

National Day of Nepal

PUBLICITY

Nepal and Japan enhancing historic ties

By Dr. Durga Bahadur Subedi
Ambassador of Nepal

On the auspicious occasion of the National Day of Nepal, I extend my warm greetings to Their Imperial Majesties the Emperor and Empress and to the friendly government and people of Japan. I also take this opportunity to convey my best wishes for peace, progress and prosperity of the Nepali people residing in Japan.



Dr. Durga Bahadur Subedi

Japan and the Japanese people occupy a special place in the hearts of the Nepali people. We also believe that the friendly Japanese people have a similar attachment toward Nepal and the Nepali people.

Japan always reminds us of Nepal. The lovely mountains, pleasant weather, unique and amazing traditions and cultures, and friendliness and warmth of the Japanese people make us feel that we are at our own home in Nepal.

Both the Nepali and Japanese people have strong faith in the principles and values of democracy, peace, peaceful coexistence, love, brotherhood and cooperation both at home and around the globe.

Both Nepal and Japan are known for rich cultures, traditions and civilizations. Both of our countries are blessed and bestowed with unique and amazing natural and cultural gifts.

Ever since the establishment of diplomatic relations in 1956, both the countries have been enhancing an excellent state of friendship. Mutual trust, goodwill, understanding, coop-

eration and brotherhood are guiding both governments to further consolidate our historic relations.

Nepal and Japan have been maintaining a multifaceted relationship encompassing diverse areas of cooperation. Over the years, the mutually rewarding relationship between Nepal and Japan has grown manifold to cover diverse fields. Educational, labour, cultural, commercial and tourism relations are being strengthened in recent years.

Japan is one of the biggest bilateral development partners of Nepal. Japan's valuable assistance to Nepal has been utilized, in line with the priorities of the government of Nepal in critical sectors of development, including vital infrastructures, agriculture, education, energy, health, transport, telecommunications, water and sanitation as well as human resource development.

Many Nepalese people, who were educated in Japan in the past, are now at the helm of their respective sectors of expertise in Nepal — be it the fields of administration, diplomacy, education, economics, engineering, information technology, medicine and other development sectors.

We are encouraged by the commitment of the Japanese government to enhance its support and cooperation toward our goal to elevate our status from a least developed country to a middle income country.

Nepal is a multiethnic, multilingual, multireligious and multicultural country with its rich, diverse and vibrant culture. It is a land of unparalleled natural beauty and cultural diversity. It is indeed a land of diverse culture, unique nature and amazing adventure. It is truly a treasure trove of natural and cultural heritages. It is a county where guests are regarded



Above left: A sunrise seen from Poon Hill 270 kilometers west of Kathmandu. Above right: Kumari, the living goddess considered to be the living incarnation of Goddess Taleju. Below: The former royal palace complex Bhaktapur Durbar Square, about 15 kilometers east of Kathmandu.

Photos courtesy of Nepalese Embassy

and respected as gods.

Nepal is the home of magnificent and majestic mountains including the highest mountain in the world, Mt. Everest. It is also the holy birthplace of Lord Buddha who is regarded and respected in the world as the apostle of peace, compassion, nonviolence, peaceful coexistence and humanity.

Nepal is pursuing its foreign policy on the basis of "amity with all and enmity with none." The government of Nepal is determined to maintaining and consolidating relations with neigh-

boring and all other friendly countries of the world on the basis of the U.N. Charter, nonalignment, Panchasheela (also known as the five principles of peaceful coexistence), international law and the value of world peace.

The government of Nepal has also set the economic development of the country as its primary goal. Its major focus is to give momentum to the economic development of the country, the pace of which unfortunately remained sluggish in the past, owing to the protracted political transition in the country.

The efforts of the government of Nepal are directed toward projecting Nepal as an attractive destination for foreign direct investment in productive sectors of the economy and infrastructure development. Nepal is making all efforts for the economic and social development of its people, and the country is on the right track directed toward making good progress.

The government of Nepal is committed to achieving the sustained economic growth and sustainable development which aims at making the country prosperous and self-reliant. The government and people of Nepal are aware that sustainable economic growth is important to sustain peace in addition to the social and political transformation of the country.

