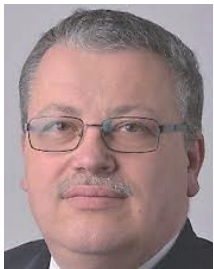


Hungary National Day Special

Celebrating many years of friendly relations

TIBOR SZENDREI
CHARGE D'AFFAIRES OF HUNGARY



Nearly seven decades have passed since Oct. 23, 1956, when the Hungarian people showed the world how bravery and perseverance could make a difference in the face of brutal oppression.

Although the revolution was suppressed at that time, it made lasting changes in Hungary as well as the world. In the past 67 years, Hungary has cast off the shackles of communism, become a member of the European Union, and developed into one of the main economic engines of Europe. Being in the geographic, economic and trade center of Europe, as well as being one of the most important focal points of battery and car manufacturing in the world, it has welcomed nearly 200 Japanese companies and counting.

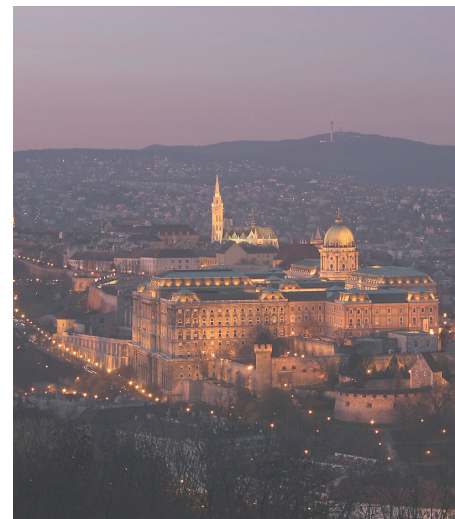
Apart from economic strength, it is hard to pinpoint what makes Hungary so special, because we're blessed with an abundance of cultural wealth. Our history of music with brilliant composers such as Liszt, Lehar, Bartok, Kodaly or Ligeti could very well make the list. The culinary specialties of Tokaj wine, goulash soup, chimney cake and foie gras may also steal the hearts of many. Not to mention the athletic prowess Hungary has consistently shown throughout centuries, winning the most gold medals per capita. In 2023, among other events, Hungary hosted the World Athletics Championships, providing a successful showing and passing the baton to Tokyo in preparation for 2025.

In the end, I believe our scientific edge is one of our most eye-catching peculiarities. Without Hungarians, there would be no Rubik's Cube, ballpoint pen, dynamo, safety match or game theory. Based on nationality, Hungarians are among the most frequent recipients of Nobel Prizes in the world, even though Hungary's population is less than 10 million. This has only

been confirmed by the two Nobel Prizes received by Hungarian nationals earlier this month. One in the field of medicine for Katalin Kariko, who developed the mRNA vaccine that safely led us out of the COVID-19 pandemic (Kariko also received the prestigious Japan Prize last year and the Keio Medical Science Prize in 2021). The other in the field of physics for Ferenc Krausz, who developed a technology that enables the analysis of light impulses on an atomic scale of time.

Since it is important for us that we share our culture and heritage with Japan, a country with whom we boast 154 years of friendly relations, we are trying to create many opportunities to taste, try and feel Hungary in the Japanese archipelago. This year, we once again held our Hungarian Festival on Oct. 21 at Ark Karajan Square in Tokyo's Akasaka district, where people had a chance to enjoy the melodies of Hungarian classics, taste Hungarian street food or acquaint themselves with the works of Hungarian artists in Japan.

On Nov. 19, come and be our guest by



Illuminated in the early evening, Buda Castle houses the Hungarian National Gallery.
EMBASSY OF HUNGARY

joining us at Ebina Sports Park, where you can try your hand at solving a Rubik's Cube, taste Hungarian acacia honey or see traditional Hungarian folk costumes.

Working toward world peace

MASAMICHI IDEMITSU
PRESIDENT, MITA KOSAN CO.



The Mita Kosan Group consists of three companies, which are Mita Kosan Co., a real estate leasing company based in Tokyo's Mita district, Deetex Shokai K.K., a trading

company, and Powerlink Co., an insurance agency.

Mita Kosan is the owner of the building that houses the Hungarian Embassy in Tokyo's Minato Ward, and it is called the MA Building Mita Tsunamachi.

I was born, raised and still live in Mita, a prestigious part of Minato Ward, so it was natural for me to found the real estate company here on Jan. 15, 2021. Just across Mita-dori street is the famous Keio University where I graduated from just 30 years ago. The uni-

versity's founder Yukichi Fukuzawa embraced a worldview idealizing global development, peace and welfare, all enhanced through human interaction, exchange among societies both large and small and the expansion of ties among fellow nations.

The Mita Kosan Group aims to spread its collective wings from Mita to the rest of the world, contributing to world peace, welfare and the environment. My grandfather Sazo Idemitsu, founder of Idemitsu Kosan Co., always used the phrases "contributing to world peace and welfare" and "respect for human beings" and the word *magokoro*, which basically translates to sincerity.

I am earnest in my endeavors to live up to his name and carry on conducting business in a way that best reflects my grandfather's ideals.

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

Congratulations on Hungary's National Day

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