

# Serbia national day

## Further strengthening ties in various fields

Bojana Adamovic Dragovic  
AMBASSADOR OF SERBIA



It is my great privilege and distinct honor to express my admiration and deepest respect to Their Imperial Majesties Emperor Akihito and Empress Michiko, the members of the Imperial family, as well as to Prime Minister Shinzo Abe, the government and friendly people of Japan, on the occasion of the National Day of Serbia. I would also like to take this opportunity to greet respected readers of The Japan Times, and on behalf of the Embassy of the Republic of Serbia in Japan to extend my sincere wishes for the well-being and prosperity of the Japanese people and of all the Serbian citizens living in Japan.

The previous year played a significant role in the relations between Serbia and Japan as we marked and celebrated 130 years since the King of Serbia Milan Obrenovic, by sending



Tomislav Nikolic, president of the Republic of Serbia  
EMBASSY OF SERBIA

his personal letter in 1882, informed Emperor Meiji about Serbia becoming an internationally recognized state at the Berlin Congress in 1878, and about himself becoming Serbian king. Emperor Meiji sent his reply and the exchange of letters between the two sovereigns represents the first official communication between Serbia and Japan. Ever since, all the Japanese emperors have had official correspondence

with Serbian sovereigns. These documents witness the continuity of our connections with Japan, from the period when Serbia regained its independence. Our country cherishes its long history of maintaining contacts with Japan, along with other major countries at the time — the United States, France, Great Britain — and sees it as a valuable asset in the domain of bilateral relations and strengthening its “kizuna” bonds with the friendly Japanese people. This anniversary was marked through numerous cultural manifestations and celebrations all throughout 2012, held both in Japan and Serbia. These events also include the solemn ceremony in Belgrade attended by the representatives of Meiji Shrine, visit by the delegation of Fujimi, Saitama Prefecture, sister city of the municipality of Sabac in western Serbia, the organization of several concerts where Serbian and Japanese artists and musicians performed together, as well as lectures given at various Japanese and Serbian universities.

Serbia looks on Japan as one of its most important partners and friends, and gives high priority to the further strengthening of bilateral ties in all fields, including economy, culture, science,

sports and people-to-people exchange. Having in mind good political relations with Japan, Serbia is focusing on developing economic ties by trying to bring major Japanese companies, investors and tourists, introducing them with the possibilities Serbia has to offer. As Serbia is making progress on its path toward the EU, and became an EU candidate country in March last year, there is a growing interest for Japanese corporations and companies for their steadfast presence in the Serbian market.

Accordingly, Serbia is taking a proactive attitude toward the Japanese market and potential Japanese investors. For that reason, Serbian food companies, tour operators and agencies regularly participate at Foodex and the JATA Tourism Forum and Travel Showcase — food and tourism fairs held in Tokyo. We are assured that in the year to come the network of contacts between Serbia and Japan will be further expanded for the sake of enhancement of overall bilateral relations.



Novak Djokovic, world No. 1 tennis player  
EMBASSY OF SERBIA



National Assembly of Serbia  
EMBASSY OF SERBIA

## Cultivating mutual exchanges

Ichiro Aisawa  
PRESIDENT, JAPAN-SERBIA  
PARLIAMENTARY FRIENDSHIP LEAGUE



On behalf of the Japan-Serbia Parliamentary Friendship League, I would like to extend my sincere congratulations on the occasion of the National Day

of the Republic of Serbia.

In 2012, the 130th Anniversary of the Exchange of Letters between Emperor Meiji and King Milan I of Serbia in 1882, memorial events, such as lectures on exchanges between Japan and Serbia and concerts by Serbian and Japanese artists, were organized by the Japan-Serbia Association and the Embassy of the Republic of Serbia. I made sure that these events provided many Japanese

people with opportunities to learn about Serbia and the history of the exchanges between the two countries.

I sincerely hope that our two countries will cultivate further mutual exchanges in various fields including business, tourism and culture. The Japan-Serbia Parliamentary Friendship League will continue to render its support for the efforts to strengthen and promote the friendly bilateral relations.

## Contributing to stability

Takehiro Togo  
CHAIRMAN, JAPAN-SERBIA  
EXCHANGE ASSOCIATION



Greetings on the National Day of the Republic of Serbia.

On behalf of the Japan-Serbia Exchange Association, I wish to express my heartfelt greetings.


Recently, we celebrated the 130th Anniversary of the Exchange of Letters between the King of Serbia and Emperor Meiji. On this occasion, numerous events were carried out both in Serbia and Japan, with

the participation of so many people in all the areas. These were the manifestations of enthusiasm all around. There certainly is a great future of deepening bilateral relations between the two peoples.

Politically, Serbia is at a historic moment by taking important steps toward joining the European Union. This will contribute to the atmosphere of stability and cooperation in the Balkans.

On this occasion of the National Day of the Republic of Serbia, I sincerely hope that friendship and cooperation will further strengthen in all directions between our countries and peoples, as we have been witnessing in recent days.

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

KINCHO mosquito coil (the world's first mosquito coil)  
Pyrethrum flowers are the source of 'pyrethroid'-a key insecticide component.  
Serbia is home to such pyrethrum flowers and the insecticide manufacturer, 'KINCHO', has an additional bond with Serbia.  
Mr. Naohide Ueyama, KINCHO president, serves as Honorary Consulate General of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan



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



*Congratulations  
on the Occasion of National Day  
Best Wishes to the Republic of Serbia*



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