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Hello and welcome to the September 2013 edition of JETRO Sydney's English Newsletter. Summer is just about upon us here at the Sydney



office, and I am loving every minute of this recent warm weather. We have much to tell you about the last quarter, as well as some very exciting things that are coming up for JETRO Sydney towards the end of this calendar year. Please read on and enjoy!

Guest View:

Catching the Japanese Wave

By Manuel Panagiotopoulos – Owner, Australia-Japan Economic Intelligence



The recent announcement of Tokyo's successful bid to host the 2020 Olympics is the latest piece of good news for Japan. Economic momentum is building, buoyed by the national sentiment of con-

fidence and over the next seven years has the opportunity to sustain a monumental wave of growth in Japan and in our region. Abenomics' three arrows (monetary stimulus, fiscal policy, growth strategy) are having their expected impact: Japan's economy is growing at 3.8% and the path of core inflation is following the expectation of the Bank of Japan. Best of all, these figures are driven by domestic demand (consumption and investment) not exports. As global demand is expected to recover from the second half of 2013, Japan's recovery will be bolstered further.

Japan is a primary engine of new growth in our region. This is not just because it is a major importer. Japan is the biggest direct investor in South East Asia. Direct investment is even more important than demand because it is a close-knit bundle of capital, technology and productivity, the three key components of long-term growth. Japan, of course, has been the major investors in this region for more than four decades and has built the numerous manufacturing production chains that have rested on the final assembly advantages of China.


But with Chinese costs now rising to new levels as its economy moves to a new phase of development, there is a need to find new places to invest, such as Indonesia, the Philippines, Vietnam, Myanmar and other South East Asian

countries. The long-term investment pattern has accelerated in recent years: between 2009-2012, ASEAN countries received US\$45bn in FDI from Japan, whereas China received US\$35bn. Japan is easily the largest source of FDI in ASEAN, almost twice that of the US.

Australia is also a major recipient. In recent years there has been an increased level of investment into Australia. In the period 2009-2012 Australia's share of Japanese FDI jumped from an average around 5% to over 9%. Australia is consistently now the 3rd or 4th highest recipient of Japanese FDI.

So the Olympic bid success, which will create enormous opportunities in infrastructure and tourism, builds upon the successes of *Abenomics* and the Rugby World Cup of 2019, hosted by Japan. A wave of economic, investment and confidence is building.

So does the fortuitous timing of the visits by major Australian State and Territory leaders to Japan: Queensland Premier Campbell Newman at the end of September; NSW Deputy Premier Andrew Stoner, Victorian Premier Denis Napthine and NT Chief Minister Adam Giles during the Australia-Japan Joint Business Conference in Tokyo from October 20th.

We say that timing is everything and the Japanese *kotowaza* (proverb) is *toki wa kane nari* ('time is money'). Australia should be ready to ride the Japanese wave. 

Major JETRO Events This NOVEMBER:

JAPAN: THE AWAKENING
Capitalising on New Opportunities in the Japanese Market

Thursday 7th November
2:30pm – 6:15pm



Sydney Convention & Exhibition Centre
Hall 1, 26th – 28th November

For complete information, please see [Page 4](#)

Case Study:



By Thomas O'Keefe, JETRO Sydney



Mr Susumu Sasaki,
Chemwatch Japan

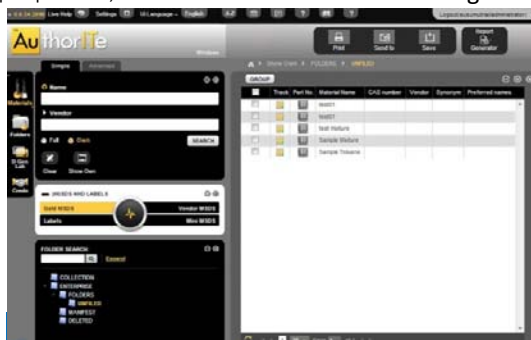
When it comes to handling chemicals, safety is of the essence. Modern industry requires a precise and informed understanding of the chemicals in use, and that is where *Chemwatch* comes to the fore.

Chemwatch is a Victorian-based, Australian company that specialises in chemical safety, through the medium of expertly created and maintained Materials Safety Data Sheets (MSDS) in addition to databases containing

information on chemical substances, regulations, properties, and toxicological data. The MSDS and databases are designed primarily to protect the health and safety of their users under OHS obligations, as well as other important information relating to handling requirements that, by law, in most industrialised countries, users must secure access to.

