

JAPAN IS BACK! – *Managing Director's Message*
-Takashi Tsuchiya

These past few months have been very busy for JETRO Sydney, and I would like to update you on the Japanese economy, as well as our own activities.



Economically speaking, we have good news. First quarterly statistics this year registered a 1% growth increase for Japan, compared to the previous quarter, driven primarily by government expenditure on reconstruction, and very stable private consumption and strengthening exports. Export have recovered considerably from the two recent critical supply-chain calamities – those being the disasters of March 2011, as well as the floods in Thailand last October, the prominent Japanese-run production centre. We hope that this trend will continue through the rest of the year. The World Bank expects likewise, having estimated Japan's GDP to see over 2% annual growth. JETRO's Sydney headquarters have seen a major change of scenery and environment. It has now been just on four months since we moved...

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Public - Private Partnerships Seminar in Tokyo
- *Deputy Managing Director's Report*

- *Tatsushi Tamoto*

This year I had the duty and pleasure of helping co-ordinate the **Australian Public/Private Partnership (PPP) Seminar**, which was held at JETRO Tokyo on Wednesday 28th June, 2012.



Co-organised by JETRO and **Mitsubishi Tokyo Bank**, at the request of the **Australia Japan Business Co-operation Committee (AJBCC)**, the seminar disseminated and explained the nature of PPPs in Australia, and explore the possibilities of PPP co-operation between Japan and Australia generally. This seminar was delivered in three parts, each with a lecture featuring PPP issue experts from both Australia and Japan.

In the first part of the seminar, Mr Geoff Daley, head of the Reserve Bank of Scotland (RBS) Australian Infrastructure Advisory team, spoke about the tender procedure for PPP projects in Australia.

Mr Daley highlighted in his speech the importance of conscientious participation in the early stages of PPP projects. More specifically, he said ... *Continued on page 6*

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Welcome from the Editor

- *Thomas O'Keefe*

Greetings, one and all, and welcome to the new and latest JETRO English language Newsletter!



Despite my humblest efforts, I may not have had the opportunity to meet many of you, our esteemed readers. Therefore, allow me to briefly introduce myself, before we launch into a detailed discussion about what makes the world go round. My name is Thomas O'Keefe, and I am a relatively new recruit to the team here at JETRO Sydney. Before coming to this office, I have enjoyed and endured a number of previous employment experiences, all of them sought and commenced with the goal of maximum practical diversification of experience and experiential knowledge. Most of us have been through tertiary education in at least one country, but I'm not taking any risks in assuming that we can all agree that there are many things that school can't teach you, and you must get out into the world itself to know and truly understand.

In past times I have worked in education, tourism, hospitality, and now international commerce. The realisation that one soon reaches is that the critical feature of all these industries, as well as all the others, is that through them all runs a common, very fundamental thread of *business*.

Whether it's bringing students to a school, tourists to a sacred site, or customers to a venue, the same basic principles always apply, and that is to answer the eternal question of the consumer: *Why would I want to go there? Why would I want to give you my hard-earned money?"*

It is the eternal question indeed, ... Continued on Page 2

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The new and improved team at JETRO Sydney office
We welcome all visitors to our new space



With the new office came our new, massive conference and seminar room. Already the stage for numerous JCCI and FWA and other related meetings, as well as our "Open the Door to Business in Japan" seminar on March 27th (see it in action on page 8)



Heart of the City - Our new address at No.39 Martin Place (left), with the iconic MLC Centre across Castlereagh Street, and Sydney Tower in the background.



Access – Entrance to Martin Place Station, directly in front of our new building at No.39

Welcome from the Editor (continued from Page 1)

... and by now you can see that when I mentioned a discussion about what makes the Earth spin, I was not exaggerating. Cosmological mechanics aside, you, our readers, and us, here at JETRO Sydney, are always striving to discover not just what makes the world go round today, but also: *what is going to keep it revolving tomorrow*, next year, and into the future thereafter. For a more detailed explanation of what JETRO can do for you today, please see the **JETRO – The Sydney Harbour Hashi of International Business** section below. (see page 5) For now, I don't want to dissuade you from reading the rest of this newsletter, so I will indulge in the sweetest sorrow and part with you for now.

As we walk down the street in opposite directions, you to the other articles, and I to the next incoming trade enquiry, know that opportunity is always looking for a new suitor, but only the boldest and most entrepreneurial need apply. JETRO will let you know what opportunities you may not be seeing right now, and we will assist in any way we can to keep the Australia-Japan trade relationship one of the strongest and most faithful that this world has ever seen.

Thomas O'Keefe is a Trade & Investment Development Program Co-ordinator at JETRO Sydney, as well as Editor of this Newsletter.

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GUEST VIEW

Postcard from Tokyo – Manuel Panagiotopoulos

Last month I spent a week in Tokyo, one of my favourite cities in the world. I had a couple of dozen meetings with friends in business and government, both Japanese and Australians. We could share views and information about



our respective countries at a time of heightened uncertainty in an interconnected world. Some of the salient themes and observations I can also share with you.

Firstly, we should perhaps cover the problem of energy. Tokyo seemed the same as ever to me, busy and vigorous, but I knew that the example of Tokyo could not be generalized to the rest of Japan. Even at a meeting in Shimbashi, my host pointed out that half the lights were turned off and air conditioning was running on low, making for warm interiors even as summer was approaching.

