

Serbia National Day Special

Cooperation flourishes in economic, high-level ties

NENAD GLISIC
AMBASSADOR OF SERBIA



On the occasion of the Serbian Statehood Day, Sretenje, I would like to extend my greetings to Their Imperial Majesties Emperor Naruhito and Empress Masako, the entire imperial

family, the government and people of Japan.

Last year introduced the Reiwa Era, and the accession ceremony that took place in October, represented a major global event and was attended by dignitaries from all over the world. In the field of bilateral relations between Japan and Serbia, it is my great pleasure to note that after the historic visit of Prime Minister Shinzo Abe to Serbia two years ago, the cooperation has taken a positive upward trend, particularly on the economic field, with fresh Japanese investments entering the Serbian market. The announcement of Toyo Tires to extend their operations in Serbia in July 2019 made breaking news and highlighted Serbia as a leading country for foreign investment in the region.

On the political side, the most important event that occurred in 2019 was the visit of then-Foreign Minister Taro Kono, the first visit of a Japanese foreign minister to Serbia in 17 years, which contributed to a closer approach on the most important international issues. As we are nearing the important date of 140 years of friendship with Japan in 2022, we plan to celebrate the occasion with activities that will further increase bilateral relations in all fields. Serbia remains strongly committed to pursuing the European Union accession process. However, the Brexit issue and the crisis that it created within the EU also had a negative impact on

the atmosphere regarding the question of further expansion, which is that of the Western Balkan countries joining the EU. Also, as the issue of Kosovo and Metohija continues unresolved, it remains as one of the obstacles for the process of consolidation in our region. To that effect, Serbia will continue to strongly insist on the full implementation of the Brus-

sels Agreement and the continued international presence in the province, in line with U.N. Resolution 1244. Looking toward the 2020 Tokyo Olympic and Paralympic Games, we wish Japan great success as a host country, as well as express high hopes for the Serbian athletes in their fields of competition. We are particularly looking forward to the participa-

tion of our tennis star Novak Djokovic who won his first tournament in Japan last October. In the time to come, as Serbia's ambassador to Japan, I am looking forward to further engagement with the government of Japan and all other local organizations and institutions to help preserve the overall upward trend in our bilateral relations.

Looking forward to further exchanges in friendship

ICHIRO AISAWA
PRESIDENT, JAPAN-SERBIA
PARLIAMENTARY FRIENDSHIP LEAGUE

Let me express my heartfelt congratulations on the occasion of the National Day of Serbia. Formerly a part of Yugoslavia, Serbia survived a civil war to become the country it is today. It has since seen great developments and has grown to become a central nation among the Balkan countries. I hope the nation continues to grow.

Serbia is key to stability and prosperity in



southeastern Europe and the Balkan Peninsula. It is crucial that Serbia ensures democratic governance under the flag of freedom and democracy. With the many talented and capable Serbians who support the country, the economy in Serbia will no doubt expand largely. I anticipate Serbia becoming a European Union member state soon.

2020 is the year of the Olympic and Paralympic Games in Tokyo. I am more than excited to see the Serbian team competing strongly in these events.

Japan and Serbia have a long history of friendship. Prime Minister Shinzo Abe visited Serbia in January 2018 and this sent the two countries into a strong trajectory of development. As the president of the Japan-Serbia Parliamentary Friendship League, I will do my best to further build the bond between the two nations. Please accept my congratulations again on this national day.

Olympic host towns to play crucial part in building stronger relations

TADASHI NAGAI
PRESIDENT, JAPAN-SERBIA SOCIETY



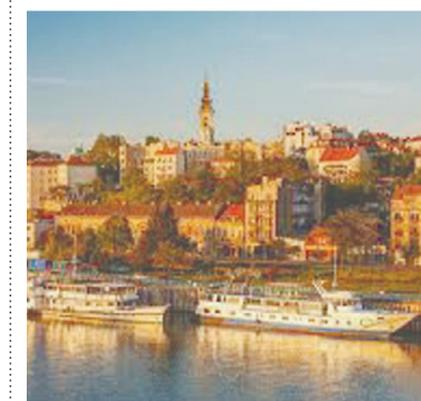
It is my great honor and pleasure to address my sincere congratulations on the occasion of the National Day of the Republic of Serbia, on behalf of the Japan-Serbia Society and of my own.

In this year of the 2020 Olympic

Games in Japan, we are expecting further promotion of our countries through cooperation between the host towns and Serbia, such as Fujimi of Saitama Prefecture (wrestling and handball), Hofu of Yamaguchi Prefecture (women's volleyball), Kashiwazaki of Niigata Prefecture (water polo) and Karatsu of Saga Prefecture (3x3 basketball). The host town projects will certainly be instrumental in increasing amiable relations between

our two countries in this year of the 2020 Olympic Games and beyond.

The Japan-Serbia Society is marking its 15th anniversary this year and we are determined to strengthen its role for better mutual understanding and development of our relations in both economic and cultural ties.



A riverbank in Belgrade EMBASSY OF SERBIA



Reflections of colorful autumn leaves at Perucac Lake in Tara National Park EMBASSY OF SERBIA

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

*Congratulations
to the Republic of Serbia*

on the occasion of the National Day

KINCHO MOSQUITO COIL
(THE WORLD'S FIRST MOSQUITO COIL)

Pyrethrum flowers are the source of pyrethroid - a key insecticide component.

Serbia is home to pyrethrum flowers and the insecticide manufacturer, KINCHO has an additional bond with Serbia, as Mr. Naohide Ueyama, KINCHO president, serves as honorary consul general of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan



KINCHO elucidated the draft genome of pyrethrum flowers in 2019 for the first time in the world.



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



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