Chemwatch services clients in the USA, Eurozone, Singapore, India and the Middle East, including universities, schools, research and educational institutions. Perhaps, among the more notable clients is NASA. Their MSDS are delivered online, accessible via the 'cloud', to subscribers.

Mr Susumu Sasaki, from *Chemwatch Japan*, began his affiliation with the company as a customer and then a business partner. He is a trained Environmental Chemist, who counts among his qualifications a Masters degree completed at the University of Wollongong. In his expert opinion, *Chemwatch's* MSDS are the best in the world, especially in terms of clients' needs in compliance, data, accuracy, volume and toxicological information.



Screenshot: Chemwatch's MSDS database user interface

Mr Sasaki first met with Mr Bernie Bialkower, Principal Director of *Chemwatch*, as a chemical regulations consultant, enquiring about online MSDS packages.

Chemwatch's previous involvement in the Japanese market was through an on-site sales agent. This relationship came to an end in 2012, and it was decided to set up a Japanese branch of *Chemwatch* in order to continue servicing its existing and prospective clients.

Mr Sasaki worked with JETRO Invest Business Support Centre (IBSC) in Tokyo as *Chemwatch's* representative from December 2012. He has had a rewarding experience at the IBSC, especially with regards to learning the intricacies and legalities of setting up the business in Japan.

Extensive consultation on Japanese business law, advice on employment contracts and tax – all vital to the process – were found with ease through introduction to the relevant field

experts of the IBSC staff and facilities.

Chemwatch Japan was successfully and officially established in February 2013 at the Tokyo IBSC, and began operating at its current Tokyo premises in March, 2013. To date, Mr Sasaki reports solid progress on assuming management of *Chemwatch's* existing clients, as well as investing

in improved self-promotion and relationship building with local Japanese companies. Things are looking positive, as Mr Sasaki looks optimistically towards securing future agreements with many companies throughout Japan. He has also begun considering options for expanding into more branch offices and taking on additional staff later in the year. Given Japan's background in the chemical industry, *Chemwatch* undoubtedly has much room to expand in this exciting and vibrant market.

A Message from Murray Sayers, President of the Australia-Japan Society of Victoria



Murray Sayers was employed as General Manager of the Australian Dairy Corporation (ADC) for 10 years responsible for sales to Japan on behalf of the Australian dairy industry. Japan is Australia's largest market for dairy products. He then spent 13 years as

Executive General Manager – International at Murray Goulburn Co-operative, Australia's largest exporter out of the port of Melbourne (22,000 shipping containers per year).

"I have always had an affinity and interest in Japan starting as a young 12 year old learning judo. Over my 23 years with the dairy industry I visited Japan a minimum of 4 weeks per year and was responsible for an office in Tokyo. I think Australian businessmen could learn a lot from the way the Japanese negotiate especially understanding the true meaning of "Nemawashi".

Murray retired in 2009 but still maintains his interest in Japan as President of the Australia Japan Society of Victoria (AJSV) promoting relationships between Australia and Japan with a particular focus on encouraging young Australian's interest in Japanese culture and language. "China seems to be the flavour of the moment but we should not forget the long term importance of Japan".

The AJSV run a Corporate Scholarship program for year 10 and 11 school children who for family reasons would not be able to take part in their school exchange program. "We are fortunate both Mitsubishi Australia and Ernst & Young Melbourne have this year provide A\$3,500 scholarships."

"We only wish we had more Corporate Scholarships as you would be surprised at the number of deserving children who miss out going with their class because their families cannot afford it. It is a life changing experience for the children we have sent so far" (see [YouTube link](#)). **Other AJSV activities include:**

Asian Pacific Children's Convention (APCC)

Each year the AJSV select six 11-year old children and provides two chaperones to attend the annual APCC at Fukuoka, Japan.

Shaberou-kai (Twice a month)

Young Australian and Japanese meet to improve their spoken Japanese and English. They organise their own social activities including barbeques, dinners etc.

Konshin-kai club: (once a month drinks and dinner)

Young professionals who have lived in Japan and want to keep in contact with others who share their love of Japanese culture. They also welcome anyone who is considering working in Japan.

