

Ambassador AZUMA's Remarks

On the occasion of JAPAN TOURISM RECEPTION

24 February 2015

Thank you all for gathering tonight for our reception and I am very glad to share this moment with you all. The number of foreign tourist to Japan plunged after the Great East Earthquake of Japan in 2011. However, Japanese tourism industry has been dramatically revitalized in the recent times. Japan received more than 13 million foreign visitors in 2014, a large increase from 10 million visitors in 2013 and now we are targeting 20 million foreign visitor by 2020, the year of TOKYO Olympic and Paralympics Games.

Today we have presence from the tourism industry, Airline companies, governmental officials and friends of Japan. I would like to built a stronger tie with you all through today's event and keep promoting the attractiveness of Japan along with you in Portugal.

We would like to offer you variety of Japanese foods and beverages

including Japanese sake from many regions of Japan as well as Japanese wine. I am sure you will enjoy the taste of Japan.

With that said, I would like to propose a toast to our continuous good partnership, CHEERS!