Several of my discussions dealt with the energy supply situation in Japan as all 52 nuclear reactors were offline and there was going to be great difficulty in re-starting any of them. Many of you are already aware of this predicament, but the example of the Osaka region captures the situation in a nutshell. Although the region has Japan's highest reliance on nuclear energy, popular opinion in the region is overwhelmingly against the re-starting of the reactors, despite an expected shortfall of 15% between demand and supply. Anyone who spent time in the Osaka and Kyoto region during summer knows what this decision means.

The choice of sweltering conditions is rational only when there has been a breakdown of trust between the citizens on the one hand and the authorities and power companies on the other. A great deal of effort is going into repairing that breach, so that safe reactors

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CASE STUDY

Interview with CEO Peter Davis of ANZ Tokyo by JETRO's Petar Rajic, Research Officer

ANZ Bank has a long history in Japan, having opened a representative office in Tokyo in 1969 and receiving a banking license in 1985. It became the first Australian bank to open a branch in Osaka in 1990 and opened a sub-branch in Nagoya in 2010. We caught up with Peter Davis, ANZ's CEO Japan, for a discussion on Australian-Japanese business relations and opportunities:



Mr Peter Davis, CEO of ANZ Tokyo

Mr Davis: Up to now, I've had most exposure with Japan through the Australia Japan Business Co-operation Committee (AJBCC) and its Infrastructure Subcommittee. Through the AJBCC, I've attended infrastructure sessions in Japan in March 2011, and the joint mission to Indonesia – I'm involved in other initiatives, mainly to do with infrastructure. With Australia-Japan economic cooperation, my emphasis is on encouraging combined third-country involvement with the private sector in infrastructure procurement.

How do you see the development of Australian-Japanese economic relations thus far?

Mr Davis: The history of Australian-Japanese economic relations is long and deep, especially when looking at the long term, and especially with Japanese companies established in Australia, stronger maybe than any other bilateral business relations I've seen. This strength is primarily with major companies, though. I think there is a need to renew the relationship particularly at the small and medium enterprise (SME) level, and need as well for Australian companies to better understand the Japanese market. Certainly, ANZ has a role to play given our strong branch in Tokyo. We've got to work with Japanese banks in Australia, work together, particularly to increase investment.

Can you share with us something about ANZ's activities, vision and strategy in Japan?

Our main strategy is rapid expansion into all of Asia – this is ...

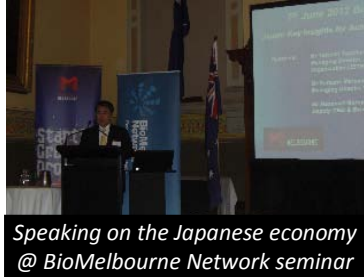
Continued on page 8



Managing Director's report (continued from page1)

... office from Circular Quay to Martin Place, at the heart of the Sydney CBD. Our new location, on the 19th floor of 39 Martin Place, is central, incredibly accessible, and we are very satisfied with it. Despite missing the amazing view from the old office, we can now hear it when the fans of young English pop-group *One Direction* gather and roar like a roller-coaster down at Channel 7 across the street.

Over the past four months, JETRO has accelerated activities introducing the Japanese business circles here in Australia. In our ongoing drives to improve the business relationship between



Speaking on the Japanese economy @ BioMelbourne Network seminar

Australia and Japan, we have supported and hosted a number of events to explain the speed and effectiveness of the Japanese economic recovery since March last year, as well as to refresh for Australian businesses how attractive it is, was, and will always be to do business with and in Japan. On March 27th we held our inaugural event at the new office, our *Open the Door to Business in Japan* seminar. On March 31st, I personally presented in Ms Janine Hendry's class on "Marketing in a Global Environment" at the Faculty of Business in the University of Sydney. On June 6th, we partook in the *Enterprise Melbourne* and *BioMelbourne* event, held in Melbourne. On June 14th, at *Securing Japan's Energy and Resources*, part of the Australia-Japan Society of NSW's Business Series in Sydney, we focused on the increasing significance of LNG imports from Australia to Japan.

JETRO continues diligently providing Japanese entities with information about the Australian economy and Australian business practices, including co-hosting of the *Tokyo Public-Private Partnership Seminar*, in Tokyo on March 28th. Our Deputy Managing Director Tatsushi Tamoto attended seminar, and tells us it was well received, with over 130 people, so I ask you to please see his report within this newsletter.

Back in Australia, we began informing the Japanese business community on the Fair Work Act legislation, critical and forefront for the business consciousness. As well as publishing the Japanese-language guidebook on the actual implementation of the legislation for the past two years, JETRO also organised a seminar to invite an expert to speak on the FWA. What began with one very popular seminar in Sydney on April 18th multiplied to second in Melbourne on April 23rd, a third in Brisbane on May 14th, and a fourth which will be held in Perth on July 17th.

On top of all this, we helped organise interviews with key names in the Japanese denim industry and Mr Luke Slattery, Deputy Editor of *WISH* magazine with *The Australian* newspaper. The article is entitled "Raised in Japan", and can be found in the June edition of *WISH* magazine or [online here](http://www.theaustralian.com.au/news/features/raised-in-japan/story-e6fgr8io-1226369409732).