Japan Earthquake and Tsunami fund raising

The AJSV also supports the Ashinaga Foundation of Japan. Ashinaga is a well-established philanthropic organisation who are actively assisting orphaned children from the Earthquake/Tsunami.

MD's Message – Takashi Tsuchiya



They say good things come in threes and this early September there were three reasons in the headlines which made for happy news. Firstly, the unusually early summer-like weather which has arrived earlier than ever

before is good news for me because I love warm weather. The second reason is the IOC's decision for Tokyo to host 2020 Olympic Games. And last but not least is the second quarter of Japan's GDP.

Japan's second quarter GDP registered 0.9 percent growth over the previous quarter, making it the third straight quarter of expansion. Major drivers for growth during the period were: government expenditure, public investment and private non-residential investment. Altogether, Japan's economy grew by an annualized 3.8% in the April-June period.

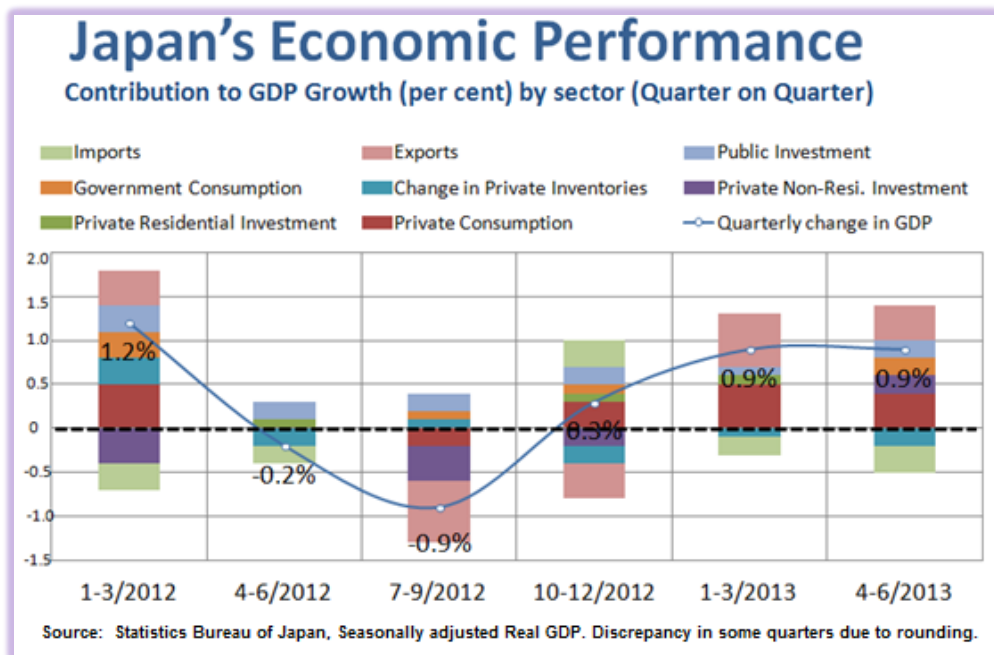
As I noted in the previous newsletter, the Abe government launched its economic stimulus measures, called *Abenomics*, as soon as it was established last December. The goal for *Abenomics* is to ignite a recovery from Japan's prolonged economic slowdown and the consequential loss of confidence, to regain future hopes for Japanese people. *Abenomics* has three pillars or arrows. The first arrow represents aggressive monetary policy and it was fired this April by the Bank of Japan when they announced an unprecedented move to double Japan's monetary base to 270 trillion yen (2.7 trillion dollars) by 2014 by buying government bonds.

The second arrow, a flexible fiscal policy, was embodied in the national budget for the 2013 fiscal year, which passed in the

Japanese Diet this May. The total expenditure for public investment is 10.3 trillion yen (103 billion dollars).

The third arrow is a growth strategy, which was announced in June this year as "the Japan Revitalization Strategy-Japan is Back". It outlines the basic concepts for restoring the confidence of companies and people and changing expectations into action as a roadmap.

Its actual implementation is yet to come, but so far thanks to the first two arrows the Japanese economy has been performing better during the *Abenomics* period, as economic indicators reveal in the second quarter GDP growth.



