the need and demand by experiencing what real Wagyu tastes. You can absolutely enjoy tasting the amazing mouth watering Wagyu in every portion, not only the prime cut.

I also would like to highlight the missing-link in halal export procedures for the authentic Wagyu from Japan to the UAE. We all know every single wagyu beef portion has to be certified by the halal certification organization. Every certification organization must be accredited by the accreditation body. And, every accreditation body has to be approved by the UAE government. But now, there is no accreditation body in Japan at all. This means every halal beef in Japan is issued the halal certification without any authorization of Japanese authority. Japanese sides can not

properly touch upon halal certification process. Japanese sides also can never increase the number of certification organization. How can we manage the promotion of the Wagyu export to the UAE effectively and properly? We, both the UAE and Japan have to seek the effective coordination, and I have no doubt our bilateral cooperation will find out a solution. And, the most important thing is to raise the voice of consumers as well as foods and beverages industrial sector. I eagerly hope you all could kindly assist and help us to expand the Wagyu trade. You are the key players.

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 tonight. Thank you very much.