

Rediscover Türkiye as a Dynamic, Innovative, Resilient and Reliable Partner



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Ambassador Oğuzhan Ertuğrul is a distinguished Turkish diplomat with over three decades of experience in international relations. Since joining the Turkish Foreign Service in 1991, he has held numerous key positions both in Türkiye and abroad. His diplomatic career includes assignments at Turkish embassies in Cairo, Athens, and Washington, D.C., as well as at the Turkish Delegation to NATO. He has served in senior roles within the Ministry of Foreign Affairs, particularly in areas related to NATO and Euro-Atlantic security, and bilateral relations with the United States and Canada. From 2017 to 2021, he was the Ambassador of Türkiye to Afghanistan. Following this, he was appointed Director General for South Asia and, as of December 2024, serves as the Ambassador of Türkiye to Japan. Throughout his career, Ambassador Ertuğrul has contributed significantly to shaping Türkiye's foreign policy and strengthening its international partnerships.

A Legacy of Friendship and Shared History

We highly cherish our time-tested historic friendship with Japan, built upon solidarity in times of need. This year, we observe the 135th anniversary of the Ertuğrul Frigate's official courtesy visit to Japan, reciprocating Prince Komatsu Akihito's visit to İstanbul in 1887. The Frigate, which sadly perished amid a storm off the coasts of Wakayama in 1890 on its way back, founded strong bonds of friendship between our two peoples. To this day, Turkish people hold grateful memory of the Japanese locals who courageously helped rescue 69 Turkish sailors from the shipwreck.

Owing to our amicable ties, we have continuously strengthened our bilateral relations, which have been elevated to the strategic partnership level in 2013.

Last year we also marked the 100th anniversary of

the establishment of our diplomatic relations with many events, including the "1st Türkiye-Japan Energy Forum", the 27th Meeting of the "Türkiye-Japan Business Council" and the "Türkiye-Japan Investment Forum". The visit of the Crown Prince and Princess Akishino to our country between 3-7 December 2024, constituted a symbolic jubilee of our anniversary events.

Economic Synergy and Strategic Potential

As we begin the second centennial in our diplomatic relations, it is time to set higher targets for the future, while taking joint action against pressing global challenges.

Our commercial and economic cooperation with Japan, our third largest trading partner in the Asia-Pacific region, continue to be one of the main pillars of our partnership. The political will to further strengthen our



collaboration in the economic sphere remain firm in both countries. The visit of our Minister of Trade, H.E. Ömer Bolat to Japan between 22-24 April 2025, attest to this political will. In this context, intensive efforts are ongoing to conclude negotiations for an Economic Partnership Agreement, on mutually beneficial terms in the near future.

Our trade volume exceeded 6 billion dollars for the first time as of 2023 and reached approximately 5.5 billion dollars in 2024. Yet, this figure reflects only a fraction of the true potential.

Türkiye is a strong manufacturing country offering high quality and competitive cost advantages in various sectors, such as automotive components, medical technologies, smart textiles, machinery manufacturing, food processing equipment, renewable energy infrastructure, and defense industries. This manufacturing capacity, often described as a “silent power,” constitutes a significant strategic opportunity, yet to be fully discovered by Japanese businesses. Türkiye is not merely a consumer market; it is a versatile and resilient production partner where high value-added, sustainable, and dynamic collaborations with Japan can be built.

The young, dynamic, and technology-oriented Turkish workforce complements Japan’s advanced technology and aging population, creating a natural balance and synergy. This synergy offers important opportunities not only in manufacturing, but also in logistics, medical tourism, smart agriculture, and green energy sectors.

A Call to Rediscover Türkiye

As the global economy undergoes profound and rapid transformations, search for strategic alignments, reliable partnerships and balanced trade volumes increases exponentially. In this new phase, Türkiye is more than just a trading partner for Japan; it has the potential to serve as a strategic bridge providing seamless access to Europe, the Middle East, Africa, and Central Asia. Türkiye’s unique geographic location, robust manufacturing infrastructure, integrated market dynamics with the EU, and extensive regional connections could position Türkiye as a vital hub in Japan’s global supply chains.

In this new era, we invite Japan to “rediscover” Türkiye. To advance this cooperation, it is essential to move beyond traditional trade patterns and develop project-based partnerships across institutions and sectors. Joint projects in third countries, sustainable

supply chains, and co-developed production models can bring Turkish–Japanese relations new dimensions based on know-how, technology and strategic sharing.

In this respect, people-to-people contacts play a crucial role that should never be underestimated. As such, we kindly invite our Japanese friends to visit our national pavilion in Osaka Expo 2025, upholding the theme “Heyday of Civilizations”, to have a deeper understanding of ancient Anatolian civilizations combined with Türkiye’s vision for the future.

We also encourage our Japanese partners to pursue mutual tourism opportunities that are yet to be tapped. As was the case for Japan, Türkiye achieved a record hike in the total number of incoming tourists in 2024 (62 million). Our bilateral tourist exchanges are also on the rise (2024: 134 thousand Japanese tourists visited Türkiye & 64 thousand Turkish tourists visited Japan). Turkish Airlines’ daily flights from Tokyo and Osaka to İstanbul are attracting great interest. We believe, direct flights of ANA on the Tokyo–İstanbul route, which were successfully launched on February 12 this year, will not only support our tourism sectors, but also help cultural exchanges.

Building the Future Together

In conclusion, the economic partnership between Türkiye and Japan must go beyond addressing immediate commercial demands. It should be a forward-looking and win-win alliance that unlocks future opportunities and shared growth, treasuring genuine ties between our two friendly nations. We warmly invite Japanese business circles to rediscover Türkiye as a dynamic, innovative, resilient and reliable partner—ready to build the future together. We also strongly encourage our Japanese friends to seek support and assistance of the Commercial Section of our Embassy as well as the Representation in Tokyo of the Investment and Finance Office of the Presidency of the Republic of Türkiye, on their quest for joint ventures.



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