Now it is the implementation of the Japan Revitalization Strategy that sustains the trajectory of Japanese economic growth which has already kicked off with ideal results. This strategy includes regulatory and institutional reform and opening up government enterprises in order to realize a minimum regulation country. Some such examples are:

approval of the internet sales of non-prescription drugs, and the acceleration of ICT use in medical, nursing and preventive care. There is also a policy for the facilitation and expansion of solar panel/storage cell installations by households and SMEs, by keeping down the initial costs. It is my hope that Australian business entities will also benefit from such reforms.

Japan Revitalisation Strategy--Roadmap to Growth

Unleashing the power of the private sector to the fullest extent

- Speeding up the restructuring of industries and accelerating venture businesses
- Regulatory and institutional reform and opening up government enterprises

Participation by all & fostering human resources who can succeed in the global competition

- Creating women-friendly work environments and restoring vitality to society
- Creating a society in which both youth and the elderly can work with vitality by taking greater advantage of their capabilities
- Developing Japan's youth into globally competitive human resources

Creating new frontiers

- Reviving Japan as a "technology-driven nation" and "intellectual property-based nation" through an all-Japan effort
- Leaping into the world and attracting the world

Redistributing the fruits of growth to people's lives

JAPAN: THE AWAKENING

Capitalising on New Opportunities in the Japanese Market

Japan has finally awoken from twenty dormant years after the economic bubble burst in the early 1990s. The Japanese government will explain Japan's current growth strategy, based on policies of the Abe administration. Through greater deregulation and reform, more attractive prospects for foreign business within the country are emerging. The Japanese government has already begun taking action by laying the framework for this economic revitalization.

Join us as we explore the new business opportunities that are arising from its economic turning point and what it means for Australian companies.

We will showcase presentations about **business success stories**, invested in Japan with the support of JETRO services, including:

Impact International –

Australia-based manufacturer of tubes for medical and food industries

Featuring a Panel of Australia-Japan business experts:

Bob Seidler AM Vice-President AJBCC

David Lawson Austrade State Director NSW/ACT

Takeya Sakurada Mitsubishi Australia Limited

David Jacobs Director, Hunter Philip Japan

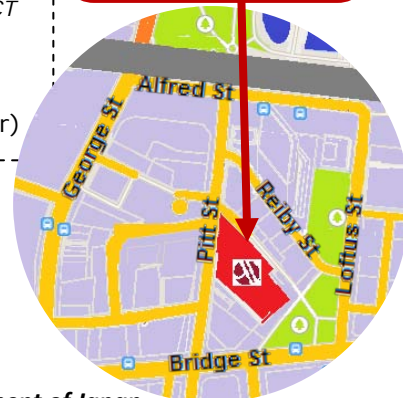
Yasuhiko Tanabe Director, CLAIR Sydney

Philip Mitchell President, AJS-NSW (Moderator)

Thursday 7th
November, 2013
2:30pm – 6:15pm

Marriott

Sydney Harbour
30 Pitt St, Sydney



Free Admission (Bookings are essential)
Please send your expressions of interest to:
syd-bd@jetro.go.jp

Hosted by: JETRO Sydney

Co-Hosted by: Japanese Ministry of Economy, Trade and Industry and Cabinet Office, Government of Japan



HALL 1



JAPAN

**Booth
128**

Featuring:

Central Japan Railway Company

Hitachi Australia

Mitsubishi Electric Corporation

Toshiba International Corporation

Also supporting: Consulate-General of Japan, Sydney

**Register now to visit the
Exhibition**

Visitors enter for FREE!

Click here to REGISTER

**Sydney Convention
& Exhibition Centre**
Hall 1, 26th – 28th November
Wed – Thurs – Fri

Open Times:

Wed & Thurs: 10am-5pm

Fri: 10am-3pm

AusRAIL PLUS 2013 is the premier rail technology event in Australia this year. 2013 is a big one, co-inciding with the World Congress on Railway Research, and booking out the entire SCEC Halls 1-5. JETRO Sydney is hosting the 'JAPAN' Booth, with four of the biggest and most highly regarded Japanese companies in the field within Australia. This is not only the best rail technology in Australia, but in the whole world!

Please join us at Booth #128, meet with the companies, and strike up a revolution in your rail technology and systems!

