

Tunisia national day

Increasing visibility and proximity

Noureddine Hached
AMBASSADOR OF TUNISIA

As Tunisia celebrates the 54th anniversary of its independence, it is my great pleasure to extend on behalf of His Excellency President Zine El Abidine Ben Ali my respectful greetings to Their Imperial Majesties the Emperor Akihito and Empress Michiko, the members of the Imperial family, the government and the friendly people of Japan.

Last October, legislative and presidential elections were held in Tunisia that confirmed the progress of the democratic process ushered in by President Ben Ali and the attachment of the Tunisian people to the country's social and economic achievements under his leadership. I would like to express on this happy occasion the high appreciation of the government and people of Tunisia for Japan's contributions to these achievements since the establishment, in 1956, of diplomatic relations between our two countries.

Many major development projects in Tunisia have indeed been realized with the valuable support of the government and people of Japan. We look forward for the continuation and diversification of this fruitful cooperation between our two countries especially in the fields of higher education, science, technology and environment.

Although distant in geography, Tunisia and Japan share



President of Tunisia Zine El Abidine Ben Ali

many common features: a long and rich history, the attachment of their peoples to their cultures, their thirst for knowledge and new technologies as well as the fostering of peace and friendship in the world.

Giving political and economic visibility to the excellent relations between our two countries as well as further promoting mutual understanding and direct contact between our two peoples and cultures are among our main objectives.

In May 2010, the Seventh Japan-Tunisia Joint Committee Meeting will be held in Tunis to examine new ways to enhance the bilateral relations and cooperation as well as to exchange views on various regional and international subjects.

Tunisia will also be hosting this year the second edition of the Japan-Arab World Economic Forum; we will work hard to ensure its success and we are confident that it will contribute to raising the awareness of Tunisia as a hub in Africa,

the Arab World and the Mediterranean among Japanese business decision makers.

A Tunisian-Japan Business Group will soon be set up in order to promote direct contacts between the Japanese and the Tunisian business communities and create new business opportunities. Hopefully, more and more Japanese companies will be attracted by Tunisia's proximity and preferential trading relations with the European Union, its highly qualified human resources as well as an Investment Code that offers foreign investors considerable incentives and fiscal exemptions.

In order to increase the cultural and touristic proximity between our two peoples, we have also been working on the establishment of direct flights between our two countries and I am very glad to announce that the first trial service between Tokyo and Tunis will soon be launched by charter flights.

Since June 2009, a major ex-

hibition tracing the legacy of the Tunisian city of Carthage is touring Japan and will last in total a year and a half, visiting the cities of Sendai; Kanazawa, Ishikawa Prefecture; Tokyo; Okayama; Morioka, Iwate Prefecture; Kyoto; Hamamatsu, Shizuoka Prefecture; Miyazaki; and Nagoya. More than 150 precious artworks from the Punic and Roman eras including a collection of mosaics reputed to be the finest in the world have been brought from national museums in Tunisia in what can be described as a great example of cultural cooperation between our two countries. Friends of Carthage Associations are also being created in each city visited by the exhibition.

I would like to conclude by expressing our sincere gratitude to all the friends of Tunisia in Japan for their continuous support and goodwill to further enhance the excellent relations between our two countries.

Fruitful, friendly relations between the peoples

Yasuaki Ono
CHAIRMAN, THE JAPAN-TUNISIA
FRIENDSHIP ASSOCIATION

On behalf of all members of the Japan-Tunisia Friendship Association, it is a great pleasure for me to express my sincere congratulations to H.E. President Zine El Abidine Ben Ali and the people of the Republic of Tunisia on their 54th National Day.



Japan and Tunisia have been enjoying a steady development of good relations since the establishment of their diplomatic relationship in 1956. Especially after the state visit of President Ben Ali and Madam Leila Ben Ali to Japan in 1996, the bilater-

al relationship has gained its momentum of further progress and has been materializing many programs and projects, such as the South-South Cooperation, the One Village One Product program, the construction of the "Japanese Bridge" in Rades, the annual symposium of Japanese and Tunisian universities, the opening of the North African Bureau of Tsukuba University in Tunis and dialogues among civilizations and religions. I have been also witnessing many interesting and unique programs initiated and developed by numerous groups of peoples in both countries, such as the oldest judo cooperation in the Middle East, the introduction of Japanese abacus teaching in preschool education, the construction of a Japanese garden to-



