

National Day of Serbia

PUBLICITY

Serbia, Japan connected with amicable ties

By Aleksandra Kovač

Ambassador of the Republic of Serbia

On Serbian Statehood Day, Sretenje, I wish to reflect on the enduring, 142-year-old bilateral ties between Serbia and Japan, strengthened not only by continued political dialogue and exchanges but also by a thriving business environment. This is further emphasized by the fact that our countries are, just days apart, observing their foundations, along with the fundamental Acts that marked their democratic and modern developments. Honoring the festive spirit, I would like to extend my respectful greetings to Their Imperial Majesties, the government and the people of Japan.



Aleksandra Kovač

In these unprecedented times of a global challenges, I would like to recall the ties that so amicably connect Serbia and Japan.

A great geographical distance of over 9,000 kilometers, which led our countries on very different historical paths, did not hinder contact and mutual exploration of relations between our two friendly peoples. From the end of the 19th century, Belgrade became a destination for a number of Imperial family members' visits, including one by the former Emperor Akihito as then heir to the throne.

During challenging periods marked by wars and natural disasters, the foundation of our friendship has been steadfastly rooted in a profound sense of solidarity. Notably, in times like World War I, the Japanese people made valuable contributions to support Serbia's resilient efforts and courageous achievements, demonstrating solidarity in the face of significant Serbian casualties. Japan helped Serbia recover after devastating consequences arising from the dissolution of the former Yugoslavia through official development aid, which included donations, loans and technical cooperation worth over half a billion euros. When the catastrophic earthquake struck Japan in 2011, our embassy continued to operate in Tokyo, and the citizens of Serbia raised significant donations for the affected population. Both Serbia and Japan were hit by great floods, in 2014 and 2018, respectively; Japan gave considerable donations to our country, while Serbia, for its part, was at Europe's forefront in donating humanitarian aid to help Japan recover from this natural disaster. Japan also provided valued assistance to Serbia during the migrant crisis and with COVID-19 relief efforts. The recent devastating earthquake that struck the Noto Peninsula deeply resonated with the citizens of Serbia, prompting our leadership to swiftly send expressions of condolences and offer help to our Japanese friends.

Intensified bilateral political dialogue, coupled with Serbia's numerous macroeconomic reforms, greater financial stability, opportunities and incentives for foreign investments, have yielded growing interest from the Japanese business community in Serbia. We are happy that numerous Japanese companies have forged business ties with Serbia, and their number is steadily increasing. With a qualified workforce, a sustainable talent pool, strategic positioning, and competitive access to markets, Serbia also stands as a significant investment pivot of its region. The opening of the Nidec factory in Novi Sad in May 2023, the company's only EV motor production facility in Europe, signifies Japan's elevated investment presence in Serbia. As Serbia moves ahead as an emerging tech hub in Europe, it also seeks diversified bilateral cooperation and Japanese investments in startups, green economy,



Photo by Embassy of Serbia

Inauguration of the Serbia-Japan Business Club in Tokyo in December

high tech industry, science and research.

The Serbia-Japan business club, inaugurated in December in Tokyo, aligns with the current upward trend and reflects the culmination of two years of efforts by the Serbian Embassy in Japan. Member companies, from large corporations to medium and small enterprises doing business with Serbia, aim to boost economic partnership, enhance trade volume and foster a robust business ecosystem between Serbia and Japan.

Serbia aims to further strengthen ties through its

participation at the 2025 World Expo in Osaka. In an ever-changing world, this will be a great opportunity to showcase Serbia's richness, competences and development to our Japanese friends and visitors, linking the event with the Specialized World Exhibition to be hosted by our capital Belgrade in 2027.

Furthermore, flourishing cultural, sports, and academic exchanges between Serbia and Japan continue to serve as vital avenues for deeper understanding and promoting long-lasting friendship, cooperation, and



Congratulations to the Republic of Serbia

on the occasion of the National Day

Serbia is home to pyrethrum flowers, which contain pyrethroids, a key insecticide component. With pyrethrum flowers, insecticide manufacturer Kincho successfully invented the world's first mosquito coil. As an additional bond with Serbia, President Naohide Ueyama has been serving as honorary consul general of the Republic of Serbia in Osaka.

The Pioneer of Household Insecticide in Japan KINCHO



Photo by TANJUG

Serbian President Aleksandar Vučić, second from right, at the opening of the Nidec factory in Novi Sad

cultural appreciation between our countries and peoples. Through cultural events, exhibitions, and artistic performances, both nations celebrate their rich heritage and promote cultural diversity. Additionally, academic partnerships and student exchanges contribute to knowledge sharing and innovation in various fields, enhancing educational opportunities for both countries. We invite the readers to follow us on social media in order to witness the extent of these connections.

This year, we intend to commemorate our Statehood Day by presenting special honors to deserving individuals and organizations for their outstanding contributions to enhancing cooperation and promoting Serbia in Japan across various fields, including culture, media, sports, medicine and education.

With the recent developments and ongoing efforts, there is immense potential for future collaboration between Serbia and Japan, and I am committed to realizing this goal.

Congratulations to the Republic of Serbia

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