

# Serbia national day

## Long history of friendly bilateral relations, spirit of cooperation

Nenad Glisic  
AMBASSADOR OF THE REPUBLIC OF  
SERBIA TO JAPAN



With great honour I express my deepest admiration and respect to Their Imperial Majesties Emperor Akihito and Empress Michiko, the members of the Imperial family, as well as Prime Minister H.E. 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 the esteemed readers of The Japan Times and extend my best wishes to Serbian citizens residing in Japan.

Friendly ties between Serbia and Japan have a long history. This year we mark the 133rd anniversary of the first official communication between our two countries. In a personal letter in 1882, King Milan Obrenovic informed Emperor Meiji that Serbia gained international recognition at the Berlin Congress in 1878, and that he had become the Serbian king. In turn, Emperor Meiji expressed his congratulations to Obrenovic, and this exchange of let-

ters between the two sovereigns represents the first officially channeled communication between Serbia and Japan.

Serbia sees Japan as one of its most important partners and friends, and places high priority on further strengthening bilateral ties in all areas, including the economy, culture, science, sports and people-to-people exchanges. With good political relations as a starting point, Serbia is looking forward to the further strengthening of economic ties by trying to bring into the country leading Japanese companies and investors and introducing to them the various possibilities Serbia has to offer.

Regarding its path toward the EU, as one of the country's political priorities, a historic step was reached in January 2014 when the European Council confirmed the decision of EU ministers to open accession negotiations with our country. This marks a new phase in relations between Serbia and the EU and gives a further impetus to the implementation of reforms, to which the Serbian government is fully committed. Keeping in mind the importance the Japanese business community attributes to the EU integration, we sincerely hope the newest developments will



Above, Serbia's Novak Djokovic is currently ranked the world's No. 1 men's singles tennis player; right, Serbian countryside. EMBASSY OF SERBIA



further encourage Japanese companies to seek more opportunities in Serbia. Besides that, Serbia is this year chairing the Organization for Security and Co-operation in Europe, having thus an important responsibility at the international level.

Economic relations between Serbia and Japan are continuing to develop in many areas, and have led to an increase in exports from Serbia to Japan, while raising a growing interest of Japanese companies in the Serbian market. The first-ever visit of a Keidanren delegation in 2014 is an important signal

in that direction. We also thank the Japan International Cooperation Agency and other Japanese government institutions for infrastructure loans, green vehicle donations and non-project grant aid, which have proven to be a significant support to the Serbian economy.

The most prominent Serbian product in Japan is frozen raspberries, which are probably the best in the world. Together with other categories, agricultural products comprise 53 percent of Serbian exports to Japan. The up-and-coming Serbian IT sector, which is characterized by

high level of development and expertise, has proven to be a good fit for Japanese SMEs.

As seen in 2011, after the Great East Japan Earthquake, the solidarity between the two nations has once again proved to be very strong when needed the most. After disastrous floods hit Serbia and the region in May 2014, the Japanese government pledged €5 million while the Japanese people, NGOs, sports teams and a large number of companies donated approximately €2 million. Many Japanese knew of Serbia's help in 2011 and were more than

ready to help the Serbian people in their time of need. This mutual help and understanding has become a real symbol of the true and lasting friendship between the two nations.

Cultural exchanges continue to flourish and there were numerous cultural events last year with famous Serbian artists performing in Japan. The Embassy organized many cultural events and Serbian booths were part of many fairs. Many of these events were held in cooperation and with the kind assistance of the Japan-Serbia Association and the Association for Promo-

### Assistance in times of need

Ichiro Aisawa  
PRESIDENT, 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.

Japan-Serbia diplomatic relations began in 1952 with Yugoslavia, the predecessor of Serbia. Bilateral exchanges have been active, as seen in the increasing investments by Japanese companies in recent years and the successful Japan tour of a Serbian folk dance company last year.

The people of Serbia, who are regarded as friendly toward Japan, extended helping hands to the sufferers in the aftermath of the Great East Japan Earthquake and tsunami, which resulted in large monetary donations from Serbia.

When Serbia suffered flooding last year, it was a pleasure to observe assistance activities for Serbia gain momentum in Japan in thanks for the Serbian people's supportive efforts for Japan when it suffered the 2011 earthquake and tsunami.

I pray the relationship between the two countries will further develop this year.



tion of Music Exchange between Japan and Serbia.

It is my great pleasure to recall that after Yohei Sasakawa was recognized in 2013, 2014 saw professor Itsuko Teruoka, formerly of Saitama University, also awarded with a high decoration bestowed by the president of our country for her contributions in humanitarian activities. It is my deep conviction that the future will bring

even more opportunities to enrich our relations at all levels.

In conclusion, I would like to express once again my gratitude to The Japan Times for giving me the opportunity to address the public on this joyous occasion. I would also like to thank all those Japanese friends and associates engaged in deepening our mutual understanding and developing our bilateral relations.

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



JAPAN TOBACCO INC.

JT Bldg., 2-1, Toranomon 2-Chome, Minato-ku, Tokyo 105-8422, JAPAN  
Phone: (03) 3582-3111 Fax: (03) 5572-1463 URL: <http://www.jt.com>

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

**Marubeni**

<http://www.marubeni.com>

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

**Mitsubishi Corporation**