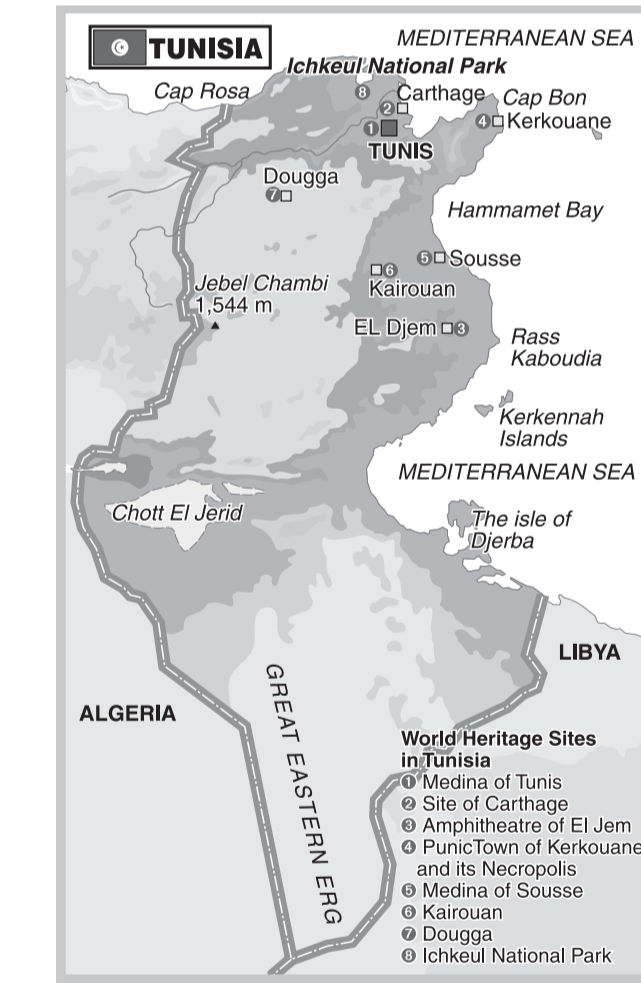
Historical glory: The archaeological site of Carthage on the Gulf of Tunis is a UNESCO World Heritage site. EMBASSY OF TUNISIA

gether with the naming of "Japan Avenue" in central Tunis, etc.

As for the number of Japanese tourists visiting Tunisia, it has been gradually increasing and has reached more than 12,000 annually and it will be expected to rise due to a direct air link between Japan and Tunisia with the opening of the new Ben Ali airport in Enfidha. Since last summer, the exhibition "Ancient Carthage and Rome" has been touring nine cities in Japan and attracting many people, which has been leading to the establishment of Friends of Carthage Associations in each city to deepen mutual understanding between peoples of both countries.

As we have noted good examples of our bilateral relations, Japan and Tunisia have had a very special and colorful relationship in spite of the limitations of both countries and distance between them. As the president of the Japan-Tunisia Friendship Association, I would like to cooperate with our Tunisian counterpart, the Tunisia Japan Friendship Association, to further diversify and strengthen this special relationship into a mutually more beneficial one.

Finally, on the occasion of the National Day, I would like to extend my warmest wishes for the good health and further prosperity of H.E. President Ben Ali and all the people of the Republic of Tunisia.



THE JAPAN-ARAB ECONOMIC FORUM 2010
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Tunisia offers Japanese tourists many historic, natural attractions

Hideo Sawada
CHAIRMAN, H.I.S. CO., LTD.

On the occasion of the National Day to celebrate the 54th anniversary of the independence of the Republic of Tunisia, I would like to extend my warmest congratulations to President Zine El Abidine Ben Ali and all the people of Tunisia.



Tourism between Tunisia and Japan is growing gradually, but I believe Tunisia has great potential for the tourism industry in Japan. H.I.S. will continue all its ef-

orts to encourage more Japanese tourists to visit Tunisia to discover its rich culture, historical heritage and its beautiful and diverse nature as well. We are working in this direction in order to launch direct charter flights to Tunisia that would favor a significant increase in the flow of tourism exchanges between our two countries.

Tourism can further strengthen the relationship and the friendship between Tunisia and Japan.

Finally, I would like to extend my best wishes for the health and prosperity of President Ben Ali, H.E. the Ambassador of Tunisia Noureddine Hached and all the people of Tunisia.

Congratulations

to the People of the Republic of Tunisia
on Their National Day



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Closeness to Europe means key foothold for Japanese companies

Yasuyuki Nambu
GROUP CEO, PASONA GROUP INC.

Please accept my sincere congratulations and best wishes for the National Day of the Republic of Tunisia.



Bordering the Mediterranean Sea, Tunisia has an old history and appeals not only for its rich tourism resources but also for its location near European coun-

tries. Considering this favorable condition, Tunisia holds big potentialities for Japanese companies as a foothold to the European market.

Our company, which gives utmost importance to human relations, is willing to contribute to further develop people-to-people exchanges with Tunisia.

We would like to consider the cooperation in the field of human resources development, for instance, through setting up internship programs for students.

Congratulations to the People of the Republic of Tunisia on Their National Day

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TAISEI CORPORATION

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Construction & Engineering

Congratulations

on the National Day of the Republic of Tunisia

THE LEGACY OF
CARTHAGE
A Journey Across the Mediterranean

Exhibited now at the Museum of Kyoto until 4th April 2010



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for more information about the exhibition
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