

# National Day of Serbia

PUBLICITY

## Serbia, Japan enter new level of partnership

Economic cooperation between Serbia and Japan reached a new level of intensity during the year. One of the key highlights was a successful investment conference held in Osaka, which gathered a large number of Japanese companies, investors and financial institutions.

The strong interest shown by Japanese businesses clearly demonstrates confidence in Serbia's economic reforms, macroeconomic stability and long-term development prospects.

The signing of important bilateral agreements, including the Bilateral Investment Agreement, further strengthened the legal framework for acceleration and diversification of our cooperation, by providing additional certainty and encouragement.

The growing presence of Japanese companies in Serbia, as well as their continued expansion and new investment plans, stands as tangible proof of the strength of our economic partnership.

Serbia greatly values the contribution of Japanese investors, whose commitment to quality, innovation and long-term cooperation aligns closely with our own devel-

opment goals.

Beyond political and economic relations, people-to-people exchanges continue to play a vital role in bringing our two societies closer together. Cultural events, academic cooperation and youth exchanges have contributed to a deeper mutual understanding and appreciation.

I am particularly encouraged by the growing interest among younger generations in Japan in learning about Serbia and its language, owing to which the Second Serbian Language Competition was successfully held in our Pavillion in Osaka.

The year also reaffirmed the importance of solidarity and shared values in Serbia-Japan relations. Throughout our history, our two nations have demonstrated mutual support in times of difficulty, guided by humanitarian principles and respect for human dignity. This spirit of solidarity remains a defining feature of our friendship and continues to inspire our cooperation today.

Looking ahead, Serbia attaches great importance to the continuity created between the Osaka Expo and the next major global event hosted by our country. Serbia will

host the Specialized World Expo in Belgrade in 2027, an event that will further showcase our openness, creativity and commitment to global cooperation. In this regard, we are particularly pleased that Japan has confirmed its participation in Expo 2027 in Belgrade. Japan's presence will be of special significance, reflecting our close partnership and the shared values that underpin our bilateral relations.

At the same time, Serbia is looking forward to joining the International Horticultural Expo 2027 in Yokohama. This is another clear signal that we are determined to boost relations with Japan as a whole, as well as links with Kanagawa Prefecture, where we have already nurtured various exchanges and friendships.

I rest assured that the bonds that exist between all three Expos and our two nations will make a rewarding contribution to the celebration of the 145th anniversary of our bilateral friendship in 2027.

On Serbia's Statehood Day 2026, I reflect with great pride on what we have achieved together over the past year and with confidence on the future of Serbia-Japan relations. Guided by long-standing

friendship, mutual trust and shared aspirations, I am convinced that our

cooperation will continue to grow in depth and scope, bringing lasting

benefits to both our nations and our peoples.



**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, Chairman Naohide Ueyama has been serving as honorary consul general of the Republic of Serbia in Osaka.

**KINCHO**



**Congratulations  
to the Republic of Serbia**

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