



A MESSAGE FROM THE MANAGING DIRECTOR:
Hiroyuki Nakazato

Dear readers,

Thank you for reading the 2018 Spring edition of JETRO Sydney's newsletter.

In Australia, the winter has ended, and spring has come. On the other hand, in Japan a very hot summer has ended, and the autumn season is beginning.

In the past 3 months, natural disasters have occurred in Australia and Japan. I would like to express my sincere sympathy to those who suffered from these events.

Looking back on JETRO's business activities, on the 20th August JETRO held the Premium Japanese Food Showcase and Japanese Wagyu Beef Relaunch Reception, large scale food events attended by Mr. Ryosuke Kozuki, the Japanese Parliamentary Vice-Minister for Agriculture, Forestry and Fisheries, and other guests. Since the resumption of Japanese beef exports to Australia from 29th May 2018, after a 17 year break, 20 Japanese companies from Japan attended the event, 9 of which exhibiting Japanese beef products. I would like to take this opportunity to thank all persons who attended the event, and all persons who cooperated in implementing this

event. I expect this will lead to new business opportunities.

On 12th October, JETRO held an Invest Japan business seminar in Brisbane. Regarding this, I would like to report in detail in the next newsletter.

The 56th Annual Australia- Japan Joint Business Conference was held here in Sydney from 14-16 October and this saw both Japanese and Australian business people gathering for one of the largest bilateral business events with the theme of "Taking the long view".

As for Japanese companies expanding to Australia, IDA Australia recently established their subsidiary in Sydney this July, with support service provided by JETRO. The company has interesting projects moving forward, aiming to develop global Japanese human resources.

Furthermore, in July, the NSW State Government implemented the Japanese Infrastructure and Medical Familiarisation Program. In September, Austrade in conjunction with the Embassy of Japan, JETRO and JCCI, held a seminar on "Recent Developments regarding Australian Visas" with a special guest lecturer from the Department of Home Affairs. We

Japanese Wagyu Beef Relaunch Reception Sake Barrel Ceremony "Kagami-Biraki", from left: Toshiaki Namba, President, Japan Livestock Products Export Promotion Council; Jonathan O'Dea, Parliamentary Secretary to the Premier and Treasurer of NSW; Victor Dominiello, Minister for Finance, Services and Property of NSW; Ryosuke Kozuki, Parliamentary Vice-Minister for Agriculture, Forestry and Fisheries; Keizo Takewaka, Consul-General of Japan in Sydney; Mark Coure, Parliamentary Secretary for Transport and Infrastructure of NSW; Scott Hansen, Director General, NSW Department of Primary Industries; Hiroyuki Nakazato, Managing Director, JETRO Sydney

appreciated the cooperation and support of both a number of federal and state government agencies regarding visa matters.

Next, is the matter of an upcoming business mission to Hokkaido. Austrade and JETRO are working together to facilitate the exchange of knowledge and expertise between the Japanese and Australian seafood industries. As part of this, from November 11-15, a group of Australian fishery and aquaculture businesses will visit Hokkaido and Tokyo, Japan. Since I was the Director-General of JETRO Hokkaido from April 2013 – September 2015, I am very pleased that this project will be held. I received an inquiry from a person I know well from the Australian fishery industry, who was very interested, and able to apply for this event. In Hokkaido, around mid-November is the time of the first snow falls. For those who do participate, don't forget to bring warm clothes, and please enjoy the nature and delicious local food of Hokkaido.

There are only 3 months left in 2018. Together with the staff of JETRO Sydney, we will continue to work hard to support the expansion of Australia – Japan business relations. ●

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Event Report: Premium Japanese Food Showcase

On the 20th August 2018, the Premium Japanese Food Showcase, and the Japanese Wagyu Beef Relaunch Reception, was held in Sydney. Attending the showcase were 20 Japanese companies, with Japanese wagyu beef being exhibited for the first time in 17 years, along with other Japanese food products. After the showcase, a special wagyu beef reception was held, with over 100 guests attending, including the Japanese Parliamentary Vice-Minister for Agriculture, Forestry and Fisheries Mr Ryosuke Kouzuki, and a number of NSW government MPs (see picture on front page for complete list).

