

JTI Romania, awarded by the Ministry of Foreign Affairs of Japan

Bucharest, March 14 - JTI Romania received today the award of the Foreign Minister of Japan, in 2021. According to the diploma signed by Mr. Motegi Toshimitsu, Minister of Foreign Affairs of Japan, JTI was awarded "with deep respect, for its outstanding contribution to the friendship and goodwill between Japan and other countries, through its efforts to promote Japanese culture in Romania". The diploma was handed over by H.E. Mr. Hiroshi Ueda, the Ambassador of Japan in Romania, to Evgeny Nikolsky, General Manager JTI Romania, Moldova and Bulgaria, in a ceremony that took place at JTI's premises in Bucharest.

„The award of the Foreign Minister of Japan is granted by the Ministry of Foreign Affairs of Japan to citizens and organizations which brought a significant contribution to the promotion of friendship and of good relations between Japan and other countries, as a sign of recognition and appreciation of their accomplishments. JTI has supported in its capacity of sponsor a series of Japanese cultural events of different amplitudes beginning with 2002, when it started to collaborate with the Embassy of Japan for organizing various cultural events for the celebration of 100 years since first Romanian-Japanese diplomatic contacts were established. To emphasize just a few of the projects supported by JTI, we can sum up the establishment of tea room within the National Art Museum of Romania, the restauration of the Japanese Garden in Herastrau Park and the support assured to Japanese theatre companies that performed during the Sibiu International Theatre Festival. JTI is, also, a sponsor of the Centre of Romanian-Japanese Studies "Angela Hondru" within the Romanian-American University and of the Kendo and Iaido Sam-Sho Club of Timisoara, supporting the cultural activities connected to Japan and the Japanese culture and being in this way an indispensable presence for the events that promote the Japanese culture which are organized in Romania. In recognition of JTI' accomplishments so far, I am delighted to submit to you today, the Japanese Foreign Minister's Commendation and I would like to express my utmost gratitude for your entire support.", stated H.E. Mr. Hiroshi Ueda, the Ambassador of Japan in Romania.

„I am deeply honored and grateful that JTI Romania was chosen by the Japanese Foreign Minister to receive this recognition. I am proud to accept this award on behalf of all our colleagues in Romania. The last two years have been challenging for everyone due to pandemic. But our team of more than 1,200 employees continued to work, to adapt to the new context and make our business resilient. As one of the Japanese leading companies, we have been continued to follow JT 4S model, meaning that consumers, shareholders, employees, and society, the four stakeholders groups, are at the heart of everything we do. Based on this model, we sought to enrich the local society by bringing Romanians closer to the Japanese culture and civilization. We have been involved in numerous initiatives for the development and promotion of Japanese culture in Romania and, always, in our endeavors, we have benefited of the dedicated support received through our solid partnership with the Embassy of Japan. I am certain that this great partnership will continue in the future, representing a foundation for our next projects and programs", stated Evgeny Nikolsky, General Manager JTI Romania, Moldova and Bulgaria.

„We receive this award in a symbolic moment. In 2021, Romania and Japan celebrated 100 years of diplomatic relations. This year, Romania will sign the strategic Partnership with Japan, which is the most important Asian investor in our country. I am convinced that a cornerstone of this strategic Partnership is the excellent cultural relation between Romania and Japan. Japan is one of the most important partners of Sibiu International Theatre Festival, which hosted last year an exhibition about kimono and traditional Romanian blouse, supported by JTI. We hope to be able to present this exhibition also in Tokyo. Recently, we participated at the opening of the first Meiji prints exhibition in our country. This award comes to certify that together with the Japanese Embassy, we contribute to building of a new beginning in the relationship between Romania and Japan", added Gilda Lazăr, Director Corporate Affairs & Communications, JTI Romania, Moldova & Bulgaria.

After the ceremony, HE Mr. Hiroshi Ueda, together with his staff, visited JTI factory in Romania. Last year, the company announced 60 million euros investment for the next three years to upgrade the production capacities of the factory in Bucharest. Currently, about 75% of JTI Manufacturing's production is exported to about 50 countries.

JTI is one of the first multinational companies established locally, since 1993 and has so far invested in Romania over 250 million euros. JTI has in Romania more than 1,200 employees and is "The number one employer" in the country according to the assessment undertaken by the Top Employers Institute for 23 certified companies locally.

JTI started its business in Romania in 1993, and since then is actively involved in community life: the company is a partner of the International Theatre Festival in Sibiu, TIFF, national musical tours, 'Coolsound' and 'A hand for the poet' projects, official sponsor of Gigi Caciuleanu Romania Dance Company. As one of the most important Japanese investors in Romania, JTI supports the Japanese Garden in Herastrau Park, the Tea House within the National Museum of Art and the Centre for Romanian - Japanese Studies within the Romanian American University. "JTI Encounters", an event launched in 2000, has become a national cultural brand in contemporary dance. Since 2000 the company supports JTI Scholarships for Journalists, being also partner in EuropaFM Scholarships and Internship 2.0. JTI Romania has developed since 1998 the 'Seniorii JTI' program, through which more than 40 elderly people receive a daily meal. The company also sustains social projects across the country, being partners of Samusocial, Ateliere fara frontiere, ARC, SoSiSeSa and other NGOs, aiming to support inclusive programs and people in distress. JTI is a leading international tobacco and vaping company with operations in more than 130 countries. Headquartered in Geneva, Switzerland, JTI employs over 40,000 people. JTI is a member of the Japan Tobacco Group of Companies. For more information, visit www.jti.com.