

# Benin National Day Special

## Working to become a leading destination

**MAHOUTON MATHIEU HOUNKANRIN**  
CHARGE D'AFFAIRES OF BENIN



Today, Benin celebrates its 65th anniversary of independence with a sense of serenity and dignity. In these moments of national pride and unity, I have affectionate thoughts

for the Beninese diaspora in Japan and other countries of my jurisdiction, for their unwavering efforts in advancing the nation's development and global influence.

This year, we also commemorate the 64th anniversary of the establishment of diplomatic relations between Benin and Japan. More than six decades of robust and compelling friendship and cooperation have consistently met the aspirations of the Beninese population, setting a remarkable example of international solidarity.

Benin is honored to have Japan as a partner with whom it shares the values of freedom, peace, security, international solidarity and sustainable development, in pursuit of a better and more just world.

To achieve the shared future that binds our nations, we should further deepen our

convergence on international concerns to contribute more effectively in multilateral forums to the promotion of these values, which are threatened in many regions of the world.

Two other significant events complete the list of celebrations. The first is the ninth Tokyo International Conference on African Development, a crucial platform for exchanges and discussions on the prospects for strengthening political relations and cooperation between Africa and Japan. The second, and equally important, is the Osaka Expo, which offers visibility of the progress made in Japan and around the world, with the notable presence of Benin.

With Benin, Japan can count on a partner of choice, one that enjoys exemplary political stability and constitutes one of the main gateways to the West African subregion. As such, it offers an ideal framework for intervention for Japanese investors.

Under the Benin 2060 Alafia Plan, tourism is designed as a strategic pillar of national development, catalyzing the economic, sociocultural and environmental transformation of Benin. This plan outlines progressive objectives (from 2030 to 2060) and concrete actions (institutional and infrastructure modernization and cultural promotion) to make the country a leading destination in West Africa.

Since 2016, significant reforms have been carried out by the government of His Excellency President Patrice Talon, which have enabled the implementation of a highly ambitious tourism development policy, with the bonus of significant projects throughout the country, including in places such as Cotonou, Abomey, Porto Novo, Ouidah, Nikki and others, to attract foreign visitors and investors.

Due to its unique history, cultural and natural riches, Benin has established itself as a must-see destination for travelers seeking distinctive discoveries and unforgettable

experiences. It is only fitting that it has been included in AFAR's "Where to go in 2025" list, a global ranking highlighting the 25 most captivating destinations worldwide.

This unprecedented performance is the result of the government's resolute and methodical efforts to promote tourism development, which aim to improve and complete numerous ongoing projects across the country. There are, therefore, numerous opportunities and favorable conditions for Japanese investors and tour operators to explore.



The Benin Pavilion at the Osaka Expo welcomes visitors to learn about the country.

EMBASSY OF BENIN

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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.



A display at the Benin Pavilion showcases the country's diverse scenery. EMBASSY OF BENIN

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to the People of  
the Republic of Benin  
on the Occasion of  
the Anniversary of  
Their Independence

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