

Remarks by H.E. Mr Hiroshi Suzuki,
Ambassador of Japan to the UK,
on the occasion of the Opening Ceremony
of Japan Matsuri
on 4 October 2026

Chairman Miyagawa,
Honorary advisor Sano,
Lord Verjee,
Mr Reed, MP
Deputy Mayor Rigby,
Lady Victoria,

Good morning, everyone. Thank you very much for coming to Japan Matsuri at Trafalgar Square!

Today, you will enjoy many performances on stage, such as Enka (Japanese Folk Music), J-Pop, Cosplay, Traditional Folk Songs, Shamisen, Kendama, Dance Performance, and more to celebrate Japanese

culture and traditions.

At many stalls filling the square, please discover some new attractions about Japan.

There are so many different kinds of Japanese food, for example, *sushi, onigiri, ramen, yakisoba, curry rice and Japanese Sweets*. Obviously, there are so many that you can't enjoy them all. You'll have to make tough choices which one you are going to enjoy!

This year, we welcome Mr Miyagawa as the new Chairman. He is General Manager for the London Office at All Nippon Airways. I am grateful for his leadership in bringing about this wonderful event at Trafalgar Square again this year.

I would also like to take this opportunity to express my sincere gratitude to Mr. Sano, who served as Chairman until last year. I am

glad that Mr. Sano continues to support Japan Matsuri as the honorary advisor.

I would like to express my gratitude to the members of Japan Matsuri Ltd, namely, the Japan Association in the UK, the Japanese Chamber of Commerce and Industry, the Japan Society and the Nippon Club.

Finally, I would like to thank corporate sponsors as well as many volunteers whose invaluable support has made today's Japan Matsuri possible.

I hope you will fully enjoy Japan “Matsuri” at the heart of London!

Thank you very much.