

Bahrain national day

Deepening Japan-Bahrain ties lead to bright future

Dr. Khalil Ebrahim Hassan
AMBASSADOR OF THE KINGDOM OF
BAHRAIN TO JAPAN

The Embassy of the Kingdom of Bahrain celebrates its 38th National Day, the 10th anniversary of the accession to the throne of His Majesty King Hamad bin Isa Al Khalifa and the four-year anniversary of the embassy in Tokyo.



On these special occasions the Embassy of the Kingdom of Bahrain in Tokyo has the honor to renew, on behalf of the government and people of the Kingdom of Bahrain, our heartfelt greetings and good wishes to the Emperor, Empress, the government and people of Japan.

Looking back on the year, we have observed the financial crisis sweeping all over the world.

Both of our countries were hit by the economic turmoil, however, it is worth knowing that our economic relationship remains tight or even got tighter despite the severe economic situation.

More than four years have passed since I was appointed by His Majesty King Hamad bin Isa Al Khalifa as the first ambassador of the Kingdom of Bahrain to Japan. Bahrain has enjoyed a strong relationship with Japan since the establishment of friendly ties between our countries back in the early years of independence. Over the years, Bahrain has been an important focal point and friendly host for Japanese companies and enterprises.

In this context, we have to say that 2009 has special connotations, for the Japanese people and the government were kind enough to receive a delegation of the Bahrain-Japan Friendship Society, which is an independent, nonpolitical and non-



King Hamad bin Isa Al Khalifa

profit organization founded by leading businessmen and women of both countries. The society is based in the capital Manama and paid its first official visit to Japan in November. The delegation held meetings with government officials, members of the Diet and leading business entities. The outcomes of the visit were outstanding, with strong hope that this kind of business interaction will be enhanced in the future and will open another gate for the future of the Bahrain-Japan relationship.

Since the opening of the embassy in November 2005 in Tokyo, our team's focal mission has been to enhance the Bahrain-Japan partnership on a human basis, cultivate Japan's interests in our region and introduce genuine and productive cultural exchanges between the

people of both countries. To this end, I must say with pride and gratitude that we have been achieving remarkable progress so far, with the kind assistance and cooperation from our precious friends, associations and companies here in this beautiful and friendly country, Japan.

The nation of Kingdom of Bahrain, with the democratic reforms of His Majesty King Hamad bin Isa Al Khalifa, the premiership of His Royal Highness Prince Khalifa bin Salman Al Khalifa and the economic vision of His Royal Highness Prince Salman bin Hamad Isa Al Khalifa, is managing the global challenges of the third millennium by working in harmony and peace with all the nations of the Middle East, the Arab world, the Islamic countries, and the rest of the East and the West.

This is really what made the Kingdom of Bahrain the pearl of the Persian Gulf, which I hope we, Bahraini and Japanese, share each other's experience, cooperate and work together toward the brilliant, future generation.

Finally, the team at the Embassy of the Kingdom of Bahrain to Japan would like to express our gratitude to His Majesty King Hamad bin Isa Al Khalifa, His Royal Highness Prince Khalifa bin Salman Al

Khalifa, the prime minister, and His Royal Highness Prince Salman bin Hamad Al Khalifa, the crown prince, for their vision and support in initiating this new era of Bahrain-Japan relations.

Modern and open society

For most Japanese staying in the Persian Gulf area, Bahrain is an ideal destination for a break. Sunny sandy beaches, beautiful green parks, fresh air and vigorous markets await you there. The modern and liberal atmosphere in this open and democratic society must be remarkably appealing to Japanese visitors. The legendary Garden of Eden from the Old Testament or the Eternal Land from "The Epic of Gilgamesh" are the exact words for this paradise on the Earth, Bahrain.

Bahrain is rapidly changing. His Majesty King Hamad bin Isa Al Khalifa has an ambitious vision of investing in the human resources of Bahrain so as to further develop our country's status as a cultural, financial and technology center in a democratic constitutional monarchy. In November 2006, the general election of the Council of Representatives was held. As a result, one woman became a member of the Council for the first time in the Gulf. In fact, women's roles in the society are large in Bahrain. Education is open to all and the educational

centers are striving hard to provide state-of-the-art knowledge and technology to the younger generations.

