

President's Message



Dear AJS-NSW members and supporters,

I am delighted to introduce our new look *Tomodachi* newsletter.

It has been a fantastic few months at the Society with a focus on the future direction of Australia-Japan relations. Presentations have included Professor Kent Anderson who gave a talk on effective strategies for ensuring Japan remains relevant to the Australian community, as well as David Thorn from NAB and Bruce Gosper from Austrade who spoke about the Japan – Australia Economic Partnership

Agreement. I was fortunate enough to attend the official lunch in Canberra in July to welcome Prime Minister Shinzo Abe on his visit to Australia. It was a fantastic event that reinforced the close relationship that exists between our two countries. More recently, I joined members and office-bearers of Australia-Japan Societies from throughout Australia at the biennial conference of the National Federation of Australia-Japan Societies held in Brisbane in early September. I have the honour to remain Vice President of the National Federation for the next two years.

Also, we held our last *Shaberanaito* at the Nippon Club in July which sadly closed its doors after many successful decades in the heart of the CBD. We are on the lookout for a new venue to host a further *Shaberanaito* event in the near future.

The remainder of the year includes plans for several further great events including a presentation on the Business of Rugby (with focus on the upcoming 2019 World Cup in Japan), a presentation by Canon Australia, a viewing of the Sumo tournament in November and our next *Shaberanaito*, so please keep an eye on our website for more information. Thank you for your continued support and I look forward to seeing you at one of our events in the near future.

Philip Mitchell, President

Membership Update

Thank you to all our members who have renewed their membership for the 2014/15 year. We would also like to welcome the following new members to the society:

Laura Olson-Young, Atsushi Nakamura, Szu-Liang (Roy) Lin, Ben Williams, Tanya Joyce, Nishimoto Hiromi, and our new corporate member Norton Rose.

For each edition of *Tomodachi* we like to get to know one of our members. For this edition we speak with our new member, **Nishimoto Hiromi**.

Nishimoto sensei teaches advanced Japanese both with the Japan Foundation and at her own lessons in the city (enquiries call 0408 622 000).

What is your occupation? Japanese language teacher

Why did you join the AJS NSW? I'd like to share the same feeling with other members who love Australia and Japan.

What do you miss most about Japan? I miss watching the cycle of the seasons most. Also I miss clean public transport.

What do you like most about Australia? I like generous Australian people most. Also I like stunning natural scenery of Australia.

よろしく
おねがいします!

Upcoming Events

Check www.ajsnsw.org.au for more information

Shaberanaito in Japanese! 日本語でしゃべらナイト

15 Oct 2014 7:00 PM • Daruma Japanese Restaurant, Prince Centre Level 1, 8 Quay St Haymarket

Sports Business in Japan: The Next Six Years will be full of Opportunities! – Matt Carroll, COO and Executive Advisor to Rugby World Cup Japan 2019

23 Oct 2014 6:00 PM • TressCox, MLC Centre, Sydney 16F

Supported Culture Event: Inoue Yasushi Award and Film Night

31 Oct 2014 6:00 PM • University of Sydney, Charles Perkins Centre, Auditorium (Lecture Theatre)

AJS Business Series: R&D Activities of Canon in Australia – Mr Taz Nakamasu (M.D.) Managing Director of Canon Australia

12 Nov 2014 6:00 PM • TressCox, MLC Centre, Sydney 16F

Sumo Watching & Dinner Night

16 November, Sapporo Restaurant – *More details coming soon!*

Food Safety and Security Trends – The Japan Australia Economic Partnership

July 9th 2014

The July 9 event held at TressCox Lawyers was well attended by AJS members and industry representatives. The event coincided with the visit to Australia of Japanese Prime Minister Shinzo Abe with two guest speakers – David Thorn from NAB and Bruce Gosper from Austrade.

