

Japanese conveyor belt sushi restaurant chain opens first Hong Kong outlet (with photos)

Japanese conveyor belt sushi restaurant chain Sushiro opened its first Hong Kong outlet today (August 13), taking a foothold in the local market and aiming to extend its brand to the region by leveraging the city's international status.

The flagship store is located at a commercial building near Jordan MTR Station, offering traditional and creative sushi plus other side dishes and desserts. To ensure freshness, it will soon deploy a high-tech system, which is currently deployed in Japan, that can automatically remove unclaimed plates after they travel over 350 metres on the belt and replace them with new ones, according to the President of Sushiro Hong Kong Limited, Mr Kazuo Aratani.

Mr Aratani said, "Hong Kong has a sophisticated Japanese cuisine market. People here love sushi and demand the best. All of these conditions work perfectly with our competitive advantages. We are dedicated to offering customers the highest quality sushi at affordable prices."

He added, "Hong Kong is also a food paradise in the region. It is a place where East meets West with a dynamic food culture and accessible by people from all over the world. The city, with its international status, is indeed the ideal place from which we can easily expand overseas."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "We are happy to see that a popular Japanese sushi restaurant chain has set up a presence in Hong Kong and joined our dynamic food and beverage scene. We wish it every success in leveraging on Hong Kong's business advantages to expand in the region."

About Sushiro

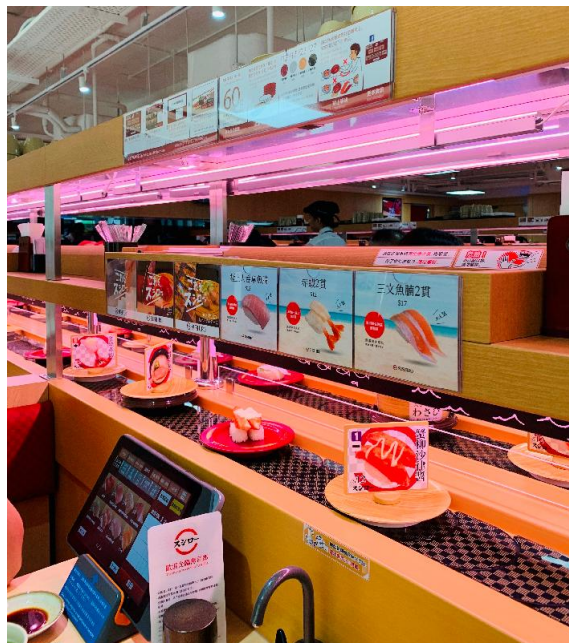
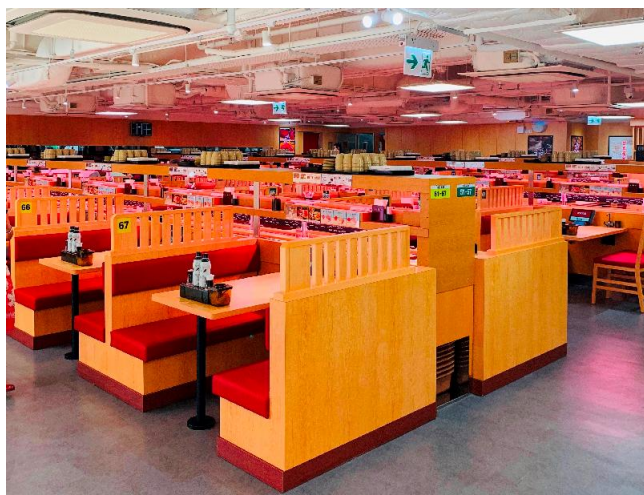
Established in 1984 in Osaka, Sushiro is a popular conveyor belt sushi restaurant chain with more than 530 branches in Japan and overseas markets. It offers over 100 varieties of delicious dishes ranging from authentic sushi to creative ones priced mainly at 100 yen, as well as tempura, ramen, udon noodles and even desserts. For more information, please visit www.facebook.com/sushirohongkong/.

About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or

expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

For event photos, please visit www.flickr.com/photos/investhk/albums/72157710254190842.



