

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 anniversary 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.



Aleksandra Kovač



Courtesy of the Embassy of Serbia

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

present expansion of economic ties.

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 Indjija just this past December, while NIDEC is advancing with the construction of its only EV motor production facility in Europe.

Dubbed the Silicon Valley of South East Europe, Serbia also

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 start-ups 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 roots.

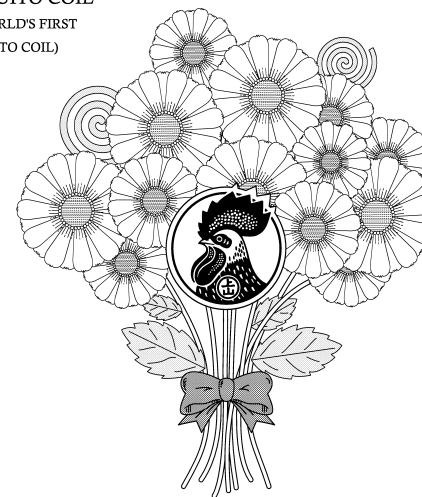
There is a huge potential to do more, and I am determined to continue working towards achieving that goal.



Courtesy of the Embassy of Serbia


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

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**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 

**Congratulations
to the Republic of Serbia**



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