David Thorn is Global Head of Consumer Sectors and Head of Institutional Banking in Asia for NAB. He has been with NAB for 12 years after previous experience at BNP Paribas and Commonwealth Bank. He has developed a solid reputation as a leader in the food safety and security and investment fields. He qualified as an accountant with a Business degree from University of Technology Sydney.



Being the largest agri-bank in Asia, NAB has built up considerable Australian expertise over 150 years in that sector.

David's address commenced with the significant observation that global food demand will be driven by Asia and will almost double by 2050, with protein and dairy being the key drivers. He referenced two agreements between Australia and Japan which will deliver significant benefits to both countries and which offer great opportunities to Australian producers and for investment in Australia – the recent JAEPA (Japan Australia Economic Partnership Agreement) and the TPP (Trans Pacific Partnership).

As the world population increases to 9 billion by 2050, global food demand is expected to grow by 75%. As incomes increase in the developing nations, there will be a pronounced shift to meat, dairy and protein based foods, leading to an increase in the demand for effective use of land and water. In developing nations there will be a move to high value meat and seafood to meet aspirational consumption desires. The Australian beef industry has seen its exports to China grow from virtually nothing to now account for about 20% of total beef exports. However since 2010 Japan's share of the Australian beef exports has fallen from 45% to 20%. Asian countries will generate the strongest demand and this will see the region's demand for food double over the next decade.

Japan is currently the world's largest net importer of food, with China rapidly catching up. Growth in China is expected to be the major driver of growth accounting for 43% of total global increases in food demand. Australia will continue to be a major exporter to Japan and JAEPA will see opportunities grow for Australian producers and exporters.

Australia has four standout factors which position it well to take advantage of the opportunities in the coming decades:

1. Closeness to Asian markets
2. Solid biosecurity reputation – food safety is now a global issue and it is the number one issue for Chinese consumers – Australia is well placed to take advantage of its already strong global biosecurity reputation
3. Stable political environment
4. Four times the arable land per capita of its nearest competitor, the US.

When JAEPA is fully implemented, more than 97% of Australian exports to Japan will receive preferential access to Japan or will enter duty free into Japan. With the Agreement in place, Australia is the first major agricultural producer to unlock Japan's high import barrier.

David Thorn concluded his presentation by reinforcing the significant opportunities which will come about for investment in world class businesses which supply food. To meet this phenomenal increase in demand for food, foreign investment, coupled with domestic investment, will become increasingly necessary. With 17 million hectares of arable land available in Australia, investment in water, transport and civil infrastructure is critical to take advantage of this opportunity.

Bruce Gosper is CEO of Austrade. He was appointed Austrade CEO in February 2013, following a distinguished career in the public service including appointments as Minister – Counsellor (Agriculture) in Japan and Minister - Commercial in Washington. He is a graduate of Macquarie University and University of New England.

Mr Gosper reflected on the late 1980s during his appointment as Minister – Counsellor (Agriculture) in Japan. At the time it was not thought that a Free Trade Agreement with Japan would be possible. The 1957 Economic Agreement with Australia was instrumental in establishing strong economic ties between Japan and Australia, which in subsequent years has seen very strong year-on-year growth in business between the two countries.



JAEPA represents a high quality Agreement and reflects the

Food Safety and Security Trends – The Japan Australia Economic Partnership

very close relationship between Japan and Australia.

Australian manufacturers will benefit from specific concessions on products exported to Japan. Similarly Australian consumers will benefit from reduced prices of Japanese goods and services. Australia will benefit from gaining an early competitive advantage over other nations which trade with Japan, with the Agreement eventually covering 97% of Australian exports to Japan.

Service firms will be the first to benefit with businesses in the legal, telecommunications and financial services sectors being able to access opportunities from the early days of the Agreement.

Australian consumers should shortly benefit from reduced tariffs on appliances and electronic goods, while Japanese consumers will benefit from reduced prices for Australian produce including food and wine which will also benefit from increased quotas allowing producers to export in higher quantities to Japan.

