

# Hungary National Day

## Courage needed to realize dreams

**NORBERT PALANOVICS**  
AMBASSADOR OF HUNGARY



We all have dreams, and it often takes a lot of courage to make them come true. Hungarians had a dream to put an end to the Soviet-imposed communist regime on Oct. 23, 1956. Hungarians

fought for their freedom, and although the revolution failed on the battlefield, it inflicted the first crack in the Iron Curtain. Hungarians were not afraid to lead the way toward their dreams, and some decades later, our country was among the first of the Eastern Bloc states to join the free and democratic world. Hungary had the courage to face the difficulties of the transition period in the 1990s, and dreamed of a strong Hungarian nation that could lead. After more than two and a half decades, this long-cherished dream is at last on its way to becoming reality. We still have a long way to go, and

we have a lot of challenges ahead of us, but we are on the right track.

Hungary, this rapidly growing, small country in the heart of Europe, has been a member of the European Union since 2004, and enjoys very strong relations with Japan. While our bilateral ties go back to 1869, it is not the length, but rather the depth of the relationship that truly shows how connected we are to each other.

We are working hard to make our dream come true, and to show Japanese businesses that Hungary is one of the best places for them to be in Europe. We are the proud hosts of more than 150 Japanese companies, whose businesses are thriving thanks in part to our excellent tax regime including a single-digit corporate tax of 9 percent.

We also have a dream to show Japanese tourists that Budapest is not only one of the safest capitals in Europe, but also one of the most exciting ones to visit. Hungary proved to the world that it is capable of organizing several world class events such as the FINA World Aquatics Championships, the World Judo Championships, the Wagner Festival and the 25-year-old Sziget music festival this

year, and that it can offer a unique and creative experience for visitors and locals alike.

We have a dream to show food-lovers in Japan that Hungarian cuisine deserves a place on the world's gastronomy map. Hungary is the world's largest supplier of high quality foie gras. The country is home to a "wooly national treasure," the Mangalica pig. Additionally, Hungary produces nearly 100 varieties of paprika and Hungarian acacia honey is a much sought-after delicacy. There is much more to Hungarian cuisine than goulash.

Hungary very much welcomes the EU-Japan Economic Partnership Agreement, and we strongly believe that it will provide new opportunities to introduce more Hungarian items that we can be proud of. At the same time, it will also offer new markets for Japanese products not only in Hungary, but also throughout Europe.

It is not a dream, but a proud fact that Liszt and Kodaly, our great classical music composers left their combined artistic legacy in Japan. They were also dreamers in their own field, and like the heroes of 1956, they also had the courage to challenge the old and lead the way



to new, exciting and impactful areas.

We are also here to lead the way. Hungary, the acting president of the Visegrad Group (V4) that includes the Czech Republic, Poland, Slovakia and Hungary, strongly believes that the V4 is a significant platform to nurture relations between Japan and Central Europe. We are very proud that both the V4-Japan and Japan-Hungary relations are better than ever. We have the momentum and the courage to elevate our cooperation and friendship to an even higher, new level. We do not only want to dream together, but also want to make our common dreams come true, benefiting both Japan and Hungary.

**The Chain Bridge in Budapest crosses the Danube River.**

EMBASSY OF HUNGARY

## Congratulations on the Occasion of the National Day of Hungary

 **SUMITOMO CHEMICAL**

27-1, Shinkawa 2-chome, Chuo-ku, Tokyo 104-8260, Japan  
TEL: 03-5543-5500 Fax: 03-5543-5901