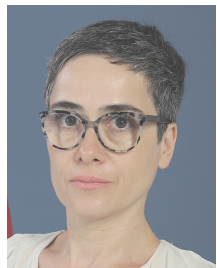


Serbia National Day Special

Committed to strengthening cooperation in various areas

ALEKSANDRA KOVAC
AMBASSADOR OF SERBIA



On Serbia's Statehood Day, I extend my warmest greetings to the people of Japan, celebrating the strong and enduring 143-year-old friendship between our nations.

In particular, I am proud to highlight the growing strength of our bilateral economic ties. Serbia has made significant strides in recent years, with key reforms creating an inviting environment both for investment and for foreign businesses, whose presence contributes to the stability and prosperity of our region. As important partners in this progress, dozens of Japanese companies now operating in Serbia contribute to sectors such as high-tech industries and green technologies.

The opening in Serbia of the first European production sites ever set up by Nidec and Toyo Tires is a prime example of how our nations are working together to drive innovation and sustainability. This was followed by the establishment of the Serbian-Japanese Business Club in Tokyo as a pivotal platform for fostering business connections and opportunities. Visits of a high-level Serbian delegation to Japan and a Japan External Trade Organization mission to Serbia in 2024 further solidified our shared commitment to strengthening cooperation in areas

such as energy, infrastructure and technological advancement.

Looking ahead, Serbia is excited to participate in the 2025 World Expo in Osaka, where we will have the opportunity to showcase the country's potential, from our rich culture to our results in innovative industries. This will also set the stage for the 2027 Specialized Expo in Belgrade, an event that will undoubtedly deepen our overall ties with Japan.

As we celebrate Statehood Day, I want to express my gratitude for the *kizuna* (spiritual bonds) between Serbia and Japan. Together, we are building a bright and promising future, full of opportunities for further cooperation and growth.

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



Ambassador Aleksandra Kovac takes part in the groundbreaking ceremony for the Serbian Pavilion for the 2025 World Expo in Osaka on Sept. 4. EMBASSY OF SERBIA

Long friendship continues to grow

ICHIRO AISAWA
CHAIRMAN, JAPAN-SERBIA
PARLIAMENTARY FRIENDSHIP LEAGUE



I would like to express my heartfelt congratulations on Serbia's National Day. Despite facing challenges, Serbia has emerged as a central force in the Balkans, marked by growth and devel-

opment. It has skilled human resources and boasts strength in science and technology. I am looking forward to its further growth.

The security of Europe remains shaken by Russia's invasion of Ukraine. We must rally for freedom, democracy and the rule of law to ensure every individual's dignity and

freedom. I believe that Serbia's pursuit of EU membership will contribute significantly to the prosperity and stability of Europe.

Japan and Serbia have a long history of friendship and, since then-Prime Minister Shinzo Abe's visit to Serbia in January 2018, bilateral relations have made great progress. Let us work together to expand the membership of the Japan-Serbia Business Club, which was established thanks to the efforts of Ambassador Kovac. We would like to further enhance our economic relations, especially in the areas of trade and investment. We know that Serbia has great potential.

I also hope that exchanges in fields of sports, culture and academia, as well as those at civic levels, will continue to be promoted. As president of the Japan-Serbia Parliamentary Friendship League, I will do my best to further develop bilateral relations.

Congratulations!

Investment interest on the rise

TOSHIO TSUNOZAKI
PRESIDENT, JAPAN-SERBIA SOCIETY



It is my honor and pleasure to express my sincere congratulations on the National Day of the Republic of Serbia on behalf of the Japan-Serbia Society.

The friendly relations between Japan and Serbia have been developing recently in various fields. In particular, investment from Japan to Serbia has increased noticeably, which led to the creation of the Japan Business Association in Ser-

bia as well as the Serbia-Japan Business Club in Japan. In addition, in October, a large Japan External Trade Organization investment mission visited Serbia, showing the still-growing interest of the Japanese business community in the country.

I am confident that the Serbian Pavilion will be one of the most interesting sites to visit at the 2025 World Expo in Osaka.

Serbia's participation in the Osaka Expo will lead to the successful opening of the 2027 Specialized Expo in Belgrade under the theme of "Play for Humanity — Sports and Music for All."

Lastly, I would like to emphasize that our society will endeavor to promote close ties between the peoples of both countries in the coming years.

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



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Congratulations
to the
Republic of Serbia
on the occasion of
the National Day

Serbia is home to pyrethrum flowers, which contain pyrethroids, a key insecticide component. With pyrethrum flowers, insecticide manufacturer Kincho successfully invented the world's first mosquito coil. As an additional bond with Serbia, President Naohide Ueyama has been serving as honorary consul general of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan

KINCHO



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

TOYO TIRES