JAPANESE BEEF RETURNS TO AUSTRALIA AFTER 17 YEAR BREAK

In 2019, the Japanese government has set a goal of ¥1 trillion yen (approx. \$12.2 billion AUD) global export value of Japanese Agriculture, Forestry and Fisheries products. 2017 saw the total export value reach a record high of ¥807.1 billion yen (approx. \$9.9 billion AUD).

For Australia, in 2017, the export value of Japanese Agriculture, Forestry and Fisheries products increased by 19.4% on the previous year, the highest total ever of ¥14.8 billion yen (approx. \$181million AUD, 9th ranked partner country). In the past 5 years, the total export value of these Japanese products to Australia has doubled.

By item, major exports include soft drinks (¥2.8 billion yen), alcohol (¥1.9 billion yen), sauces and seasoning (¥1.7 billion yen), scallops (¥1 billion yen), soy sauce (¥600 million yen). Due to

Australia's strict quarantine laws and regulations, the proportion of fresh food imported is very low.

In addition, the proportion of Japanese food products in the Australian food import market has not even reached 1%, so the possibility of market expansion in the future is high.

For Japanese beef, exports to Australia have been suspended for 17 years since the occurrence of BSE (Bovine spongiform encephalopathy) in September 2001. However, as a result of consultations between the Australian and Japanese governments, from 29th May 2018, Japanese beef has been permitted to export to Australia from certified facilities in Japan based on procedures by the Japanese Ministry of Health, Labour and Welfare.

JAPANESE FOOD SHOWCASE, FEATURING JAPANESE WAGYU BEEF

20 Japanese companies attended the showcase, exhibiting a range of food products, including seafood, seasoning, tea and snacks. Of these 20, 9 Japanese companies presented their Japanese beef products for guests. The recent resumption of export status Japanese beef to Australia brought wide interest from the Australian food sector, with over 180 persons attending the event, including importers, wholesalers, distributors, restaurant and retail related business persons.

During the event guests and exhibitors had the chance to have business discussions, with many deals made. The Japanese companies

introduced their products and its features, to match the needs of the guests. Many companies offered food samples, for guests to confirm the quality and taste of the products while listening to explanations. Questions about the differences between Japanese foods, the price and other differences between Japanese and Australian wagyu beef, were raised by the guests.

4 COOKING DEMONSTRATIONS, WAGYU CUTTING EVENT

Concurrently with the showcase event and ongoing business discussions, cooking demonstrations were done by Japanese Cuisine Goodwill Ambassadors Mr Hideo Dekura and Mr Adam Liaw. Both chefs prepared recipes using ingredients provided by the attending Japanese companies, held a cooking demonstration and masterclass, and provided samples to guests.

The dishes also greatly helped to set the atmosphere for the business discussions, and attracted the attention of many local restaurant and food related business persons.

Many guests made positive comments about the demonstrations. One guest stated, "We were able to try recipes that we couldn't offer ourselves". Another guest commented, "For the Japanese wagyu beef bowl (Japanese Wagyu steak bowl served with red wine sauce), this is a dish prepared with the awareness of Australian taste, and is a great example of how to use Japanese beef and other ingredients".

Further, Japanese wagyu beef seminar and cutting demonstrations were performed by Mr

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Photo: JETRO Sydney

Ryuji Higashiyama of NH Foods (one of the attending Japanese companies), and Mr Tomohiro Tanaka of the Japan Federal Meat Academy.

From the guests, the following comments and opinions were heard; "I now understand the characteristics of Japanese Wagyu", "I can understand the difference between Japanese and Australian Wagyu", "I learnt some useful tips about how to prepare Japanese wagyu shabu-shabu". In addition, "I came to see Japanese wagyu beef, but was surprised by the quality and range of the other food products being exhibited".

On exhibitor stated, "While I participated in a similar event last year, I was really surprised by the number of visitors this year. The inclusion of Japanese wagyu beef this time makes sense for this turnout, but I also think that the interest in Japanese foods is also expanding greatly".

Further, "At the moment the expectation of Japanese wagyu beef is very high, but the price is also high. It is not easy for the Australian consumer to understand the differences between Australian and Japanese wagyu, and also the differences between different varieties of Japanese wagyu, so I think ongoing promotion in the future is necessary".