Co-located related event:



Link: <http://www.usrail.com/rail-conference/exhibition-visitor-registration>

25 - 28 November 2013

Overview of the Australian Economy

Director's View – Tadayoshi Hiraki, Director, Research Department



There has been a strong focus recently on the Australian economy's current state of reliance upon the mining industry, and how much the industry dominates Australian economy. Certainly, the recent mining boom caused strong economic growth in Australia, while other industrialized

countries faced comparative economic difficulty.

However, let us examine the actual economic figures about the mining industry:

- ❖ Mining and related employment accounts for only 2.2% of total industries, and only account for 9.5% of Australia's GDP.
- ❖ The proportion of GDP is not particularly large, and is only slightly bigger than the manufacturing industry's 7.3% (in 2011/12).

In light of such minor figures (relative to all other sectors), it is somewhat puzzling as to what the mining boom really means, and which industry is the main driving force of the economy.

First of all, the proportion of GDP that can be attributed to mining is smaller than one would initially expect. Exports account for 22% of Australia's GDP, and 65% of all exports have been mining production, sent to China, Japan and other countries. Doing the maths, this equates to mining accounting for a mere 14% of GDP.

The table below shows estimations of **Repercussions from coal and iron-ore mining** (Input-Output Table 2008/2009 analysis): the true extent of the "mining boom" is in fact not all just digging; it also encompasses derivative demand for other industrial services and production – such as professional, financial, construction, scientific and technical services, etc.

Repercussion Effects of Coal mining and Iron Ore Mining

1) Coal mining industry receives \$1 million demand:

Coal mining	\$ 1,018,188
Professional, Scientific and Technical Services	\$ 60,075
Exploration and Mining Support Services	\$ 55,979
Petroleum and Coal Product Manufacturing	\$ 35,954
Construction Services	\$ 34,120
Oil and gas extraction	\$ 31,915
Finance	\$ 29,621
Wholesale Trade	\$ 27,683
Non-Residential Property Operators and Real Estate Services	\$ 27,320
Transport Support services and storage	\$ 20,365
Total	\$ 1,695,369

2) Iron Ore mining industry receives \$1million demand

Iron Ore Mining	\$ 1,007,409
Exploration and Mining Support Services	\$ 98,781
Professional, Scientific and Technical Services	\$ 77,173
Construction Services	\$ 72,486
Petroleum and Coal Product Manufacturing	\$ 48,830
Oil and gas extraction	\$ 47,685
Non-Residential Property Operators and Real Estate Services	\$ 40,241
Wholesale Trade	\$ 32,030
Coal mining	\$ 30,295
Finance	\$ 29,128
Total	\$ 1,894,782

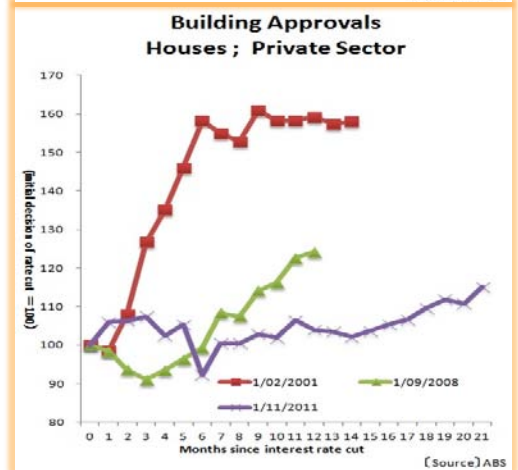
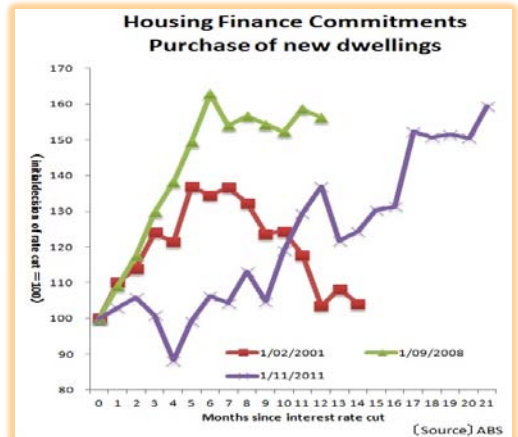
Source: Estimated by JETRO using ABS "Input-Output (I-O) 2008-2009"