[Red flags hoisted at some beaches](#)

Attention TV/radio announcers:

Please broadcast the following as soon as possible:

Here is an item of interest to swimmers.

The Leisure and Cultural Services Department announced today (August 13) that due to big waves, red flags have been hoisted at Hung Shing Yeh Beach, Pui O Beach and Lower Cheung Sha Beach in Islands District. Beach-goers are advised not to swim at these beaches.

[CHP reminds public on precautions against heat stroke during very hot](#)

weather

The Centre for Health Protection (CHP) of the Department of Health (DH) today (August 13) reminded members of the public, particularly those undertaking outdoor activities, to take heed of necessary measures against heat stroke and sunburn in very hot weather.

"The public should carry and drink plenty of water to prevent dehydration while engaging in outdoor activities," a spokesman for the CHP said.

"Those engaged in strenuous outdoor activities should avoid beverages containing caffeine, such as coffee and tea, as well as alcohol, as they speed up water loss through the urinary system," the spokesman explained.

"The obese, the sick, including those with heart disease or high blood pressure, the old and the young are more vulnerable to heat-related illnesses. They should pay special attention," the spokesman added.

The public should adopt the following precautions:

- Wear loose and light-coloured clothing to reduce heat absorption and facilitate sweat evaporation and heat dissipation;
- Avoid vigorous exercise and prolonged activities like hiking or trekking as heat, sweating and exhaustion place additional demands on the physique;
- Perform outdoor activities in the morning or late afternoon;
- For indoor activities, open all windows, use a fan or use air-conditioning to maintain good ventilation; and
- Reschedule work to cooler times of the day.

If working in a hot environment is inevitable, introduce shade in the workplace where practicable, and start work slowly and pick up the pace gradually. Get into a cool area for rest at regular intervals to allow the body to recuperate.

The public should also note the latest and the forecast Ultraviolet (UV) Index released by the Hong Kong Observatory (HKO). When the UV Index remains high (6 or above):

- Minimise direct exposure of the skin and the eyes to sunlight;
- Wear loose long-sleeved clothing made of close-woven fabrics;
- Wear a wide brim hat or use an umbrella;
- Seek a shaded area or put on UV-blocking sunglasses;
- Apply a broad-spectrum sunscreen lotion with a sun protection factor (SPF) of 15 or above. Apply liberally and reapply after swimming or sweating; and
- While using DEET-containing insect repellents for personal protection

against mosquito-borne diseases, apply sunscreen first, then insect repellent.

If symptoms develop, such as dizziness, headache, nausea, shortness of breath or confusion, rest and seek help immediately, and seek medical advice as soon as possible.

The public may get more information from the DH's Health Education Hotline (2833 0111), [heat stroke](#) page and [UV radiation](#) page; the HKO's Dial-a-Weather (1878 200), latest [weather and forecast](#), [UV Index](#) and weather information for [hiking and mountaineering](#); and [press releases](#) of the Labour Department on precautions against heat stroke for outdoor workers and their employers when the Very Hot Weather Warning is in force.

[Assess the risk of heat stroke to employees](#)

Attention duty announcers, radio and TV stations:

Please broadcast the following special announcement immediately, and repeat it at frequent intervals when the Very Hot Weather Warning is in force:

The Labour Department reminds employers that as the Very Hot Weather Warning is in force, they should assess the risk of heat stroke to their employees and adopt effective preventive measures such as providing cool drinking water, setting up temporary sunshade and providing mechanical aids to reduce physical exertion of employees. Employees should drink water regularly and be mindful of their physical condition. If early heat stroke symptoms such as headache and thirst appear, they should rest in a cool or shady place and drink water immediately. They should also inform their supervisors to take appropriate actions.

[Very Hot Weather Warning issued](#)

Attention TV/radio announcers:

Please broadcast the following as soon as possible:

The Hong Kong Observatory has issued the Very Hot Weather Warning.

To prevent heat stroke, avoid prolonged activities outdoors.

If engaged in outdoor work or activities, wear a wide-brimmed hat and light-coloured, loose-fitting clothes. Stay in shaded areas as much as possible.

Drink plenty of water, and avoid beverages containing caffeine or alcohol.

If you feel sick, consult a doctor right away.