Trading accounts of the Sumerians from 3000 B.C. remain in a land called Dilmun, the first mention of Bahrain's oldest recorded civilization. Dilmun was one of the great trading empires and a major center on the trade route between Mesopotamia and the Indian subcontinent. Today, the Kingdom of Bahrain is the venue of choice for international investors looking to establish their operations in the Middle East. A globally oriented country with a distinctly local flavor, Bahrain has witnessed leaps and bounds in its development in the past four decades. Having established itself as the undisputed financial center of the Gulf region and moving toward becoming the region's knowledge-based service hub, Bahrain's progressive outlook and international perspective are reflected in its social and economic diversity.

Being the first country in the Gulf to exploit commercial quantities of oil in the early 1930s, Bahrain was the first to actively develop non-oil industries by which sustainable development could be achieved. Today, Bahrain is able to boast a number of well-established, nonoil dependent industries, as well as the infrastructure needed to sustain them. International investors who set up their operations in Bahrain enjoy an income tax-free environment, the most developed telecommunications infrastructure in the region, liberal economic and social condi-



Relic of Islam: Al Khamis Mosque, built around 692, is one of the oldest in the Gulf region. BAHRAIN EMBASSY

tions, and duty-free access to the larger Gulf Cooperation Council market.

There are more luxurious projects ongoing in Bahrain. You may know about the Bahrain International Circuit, the host of a Formula One race. Artificial island resorts surrounded by emerald-green sea are alluring destinations for a holiday. Large-scale inland resorts with water park amusements, wildlife safari, luxurious hotel villas and shopping malls will attract you to stay for days. The 25-km King Fahd Causeway links Bahrain to Saudi Arabia while another project to construct a 45-km causeway between Bahrain and Qatar is under way. Your choice of Bahrain as a regional base of business, as an orientation for vacation, or as your second home after retirement will color your life in fascinating and energetic ways.

Strong business history Bahrain has a long history as a successful trading nation at the heart of the Gulf. It was the first Gulf nation to discover oil and the first to start diversifying its economy away from oil and attracting foreign investors to share in its prosperity.

Today, Bahrain has a clear vision for the future based on sustainable growth and economic diversification that offers extensive opportunities for Japanese businesses.

Bahrain's fast-growing economy has attracted a wide range of Japanese businesses over the years. Nomura Securities, Daiwa Securities and Bank of Tokyo Mitsubishi UFJ all operate in Bahrain's highly successful financial services sector. Other Japanese companies in Bahrain include industrial automation business Yokogawa, health beverage company Yakult and steel-maker Yamato Kogyo in due process for establishment.

The Role of the EDB

The Economic Development Board (EDB) is the first point of call for Japanese businesses considering investment in Bahrain or the Middle East. EDB offers an investor facilitation service to first-time investors who are interested in investing in Bahrain. This service includes acting as the first point of contact to the kingdom, understanding the objectives of investors, providing them with information regarding the relevant procedures for setting up a business and helping them to form a network of contacts in Bahrain. Working across government ministries and bodies, EDB can facilitate easy entry to the Bahrain market and provide ongoing support and advice.

Contact the EDB Japan Office to discuss how to make the first step toward enjoying the advantages of investing in Bahrain and accessing fast-growing markets across the Middle East.

Congratulations

to the Kingdom of Bahrain on its 38th Anniversary

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PRESIDENT : SHIZUKO TANI

Sun Realty & Insurance Corporation

Viscountess Suite 320 11-36, Akasaka 1-chome, Minato-ku, Tokyo 107-0052

Telephone: 81-3-3584-6171 Facsimile: 81-3-3505-0939

E-mail: sun@sunrealty.co.jp http://www.sunrealty.co.jp

Congratulations

to the People of the Kingdom of Bahrain on Their 38th National Day



YAMATO KOGYO CO., LTD.

380, Kibi, Otsu-ku, Himeji City, Hyogo Pref. 671-1192, Japan
Tel: 079-273-1061 Fax: 079-273-9337

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Enjoy our delicious Arabian cuisine prepared by our Arabian chef.

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Open: 5:30 p.m.-11:00 p.m. (Closed on Mondays)

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