In other areas of the economy, according to April-June 2013 GDP, increasing Private Capital Formation, export of goods and services and household final consumption expenditure caused a 0.6% increase from previous quarter. This appears to be a good sign for economic growth. However, Private Capital Formation (the most prominent factor) was actually influenced by recent large privatization of assets originally held by the government of NSW. Moreover, the growth rate of Household financial consumption is still low. Conspicuously absent is any element that can be directly related to mining, meaning that mining investment and export income has not transferred into consumer consumption and non-mining private investment yet. Recent historically low interest rates were expected to stimulate new house construction, and thereby induce a housing boom here in Australia. Many people expected a housing boom would help an economic rebalance after the mining boom. In comparing with other periods of declining interest rates, Building Approvals in the Private sector have not been stimulated enough, while

Housing Finance Commitments have plateaued. It is fair to say that the housing industry is unable to support the Australian economy on its own, and other economic driving forces are required.

On 7th September, the Australian federal election resulted in a sizeable swing from the outgoing Labor government to the Liberal/National Coalition. In his victory speech that night, Liberal leader Tony Abbott said "Australia is once more open for business". Hopefully this is a message

that the Coalition will try to strengthen the Australian economy through changing the governmental position from labour-union oriented to business oriented.



There is little doubt the Australian economy can grow into the future supported by world resource demand. However, potential volatility in resource demand could jeopardise sustainability of that growth. Should

the Coalition government attempt to provide any economic stimulus package, as it may well be necessary to bridge the gap between export earnings and domestic demand, it is unknown what such a package could possibly contain. It should be focused on acceleratory domestic demand, not some kind of "cash for clunkers" program, or subsidies that would increase imports from abroad at the expense of domestic production.

Further, Australia requires the establishment of a new leading industry, as separated as possible from the mining industry, with a broad economic structure like, for example, another large manufacturing industry. Such an industry could be become a buffer against volatile resource demand.

On a lighter note, thank you to all who supported the Tokyo Olympic bid for 2020 – it shows that the social and economic relationship between our countries must be strengthening. I hope the Olympics create new opportunities in business and human relationships in both countries.

Introducing the new President of JETRO: Mr Satoshi Miyamoto

All of us at the global JETRO family have recently welcomed our new President of the organization. Mr Satoshi Miyamoto was appointed President of the Japan External Trade Organization in June of this year, succeeding Mr Hidehiro Yokoo, who moved back to the Ministry of Economy Trade and Industry (METI) in Japan as Director General of the Trade and Economic Co-operation Bureau. Mr Miyamoto will also be the Chair of the Infrastructure Sub-Committee of the *Japan-Australia Business Co-operation Committee*.

Immediately prior to this appointment, Mr Miyamoto held the position of Deputy Director-General for the Manufacturing Industries Bureau, at METI, which looks after planning for industrial policy for the Japanese manufacturing industries.

After joining the METI predecessor, Ministry of International Trade and Industry (MITI) in 1984, Mr Miyamoto has moved through several divisions of the organization over the last three decades.

Mr Miyamoto's international work with JETRO has included the role of Director General of the JETRO New York office from 2001-2004. Back home, his areas of work within the organization included gas (1992), finance (1994), Coal (1996), Machinery and Information Industries (1997), natural resources and energy (1998), commerce policy (2004), small-and-medium enterprise agency (2010) and policy evaluation (2011). In 2006, Mr Miyamoto also participated in the Public and Private Exchange Program with Canon Inc. – a program set up to educate Japanese public servants with experience in the running of a multi-national corporation.



Welcome to our New Deputy Managing Director: Mr Kunihiro Nakai

The JETRO Sydney has recently welcomed our new Deputy Managing Director, Mr Kunihiro Nakai. Mr Nakai came to us in June of this year, and has been fortunate enough to see out the Australian winter and witness the early coming of spring and summer.

Prior to joining us here in Sydney, Mr Nakai worked in JETRO Headquarters in Tokyo, as Director in Charge of Manufacturing and Environment Industry Planning, within the Manufacturing and Environment Industry Department. This position involved supporting the 'Science & Technology in Society Forum', which is an annual gathering of scientists and engineers from all over the world, every October in Kyoto. This Forum regularly attracts and invites several Nobel-prize winning scientists each year. Their goal is to discuss the future of science and technology in relation several areas including the environment, sustainability, disease control, IT, and much more. JETRO supports this forum as part of the Japanese government, referring to the information learned therein for Japanese government policy building.

