

JAPAN: THE AWAKENING

CAPITALISING ON NEW OPPORTUNITIES IN THE JAPANESE MARKET

The Japanese Ministry of Economy, Trade and Industry and Cabinet Office, Government of Japan and the Japan External Trade Organization (JETRO) cordially invite you to attend the Japan Business Promotion Symposium.

Japan has recently received a good news story in the form of the successful 2020 Tokyo Olympics bid. This has energised Japan, which has finally awoken from twenty dormant years after the economic bubble burst in the early 1990s. The Japanese government has firmed up its platform and policies since the Abe administration took office last December. 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 revitalisation.

If you are interested in developing business ideas for the Japanese market or capitalising on new opportunities with the new policies behind Abenomics, this event will provide you with valuable presentations, discussions and networking opportunities. Please join us as we explore the new business opportunities that are arising from this economic turning point and what it means for Australian companies.

PROGRAM

SESSION - 1

Presentations "Japan : Full Steam Ahead "

- 14:30 Opening Address** by Mr. Tadayuki Nagashima, Executive Vice-President of JETRO
Presentation "The Three Arrows of "Abenomics" and Government Incentives for Global Companies" by Mr. Kiyoshi Mori, Deputy Director General: Bureau of Trade and Economic Cooperation Ministry of Economy, Trade and Industry (METI), Japanese Government
Presentation by Mr. Yasuhiko Tanabe, Director CLAIR (Japan Local Government Centre) Sydney
Presentation by Mr. Bob Seidler AM, Vice-President Australia-Japan Business Co-operation Committee (AJBCC)
Presentation by Mr. David Lawson, Austrade State Director, NSW & ACT
Q & A
Afternoon Break

SESSION - 2

Panel Discussion " Tips for Success in Japan " moderated by Mr. Philip Mitchell, President, Australia Japan Society – NSW

- 16:00 Presentations** by Mr. Takeya Sakurada, Mitsubishi Australia Ltd.
by Mr. David Jacobs, Hunter Phillip Japan
Presentations by Mr. Robert Bratusa, Brant Solutions
Case Study of Australian Company established in Japan: Japanese Branch of Impact International Pty Ltd
Panel and Audience Q & A session
Closing Remarks by Mr. Toshiaki Kobayashi, Acting Consul-General of Japan, Sydney

- 17:15 Networking Drinks**

WHEN

on Thursday 7 November 2013 from 14:30 – 18:00 (Registration Open: 14:00)

WHERE

Sydney Harbour Marriott Hotel – Henry Lawson Room (level 3)
30 Pitt Street, Sydney, NSW 2000

Free Admission – Bookings Essential

To register, please send your details to jetro2013@thedoq.com with your full name, company name, job title, phone number and email address **by Wednesday 23 October**. Entry are limited, so please register early to secure your seat.

Organiser



Japan External Trade Organization

Co-Hosts



Ministry of Economy, Trade and Industry



Cabinet Office, Government of Japan

Supporters



AUSTRALIA JAPAN BUSINESS CO-OPERATION COMMITTEE

AUSTRALIAN & JAPANESE ECONOMIC INTELLIGENCE



Consulate-General of Japan, Sydney

JCCI シドニー日本商工会議所
Japan Chamber of Commerce and Industry, Sydney Inc.

