

Serbia National Day Special

Strong commitment to growing bilateral relations

ALEKSANDRA KOVAC
AMBASSADOR OF SERBIA



On the occasion of Serbia's Statehood Day, I extend my sincere greetings to the people of Japan and take this opportunity to reflect on a truly significant year, marked by important milestones in our bilateral relations.

This is highlighted by Serbia's highly successful participation at the World Expo in Osaka. Serbia's pavilion, recognized with prestigious awards, welcomed over 1 million visitors, offering a compelling presentation of our culture, creativity and innovative potential — further strengthening our country's visibility and reputation among the Japanese public and business community.

Political dialogue was equally dynamic. President Aleksandar Vucic paid a visit to Japan on the occasion of Serbia's National Day at the expo. During the trip he held substantive talks with the emperor of Japan and with Japan's then-prime minister. High-level exchanges continued with visits by First Deputy Prime Minister Sinisa Mali, Minister of Foreign Affairs Marko Djuric and other dignitaries, underscoring our shared commitment to deepening cooperation.

Economic ties were further reinforced through a well-attended investment conference in Osaka. The signing of important agreements, including a bilateral investment agreement, provided a strong framework for accelerating and diversifying relations.

As we look ahead, Serbia remains firmly committed to advancing its partnership with Japan. Guided by mutual trust and 144 years of friendship, we are confident that our cooperation will continue to grow, bringing lasting benefits to both nations.

Exchanges grow in various areas

ICHIRO AISAWA
CHAIRMAN, JAPAN-SERBIA
PARLIAMENTARY FRIENDSHIP LEAGUE



I would like to extend my heartfelt congratulations on the National Day of the Republic of Serbia.

Having overcome many challenges, Serbia has achieved steady

development and today stands as a key country in the Balkan region. With its outstanding human resources and strong scientific and technological capabilities, I have great expectations for Serbia's continued progress and success.

As Russia's invasion of Ukraine continues, Europe's security environment faces serious challenges. At this critical time, it is essential that countries unite around fundamental values such as freedom, democracy and the rule of law, while

working together to protect human security and dignity. I am confident that Serbia, as a country aspiring to membership in the European Union, will play a constructive role and contribute to Europe's stability and prosperity.

Japan and Serbia have enjoyed a long-standing friendship. Since then-Prime Minister Shinzo Abe's visit to Serbia in 2018, bilateral relations have continued to deepen. We hope to further cooperation in economic fields such as trade and investment, including through the activities of the Japan-Serbia Business Club.

I also look forward to expanded exchanges in areas such as sports, culture and academia. As chair of the Japan-Serbia Parliamentary Friendship League, I remain committed to further strengthening relations between our countries and offer my sincere congratulations.

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

Working to promote friendly ties

TOSHIO TSUNOZAKI
PRESIDENT, JAPAN-SERBIA SOCIETY



I would like to express my sincere congratulations on Serbia's National Day.

Last year at the World Expo in Osaka, Serbia opened its pavilion with a unique

facade of living trees, with more than 1 million people visiting it. The restaurant of the pavilion served Serbian dishes that were among the most popular of the expo. It is

my great pleasure to know that the expo was a great opportunity for Japanese people to get acquainted with the charms of Serbia, including Serbian food.

In 2027, a world expo will be held in Belgrade, the capital of Serbia, with the theme "Play for Humanity — Sports and Music for All." The Japanese government has decided to participate in the expo, and several Japanese organizations and music groups have already approached our society to express interest in participating. I hope many Japanese will visit Serbia on this occasion.

Lastly, I would like to emphasize that the Japan-Serbia Society will continue to promote friendly relations between Japan and Serbia.



The Serbia Pavilion at the 2025 Expo in Osaka was inspired by the woodlands in Belgrade.

EMBASSY OF SERBIA

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

Srećan Dan državnosti!



ITOCHU Corporation

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, Chairman Naohide Ueyama has been serving as honorary consul general of the Republic of Serbia in Osaka.



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TOYO TIRES