<http://www.theaustralian.com.au/news/features/raised-in-japan/story-e6fgr8io-1226369409732>

Finally, for now, this year we will join in celebrating the 50th anniversary of AJBCC-JABCC Joint Annual Conference in Sydney in October. We are all looking forward to seeing many new developments in light of this year's conference. As always, JETRO Sydney will continue our dedication to these sorts of activities promoting the business relationship between Australia and Japan. I'd like to thank you personally for your support, and welcome business innovators out there to find their way to JETRO's new office!

Takashi Tsuchiya is the Managing Director of JETRO Sydney



With Mr Andrew Hay, President of AJS-QLD



With Mr Rowan Callick, Asian Editor for The Australian



Left to right: Ms Jane Sharwood, Manager Business and International for City of Melbourne; Ms Michelle Gallaher, CEO of BioMelbourne Network; and Mr Shane McIlroy, International Adviser for City of Melbourne



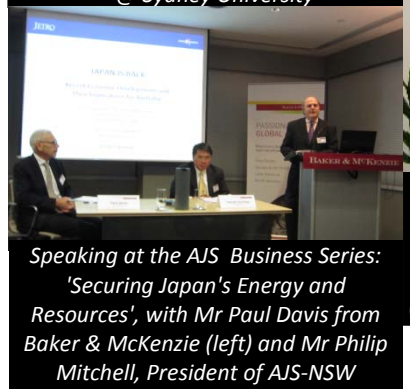
With Mr Mark Hawthorne, Business Editor for The Age; and Mr Peter Cai, Asian Affairs Reporter for The Age



With Ms Janine Hendry @ Sydney University



With Mr Alastair Shakes, Senior Buyer/Product Developer for Albi Imports



Speaking at the AJS Business Series: 'Securing Japan's Energy and Resources', with Mr Paul Davis from Baker & McKenzie (left) and Mr Philip Mitchell, President of AJS-NSW



With Rika Sasaki, Senior Industry Advisor- ICT, Health and Biotechnology from Austrade; Leonie Muldoon, Trade Commissioner- Austrade in Japan (Designated); and our DMD Mr Tamoto

What is JETRO?

Find us online at www.jetro.go.jp/australia

The **Japan External Trade Organization (JETRO)** is a Japanese government body, established in 1958, that works to promote mutual trade and investment between Japan and the rest of the world.

Established in 1960, JETRO Sydney's mission is to further strengthen the deep economic relationship between Japan, Australia and Oceania, by assisting companies and organisations from this region, enabling them to expand their business ties with Japanese partners.

JETRO Sydney continues to provide a variety of services to companies, including market information and business registration advice, facilitating the flow of necessary information, ideas, imports and business investment between Australia and Japan.

JETRO Business Matching Database –

“Trade Tie-up Promotion Program” (TTPP)

JETRO offers a free online business partnering database that allows companies and individuals around the world to search and browse through over 30,000 business proposals. Through TTPP, reach out to potential business partners in Japan and internationally by registering your company information and posting your own proposals.

Find TTPP on the JETRO website at <http://www.jetro.go.jp/ttppoas/index.html>



JETRO – The Sydney Harbour Hashi of International Business

In my capacity as Trade and Investment Development Project Co-ordinator here at JETRO, I can honestly say that the question I am most frequently asked is: “Who are you and what do you do?” As we all know well, practice makes perfect, and I can give you the almost-perfect answer right here:

My co-workers and I here at the office, facilitate trade relations between Australia and Japan. If you are an Australian businessperson and you want to open a branch office, representative office, build a manufacturing base, forge a lasting corporate partnership, merge and acquire or begin serious R&D operations in Japan, then we are the ones to talk to. Register for our free services through the Business Development department, and we will find the information you need to know, and point you in the definite direction that you need to head.

Alternately, if you have a business in Australia that is in need or want of any Japanese exports, be they high-quality homewares, high-tech automatons, or anything in between, then we will assist in your search for the product, the supplier, and the communication to get it done. On top of this, we have an industrious Research department that lives exclusively to enunciate the deepest foundations of anything there is to know regarding the Australia-Japan economic and political relationship. Trust me when I say that we didn't just hire them for their looks.




Market reports, joint-venture partnerships, investment advice and more – all are available here at JETRO Sydney, for the entirety of Australia and the Oceania region.

- Thomas O'Keefe, Trade & Investment Project Co-ordinator, JETRO Sydney





Please see **pages 10 - 13** for information on current and upcoming **trade shows in Japan**, as well as **Japanese government incentive programs**, targeting key sectors for growth and development.

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DMD's Report – (continued from Page 1)

... that in Australia, consortium-building for prospective PPP projects will have already begun by the time the Australian government carries out marketing sounding. Hence, by the time the Expression Of Interest phase begins, the Australian government can move directly to short-listing the prospective candidates for the PPP project in question.

The panel discussion that followed, with the general theme of 'Australian PPP project participation by Japanese companies', was moderated by Mr Bob Seidler AM, a prominent consultant with Ashurst international law firm. It featured a panel of five experts from the relevant fields, who discussed the challenges that Japanese companies face when attempting to partake in Australian PPP projects. They also offered their own solutions to these challenges:

Mr Seidler AM, noted that the AJBCC itself can offer the Australian government to visit Japan for market-sounding in the early stages, in order to help increase and deepen the understanding of companies that may be involved with a project.