Previous to that, Mr Nakai was engaged in JETRO's Overseas Research Department, working on the J-File website, which displays information categorised by country, and encompassing trade & investment, tariff, tax and regulation information.

Mr Nakai has extensive overseas travel experience, having visited the USA, UK, France, The Netherlands, Germany, Switzerland, China, Singapore and Malaysia. This is his first time living in Australia, however, and he notes that so far it has been a very pleasant experience. Apart from work, he intends to visit some of Australia's truly beautiful natural wonders, including the Great Barrier Reef and Kakadu.

While at JETRO Sydney, Mr Nakai intends to progress JETRO's standing efforts to improve and reinforce Japanese companies' and people's understanding of the Australian market and business opportunities therein, and likewise for the Australian business community.



For Every Season

Editor's Note – Thomas O'Keefe, Business Development



Warm weather is a wonderful thing. As we shake off the frost from last few months of winter, it looks like summer has come a little early this year.

The change of seasons is a good time to take stock and clean out, both literally and metaphorically. For starters: preconceptions. A *preconception* about a certain thing, say, an economic condition or a business relationship, need not be one carried with you from the start. Long-standing relationships go through stages over the years, and at any given point prevailing circumstances can generate a new preconception for all that may follow after. While this may not necessarily be the most enlightened way to go about business, it is, nonetheless, the way we do it.

Another word for 'the way we do things' is "*culture*". On a daily basis we are confronted with cultural differences, nuances and barriers. There is even the occasional humorous quirk! But these quirks and barriers are really just a matter of *perspective*, as well as one's *ability to adapt* to new situations and absorb new ideas. A culture, indeed, can actually change, but it really does depend on the grander circumstances, and the kind of people and organisations involved. Whether it be a major event in the here and now, or the cumulative effect of the sheer momentum of history, *adaptation* is really the only way forward.

Lately, both Australia and Japan have undergone some significant changes, and it is too soon to accurately assess the results of those alterations. But with the right perspective, and an ample level of adaptability to that perspective, any one of us could benefit from what may follow, and indeed cause benefit for many more than just one person.

What human element makes this sort of perspective possible, frees the mind to change, guides the culture and avoids the oppressive influence and ignorance of a needless preconception? *Leadership*.

It just so happens that the economic futures of both Australia and Japan are now in the hands of relatively new leaders. In Japan, the third of Mr Abe's Three Arrows is being fired, and in Australia, Mr Abbott's Liberals have taken over after six years of government by the other party.

In both realms, for the sake of mutual benefit, one hopes that what is to come will be a sea change in attitude to the outside world, as well as to the business environment that exists within each. The *potential* of both countries has always been great, but we must remember that the fundamental meaning of the word 'potential' is only that which has not yet occurred, and must be *elicited* by the leadership.

2013 has been an eventful year so far, and with October just around the corner we will soon be planning for Christmas and New Years, and you will be reading the next JETRO Newsletter while you go about it all.

Australian Company Assists Rebuilding of Sendai Tourism: Media Equation and lookat.me



By Jennifer Bean, JETRO Business Development Adviser

Melbourne based Media Equation Pty Ltd (me™) has, in collaboration with its Japanese partner Kotarosoft Inc., donated its innovative software technology, lookat.me™, to the Sendai Tourism and Convention Bureau.

ME's "lookat.me"™ digital asset management (DAMs) technology operates in the cloud and serves as a practical and cost-effective

solution for sharing and managing digital assets. "Lookat.me" stores for easy retrieval & distribution high resolution photos, video, logos, marketing brochures, brand management collateral and digital presentations etc. It is multi-lingual – so searches can be in any language as can be the metadata held on each digital

asset making it great for quick searches and distribution. "This is an effective international collaboration between a Japanese firm, an Australian software company, and the Sendai Tourism and Convention Bureau." – Mr Kotaro Takahashi, Managing Director, Kotarosoft, Inc.

Sendai has a population of one million and is the political and economic centre of Japan's Tohoku (northeast) Region which suffered tremendous devastation as a result of the 9.0-magnitude earthquake and tsunami of March 2011.