Being a young democracy and a least developed country, we have a long way to go for making substantial progress on economic growth. For its journey of achieving sustained economic growth, Nepal requires huge investment from friendly countries and companies. Without achieving a momentum of growth and without addressing the gaps of infrastructure and connectivity, the achievement of the SDGS by 2023 will remain a dis-

tant dream for Nepal.

At this juncture, the government of Nepal is committed to promoting Nepal as the best value destination for foreign direct investment. The government of Nepal has been pursuing liberal economic and foreign investment policy for creating a conducive investment environment in the country.

With the realization of the fact that the single-handed effort of the public sector, not being able to accelerate sustained economic growth, the government of Nepal is encouraging the partnership of foreign countries and companies and the joint efforts of public-private partnership.

We are creating a congenial climate in the country for economic transformation. Firstly, we have restored peace and political stability in the country. Secondly, the government of Nepal is committed to improving and implementing a sound and simple regulatory system for inviting foreign investment in the country. Thirdly, Nepal offers a competitive and comparatively cheaper labour force. Fourthly, the government of Nepal ensures predictable and investment- and business-friendly tax systems in the country.

Fifthly, and more importantly, Nepal enjoys the privilege of huge markets in the neighborhood. As you all know that the Nepal is located between the rising economic powers — India and China — with the market access for Nepal in both countries which offers a huge opportunity and a favorable environment for investment in Nepal. In fact, Nepal is, indeed, a gateway to the world's emerging economies. In addition, Nepal has access to world markets, particularly to the United States and European Union countries under preferential schemes such as GPS and EBA, among others.

There are several potential areas in Nepal for your investment: agriculture, education, energy, tourism, information technology, financial and banking sectors, hospitality, health, medical and medicinal herbs, to name a few.

While we are on our way toward fulfilling the aspirations of the people of Nepal, we look forward to the unflinching support and cooperation of the Japanese government and people in our journey to get there.

I wish to mention that the bilateral ties between Nepal and Japan have not been confined to the government-to-government level alone. The relations between these two friendly countries have been expanding and flourishing at the people-to-people level also. I am delighted to mention that the Nepali diaspora, which is more than 150,000 in Japan, is becoming more active in consolidating our bilateral ties in general and particularly for promoting the rich and diverse cultures, customs and cuisine of Nepal in Japan.

The Nepali people are offering their presence in various social, cultural and commercial fields and fora in Japan. The Nepalese people have thus contributed to the creation of a beautiful cultural mosaic of Japan. The Nepalese community has enormously contributed to bring our two cultures and countries closer.

There have been many bilateral exchanges of visits between the two countries at different levels during my first year as the ambassador of Nepal to Japan.

We are planning to have an exchange of parliamentary delegations between Nepal and Japan this year. We are also planning to bring high-level delegations, both political and business, to Japan in the near future. The exchange of visits has been playing significant roles in further consolidating our existing relations.

Taking this opportunity, I wish to encourage prospective Japanese investors for their substantial and beneficial investment and businesses in Nepal and request you all to contribute toward the untiring efforts of the government of Nepal for the social and economic development of Nepal.

The Embassy of Nepal is delighted to work together with several companies, corporations and business houses of Japan to increase the level, quantity and quality of trade and investment between Nepal and Japan. The Embassy is committed to further enhance trade and investment from Japan to Nepal and is ready to disseminate necessary information and offer coordination pertaining to trade and investment in Nepal for the existing and prospective traders and investors of Japan.

As Nepal's Ambassador to Japan, I am now serving to further promote the rich bilateral relations between Nepal and Japan. I am using over three decades of my experience and expertise in Nepal's Foreign Service in Tokyo and I am trying to work sincerely and diligently and doing everything I can, to make sure Nepal is visible, remembered and respected in Japan.

Long live Nepal-Japan relations!

Congratulations
on the Anniversary of
the National Day of
NEPAL

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Vice President
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Congratulations
to the people of
Nepal
on the Anniversary of
Their National Day

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Congratulations
to the People of Nepal
on the Anniversary of
Their National Day

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