PROMPTING EXPORT OF JAPANESE BEEF WITH RELAUNCH RECEPTION

After the end of the Premium Japanese Food Showcase at an adjacent venue, a Japanese Wagyu Beef Relaunch Reception was held. Over 100 guests attended the reception, includ-

ing Japanese Parliamentary Vice-Minister for Agriculture, Forestry and Fisheries Mr Ryosuke Kouzuki, numerous NSW government officials, food industry related persons, and local media and influencers.

At the beginning of the event, Mr. Kouzuki made the following remarks on the spread of Japanese food, and resumption of Japanese beef exports; "I would like to build a win-win relationship by deepening the relations between Japanese and Australian people, and the agricultural industries of both our countries. This is not only for Japanese wagyu beef, but also for spread and enjoyment of all Japanese food. In Australia the consumption level of beef is higher than Japan, with higher income levels, so it is possible for further demand in export expansion".

At the reception, the 2 chefs Mr Dekura and Mr Liaw held cooking demonstrations, and a Japanese wagyu seminar and cutting demonstration was also performed. In addition, certification for "Japanese Food Supporter Store" were given by JETRO to 3 already approved stores, a 6 newly approved store. This certification shows that the stores are consistently serving food made with Japanese Food products, and are promoting the appeal and characteristics of Japanese food and alcoholic beverages. ●

EVENT OVERVIEW

Premium Japanese Food Showcase, Japanese Wagyu Beef Relaunch Reception
Organiser: JETRO Sydney

Supported by: Consulate-General of Japan in Sydney

In Cooperation with: Ministry of Agriculture, Forestry and Fisheries, Japan National Tourism Organisation – Sydney office (Reception only)

Date: Monday 20/08/2018

Location: Sofitel Sydney Wentworth

Guests: Premium Japanese Food Showcase – 20 Japanese companies, approx. 180 guests
 Japanese Wagyu Beef Relaunch Reception – approx. 100 guests

EXHIBITOR LIST:

(JAPANESE WAGYU COMPANIES IN RED)

- Ginkaku Onishi
- House Foods Group
- Ito Ham Foods
- Kagoshima Meat Export Federation
- Kagoshima Tea Market Place
- Kamada Foods International
- Kewpie Jyozo
- Kirishima Ranch
- Misaki Megumi Suisan
- NH Foods
- Ohyama Foods
- Omi Beef Export Promotion Cooperative
- S Foods
- Sanwa Foods
- Shimane Organic Farm
- Shindo Shigeharu
- Shokuryu
- Yamashin
- Yoro Meat
- Zen-Noh International

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IDA Australia Opens: Creating Bilingual Talent

World Mode Holdings (headquarters in Shibuya, Tokyo) is a total solutions company for the fashion and cosmetics industry. On the 25th July 2018, they established their local subsidiary IDA Australia to focus on human resources in the Australian market. Looking towards 2020 with the Tokyo Olympic Games and Paralympic Games, IDA looks to supply bilingual talent with a sales perspective learnt from English speaking countries, and a global perspective of the Japanese fashion industry.

In Australia, more than 8000 young people from Japan are staying in Australia under the working holiday visa system. IDA Australia plans to support the employment of Japanese working holiday visa holders in Australia through part time work placements in the Australian fashion industry, and after returning to Japan, continue that support to a return to employment in the same industry in Japan.

In Sydney, with a local population that has 40% of persons born overseas, enjoy a thriving and diverse fashion culture. Located in Sydney are major Japanese fashion retail brands Uniqlo,

Muji, and others. There are also many well-known fashion brands from Europe and the United States, so it is possible for job-seekers to gain a variety of work experience in Australia, to bring back to Japan.

World Mode Holdings opened its first overseas subsidiary in Singapore, in October 2017. Sydney will become its 2nd location, with the next aim to establish a subsidiary in Taiwan, to further expand their support for global human resources. Upon its overseas expansion to Australia, World Mode Holdings utilised JETRO's "New Exporting Power Consortium", a support system for small to medium sized Japanese businesses expanding overseas. As part of this support, JETRO provided consultation with experts in overseas business and services industry, providing information from formulation of overseas business expansion plans, to realisation and establishing the Sydney subsidiary. The JETRO Sydney office provided information on company establishment procedures, Australian economic and business information, and introduced local companies and students. ●

JETRO Sydney new Deputy Managing Director

Recently, JETRO Sydney has welcomed its new Deputy Managing Director, Ms Asako Nagashima.

