## National Day of Serbia

## Serbia celebrates Statehood Day, cherishing friendship with Japan

By Aleksandra Kovač

Ambassador of the Republic of Serbia

On the occasion of the Serbian Statehood Day, Sretenje, I wish to

reflect on the previous year which brought great challenges for the international community. For Serbia and Japan. however. it will also be remembered as the 140th anni-



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versary of their friendship. Despite being geographically and culturally distant countries, the perseverance of such long ties allowed the bilateral cooperation to fortify in various fields with the aim of producing long-lasting and visible results.

Our Embassy has organized and supported a great number of events and initiatives with the aim to promote the spirit at the heart of our friendship, as well as to deepen historical, corporate and other relations with prefectures and cities around Japan, starting with the 40th anniversary of sister city bonds between Sabac and Fujimi.

While the global pandemic hindered the previously established frequency of high-level exchanges. political dialogue is ongoing. On the occasion of the State Funeral of former Prime Minister Shinzo Abe. Prime Minister Ana Brnabić paid respect to Serbia's great friend and his legacy, as well as to the people and leadership of Japan under Prime Minister Fumio Kishida, with whom she discussed possibilities for broadening overall bilateral relations, especially considering the



Courtesy of the Embassy of Serbia

Meanders of the river Uvac, Serbia, photo by Oksana Skendzic

Accompanied with its numerous macroeconomic reforms, greater financial stability and a stimulating and resilient investment and business environment, Serbia has become very attractive for an ever-increasing number of Japanese companies. Business connections and direct investment projects continue to flourish, propelling Japan into a top level investment presence from Asia. A new Toyo Tire factory was opened in the northern Serbian town of Indijia just this past December, while NIDEC is advancing with the construction of its only EV motor production facility in Eu-

Dubbed the Silicon Valley of South East Europe. Serbia also

present expansion of economic recognizes the value of new technologies for the growth and prosperity of the country and the region. With generous state incentives and hundreds of active startups in the fields such as biotech. medtech and IT, the contribution of Serbia's ICT sector to GDP and digital development is evident and validated by its membership to the relevant international initiatives. opening of new technological facilities and high international ranking. This presents an important path for powering the partnership with Japan for the future, while cherishing our friendship's deep

> There is a huge potential to do more, and I am determined to continue working towards achieving that goal.



President of Serbia Aleksandar Vučić at the opening of the Toyo Tire factory in Indijia, photo by Dimitrije Goll



## Congratulations to the Republic of Serbia

on the occasion of the National Day

Pyrethrum flowers are the source of pyrethroid - a key insecticide component. Serbia is home to pyrethrum flowers and the insecticide manufacturer, KINCHO has an additional bond with Serbia, as Mr. Naohide Ueyama, KINCHO president, serves as honorary consul general of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan ( KINCHO

## **Congratulations** to the Republic of Serbia



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