As part of its recovery efforts local tourism bodies are investing in projects that promote "Visit Tohoku, Buy Tohoku Products". The promotion of positive information and images is considered critical to helping rebuild the reputation of the region as a destination for domestic and international tourism and Lookat.me™ is now being used by the Sendai Tourism and Convention Bureau to



help disseminate positive information and images to tourism agencies and the public through its online digital library technology. The main objectives of the Bureau are to attract tourists and domestic national as well as international conventions to Sendai. Lookat.me™ will enable the Sendai tourism bureau to manage and distribute images of the vibrant aspects of Sendai, known as Mori no Miyako - City of Trees. The intention is

to promote the solution to other key tourism bodies in Japan.

"Photographs can communicate a positive image very effectively and help promote the city, benefiting local businesses that depend on tourism... The lookat.me™ image library will help Sendai by making it easy for the media and the tourism



industry to access high quality images of landscapes and cultural attractions. We sincerely thank you for your support!" – Mr Kudo Satoshi, General Manager, Sendai Tourism and Convention Bureau.

Digital images of Sendai attractions are available for free download and use through Sendai.lookatme.jp

Media Equation has established overseas offices in Dubai and Singapore and has representation in the US. Utilising JETRO's IBSC support, in the long term ME is looking to establish an office in Japan to help support the efforts of its Japanese partner Kotarosoft, Inc. Kotarosoft, Inc. is an expanding software consultancy in Japan specialising in importing software solutions to the Asian region, particularly from Australia, and showcasing Japanese companies in the international market.

News from Matsue, Shimane Prefecture:

Key-Note Address : Tom Preston-Werner

– Co-founder and CTO of [GitHub Inc.](http://GitHub.com)



Tom Preston-Werner is a cofounder and chief technology officer of [GitHub](http://GitHub.com), a web site that makes it easy for users to collaborate on software projects and share code.

This site has attracted a community of more than one million developers and strives to lower the barriers of collaboration by building powerful features into its products, making it easier for users to contribute and write better code, faster.

[GitHub](http://GitHub.com) provides common web services for projects developing software. [GitHub](http://GitHub.com) is not only utilized by many projects connected with Ruby but also by many IT businesses. [GitHub](http://GitHub.com)'s web services were in and of themselves developed with Ruby. Tom Preston-Werner has been invited as an indispensable figure for the RWC 2013 theme "Ruby's Eco System".

<http://www.rubyworld-conf.org/en/>

The "Ruby" programming language is entering a new era, its use expanding into various situations. February this year marked the 20th anniversary of its development, and Ruby 2.0 was the first major version release in five years.

The idea that "there would never be software from Japan used globally" has long since been vanquished. By telling everyone about Ruby's possibilities, this year's **RubyWorld Conference 2013** will rewrite the established order on coding languages, open up even more opportunities for the future.

RubyWorld Conference 2013 Executive Committee Office, Ichibata Electric Railway Co., LTD Planning Department,
Miho Bulluck, 49 Nakabaracho, Matsue 690-0874, E-mail: 2013@rubyworld-conf.org

RubyWorld Conference 2013

Date : November 21st (Thu) & 22nd (Fri) 2013

Venue : Matsue, Shimane, Japan

Shimane Prefectural Convention Center
'Kunibiki Messe'

International Conference Hall (3F)

Attendee Registration (now open)

<http://www.rubyworld-conf.org/en/entry/>

Affiliated Body of The Executive Committee

Ruby Association,
Shimane Prefectural Government,
Matsue Municipal Government,
Shimane University,
Matsue College of Technology
JETRO Matsue,
Shimane Industrial Promotion Foundation,
Shimane Information Technology Industry Association,
Open Source Software Society Shimane,
METI Chugoku Bureau of Economy, Trade and Industry

Photos from Last Quarter



With students visiting for a business presentation, from Ritsumeikan University, Kyoto



With the Hon. Peter Ryan MLA, Deputy Premier of Victoria



Mr Tsuchiya presenting at the Discover Osaka business seminar in Melbourne

With students visiting for a presentation on the Australian economy, from Tachikawa Kokusai Secondary Education School



Phone (02) 9002 6200
Email syd-bd@jetro.go.jp
Fax (02) 9232 0652
Address Level 19, 39 Martin Place,
 Sydney, NSW, 2000

Contact JETRO Sydney



Website: www.jetro.go.jp/australia

Melbourne Representative: **Jennifer Bean**
Phone 0438 878 007
Email jetro@jprimus.com