Japanese-Serbian relations started with a simple letter sent in 1854 by the first king of Serbia to Japanese Emperor Meiji, and in the last 141 years, the partnership between these two countries has emerged stronger, having weathered two world wars and lending each other support following civil conflicts and natural disasters. "Given our history of friendship and cooperation, the last 141 years, the partnership between Japan and Serbia has emerged stronger, having weathered two world wars and lending each other support following civil conflicts and natural disasters. "Today, Japan is the second-largest Asian investor in Serbia. Both Serbia and Japan are long-term partners, and will continue to contribute to the global community, said Ambassador of Serbia to Japan Aleksandra Kovac, who added that the upcoming bilateral trade is proof of a thriving partnership.

A PARTNERSHIP FOR LIFE

Takahiko Katsumata, who recalled that Daikin opened a 600,000-square-meter manufacturing site in Daikin and Toyo Tire. Toyo Tire opened a facility contributed and remain committed to Serbia's economic, social and technological advancement.

"We implemented many new ideas and concepts following the our experiences," said RAS CEO and founder Bojan Aleksic, who recalled that Daikin entered Serbia as a business-to-business seller in 2008, four years ago when RAS launched its Solution Store, allowing Serbian households to buy Daikin products directly, with no commissions and set service agreements.

According to its CEO and founder Bojan Aleksic, who worked previously for HCE, "The different Daikin partners, local municipalities, and especially the people working at HCE, have one common goal: to make a positive impact on the world by being a total solution provider. "The different Daikin partners, local municipalities, and especially the people working at HCE, have one common goal: to make a positive impact on the world by being a total solution provider.

SERBIA: EXPERIENCING EUROPE'S NEXT BIG THING

In lush landscapes, crystal-clear waters, charming cities rich in cultural heritage, and gas- tronomic meals make Serbia one of Europe's most beautiful and fascinating tourist destinations.

In the meantime, the Development Agency of Serbia (RAS) is at the forefront of efforts to attract more foreign direct investment and promote the country's economic strength around the world. According to RAS Director for International Cooperation Nikola Jankovic, Serbia's attractive foreign investment policies, central location in Europe and high-quality talent pool cement the country's position as one of the world's top investment destinations.

National Tourism Organization of Serbia (NTOS) Director Marija Labovic, shared why more people should visit and experience Serbia. "Serbia is a truly outstanding destination for travelers who are searching for new experiences," said Labovic, who highlighted the country's five national parks, 10 nature parks, 12 nature reserves, and five UNESCO Biosphere Reserves as some of its top travel spots. "Serbia is a truly outstanding destination for travelers who are searching for new experiences," said Labovic, who highlighted the country's five national parks, 10 nature parks, 12 nature reserves, and five UNESCO Biosphere Reserves as some of its top travel spots.

"Today, Japan is the second-largest Asian investor in Serbia. Both Serbia and Japan are long-term partners, and will continue to contribute to the global community," said Aleksandra Kovac, who added that the upcoming bilateral trade is proof of a thriving partnership. "Today, Japan is the second-largest Asian investor in Serbia. Both Serbia and Japan are long-term partners, and will continue to contribute to the global community," said Aleksandra Kovac, who added that the upcoming bilateral trade is proof of a thriving partnership.

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