From a slightly different angle, Mr Eiichiro Higashiyama, from the Itochu Plant Project department, and a veteran of building projects between the two countries, expounded on the importance of building partnerships with local Australian companies when operating in the country. From his own experiences he explained how the first challenge is always to build a strong team, trusted by the government and the clients alike.



Opening remarks by Mr Yokoo, Vice President of JETRO

Mr Daley from the RBS then stressed once again the importance of participating in the early stages of PPP projects, and also of approaching companies which have such experience in order to smooth the whole process along.

Mr Ian Williams, a partner with Ashurst, also noted during the discussion that mergers/acquisition and joint venture can be two possible alternate strategies for gaining new and relevant expertise, within one's organisation in the short-term.

Mr John Fitzgerald, Specialist Advisor on Infrastructure at KPMG consulting firm, spoke about the outlook on infrastructure projects in Australia, stating that the annual market size for infrastructure projects is AU\$300million – AU\$700million. He noted that this was expected to increase to AU\$30billion from a commercial point of view, and up to AU\$70billion from an engineering point of view. The number of projects is also expected to increase, and the share of PPP in infrastructure projects is expected to rise to over 15%.

In the second part of the seminar, Mr Makoto Kobayashi, Executive Director at Mitsubishi-Tokyo UFJ Bank delivered a lecture entitled: "Finance for PPP Projects in Asia – Possibilities for Japan-Australia infrastructure co-operation". In it, he covered

some concerns facing projects in developing countries in Asia, namely the low possibility for successful commercialisation, risks of market volatility, and currency exchange and fluctuation risks.

Mr Kobayashi noted that Japan excels in engineering and finance for overseas development, whereas Australia's strengths lie in the prevailing structure of PPP schemes, as well as professional services, especially legal and accounting.



Panel: Japanese companies in Australian PPP projects

If these strengths are combined, as Mr Kobayashi points out, it could form a powerful combination between Australia and Japan.

In the third and final part of the PPP Seminar, the lecture entitled "Infrastructure opportunities in NSW State" was delivered by Mr Gary Ferris, of NSW Trade & Investment.

Mr Ferris elaborated on the nature of infrastructure planning in NSW state, where plans are made on both a 5-year and a 20-year basis. Referring to past NSW-state PPP projects undertaken in the transport, electricity and water/utilities fields, he also cited the North-West Rail Link as an ongoing project, for which AU\$2.5billion in funding will be appropriated over the next four years, with market sounding already underway.

This PPP seminar at JETRO Tokyo was met with great enthusiasm, with over 130 people in attendance. Audience feedback presented us with key points to consider, including appreciation of the chance to listen to experts from the Japan-Australia infrastructure business speaking about real projects and real possibilities. In general we believe that the message of importance attached to private consortium participation in the early stages of PPP projects was well-received, and so too was the information regarding the role of government in the 'host' role of such projects.

As one of the organisers, JETRO believes that this seminar was useful for the audience, especially in providing information about the importance and effectiveness of Japanese and Australian companies' co-operation in the infrastructure business. As an organisation, we believe in the truth of the fact that by working effectively together in such ways, Australia and Japan can create co-operatives and organisations that are far more valuable than the mere sum of their original parts.

Tatsushi Tamoto is the Deputy Managing Director of JETRO Sydney

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Guest View – Postcard from Tokyo (continued from Page 2)

... can play a major role in the energy supply portfolio to support consumers and businesses. The latter, especially, need the power supply to return, as they have been suffering from the cumulative problems of disasters in Japan and Thailand, the high yen and the pressures of demographic decline.

LNG has been the main substitute for the shortfall and Australian suppliers have been able to provide much needed extra supplies. The expanded role of LNG in Japan's energy capacity would appear to be long-term, as the new expansion of INPEX's investments in the North West of Australia, among others, confirms. However, my view is that for the longer-term sustainability of Japanese enterprise and thus demand, a more balanced energy mix that includes nuclear should be a priority.

Secondly, negotiations resumed recently towards the FTA/EPA between Australia and Japan, following a hiatus due to the reconstruction priorities placed on the Tohoku region. Both sides expressed to me their strong desire to conclude this agreement, yet both also acknowledged the sensitive areas in the agricultural sectors that impede rapid completion. The business communities of both countries wish to see this agreement signed. It will require determined and creative movement by both sides of negotiators, in a kind of double-sided Zeno's Paradox, so that they can find the sweet spot of the middle ground and bring the process to fruition. During my visit I also had a chance to discuss new research and policy proposals that relate to Japan's demographic trends, which I consider to be the top priority for attention and action. The Keidanren's 21st Century Policy Institute had just published some [simulations and projections of the Japanese economy in 2050](#). The key factors of course are the decline in population and the measures that can be used to counteract the impact. Some of the major contributions arise from: raising the labour participation of women to a level comparable to Sweden; nurturing the development of globalised skills for Japanese children, including English language; open Japan to more investment from overseas; stabilise the social security system; and further integrate with the growth of the Asian region.

