

# Hungary National Day Special

## Building upon willpower and creativity

**NORBERT PALANOVICS**  
AMBASSADOR OF HUNGARY



We are celebrating the anniversary of the 1956 Revolution today. It was 64 years ago when Hungarians from all walks of life stood their ground and rose up against the oppression that

destroyed their lives and thwarted the development of a country that had barely recuperated from the destruction of a bloody war. This was a difficult time in our history. Overpowered by Soviet forces, the revolution failed, at least in the short run. However, in hindsight, it is clear that the uprising would contribute greatly to the free Hungary that we have evolved into today.

Like 1956 was for Hungary, this year has been a difficult time for all of humankind: the global coronavirus pandemic has disrupted the normal way of life and the



**Sopron is popular with tourists because of its distinct architecture and history.**

HUNGARIAN TOURISM AGENCY

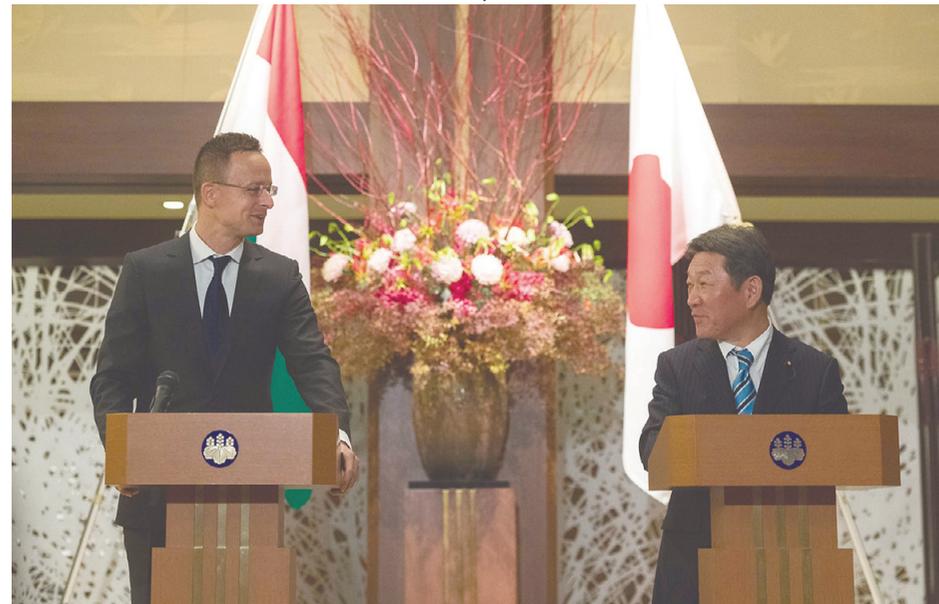
economy in all parts of the globe. In these dark times, the silver lining is that Hungary is in a strong position to recover from the crisis caused by the virus. Hungary recorded the second-highest growth rate in the European Union last year. Two international and two Japanese rating agencies upgraded Hungary's ratings, acknowledging the country's recent positive economic achievements and financial stability.

I firmly believe that Hungary is in a good position to tackle the challenges caused by the coronavirus and that the country will emerge even stronger once the pandemic is over. Mine is not an unfounded hope, for it is well supported by Japanese investors' continuous activity in Hungary. The number of Japanese companies operating successfully in Hungary is growing steadily. The presence of NHK Spring Co. is just one good example of a great match between Hungary's attractive investment climate and the long-term thinking of a Japanese investor and reliable partner.

Although the pandemic spoiled a good number of our plans this year, I can proudly look back on a record of fruitful cooperation in 2019. Last year was very special in our bilateral relationship when we celebrated the 150th anniversary of



**The village of Holloko is a UNESCO World Heritage site.** HUNGARIAN TOURISM AGENCY



**Foreign ministers from Hungary and Japan, Peter Szijjarto and Toshimitsu Motegi, at Iikura House in Tokyo in November**

MATYAS BORSOS,  
MINISTRY OF FOREIGN  
AFFAIRS AND TRADE,  
HUNGARY

establishing diplomatic relations between Hungary and Japan. The Hungarian Cultural Institute opened in Tokyo's prestigious Azabu Juban district to become an important legacy of the anniversary year, and has been welcoming visitors since December. The anniversary was accompanied by a diplomatic activity unseen for years. The president, the prime minister, the minister of foreign affairs and trade and the chief of staff of the armed forces of Hungary all paid visits to Japan, clearly demonstrating our dedication to strong and friendly relations between our countries.

Oct. 23 and 1956 are often interpreted as the symbols of Hungary's fight for freedom, and the heroic acts of the Hungarians are well known around the world. But it is not the only image that defines what Hun-

gary means and represents in the world. Another well-known symbol of ours is the Rubik's Cube, although not many may be aware that this world-famous object is a Hungarian invention. The Cube properly represents the "Smart Hungary," where exciting and extraordinary new things are brought forth thanks to the creativity and the unstoppable willpower of the Hungarian nation. Coincidentally, an exhibition commemorating the 40th anniversary of the Rubik's Cube in Japan is open until Nov. 9 at the Hungarian Cultural Institute in Tokyo.

In closing, allow me to offer my best wishes for the good health of our Japanese friends, the Hungarians living in Japan and the distinguished readers of The Japan Times.



**Ambassador Palanovics in front of an installation made of 1,600 Rubik's cubes depicting the cube's inventor**

MACIEJ KOMOROWSKI

## Congratulations on the Occasion of the National Day of Hungary

# NHK

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