

Serbia National Day Special

Aiming to diversify joint cooperation, investment

ALEKSANDRA KOVAC
AMBASSADOR OF SERBIA



On Serbian Statehood Day, Sretenje, I wish to reflect on the enduring 142 years of bilateral ties between Serbia and Japan, strengthened not only by continued political dialogue and exchanges,

but also by a thriving business environment.

With a qualified workforce and sustainable talent pool, strategic positioning and competitive access to markets, Serbia stands as a significant investment point in the region. The opening of Nidec Corp.'s factory in Novi Sad in May 2023, its only electric vehicle motor production facility in Europe, signifies Japan's elevated investment presence in Serbia.

As Serbia moves ahead as an emerging tech hub in Europe, it also seeks diversified bilateral cooperation and Japanese investment in startups, the "green economy" and the high-tech industry, as well as in science and research.

The Serbia-Japan Business Club, inaugurated in December in Tokyo, aligns with the current upward trend and reflects the culmination of two years of efforts by the Serbian Embassy in Japan. Members ranging from

large corporations to small and midsize enterprises doing business with Serbia aim to boost economic partnership, enhance trade volume and foster a robust business ecosystem between Serbia and Japan.

Serbia aims to further strengthen ties through its participation at the 2025 World Expo in Osaka. In an ever-changing world, this will be a great opportunity to showcase Serbia's richness, competencies and development to our Japanese friends and visitors, linking the event with the Specialized World Exhibition to be hosted in Belgrade in 2027.

With the recent developments and ongoing efforts, there is immense potential for future collaboration, and I am committed to realizing this goal.

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



President Aleksandar Vucic attends the opening of Nidec Corp.'s factory in Novi Sad. TANJUG

A central force in the Balkans

ICHIRO AISAWA
CHAIRMAN, JAPAN-SERBIA
PARLIAMENTARY FRIENDSHIP LEAGUE



I would like to express my heartfelt congratulations on Serbia's National Day. Despite facing challenges, Serbia has emerged as a central force in the Balkans, marked by growth and development.

It has skilled human resources and is strong in science and technology. I am looking forward to its further progress.

The security of Europe has been shaken by Russia's invasion of Ukraine. We must rally for freedom, democracy and the rule of law to ensure every individual's secu-

rity and dignity. I believe that Serbia's pursuit of EU membership will contribute significantly to European stability and prosperity.

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. Thanks to the efforts of Ambassador Aleksandra Kovac, the Serbia-Japan Business Club was established. We would like to further expand our economic relations, especially in trade and investment, and we know that Serbia has great potential.

I also hope that exchanges in the areas of sport, culture and academia will continue to be promoted. As the president of the Japan-Serbia Parliamentary Friendship League, I will do my best to further develop bilateral relations. Congratulations!

Business ties continue to flourish

TADASHI NAGAI
PRESIDENT, JAPAN-SERBIA SOCIETY



On behalf of the Japan-Serbia Society, I would like to extend my heartfelt congratulations on the occasion of Sretenje, or Serbia's Statehood Day.

Members of the society traveled to Serbia in September 2023 after several years of being unable to do so because of the COVID-19 pandemic. The 17-member delegation, which included myself, witnessed remarkable changes in the country, such as the rede-

velopment of the waterfront area along the Sava River in Belgrade, and the Milos the Great highway connecting the capital city and Cacak. Regarding the business relations of our countries, it is my pleasure that the Serbia-Japan Business Club was recently inaugurated in Tokyo. The club was created as an increasing number of Japanese enterprises are making investments in Serbia.

Before concluding my message, I should not forget to mention that 2023 marked the 80th commemoration of the death of Nikola Tesla. Last October, an event rediscovering this great Serbian scientist was successfully organized in Tokyo. We are very proud that the Society actively cooperated for the realization of the event.

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

JT

JAPAN TOBACCO INC.

Kamiyacho Trust Tower, 1-1, Toranomon 4-chome, Minato-ku, Tokyo 105-6927 JAPAN
Phone: (03) 6636-2914 FAX: (03) 6772-0495 URL: <http://www.jt.com>

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

Serbia is home to pyrethrum flowers, which contain pyrethroids, a key insecticide component. With pyrethrum flowers, insecticide manufacturer Kincho successfully invented the world's first mosquito coil. As an additional bond with Serbia, President Naohide Ueyama has been serving as honorary consul general of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan

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

TOYO TIRES