

Bahrain national day

Deepening Bahrain-Japan partnership works to build a brighter future

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

Today we celebrate my country's 39th National Day, the 11th anniversary of the accession to the throne of His Majesty King Hamad bin Isa Al Khalifa and the fifth anniversary of the establishment of the Embassy of the Kingdom of Bahrain in Tokyo.



On this occasion, 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 Emperor Akihito and Empress Michiko, the government and people of Japan.

Bahrain has enjoyed a strong relationship with Japan since the early years of independence. Over the years, Bahrain has been an important focal point, and friendly host for Japanese companies and enterprises.

More than five years have passed since I was appointed as the first ambassador of the Kingdom of Bahrain to Japan. Since the opening of the embassy, 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 of our precious friends, associations and companies here in this beautiful and friendly country.

The Kingdom of Bahrain, with the democratic reforms of His Majesty King Hamad bin Isa Al Khalifa and with the premiership of His Royal Highness Prince Salman bin Hamad 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 West.

Kingdom of Bahrain the pearl of the Gulf, and I hope we, Bahraini and Japanese, will share each other's experience, and cooperate and work together toward a 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, open society

For most of the Japanese staying in the Arabian Gulf region, Bahrain is an ideal destination for a break. Sunny, sandy beaches, beautiful green parks, fresh air and vigorous markets await you. The modern and liberal atmosphere of this open and democratic society will likely make Japanese visitors want to stay. The legendary Garden of Eden in the Old Testament or an Eternal Land in the Great Epic of Gilgamesh are the exact words to describe this paradise on the Earth, Bahrain.

Bahrain today is rapidly changing. His Majesty King Hamad bin Isa Al Khalifa has an ambitious vision of investing in the country's human resources so as to further develop our country's status as a cultural, financial and technology center, under a democratic constitutional monarchy.

This November, the Council of Representatives general election was held. As a result, one woman secured her incumbent seat as a member of the council. In fact, women's roles in society are already large in Bahrain. The first country in the Gulf to exploit commercial quantities of oil in



His Majesty King Hamad bin Isa Al Khalifa of Bahrain

the early 1930s, Bahrain was also the first to actively develop nonoil 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 conditions, and duty-free access to the larger GCC market.

There are many ongoing

luxurious projects in Bahrain. You already know about the Bahrain International Circuit, the host of the Formula One race. Artificial island resorts surrounded by emerald-green seas are alluring destinations for a holiday. Huge inland resorts with water park amusements, wildlife safaris, luxuri-

ous hotel villas and shopping malls will persuade you to stay for days. A 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 ensure that your life is more fascinating and energetic.

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 diversify its economy away from oil and attract 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 business.

Bahrain's fast-growing economy has attracted a wide range of Japanese business 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-care beverage company Yakult, printing ink and chemical solution materials company Eisai, and steelmaker Yamato Kogyo is about to establish a presence in the kingdom.

The role of the EDB

The Bahrain Economic Development Board (EDB) is a dynamic public agency with an overall responsibility for formulating and overseeing the economic development strategy of Bahrain, and for creating the right climate to attract direct investment into the kingdom.

The EDB provides leadership by uniting all the kingdom's shareholders through a unified vision and to develop key strategies for economic growth. The EDB is also responsible for attracting inward investment into Bahrain as well as marketing the kingdom abroad, working closely with its embassies across the world to promote business investment opportunities.

The EDB Japan Office is the first stop for Japanese business considering investment in Bahrain or the Middle East. The EDB offers an investor facilitation service to first-time investors, which includes understanding the objectives of investors, providing them with information regarding the relevant procedures for setting up business and helping them to form a network of contacts in Bahrain. Working across governmental ministries and bodies, the EDB can facilitate easy entry to the Bahraini market, and provide ongoing support and advice.

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



Open for business: Bahrain's World Trade Center is home to office towers, shopping malls and a five-star hotel, making it the ideal business location.

Congratulations to the People of the Kingdom of Bahrain on Their 39th National Day



Enjoy our delicious Arabian cuisine prepared by our Arabian chef. All meat served is prepared in accordance with the Halal method.
Open: 5:30 p.m.-11:00 p.m. (Closed on Mondays)
Stark Tower Ohdorikoen Bldg. 1, B1F, 2-17 Yayoi-cho, Naka-ku, Yokohama
Tel: 045-251-6199

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Congratulations

to the Kingdom of Bahrain
on its 39th Anniversary



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