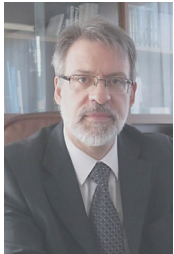


Serbia National Day

Long history of friendly bilateral relations

Nenad Glisic
AMBASSADOR OF SERBIA

With great honor I express my deep respect to Their Imperial Majesties Emperor Akihito and Empress Michiko, the members of the Imperial family, Prime Minister H.E. Shinzo Abe, the government and the 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.



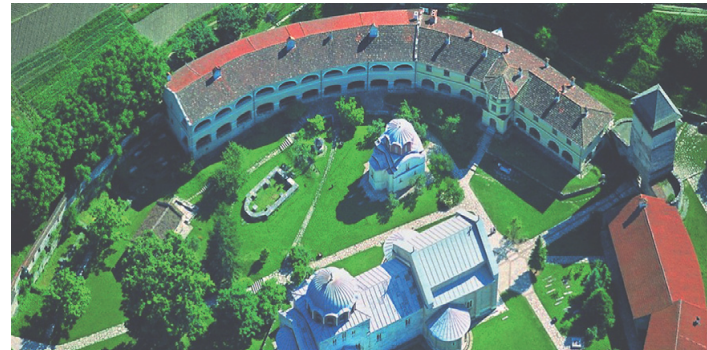
Friendly ties between Serbia and Japan have a long history. This year we mark the 134th anniversary of the first official communication between our two countries. In a personal letter in 1882, King Milan Obrenovic informed Emperor Meiji that Serbia gained international recognition at the Berlin Congress in 1878, which made it one of the first internationally recognized countries in southeast Eu-

rope.

Serbia looks at Japan as one of its most important partners and friends and places high priority on further strengthening bilateral ties in all fields, including 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.

Economic relations between Serbia and Japan are continuing to develop in many areas, leading to an increase in exports from Serbia to Japan and raising growing interest among Japanese companies for the Serbian market. The first-ever visit of a Keidanren delegation in 2014 marked an important step in that direction. We sincerely thank the Japan International Cooperation Agency and other Japanese government institutions for infrastructure loans, green vehicle donations and non-project grant aid — all of which have proven to significantly supported the Serbian economy.

We are particularly grateful to Japan for the assistance it has provided regarding the inflow of thousands of refugees entering



Above: Studenica Monastery, built in the 12th century, is designated as a UNESCO World Heritage site; Right: The Serbian countryside EMBASSY OF SERBIA



Serbia as a result of the current refugee crisis.

In May the visit of the Chairman of the Japan-Serbia Parliamentary Friendship League H.E. Ichiro Aisawa highly contributed to further parliamentary cooperation and the overall development of bilateral relations between Serbia and Japan.

Cultural exchanges continue to flourish and there were numerous events throughout 2015 that saw Serbian artists performing in Japan. The embassy also organized various promotional events and Serbian booths were

a part of many fairs.

As far as sports are concerned, we are more than pleased with the fact that Serbian tennis powerhouse Novak Djokovic and Japanese ace Kei Nishikori are both competing under the Japanese Uniqlo brand.

In 2015, Serbia successfully held the chairmanship of the Organization for Security and Cooperation in Europe (OSCE), contributing to finding solutions to difficult security issues that appeared along the way. The chairmanship was concluded with a very successful ministerial

conference in Belgrade in December, with the participation of 43 ministers of foreign affairs, from the member states and OSCE's Asian and Mediterranean partners. At the meeting, Japan was represented by the State Minister for Foreign Affairs Yoichi Muto.

Regarding its path toward the EU, as one of the country's political priorities, a historic milestone was reached in January 2014 when Serbia started accession negotiations with the EU, with the first negotiation chapters opening two months ago.

Serbia was congratulated for its reforms, constructive approach regarding the refugee crisis that has recently struck a number of European countries and its good neighborly relations with surrounding countries. My country is devoted to working in this constructive manner, however it will insist on the full implementation of the Brussels agreement regarding Serbian municipalities in Kosovo and Metohija, under the auspices of the EU. At the same time, Serbia will continue to engage all its diplomatic efforts to ensure the safety of its

Working for better understanding

Tadashi Nagai
PRESIDENT, JAPAN-SERBIA SOCIETY

It is my great honor and pleasure to offer my sincere congratulations on the occasion of the National Day of the Republic of Serbia, or "Sretenje-Day of the Statehood" on behalf of the Japan-Serbia Society and my own.



Celebrating this day we would like to underline that it should be marked as a day for a new beginning in our traditional good relations that date back more than 130 years. Our relations have always been good, but they could always be better.

Our society is willing to strengthen its efforts for better understanding of Serbia in Japan and to cooperate with Serbians to showcase positive images of Serbia so that better mutual understanding and development of economic and cultural relations may be achieved.

Increased personal contact between our peoples may be most effective to that end because we know that a Japanese visiting Serbia and meeting with Serbian people for the first time is usually, if not always, very much impressed with the kindness, sincerity, friendliness and positive attitude for future cooperation.

endangered medieval cultural heritage in the province, as proclaimed by UNESCO.

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.

Striving for economic growth

Ichiro Aisawa
PRESIDENT, JAPAN-SERBIA
PARLIAMENTARY FRIENDSHIP LEAGUE

Let me offer my warmest congratulations on the occasion of the Republic of Serbia's National Day.



Serbia has gone through great adversity ever since it was part of former Yugoslavia. As a key country of the Balkan Peninsula, Serbia is now making all-out efforts to grow and develop further.


Serbia has a crucial role to play in promoting the stability and prosperity of Southeastern Europe and the Balkans. It is important that Serbia works for a stable and democratic political process to promote freedom and democracy. When talented and capable Serbians live up to their potential, the Serbian economy is certain to achieve impressive

growth. I hope that Serbia will join the European Union at an early date. It is also important that the international community correctly understand the history and current conditions in Kosovo.

Serbia is also a land of world-class athletes. I am convinced Serbian athletes will continue to perform superbly in the games of soccer, basketball and tennis and will do very well at this year's Summer Olympic Games in Rio de Janeiro and other major international sporting events. Serbians are also demonstrating exceptional talent in the world of music and other arts.


Japan and Serbia have enjoyed friendly relations for a long time. We intend to promote mutual understanding as we trust and respect each other and will work for the advancement of our common interests. As president of the Japan-Serbia Parliamentary League of Friendship, I will do my utmost to further the development of bilateral ties.

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 Consul General of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan



Congratulations
to the People of
the Republic of Serbia
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