

Uruguay Independence Day Special

Celebrating a century of diplomacy and a brighter future

CESAR FERRER
AMBASSADOR OF URUGUAY



On this remarkable occasion we celebrate the 196th anniversary of the national independence of the Oriental Republic of Uruguay, as well as the 100th anniversary of the establishment of diplomatic relations with Japan. I am deeply honored to convey my respectful greetings to Their Majesties Emperor Naruhito and Empress Masako, the imperial family, Prime Minister Yoshihide Suga, ministers, Diet members, government institutions and the people of Japan.

The year 2021 will be remembered as the year the 2020 Tokyo Olympic Games successfully took place during the most challenging health situation in the world. The

athletes were able to compete and could finally fulfill their Olympic dreams as a result of Japan's outstanding organization, resilience against difficulties and traditional *omotenashi* (spirit of selfless hospitality). This time, the Paralympic Games will surely be the next organizational success of Japan.

Regarding diplomacy, 2021 marks the first 100 years of our friendly diplomatic relations. We should recognize the commitment and efforts made by each of our successive governments, businesspeople, societies and, in general, the people of our two countries that made possible the success of our common journey. Looking forward, it is time to reflect together on the opportunities that the future will bring for the benefit of our people.

Last January, the official visit of Foreign Minister Toshimitsu Motegi to Uruguay, the first such visit since 1986, was undoubtedly the most auspicious start of this centenary. President Luis Lacalle Pou and

Foreign Minister Francisco Bustillo had fruitful meetings with the minister, which gave new momentum and a clear direction to our bilateral, regional and multilateral agendas.

Now we are looking forward to high-level official visits that will bring our bilateral relations to a new level by strengthening our political dialogue based on our common values and principles, such as the promotion of peace, freedom, democracy, human rights, a rules-based global society, open and free trade, international cooperation and multilateralism.

On the economic aspects, the entry into force of the bilateral agreement to avoid double taxation reinforces the suitable environment and proper framework for mutual promotion of trade and investment that complement the provisions of the 2017 agreement on liberalization, promotion and protection of investments. These two agreements highlight and strengthen Uruguay's stable business environment, which is marked by legal soundness and political stability supported by a consolidated democracy and the nation's strategic location in the Mercosur region. Incentives for investment promotion are available for both national and foreign capital. Therefore, Uruguay welcomes more Japanese investments with a guaranteed legal framework and an encouraging business climate.

In bilateral trade, the highlight is the increase of beef exports to Japan: Thanks to the increasing preference of the discerning Japanese consumer, Uruguay, after just over two years in this exclusive market, is now already the sixth major international beef provider in Japan. This outstanding success has been possible thanks to the trust and cooperation of importers, distributors, final users and consumers. Other fine products from Uruguay that also enjoy growing interest among local consumers include wine, caviar, olive oil, frozen fish, honey and propolis.



A traditional Uruguayan gaucho looks over his herd in the countryside.

INSTITUTO NACIONAL DE CARNES



The foreign ministers of Japan and Uruguay, Toshimitsu Motegi and Francisco Bustillo, exchange greetings during Motegi's official visit to Uruguay in January. PRESIDENCIA URUGUAY

On the bilateral cooperation front, technical cooperation has been an important chapter of our relations during past decades. Now it's time to think together about new areas and ways of implementation, such as triangular cooperation in agriculture and livestock development, digital projects, climate change challenges, and how to cooperate in fulfilling the U.N. sustainable development goals through renewable energy and projects like green hydrogen development.

Cultural, sports and youth exchanges will be promoted as a basis for better mutual knowledge and common understanding. These objectives are already agreed upon and once the international health situation allows it, activities and programs will take place for the well-being of our people.

In conclusion, the scope and depth of our partnership, as well as our mutual commitment, promise a bright common future.

