

National Day of Serbia

PUBLICITY

Serbia-Japan bonds last over 140 years

By Aleksandra Kovač
Serbian Ambassador to Japan

On the occasion of Serbia's Statehood Day, it is my great honor to extend sincere greetings to the people of Japan and to reflect on a year of exceptional significance in the relations between our two countries. The ties between Serbia and Japan, built over more than 140 years, are founded on mutual respect, understanding and enduring friendship. In 2025, these ties were further strengthened and elevated through a series of important political, economic and cultural milestones that marked a truly outstanding chapter in our bilateral relations.



Aleksandra Kovač



Photo by Dimitrije Goll

Serbian President, Aleksandar Vučić, left, speaks with His Majesty the Emperor.

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For me, the Osaka Expo was not only a showcase of Serbia's identity and potential, but also a powerful platform for strengthening economic diplomacy. Numerous business meetings, forums and networking events held alongside the Expo enabled direct contact between Serbian and Japanese companies and institutions.

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Political dialogue between Serbia and Japan in 2025 was equally dynamic and substantive. A particular-

ly meaningful moment was the visit of the President of the Republic of Serbia, Aleksandar Vučić, to Japan on the occasion of Serbia's National Day at the Osaka Expo. During this visit, President Vučić held important and cordial talks with His Majesty the Emperor of Japan, as well as with the then prime minister of Japan. These meetings reflected the depth of mutual respect between our two countries and reaffirmed our shared commitment to further strengthening bilateral relations and cooperation.

High-level exchanges continued throughout the year with visits by Serbian dignitaries, including First Deputy Prime Minister and Minister of Finance Siniša Mali and Minister of Foreign Affairs Marko Đurić. These visits contributed significantly to advancing sector-specific cooperation, deepening institutional



Photo by Andrej Pap

Above: The pavilion of the Republic of Serbia at the 2025 Osaka-Kansai Expo in Osaka

Photo by Dimitrije Goll

Right: Visitors at the celebration of Serbia's National Day at the Osaka Expo on Sept. 15

ties and identifying new areas of collaboration. Regular dialogue at the highest political level remains a cornerstone of our partnership and an essential element in navigating regional and global challenges.

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