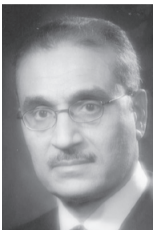


Bahrain national day

Appreciating Japan on 40th independence anniversary

Khalil Ebrahim Hassan
AMBASSADOR OF THE KINGDOM OF
BAHRAIN

The Embassy of the Kingdom of Bahrain celebrates the 40th National Day, the 39th anniversary of the opening of diplomatic relations with Japan, the 12th anniversary of the Accession to the Throne of His Majesty King Hamad bin Isa Al Khalifa, and the sixth anniversary of the embassy in Tokyo.



On this occasion, the Embassy of the Kingdom of Bahrain in Tokyo has the honor to renew, on behalf of the government and people of the Kingdom of Bahrain, our heartfelt greetings and good wishes to Their Imperial Majesties Emperor Akihito and Empress Michiko, the government and the people of Japan.

This year, the Japanese people impressed the world by the way they handled the triple disaster. On behalf of the Kingdom of Bahrain and its people, I would like to express my deep respect to Japan for setting a global model for dignity, order, conscience, sacrifice and discipline.

Bahrain has enjoyed a strong relationship with Japan since the early years of independence. Over the years, Bahrain has been an important focal point and friendly host for Japanese companies and enterprises.

More than six years have passed since I was appointed as the first ambassador of the Kingdom of Bahrain to Japan. Since

the opening of the embassy, our team's focal mission has been to enhance the Bahrain-Japan partnership on a human basis, cultivate Japan's interests in our region and introduce genuine and productive cultural exchanges between the people of both countries. To this end, I must say with pride and gratitude that we have been achieving remarkable progress so far, with the kind assistance and cooperation from our precious friends, associations and companies here in this beautiful and friendly country, Japan.

The nation of the Kingdom of Bahrain, with the democratic reforms of His Majesty King Hamad bin Isa Al Khalifa, and with the premiership of His Royal Highness Prince Khalifa bin Salman Al Khalifa, and with the economic vision of His Royal Highness Prince Salman bin Hamad Al Khalifa, is managing the global challenges of the third millennium by working in harmony and peace with all the nations of the Middle East, the Arab world, the Islamic countries, and the rest of the East and the West.

This is really what made the Kingdom of Bahrain the pearl of the Gulf, which I hope we, both Bahraini and Japanese, share each other's experience, cooperate and work together toward the brilliant future generation.

Finally, the team at the Embassy of the Kingdom of Bahrain to Japan would like to express our gratitude to His Majesty King Hamad bin Isa Al Khalifa, His Royal Highness Prime Minister Prince Khalifa bin Salman Al Khalifa and His



His Majesty King Hamad bin Isa Al Khalifa of Bahrain

Royal Highness Crown Prince Salman bin Hamad Al Khalifa, for their vision and support in initiating this new era of Bahrain-Japan relations.

Modern, open society

For most of the Japanese staying in the Gulf area, Bahrain is an ideal destination for a break. Sunny sandy beaches, beautiful green parks, fresh air and vigorous markets await you there. The modern and liberal atmosphere of this open and democratic society must be remarkably appealing to Japanese visitors. The legendary "Garden of Eden" in the Old Testament, or an "Eternal Land" in the Great Epic of Gilgamesh are the exact words for this paradise on Earth, Bahrain.

Bahrain today is rapidly changing. His Majesty King Hamad bin Isa Al Khalifa has an ambitious vision of investing in

the human resources of Bahrain so as to further develop our country's status as a cultural, financial and technological center, in a democratic constitutional monarchy. In November 2010, the Council of Representatives general election was held. As a result, one woman secured her incumbent seat as a member of the council. In fact, women's roles in the society are already large in Bahrain. Education is open to all and educational centers are striving hard to provide the state-of-the-art knowledge and technology to the younger generations.

Trading accounts of the Sumerians from 3000 B. C. remain in a land called Dilmun, the first mention of Bahrain's oldest recorded civilization. Dilmun was one of the great trading empires and a major center on the trade route between Mesopotamia and the Indian subcontinent. Today, the Kingdom of Bahrain is the venue of choice for international investors looking to establish their operations in the Middle East. A globally oriented country with a distinctly local flavor, Bahrain has witnessed leaps and bounds in its development in the past four decades. Having established itself as the undisputed financial center of the Gulf region, and moving toward becoming the region's knowledge-based service hub, Bahrain's progressive outlook and international perspective are reflected in its social and economic diversity.



