



MESSAGE FROM CHOTOKU HIDEAKI  
CONSUL GENERAL OF JAPAN IN HONOLULU



I would like to extend my heartfelt aloha and mahalo to the organizers and participants of the 30<sup>th</sup> Honolulu festival. Over the last 30 years, the Honolulu Festival has represented the culture of Hawai'i, and became beloved by many across the Pacific Rim, including Japan. I once again express my deepest respect and gratitude to all those whose efforts have supported its journey to this point.

This year's theme, "Pacific Harmony: Aloha & Mahalo – 30 Years of Cultural Celebration," symbolizes the power of community bound by mutual care and gratitude. I understand that the core spirit of this festival lies in reflecting on three decades of cultural celebration, showcasing the richness woven by the diverse ethnicities and cultures of the Pacific region, including Japan and Hawai'i, and sharing values that have been passed down across generations. This year, I hope that the encounters and learning fostered under this philosophy will positively influence future generations and nurture hearts that respect diversity.

We at the Consulate General continue to advance initiatives to improve entry procedures and convenience for Japanese travelers to Hawai'i, as well as collaborating with government officials, community organizations, and businesses. We will strive to further invigorate exchanges between Japan and Hawai'i, so that visitors can continue to be welcomed warmly in the spirit of "Aloha & Mahalo."

In closing, I would like to once again express my heartfelt gratitude to the Honolulu Festival Foundation, associated sponsors, performers, exhibitors, and volunteers for their dedicated efforts in deepening cooperation and cultural exchange across different communities and generations. Your support and participation are the driving force of the success of this milestone event. I hope that memories of the festival, filled with smiles and happy meetings under Honolulu's clear skies, will serve as your motivation as we look towards the next 30 years.

長徳英昭

CHOTOKU Hideaki

Consul General of Japan in Honolulu