I also had some informal discussions in which the policy of encouraging immigration to Japan is considered to be fast approaching as a reality. I was pleased to hear these comments and the references to Australia as a model of a successful immigration society. The policy of increased integration with the Asian region also appeared in separate research, conducted by the JBIC, which surveyed Japanese manufacturing companies following the Great East Japan Earthquake and the floods in Thailand. The disruption of supply chains and potential energy supply problems, including higher electricity costs, were mentioned as key factors in

<http://www.21ppi.org/english/archive/global.html>



Evening falls on Shinjuku - with Mt Fuji in the background

the formulation of future plans. The overall result was that these factors increased the already high propensity for Japanese companies to expand their investments in the Asian region. Asian countries, including Australia, made up 15 of the top 20 preferred future investment destinations for Japanese manufacturers.

The integration of Japanese firms into the Asian region has been extensive and ongoing for the past four decades. It has resulted in the proliferation of the regional production networks and has supported the development of sustainable economic growth in the region. I have published recent research on the issue, which can be found [online here](#). There are now more economic drivers in Japan and demand factors in Asia that will promote even more network expansion and extension to other sectors, especially services. These factors in turn will provide opportunities for Australian companies to integrate further into the dynamic Asian region, either alone or in collaboration with Japanese companies. This could well be the beginning of a new phase of Australia-Japan business relations.

<http://www.austrade.gov.au/Supply-Chains-the-Key-to-Growth-in-East-Asia>

Manuel Panagiotopoulos is from the Australian & Japanese Economic Intelligence and is a consultant with JETRO Sydney.

JETRO Australia's office contains a library of information on doing business in Japan. The **Attractive Sectors** information



brochures spotlight sectors of industry and economy with special focus from the Japanese government. These include Biotechnology, ICT, Clean Technology and Healthcare.

Case Study: ANZ Tokyo (continued from Page 2)

... strongly driven by the bank's board. Growth for our bank is primarily driven by Asian markets; Australia is a player, but admittedly not particularly significant. Relations on a global basis are the main focus.

Why is Japan a major part of your operations in Asia?

For multinational corporations, Tokyo is seen as on the same level as New York and London. ANZ needs to be in Tokyo to manage our relations with multinational corporations in Australia and Asia in general.

The measures of success are as much about our overseas business as our domestic operations. Our growth in the Japan domestic banking market is limited to Japan's economic growth, though certainly an increase in retail and corporate banking is visible.

We have big growth in Japanese businesses outside Japan. Fifteen or twenty years back, it was possible to do business in individual countries at the parent-company level. Now, it is critical. Our offices in London and New York are expanding as well to service multinational clients in the Asia-Pacific.

How do you see Australian-Asian investment flows?

There's certainly a lot of excitement in Australia with regard to China and India.

Larger, though, is investment from Japan to these markets. From an Australian perspective, the lack of success moving into Asia is disappointing and having some impact on appetite for Australian businesses in Asia, except ANZ of course; long-term, it has been a highly successful investment process for us.



Petar Rajic - Research Officer at JETRO Sydney

Japanese companies are pursuing their interests in Australia – we've seen multiple Japanese investments inward, to a degree, more along the lines of basic commodities like alcohol and dairy products. It's generally reasonable to think that we will see more investment from Asia – we're not seeing divestment apart from manufacturing. Everything apart from manufacturing is growing in investment.

Some Japanese companies raise concerns with us about Australian regulations and high costs of doing business...

Regulation always looks restrictive to outsiders – it is something to deal with in a new market. Labour costs are high in Australia, yes, but foreign investors must understand that when they seek to expand here. If they have a specialisation in areas of need, they should be confident in coming here – the idea is to achieve a *transfer of success*.

What is in demand in Australia that Japanese business can carve a presence into?

At the moment, mining and infrastructure, particularly related construction services and equipment supplies is very promising. They can bring expertise that can be applied for these sectors, and have the transfer of success. For instance, China in the late 1990s

worked for Japanese businesses. There was a lot of Australian and Japanese investment in China – Japanese companies were much more successful. Japanese understood that they were in a different market, and they brought their expertise – they strongly brought it, adapted it, and succeeded as a result.

Australians, on the other hand, brought business practices and more generally what they were good at in Australia, and as a result did less well than their Japanese counterparts.

Japanese businesses can implement their good aspects in the Australian market. If improvements can be brought to Australia by a Japanese construction company, it will be positive here. Take what is good and implement it.

From ANZ's perspective, our role is coordinating with multinational corporations in their home country company and how they can operate in Australia, and working on relationship management in Japan and Australia. Our aim is to provide services to where they are expanding their business.

What are your thoughts as you set off to Japan?

I'm feeling very positive about this new role. I was actually in Tokyo on 11 March, the day of the earthquake and tsunami, and I guess despite that, I'm very positive and excited about living in Tokyo and making a positive contribution to business life.

Mr Peter Davis is the CEO of ANZ Tokyo, and Petar Rajic is a Research Officer at JETRO Sydney.

- Interview conducted on 30th April, 2012.

Thinking of Doing Business in Japan?

What you NEED to KNOW...

