

# Hungary National Day Special

## Deep bonds rooted in respect, admiration

**ANNA AULNER-BALINT**  
AMBASSADOR OF HUNGARY



Hungary continues to commemorate its rich history and resilience, particularly on Oct. 23, when we honor the bravery of those who rose against Soviet oppression during the 1956

revolution. This moment of national pride, when ordinary citizens fought for freedom, remains a cornerstone of Hungary's identity.

As we reflect on the courage of the past, 2024 also marks a new chapter for Hungary as it assumes the presidency of the Council of the European Union in the second half of the year. This is a significant opportunity for Hungary to engage in the EU's priorities, focusing on key issues: addressing demographic decline, enhancing cohesion and building a sustainable future for the next generations.

The EU presidency offers Hungary a platform to champion solutions to pressing challenges. From fostering innovation to tackling energy security and climate change, Hungary is committed to ensuring Europe remains competitive and resilient. One area where Hungary has shown leadership is in the clean energy transition, where our role in battery manufacturing is

driving Europe's green ambitions. Coupled with our focus on technology and digitalization, this reinforces our commitment to a future-proof economy.

In line with Hungary's forward-looking approach, we are also excited about participating in the 2025 World Expo set to take place in Osaka. We invite our friends in Japan to join us at Hungary's self-built pavilion at the expo, where we will share unique experiences.

Culturally, Hungary's global presence continues to grow, and nowhere is this more evident than in our relationship with Japan. For over 155 years, Hungary and Japan have shared a deep bond rooted in respect and admiration. These diplomatic ties have translated into strong economic and cultural exchanges, making Japan one

of Hungary's most important partners in Asia. Today, over 180 Japanese companies operate in Hungary, contributing to key sectors such as automotive, electronics and battery manufacturing. This robust presence is a testament to Hungary's strategic position as a gateway to European markets, offering investors access to the continent and one of the most business-friendly environments in the EU.

While economic collaboration is key, the cultural connections between Hungary and Japan are equally important. Hungary's contributions to the arts, science and sports continue to inspire admiration. Hungarian scientists, for example, have long been at the forefront of innovation, a tradition upheld today by figures as 2023 Nobel Prize laureate Katalin Kariko, whose

research on mRNA vaccine technology helped the world overcome the COVID-19 pandemic.

As part of our ongoing cultural exchange with Japan, we are delighted to announce the return of our annual Hungarian Festival, which will be held on Oct. 26 at the Symbol Promenade in the Aomi District of Tokyo's Koto Ward. This year's festival will offer visitors a unique opportunity to experience the best of Hungary, from our rich culinary traditions to performances by Hungarian musicians. Visitors can savor traditional Hungarian street food, enjoy classical and folk music, and explore the works of contemporary Hungarian artists. It is a celebration of the enduring friendship between our two nations, and we warmly invite everyone to join us.

## Strong ties continue to grow

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



Diamond Electric Holdings Co. is a manufacturing company listed on the prime market of the Tokyo Stock Exchange. We run three core businesses in the mobility equip-

ment, home electronics and energy solutions fields under our corporate vision "Contribute to the Improvement of Global Environment by Connecting Cars and Homes with Manufacturing."

Since establishing Diamond Electric Hungary Kft. in 2000 as a manufacturing and sales base in Esztergom, we have been present in Hungary for more than 20 years and grew our global business as a Tier 1 company thanks to our clients—the world's leading car and electronics companies.

We highly 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 cherish this good relationship and wish to continue over a long period.

Under a policy of "focusing on customer-required quality first," we strive to contribute 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

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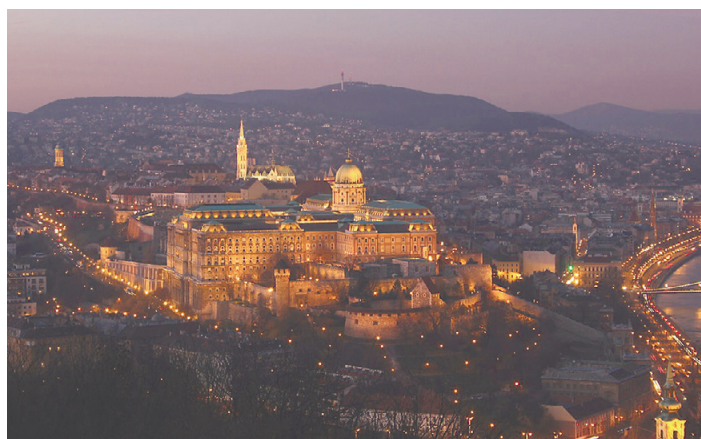
[www.diaelec-hd.co.jp](http://www.diaelec-hd.co.jp)

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

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Mita Kosan Group

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The 13th century Buda Castle is a UNESCO World Heritage Site.

EMBASSY OF HUNGARY