

Austria National Day Special

United by dedication to innovation

ELISABETH BERTAGNOLI
AMBASSADOR OF AUSTRIA



It has been three years since I took office as ambassador to Japan. I can say that it has been a time characterized by challenge, yet also by unwavering hope, perseverance and regeneration.

After the hardships imposed by the pandemic, our societies have returned to a long-sought state of normality — seeing families and friends, traveling, and physically returning to work. This regeneration of social exchange proves invaluable to our personal and professional safety. I am delighted to have welcomed several high-level delegations from Austria to Japan over the past months, to witness that tourism between our two nations is picking up again, and that people-to-people contacts have resumed.

In terms of international security, Austria and Japan share their determination of pro-

moting peace, democracy and human dignity to facilitate a regeneration of our world to become a better and safer place. This need is particularly evident with regard to Russia's ongoing war of aggression against Ukraine and — most recently — the terrorist attack of unfathomable brutality against Israel.

Furthermore, this year has highlighted the importance of using the regenerative power of innovation to meet the challenges of our present and future. The ingenuity of the economies of Austria and Japan as well as the strength of their mutual ties have long been a cornerstone of our bilateral relations. Our common tradition of excellence in research and development and the technologies they have produced remind us of the potential for our economic cooperation to thrive further. They also inspire us to even closer and more audacious collaboration.

Innovation also defined Austrian-Japanese relations back in 1873, when Japan took part in the Vienna World Fair, presenting itself on a global stage for the first time and triggering a wave of cultural and economic exchange. The 150th anniversary of this significant event has been marked

throughout this year by events in Austria and Japan. With the 2025 World Expo on the horizon, Austria very much looks forward to continuing this shared dedication to innovation in Osaka, honoring the motto “Designing Future Society for Our Lives.”

Regeneration will also be the underlying theme of Austria's paramount cultural event in 2024, the European Capital of Culture in the alpine region of Salzburg. Twenty-three municipalities join this ambitious project to share, question and expand well-preserved traditions with others. It is an exploration of the region, its multifaceted history, its present perspectives, visions for the future and an examination of its relationship with Europe and the world. Through the power of creativity, new impulses to reinvigorate rural communities will be offered. Cultural heritage and centuries-old traditions will interact with contemporary artistic imagination to demonstrate the value and beauty of cultural plurality.

The comprehensive program is fed both by Austrian as well as international participants and provides ample opportunities



The mountainous Salzburg region is on the European Capitals of Culture list for 2024. EMBASSY OF AUSTRIA

for everyone involved — locals and visitors alike — to find inspiration, discover new perspectives and to shape a joint future. Among them are Japanese artists Kaori Kato, Chiharu Shiota and Motoi Yamamoto.

I invite you all to come to Salzburg next year, to embark with us on this intriguing cultural journey, to discover one of Austria's most beautiful regions from new angles, and to partake in what Austria and Japan have excelled in for a long time — using mindfulness of our history and traditions to find bold avenues to a prosperous future.

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

HOCHLEISTUNG | PRÄZISION | ZUVERLÄSSIGKEIT

Nippon Plasser

Greetings on the Austrian National Day

Nippon Plasser K.K.

1-33-1 Komagome, Toshima-ku, Tokyo 170-0003, Japan
TEL: +81-3-5395-6280 FAX: +81-3-5395-6286
www.nipponplasser.co.jp