...and where

You can FIND it:



At the JETRO office, you can find all the critical information in neat, easy-to-read packages, such as the brochures on **Laws & Regulations on Setting up Business in Japan**, and **Your point of Entry into the Japanese Market - Invest Japan Business Support Centres (IBSC)**

Or find us online at www.jetro.go.jp/australia

EVENT REPORT: March Seminar: 'Opening the Door to Business with Japan'

The inaugural event at JETRO Sydney's new office on Martin Place was held on Tuesday, the 27th of March. Entitled "Open the Door to Business with Japan", the seminar was co-organised by *Australian Trade Commission (Austrade)* and JETRO, and aimed to highlight sectors where opportunities lie for investment in Japan, and also how to make the most of those opportunities. Graciously emceed by Professor Dr Luke Nottage, from the *University of Sydney*, the seminar began with a brief presentation by JETRO Sydney's own Managing Director, Takashi Tsuchiya, entitled "Economic Overview and Business Opportunities in Japan", outlining the fundamental lie of the land for investment in Japan. Attendees, who came from a wide range of business backgrounds and inclinations, were then treated to some speeches from our special guest presenters.



Entitled "The Role of a Japanese Trading House", Mr Fairbrother gave the audience a concise and informative explanation of just how useful and important the trading houses can be in making some critical connections into and out of Japan, and also ensuring effective arrangements for imports and exports.

To close out our presentations, Mr Chris Hanger, State Manager NSW/ACT

for *Austrade* presented regarding the role of the Australian federal government Commission in promoting Australian businesses, technology and ideas overseas. Entitled "Japan – A Market of Opportunities", this presentation focused on the range of programs and initiatives that Austrade runs on a regular basis concerning Japan and the exportation of Australian business and investment to it. This was followed by a panel Q&A session to address some interesting audience questions.

The seminar was a resounding success, as respondents from the audience noted that the topics covered were well-rounded and informative. After the presentations, guests enjoyed some light refreshments and networking opportunities.

JETRO would like to throw open our doors once again, this time to suggestions from you, the readers, as to what sorts of more specific information you would like to know about, and have covered in a future seminar. JETRO plans on hosting more information sessions and seminars in the future, notification of which will be distributed via this Newsletter's mailing list, and ours and our co-organisers' websites.

We'd like to thank once again the supporters of the "Open the Door to Business in Japan" seminar: Australian Industry Group, Australia-Japan Society of NSW, City of Sydney, Japan National Tourism Organization (JNTO), NSW Business Chamber and NSW Government Trade & Investment.

If you have any suggestions or concerns that you would like to see covered at a JETRO seminar, please use the contact information found on page 2 of this Newsletter to let us know. All suggestions relating to Australian business in Japan, or importation of Japanese products are encouraged and welcome.

Our distinguished speakers



From left: Mr Fairbrother (Kanematsu), Mr Davis (LANSA), Mr Hanger (Austrade), Mr Tsuchiya, and our MC, Prof. Dr Nottage (Sydney University)

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Presentations (clockwise from top left): JETRO Sydney MD Takashi Tsuchiya, LANSAs VP Gordon Davies, Kanematsus GM Steven Fairbrother, Austrades NSW/ACT State Mgr Chris Hanger

Representing a case study of successful investment into Japan, Mr Gordon Davies, Vice-President Asia-Pacific at *LANSA*, gave us a thorough run down of the kind of experience that a company starting out in Japan can look forward to. *LANSA* is a Sydney-based leading provider of software development tools, application modernization and enterprise integration software. Entitled "Market Entry Success in Japan", Mr Davies' presentation touched on the specific experience of his company, as it entered the Japanese market as a distributor, and grew from strength to strength over the next several years, as well as a more general explanation including the importance of lessons learnt, where help can be found, and the integral role that JETRO can play in facilitating an Australian company in investing in Japan.

Next was a presentation by Mr Steven Fairbrother, General Manager of *Kanematsu* – the oldest operating Japanese trading house company in Australia. *Kanematsu* also founded what is now known as the Kanematsu Memorial Institute of Pathology at Sydney Hospital, one of the first medical institutions in NSW.

**JETRO Invitation Program:
 "SUWA Area Industrial Messe 2012"**

JETRO Nagano/Suwa will invite overseas corporations to Suwa Area Industrial Messe 2012, a trade show of high precision technology to be held in Suwa, Nagano Prefecture every October, which provides opportunities to procure parts and components of various types of industries and establish relevant business links.

During the trade show, JETRO will coordinate one-on-one pre-arranged business meetings between program participants and Japanese companies.

Outline of Invitation Program

- ✚ Date: 15 - 17 November 2012
- ✚ Location: Suwa Lakeside Event Hall in Suwa city

<Results from 2011>

- ✚ Number of exhibiting companies: 261
- ✚ Number of booths: 469
- ✚ Number of visitors: 25,928

The Suwa Region in Nagano Prefecture has grown into a center of suppliers with high-precision technologies in Japan providing computer and electronic components, automotive parts, semiconductor processing equipment, optical devices etc. for leading manufacturers.

This area is currently home to manufacturing bases for Kyocera (Yashika) and Olympus, and head offices for Seiko Epson and Nidec Sankyo (formerly Sankyo Seiki), among others. A total of more than 2,000 small- to medium-sized manufacturers form a broad-based supporting industry in the area.

