

# Serbia National Day Special

## A partnership ripe for economic investment

**ALEKSANDRA KOVAC**  
AMBASSADOR OF SERBIA



On the occasion of the Serbian Statehood Day, Sretenje, I wish to reflect on the previous year, which brought great challenges to the international community. But for Serbia and Japan, 2022 will also be remembered as the 140th anniversary of their friendship. Despite being geographically and culturally distant countries, the perseverance of such long ties allowed this bilateral cooperation to strengthen in various fields with the aim of producing long-lasting and visible results.

Our embassy has organized and sup-

ported a great number of events and initiatives with aim of promoting the spirit at the heart of our friendship, as well as deepening the historical, corporate and other relations we share with prefectures and cities around Japan, starting with the 40th anniversary of the sister city bonds between Sabac and Fujimi, Saitama Prefecture.

While the COVID-19 pandemic hindered the previously established frequency of high-level exchanges, political dialogue is ongoing. On the occasion of the state funeral for Shinzo Abe, Prime Minister Ana Brnabic paid respects to Serbia's great friend and his legacy, as well as to the people and leadership of Japan under Prime Minister Fumio Kishida, with whom she discussed possibilities for broadening overall bilateral relations, especially considering the present expansion of economic ties.

Accompanied with its numerous mac-

roeconomic reforms, greater financial stability and a stimulating and resilient investment and business environment, Serbia has become very attractive for an ever-increasing number of Japanese companies. Business connections and direct investment projects continue to flourish, propelling Japan to a top-level investment presence from Asia. A new Toyo Tire factory was opened in the northern Serbian town of Indjija just this past December, while Nidec Corp. is advancing with the construction of its only electric vehicle motor production facility in Europe.

Dubbed "the Silicon Valley of Southeast Europe," Serbia also recognizes the value of new technologies for the growth and pros-

perity of the country and the region. With generous state incentives and hundreds of active startups in such fields as biotech, medical technology and information technology, the Serbian information and communication technology sector's contribution to gross domestic product and digital development is evident and validated by its membership in relevant international initiatives, the opening of new technological facilities and its high international ranking. This presents an important path for powering our partnership with Japan into the future, while cherishing our friendship's deep roots.

There is huge potential to do more, and I am determined to continue working toward achieving that goal.

## Optimistic on post-COVID progress

**ICHIRO AISAWA**  
CHAIRMAN, JAPAN-SERBIA  
PARLIAMENTARY FRIENDSHIP LEAGUE



Let me express my sincerest congratulations on the occasion of the National Day of Serbia. Serbia went through difficult times to reach the present day. Today, Serbia has grown and

developed greatly as a central axis country in the Balkans. I am looking forward to its further progress.

The invasion of Ukraine by Russia has shaken the security of Europe and South-eastern Europe and the Balkans are no exception. We must rally around freedom, democracy and the rule of law to open

the way to the future of human society. I believe that Serbia, which aspires to join the European Union, will demonstrate leadership and contribute greatly to the stability and prosperity of Europe.

Japan and Serbia have a long history of friendship, and since then-Prime Minister Shinzo Abe's visit to Serbia in January 2018, bilateral relations have made great progress. In the post-COVID era, bilateral trade and investment will further expand significantly. I was very happy to see the recent completion of the new Toyo Tire Corp. plant in Serbia and the start of strong production and exports to the rest of the world.

I also look forward to further exchanges at the sporting, cultural, academic and civic levels. As chairman of the Japan-Serbia Parliamentary Friendship League, I will do my best to further develop bilateral relations. Congratulations!



High-rise buildings in New Belgrade serve as a backdrop for riverboat clubs along the Sava River.  
ANDREJ NIHIL

*This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.*

## Building on 140 years of relations

**TADASHI NAGAI**  
PRESIDENT, JAPAN-SERBIA SOCIETY



It is my great honor and pleasure to express my sincere congratulations on the occasion of the National Day of the Republic of Serbia, or Sretenje – Serbian Statehood Day – on behalf of the Japan-

Serbia Society and myself.

Last year we celebrated the 140th anniversary of diplomatic relations between Japan and Serbia, which were established in 1882, when Emperor Meiji and the king of Serbia

exchanged notes. A number of events took place in both countries to celebrate the anniversary, culminating with the commemoration symposium organized by the Embassy of Serbia in Japan and the opening of the exhibition "Kingdom of Serbia and Japan" at the National Archive of Serbia in Belgrade. The review of the 140 years of good relations should encourage us to promote and strengthen this bond in the years to come.

The year 2022 was, so to say, the "year of anxiety" because of international crises and the pandemic. Let us not let the euphoria felt during the year of the Olympics fade away. We are, at the Japan-Serbia Society, trying to keep up our good relations and promote better understanding and the development of our economic and cultural ties.

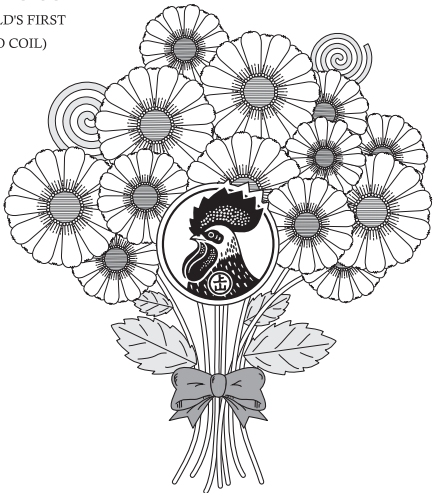
**Congratulations**  
**to the People of**  
**the Republic of Serbia**  
**on the Occasion of**  
**Their National Day**

 **Mitsubishi Corporation**

**Congratulations**  
**to the People of the Republic of Serbia**  
**on the Occasion of Their National Day**


**TOYO TIRES**

KINCHO  
MOSQUITO COIL  
(THE WORLD'S FIRST  
MOSQUITO COIL)



**Congratulations to**  
**the Republic of Serbia**  
**on the occasion of the National Day**

Pyrethrum flowers are the source of pyrethroid - a key insecticide component. Serbia is home to pyrethrum flowers and the insecticide manufacturer, KINCHO has an additional bond with Serbia, as Mr. Naohide Ueyama, KINCHO president, serves as honorary consul general of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan  **KINCHO**