

Hungary National Day Special

A tribute to the strength of connectivity

ANNA AULNER-BALINT
AMBASSADOR OF HUNGARY



On Oct. 23, we commemorate the 1956 revolution, when Hungarians stood united against oppression. This spirit of freedom and resilience continues to define our national character.

In 2025, as we honor this legacy, we also celebrate a year of exceptional progress in Hungarian-Japanese relations, marked by high-level diplomacy, cultural exchange and technological cooperation.

Hungary's National Day highlights the deepening ties between our nations. A key milestone was the official visit of President Tamas Sulyok to Japan, reaffirming our friendship and discussing shared goals amid global challenges. This dialogue underscored the mutual respect and strategic alignment guiding our cooperation.

Hungary's global presence was amplified at the Osaka Expo, where our sustainability-focused pavilion emerged as one of the most popular attractions, drawing long lines and strong interest in our innovation and cultural heritage.

The vision of Sou Fujimoto, the creator of the Grand Ring — who also designed the House of Music Hungary in Budapest — resonated deeply with our shared artistic ideals. We commend the Japanese orga-

nizers for such an outstanding event.

In September, Hungary's Minister of Foreign Affairs and Trade Peter Szijarto visited Japan with a business delegation, further strengthening economic ties. A Hungarian-Japanese business forum was held under the auspices of Keidanren, where innovative Hungarian companies showcased technologies driving our innovation-based economic future, built on high value-added global collaboration.

Hungary's scientific excellence remains a cornerstone of our international identity. With one of the world's highest per capita rates of Nobel laureates, our nation continues to invest in research, development and innovation. In this spirit, a high-tech smart bench was ceremonially presented to the Tokyo Metropolitan Government, symbol-

izing the fusion of digital infrastructure and public space and serving as a tangible emblem of Hungarian-Japanese innovation.

This year also brought a moment of literary triumph, as Hungarian author Laszlo Krasznahorkai was awarded the Nobel Prize in Literature on Oct. 9, recognizing his visionary contribution to world letters.

This year additionally marks the 156th anniversary of diplomatic relations between Hungary and Japan — a testament to the enduring strength of our partnership. Today, more than 180 Japanese companies operate in Hungary, employing nearly 30,000 people.

As we reflect on the events of 1956, we reaffirm Hungary's identity as a freedom-loving nation. Our country is built on the important foundations of liberty, dignity

and democratic dialogue.

In the context of global security, Hungary remains committed to supporting peace, stability and the integrity of Europe. On this National Day, we honor the sacrifices of the past, while building a future guided by our commitment to dialogue, cooperation and the pursuit of lasting stability.

On behalf of the Embassy of Hungary, I extend heartfelt gratitude to our Japanese friends and partners. May the bonds between Hungary and Japan continue to grow, anchored in mutual respect and shared progress.

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

Working to improve quality, sales

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.

Under our current mid- to long-term management plan "Scrum of Fire," we shall further improve our quality assurance and sales network, eliminate defects and deconstruct and rebuild our global supply chain with our "All Diamonds" core suppliers' group.

Following the policy of "focusing on customer-required quality first," we strive to be a manufacturer that contributes to a sustainable future.



Buda Castle overlooks the Danube River and the Szechenyi Chain Bridge. EMBASSY OF HUNGARY

Congratulations on Hungary's National Day

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Congratulations on the Occasion of the National Day of Hungary



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