Ms Nagashima has an extensive career, working at JETRO in Japan since her university graduation. During her career, she has worked in a number of different departments, with different roles.

In particular, Ms Nagashima has worked for JETRO's Overseas Offices Management Department, Trade Fairs and International Exhibitions Department, and Personnel Department. In recent times, she has worked in JETRO's business library, collecting and providing information related to global business; the Industry and Business Development Support Department, responsible for Africa and the Middle East regions; and the Overseas Research Department, responsible for organising seminars and symposiums.

With her strong career experience and background, she aims to contribute to the further economic exchange between Australia and Japan. ●

The Japanese Government would like to invite you to subscribe to its new Online Newsletter: 'We Are Tomodachi' at: <http://www.japan.go.jp/tomodachi/>



JETRO Global Channel
See the latest JETRO videos at:
<https://www.youtube.com/user/jetroglobalchannel/>



The Australia-Japan Relationship: Shared Values Add Value



Manuel Panagiotopolous
Australian & Japanese
Economic Intelligence

Most of the time my commentary is about commerce, trade and investment between Australia and Japan. At the same time, all of us involved in the relationship also talk about shared values and trust. But we engage in this conversation at a rather high level. I would like to introduce some evidence to show the intimate connection and mutually supporting forces of economics and values.

The impetus for my comments is an invitation sent to me by the Japan Australia New Zealand Society to address their 90th anniversary celebration in Tokyo in November. The JANZS was founded in 1928, a remarkable initiative which highlights that in the long arc of history, the Australia-Japan relationship has flourished on the solid foundations of mutual economic benefit and genuine affection. It is worth remembering that by 1932 Japan was Australia's second biggest buyer of Australia's largest commodity

export, wool. Japan already accounted for 10% of Australia's exports by the 1930s

Shortly we will be celebrating the 50th anniversary of the Australia-Japan Society of NSW, founded in 1968. The Australia-Japan Society of Victoria was founded in 1963, in South Australia in 1967, in Tasmania in 1968, in QLD in 1972 and in WA in 1974. These valuable institutions built on friendship and trust complemented the massive expansions of investment and trade in resources and energy.

Recent data show that Japan is Australia's second largest source of foreign direct investment and also second largest trading partner. The investment profile is incredibly diverse, including all sectors of the Australian economy and providing many new opportunities in third countries. The connections amongst the people involved in business have multiplied exponentially. Solid relationships are valuable assets and very difficult to replicate.

The interaction with shared values and trust is also exemplified in other areas. Japan and Australia worked very closely to revive the TPP11, a major achievement that provides an open

door to more countries joining in the future. The TPP11 was ratified in Japan in July and passed the Australian House of Representatives on September 19.

Australia and Japan have also joined with their key ally the US in providing funds for a new program aimed at facilitating the involvement of the private sector to help meet the future infrastructure needs of the region. This approach promotes transparency, sustainability, cost benefit analyses and a focus on the life of the project.

Important advances in security, defence and intelligence cooperation have been accomplished since 2007, as well as close cooperation in regional disaster responses. Japanese firms are also welcome in providing ITC and cyber security services throughout the Australian public and private sectors.

Finally, let me remind everyone that many of these advances and achievements were made while political leadership was in revolving door fashion, firstly in Japan and now in Australia. Bipartisan support for the Australia-Japan relationship is rock solid. ●

WANT TO INVEST IN JAPAN? CONTACT JETRO SYDNEY:

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TALK TO JETRO FIRST.

About Business in Japan.

Japan welcomes global companies with open arms! This is an ideal country for innovation, with business and living environments unparalleled in the world.

JETRO is Japan's core governmental organization for promoting inward foreign direct investment and has supported over 14,000 overseas companies. Our Invest Japan Business Support Center (IBSC) offers comprehensive support services to provide our clients with the resources they need to get started and grow in Japan. Together with JETRO's IBSC, the Tokyo One-Stop Business Establishment Center (TOSBEC) streamlines the process of setting up a business including registration, taxes, and more. We are a partner you can count on.

When it comes to doing business in Japan, please "Talk to JETRO first!"

JETRO

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IBSC: Tokyo, Yokohama, Nagoya, Osaka, Kobe, Fukuoka JETRO: 74 overseas offices over 55 countries