This fair began in 2002 as a community-based trade show for corporations within the area to share processing technologies and exchange information. **URL: <http://www.suwamesse.jp/en/>**

Target Invitees

Corporate decision makers for its purchasing activities, of manufacturers and distributors for medical devices, electrical/electronic devices, automotive, industrial machinery, environmental equipment and others

Schedule

- 13 Nov. (Tue) Arrive in Japan
 - 14 Nov. (Wed) Move to Suwa, company visit
 - 15 Nov. (Thu) Presentation (business meetings)
 - 16 Nov. (Fri) Business meetings at Suwa Messe
 - 17 Nov. (Sat) Business meetings at Suwa Messe
 - 18 Nov. (Sun) Depart Japan
- The schedule is subject to change as necessary.*

Travel Expenses to be covered by JETRO

- Airfare:** Roundtrip airfare (payment in kind)
- Transportation fees in Japan:** Actual cost of transportation fees, based on JETRO regulations
- Accommodation fees:** Actual cost of accommodation fees, based on JETRO regulations

Process up to Extension of Invitation

Application deadline: July 20, 2011

1. Applications to JETRO offices – deadline July 20, 2011
2. Screening – Around August
3. Notification of selection – During August
4. Selection of potential business partners – August – October
5. Submission of documents required for invitation – August – October
6. Invitation – From November 13 to 18



For more information:

JETRO SUWA

Suwa Godochosha Bldg. 5F, 1-1644-10 Kamigawa, Suwa 392-0021

TEL: 0266-52-3442 FAX: 0266-57-0244

E-mail: SUW@jetro.go.jp



Exhibition Program

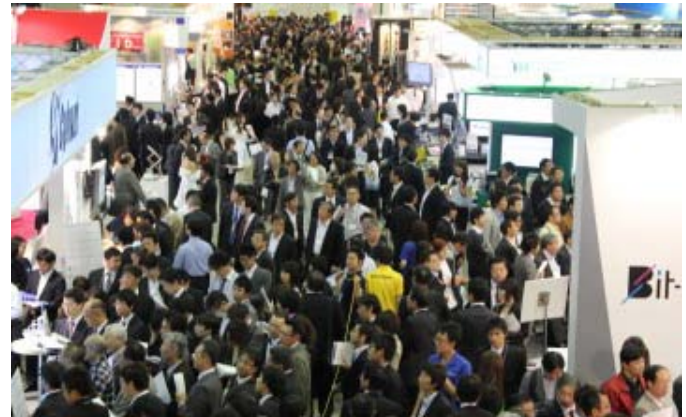


JETRO ZONE @ CLOUD JAPAN Autumn

You are invited to apply for the JETRO ZONE Exhibition Program at Cloud Computing Expo Japan (CLOUD JAPAN) Autumn, an international exhibition hosting key players involved in the cloud computing business. Selected companies will be arranged to have one-on-one meetings with Japanese companies, receive free booth space inside the JETRO Zone, and be included in public relations efforts.

Cloud Computing Expo Japan (CLOUD JAPAN) Autumn Outline

- Date : October 24 (Wed) - 26 (Fri), 2012
- Venue : Makuhari Messe (Chiba prefecture)
- Exhibitors : 269 companies (previous year's result)
- Visitors : 50,000
- Organizer : Reed Exhibitions Japan Ltd.
- URL : (coming soon)
- Concurrent event : Information Security Expo Autumn,
 Web & Mobile Marketing Expo Autumn,
 Smartphone & Mobile Expo Japan Autumn



Exhibition sectors :

Cloud Computing Services:

Cloud Platform, Introduction Support Services, Cloud Computing Systems Operation Services, Development Services (Public/Private), Technology Consulting Services, and other related services

Cloud Computing Infrastructure:

Cloud Appliances, Virtual Software, Various Communication Technologies, Data Centers, Servers/Storage, Network (Local/Wide Area), Security Solutions, and other related products / technologies

Cloud-Based Services/Applications:

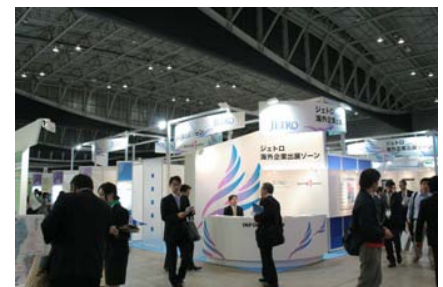
Software Appliances, Desktop Cloud, and other related products / technologies

Target participants for JETRO Zone

- ♦ Companies interested in investing in Japan, or currently seeking Japanese partners to establish a business in Japan
- ♦ About 14 companies to be selected through JETRO's screening process

Benefits to participants

- ♦ Pre-arranged, one-on-one meetings with Japanese companies
- ♦ Booth space with stand and basic equipment (1 booth per company), located inside the JETRO Zone, indicating participant is a company JETRO has chosen to showcase to CLOUD JAPAN attendees
- ♦ An interpreter working exclusively for each company (upon request, if applicable)
- ♦ Inclusion in public relations efforts, including publication of participant information on the JETRO website and by local governments to local companies, and inclusion in the "JETRO Zone Exhibitors" brochure (to be distributed on-site)
- ♦ CLOUD JAPAN is held simultaneously with Information Security Expo, Web & Mobile Marketing Expo and Smartphone & Mobile Expo Japan, which also attract many visitors