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

**100th Anniversary of
Diplomatic Relations
Japan - Uruguay**



**CENTÉSIMO ANIVERSARIO
DE RELACIONES DIPLOMÁTICAS
JAPÓN - URUGUAY
1921 - 2021**

COMITÉ ORGANIZADOR DEL CENTÉSIMO ANIVERSARIO DE LAS RELACIONES DIPLOMÁTICAS URUGUAY - JAPÓN

*We invite you to celebrate
the anniversary of
the independence of
Uruguay with our
award-winning Tannat. Salud!*

**BODEGA
GARZÓN**
URUGUAY

Imported and distributed in Japan by
Vinos Yamazaki Co. Ltd.
<https://www.v-yamazaki.co.jp/>

Congratulations

to the People of
Uruguay on
the Anniversary of
Their Independence

★ STEAK HOUSE ★
BRONCOBILLY
SINCE 1978

Congratulations

to the People of Uruguay
on the Anniversary of
Their Independence

GeneXus™
— Futureproofing Your Business —
GeneXus Japan Inc.
www.genexus.jp
President: Fumio Owaki

Congratulations

to the People of
Uruguay on
the Anniversary of
Their Independence

GLOCAL JAPAN INC.
www.glocal-japan.com

Congratulations

to the People of Uruguay
on the Anniversary of
Their Independence

KG KANEMATSU
兼松株式会社

<https://www.kanematsu.co.jp/en/>

Congratulations

to the People of Uruguay
on the Anniversary of
Their Independence

Marubeni

<https://www.marubeni.com>
<https://www.marubeni-meat-selection.com/en/recipe/>

Congratulations

to the People of
Uruguay on
the Anniversary of
Their Independence

NH
NH Foods

<https://www.nipponham.co.jp/eng/>

Congratulations

to the People of Uruguay
on the Anniversary of
Their Independence

PMI Foods

Tel: 03-6262-3512
<https://www.pmifoods.com/>

Uruguay Independence Day Special



Foreign Minister Toshimitsu Motegi pays a courtesy call on Uruguayan President Luis Lacalle Pou during his official visit to the country in January.

PRESIDENCIA
URUGUAY

Toward closer ties, stronger trade

TEIJI HAYASHI
DIRECTOR-GENERAL, LATIN AMERICA
AND CARIBBEAN AFFAIRS BUREAU,
AMBASSADOR, MINISTRY OF FOREIGN
AFFAIRS OF JAPAN



On the occasion of the 196th anniversary of the independence of the Oriental Republic of Uruguay, I am honored to extend my warm greetings and congratulations.

As promoters of free trade and democracies sharing fundamental values, such as freedom, human rights and the rule of law, our two countries are now invaluable partners for each other.

Japan-Uruguay relations have especially been strengthened in recent years. In December 2018, when Shinzo Abe became the first Japanese prime minister to ever visit to Uruguay, Japan and Uruguay agreed to open their beef markets to each other, enabling citizens of the two countries to enjoy both wagyu and Uruguayan beef. Since then, Uruguayan beef has gained popularity in Japan, with a number of major steak restaurants serving it regularly or temporarily, often quickly running out of stock. Also, several economic treaties have been concluded to boost trade and investment, and the number of Japanese companies in Uruguay has nearly tripled in the past eight years.

This year marking the 100th anniversary of the establishment of diplomatic relations between Japan and Uruguay is a great opportunity to further strengthen the stra-

tegic cooperation between both countries. In January, Toshimitsu Motegi made the first visit by a Japanese foreign minister in 35 years to start off the memorial year, and signed the Japan-Uruguay Customs Mutual Assistance Agreement together with Foreign Minister Francisco Bustillo.

Furthermore, commemorative events are being planned and held in both countries to deepen our mutual understanding. In Japan, for example, Japan Post is issuing a special stamp portraying the iconic scenery and culture of Uruguay on Sept. 24, which is the day our diplomatic relations began in 1921. In Uruguay, cherry blossom trees are planted in various places as a commemorative project led by the Japanese Embassy.

Through these events, I hope that Japan and Uruguay will further strengthen bilateral relations in many aspects, such as politics, economics and culture.



A Uruguayan farmer tends to his cattle. INSTITUTO NACIONAL DE CARNES



Traditional dish of Uruguayan beef INSTITUTO NACIONAL DE CARNES



Foreign Minister Toshimitsu Motegi and Uruguayan counterpart Francisco Bustillo sign the Customs Mutual Assistance Agreement in January. PRESIDENCIA URUGUAY

The National Meat Institute is pleased to greet Japan on the occasion of the commemoration of the 100th anniversary of the beginning of bilateral diplomatic relations.

These 100 years have witnessed a strong and warm friendship between the nations of Japan and Uruguay.

Let's celebrate together!

inac
National Meat Institute



Independence square in Montevideo and view of the harbor. MINISTERIO DE TURISMO DE URUGUAY