

# Hungary National Day Special

## Creativity, innovation lead post-pandemic times

**NORBERT PALANOVICS**  
AMBASSADOR OF HUNGARY



Oct. 23 marks the anniversary of the Hungarian Revolution of 1956. Every year on this day, we remember that ordinary men and women of Hungary rose up and fought for their

freedom. Though they were overwhelmed by the Soviet army, their deeds are etched on our hearts as symbols of fortitude and perseverance.

In the past three years, the lives of many were overshadowed by a different peril: the novel coronavirus. With the help of the messenger RNA vaccine, which was developed by Hungarian scientist Katalin

Kariko, who received the prestigious Japan Prize this year and the Keio Medical Science Prize last year, we were able to overcome the pandemic and slowly but steadily return to our previous pace. Learning from the past, keeping Hungary open for tourism, trade, business and innovation is of utmost importance to the government.

People often ask what represents Hungary the best. Is it our beautiful capital, Budapest, the Pearl of the Danube? Maybe our classical music from Liszt, Kodaly and Bartok? Not forgetting the special Hungarian gastronomy with our foie gras, our edible national treasure Mangalica pork and our Tokaji wine. We should also look at our Herend porcelain and the numerous Nobel Prize winners born in Hungary. Is it maybe our sports successes? Furthermore, our recent success in economics and trade and our low corporate tax rate of 9% also deserve a mention. Last but not least, is it

our strong medical schools, with over 500 Japanese students studying at our institutions? Of course, these could all be good indicators, but if there was only one thing to mention, I would highlight the Rubik's Cube. The cube, an invention by architect Erno Rubik, represents the creativity, innovation and talent of the Hungarians that determined our past and will likely determine our future as well.

This is well described in Rubik's recent book titled "Cubed: The Puzzle of Us All," which was published in Japanese ("四角六面キューブとわたし") this year, and which was selected as a summer reading recommendation for students by the Japan School Library Association.

We are also proud of our cultural heritage, which has significantly shaped our 153-year-long relations with Japan. In order to celebrate this friendship, we would like to invite the kind reader to

join us on Oct. 22, at the Hungarian Festival 2022 at Ark Karajan Square in Tokyo's Akasaka district, to enjoy the melodies of Hungarian classics, solve the Rubik's Cube or get acquainted with the works of Hungarian artists in Japan. Come, be our guest, feel and experience the performances or taste Hungary through a bowl of goulash soup, a spoon of acacia honey and a glass of Tokaji wine.



The Hungarian Parliament sits on the banks of the Danube.  
HUNGARIAN TOURISM AGENCY

## A proud history of manufacturing excellence

**YUURI ONO**  
PRESIDENT AND CEO,  
DIAMOND ELECTRIC HOLDINGS



Diamond Electric Holdings Co. is a manufacturing company listed on the new Prime Market of the Tokyo Stock Exchange. We run three core businesses in the mobility equipment,

home electronics and energy solutions fields under our corporate vision "Connecting Cars and Homes through Manufacturing." As the world moves toward a

new normal and a decarbonized society, our innovative technologies and high-quality customized products are playing critical roles to make the planet a better place.

Our main company Diamond & Zebra Electric Manufacturing Co. has been present in Hungary for more than 20 years since Diamond Electric Hungary Kft., its manufacturing and sales base in Esztergom, was established in 2000. We grew our global business as a tier-one company thanks to our clients — the world's leading car and electronics companies.

We very much appreciate the warm support from the Hungarian government through the Embassy of Hungary in Tokyo, and the diligent work and efforts

of our colleagues in Hungary to realize our business development. We wish to continue this good relationship over a long period.

Proudly self-acknowledging ourselves as a "public institution," we conduct our business activities and product development in line with our philosophy of valuing the workings of life. Following the policy of "focusing on customer-required quality first," we strive to be a manufacturer that contributes to a sustainable future.

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

### Congratulations on Hungary's National Day

### Re-Ignite the World

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

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