Costs borne by participants

- ♦ Round-trip airfare to Japan, hotel accommodations, and local transportation within Japan (Guidance for hotel accommodations and local travel will be provided by JETRO)
- ♦ International and domestic transportation of additional exhibit material to and from the exhibition site
- ♦ Any costs incurred by additions made to the basic booth stand provided by JETRO. Examples include, but are not limited to, additional construction/decoration costs, or the rental and installation of additional equipment, etc.
- ♦ Insurance for the exhibited items and personal travel insurance

Additional information

- ♦ JETRO will screen applicants and select companies to participate. Application is due on **July 6th, 2012**. Results will be available from the beginning of August 2012 (TBD).
- ♦ JETRO's services will be provided only to firms accepted as participants.
- ♦ Any costs incurred due to the participant's withdrawal from the program, after JETRO has notified them that they are an official participant, shall be borne by the participant.

For more information on this exciting opportunity, please contact your local JETRO representative

Held inside **Japan IT Week Spring**

3rd
CLOUD COMPUTING EXPO JAPAN
CLOUD JAPAN Spring

- Dates : May 9 [Wed], 10 [Thu], 11 [Fri], 2012
- Venue : Tokyo Big Sight, Japan
- Organised by: Reed Exhibitions Japan Ltd.

Held inside **Japan IT Week Autumn**

3rd
CLOUD COMPUTING EXPO JAPAN
CLOUD JAPAN Autumn

- Dates : October 24 [Wed.], 25 [Thu.], 26 [Fri.], 2012
- Venue : Makuhari Messe, Japan
- Organised by: Reed Exhibitions Japan Ltd.

■ **Exhibit Profile**

● **Cloud Computing Services**

- Cloud Platform
- Install Support Services
- Cloud management services

- Construction Services (Public/Private)
- Cloud Consulting

● **Cloud Computing Infrastructure**

- Cloud Appliances
- Virtual Software
- Various Communication Technologies
- Data Centers

- Servers/Storage
- Network (Local/Wide Area)
- Security Solutions

● **Other Services / Applications**

- Software Appliances
- Cloud Desktop

■ **Special Zone**

- SaaS Application Zone
- Cloud Hosting Zone

■ **Visitor Profile**

● **End Users**

Information Systems Dept., Corporate Managers/Cooperate Management Dept., Sales Dept., General Affairs Dept., Human Resources Dept. and Accounting Dept.

- SaaS Providers, Software/Systems Development Companies
- Data Center Operators
- System Integrators (SI)

■ **Price**

- Space Rental¥946,000*/booth (6mx2.7m)
 (Space Only)
- Corner Charge ¥15,000/corner
- Rental Display SystemType A ¥500,000*/booth Type B ¥340,000*/booth

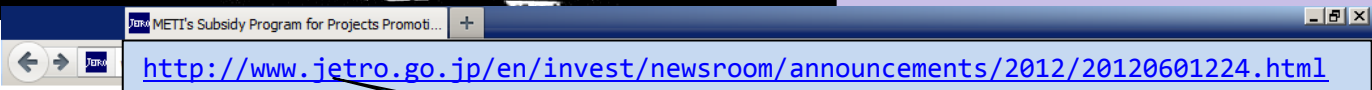
* Mini Booth is available at half price

(Tax is not included)

CONTACT:

CLOUD JAPAN SHOW MANAGEMENT C/O REED EXHIBITIONS JAPAN LTD.
 18F SHINJUKU NOMURA BUILDING, 1-26-2 NISHISHINJUKU, SHINJUKU-KU,
 TOKYO 163-0570, JAPAN TEL : +81-3-3349-8504 FAX :+81-3-3349-8500
 E-mail : cj@reedexpo.co.jp

www.cloud-japan.jp/en



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Jun. 01, 2012

METI's Subsidy Program for Projects Promoting the Location of Innovative Low-Carbon Technology-Intensive

Ministry of Economy, Trade and Industry is accepting applications for a subsidy program targeting Innovative Low-Carbon Technology-Intensive Industries. Its' aim is to promote the growth of low-carbon industry which sustains regional economies and increase industrial plant location in Japan by supporting those companies planning to make facility investment to develop manufacturing method of cutting-edge "low-carbon products" by utilizing cutting edge technology which will lead to effective reduction of Carbon Dioxide.

Subsidized Projects

Project to establish first manufacturing line of products or materials leading to effective reduction of Carbon Dioxide by utilizing cutting edge, innovative technology which will contribute to the progress of performance and the prevalence of low-carbon products.

Subsidized Companies

Private Companies

Public Offering Period

June 1st, 2012 to July 31st, 2012 12:00PM

Application Guideline(Provisional Translation)

▶ [FY2012 Application Guideline](#) (379KB)

Applications

Refer to the following website for more details(Only in Japanese).

[METI's website](#)

(Inquiry)

Industrial Facilities Division, Regional Economic and Industrial Policy Group,
 Ministry of Economy, Trade and Industry (METI)
 Tel: +81-(0)3-3501-1677

Your nearest Regional Bureau of Economy, Trade and Industry

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