Modern and traditional: The Bahrain World Trade Center (right) in the capital Manama includes office towers, shopping malls and a five-star hotel; above, the Sheikh Salman bin Ahmed Al Fateh Fort built in 1812 in Riffa, Bahrain's second largest city, is a major tourist attraction. EMBASSY OF BAHRAIN

Being the first country in the Gulf to exploit commercial quantities of oil in the early 1930s, Bahrain was the first to actively develop non-oil industries by which sustainable development could be achieved. Today, Bahrain is able to boast a number of well-established, non-oil dependent industries, as well as the infrastructure needed to sustain them. International investors who set up their operations in Bahrain enjoy an income tax-free environment, the most developed telecommunications infrastructure in the region, liberal economic and social conditions, and duty-free access to the larger Gulf Cooperation Council (GCC) market.

There are more luxurious projects going on in Bahrain. Readers may already know about the Bahrain International Circuit, the host of the Formula One race. Artificial island resorts surrounded by emerald-green sea are alluring destinations for a holiday. Huge-scale inland resorts, with water park, wildlife safari, luxurious hotel villas and shopping malls, will attract you to stay for days. The 25-km King Fahd Causeway links Bahrain to Saudi Arabia, while another project to construct a 45-km causeway between Bahrain and Qatar is under way. Choosing Bahrain as a regional base of business, as an orientation for

vacation, or as a second home after retirement can enhance many aspects of life in more fascinating and energetic ways.

Strong business history

Bahrain has a long history as a successful trading nation at the heart of the Gulf. It was the first Gulf nation to discover oil and the first diversifying its economy away from oil and attracting foreign investors to share in its prosperity. Today, Bahrain has a clear vision for the future based on sustainable growth and economic diversification, which offers extensive opportunities for Japanese businesses.

Bahrain's fast-growing economy has attracted a wide range of Japanese businesses over the years. Nomura Securities, Daiwa Securities and Bank of Tokyo-Mitsubishi UFJ all operate in Bahrain's highly successful financial services sector. Other Japanese companies in Bahrain include industrial automation



business Yokogawa, health care beverage company Yakult, printing ink and chemical solution materials company DIC, pharmaceutical company Eisai and steelmaker Yamato Kogyo in due process for establishment.

The role of the EDB

The Bahrain Economic Development Board (EDB) is a dynamic public agency with an overall responsibility for formulating and overseeing the economic development strategy of Bahrain and creating the right climate to attract direct investment into the country.

The EDB is to provide leadership by uniting all the kingdom's shareholders through a unified vision, and to develop key strategies for economic growth. The EDB is also responsible for attracting inward investment into Bahrain as well as marketing the Kingdom of Bahrain abroad, working closely with its embassies across the world to promote business in-

vestment opportunities.

The EDB Japan Office is the first point for Japanese businesses considering investment in Bahrain or the Middle East. The EDB offers an investor facilitation service to first-time investors, which includes understanding the objectives of investors, providing them with information regarding the relevant procedures for setting up business and helping them to form a network of contacts in Bahrain. Working across the governmental ministries and bodies, the EDB can facilitate easy entry to the Bahraini market and provide ongoing support and advice.

Contact the EDB Japan Office by phone at 03-3584-8001 (Ext. 52) or fax at 03-3584-6991, or visit www.bahrainedb.com/EDBHome.aspx to learn how to make the first step toward enjoying the advantages of investing in Bahrain and accessing fast-growing markets right across the Middle East.

Congratulations
to the People of the Kingdom of Bahrain
on Their 40th National Day



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PRESIDENT : SHIZUKO TANI

Sun Realty & Insurance Corporation

Viscountess Suite 320 11-36, Akasaka 1-chome, Minato-ku, Tokyo 107-0052

Phone: 03-3584-6171. Fax: 03-3505-0939.

Email: sun@sunrealty.co.jp <http://www.sunrealty.co.jp>

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YAMATO KOGYO CO., LTD.

380, Kibi, Otsu-ku, Himeji City, Hyogo Pref. 671-1192, Japan
Tel: 079-273-1061 Fax: 079-273-9337