Since the 1960s the Australian beef industry has had a significant presence in Japan, developing its understanding of the Japanese local market and gaining a reputation for a consistently high quality product meeting the highest standards of food safety. As a result, beef has become Australia's largest export product to Japan.

JAPEA will deliver significantly reduced tariffs to Japanese consumers with beef exporters expected to take advantage of increased Japanese demand. The consistent demand by Japanese consumers for high quality produce has made, and will continue to make, the beef industry and other producers focus on quality.

Australian beef encapsulates 3 principles demanded by Japanese consumers:

- Quality
- Continuity, and
- Trust

Together with beef, the demand for a wide range of Australian produce, including fruit, vegetables, olive oil and oysters to name a few, will grow significantly.

He pointed to the development of extensive infrastructure projects, including the development of northern Australia, as being critical to fully take advantage of the opportunities which will arise. He concluded his address by reaffirming Austrade's desire to look for opportunities for Australian business in Japan and globally and that Austrade is actively working for the joint benefit of Australia and Japan.

The key message to Japan is "Australia is open for business".



Supported Cultural Event – 8th Inoue Yasushi Award Presentation Ceremony and Special Program 6:00pm Friday 31st October

Auditorium at Charles Perkins Centre, University of Sydney

This is the 7th Inoue Yasushi Award, presented annually to an outstanding researcher in Japanese literature by the Inoue Yasushi Memorial Foundation. This annual award is for the best refereed journal article or book chapter published in English during the previous year by a researcher based in Australia or New Zealand. This year it will be celebrated with a musical concert including poetry.

The programme for this year's event includes:

**Award Presentation Ceremony & Speech attended by the
Consul General of Japan**

Screening of the film Chronicle of My Mother (わが母の記)

This film is based on an original story by Inoue Yasushi and was awarded the 35th Montreal Film Festival Selection Committee Grand Prix. Film is with English Subtitles.

**A collection of Japanese songs performed by the Sakura
Choir**



Upcoming Events in the AJS Calendar



AJS Business Series: R&D Activities of Canon in Australia

6:00pm Wednesday 12th November

TressCox, MLC Centre, Sydney 16F

What have been the drivers of Canon's success in the Australian market and what strengths can Australia offer in basic research and development of high-tech products?

Takanobu (Taz) Nakamasu, Managing Director of Canon Australia, will discuss the activities of Canon's Australian R&D company, CiSRA.

An Evening with Matt Carroll – Sports Business in Japan: The Next Six Years will be full of Opportunities!

Thursday 23rd October, TressCox, MLC Centre, Sydney 16F



A special event with one of Australia's leading sports businessmen and administrators – Matt Carroll: Chief Operating Officer and Executive Adviser for the Rugby World Cup Japan 2019.

Our *Evening with Matt Carroll* is a must for anyone who has an interest in sport and Japan, and would like to know more about the opportunities that may be available to Australian businesses in the exciting lead up to these huge events.



Sumo Watching & Dinner Night

Sunday 16th November, Sapporo Restaurant 94 Willoughby Road

Crows Nest NSW 2065 – More details to come!

The AJS of NSW is proud to announce the return of its annual Sumo watching & dinner night. Join us for a mix of delicious Japanese food and exciting Sumo action as we watch the November Sumo Tournament telecast from the Fukuoka Kokusai Center.

The event will be held at Sapporo restaurant in Crows Nest. More details will be posted to the AJS NSW website soon!

2014 University Awards

Each year the AJS-NSW offers awards to outstanding students of Japanese at six NSW universities.

Congratulations to this year's winners:

Natalie Leung - UNSW

Thanoja Fernando - University of Wollongong

Joanne Ryoo - UTS

Karl Roman-Miller - Macquarie University

Vivian Thuy Nguyen - University of Western Sydney

Rose Counsell - University of Sydney



おめでとうございます!