

Consul-General of Japan in Sydney's Newsletter

No. 28 Expanding Business between NSW and Japan: Seizing New Opportunities in Greater Sydney and Regional NSW

13 November 2020

On 4 November, the Premier of NSW, the Hon. Gladys Berejiklian hosted an exclusive, simultaneously translated online briefing "NSW-Japan: Engagement for the Future" for Japanese companies. It was attended by approximately 200 participants in Japan and Australia.

After the Japan/Tokyo Chamber of Commerce and Industry Economic Mission visited Sydney in February 2020, visits between the two countries became difficult due to the increasing severity of the COVID-19 situation. However, in late July, the NSW Government held a business webinar aimed at Japan and it was attended by many important government representatives, including NSW Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres. High-level discussions resumed between Japan and NSW.

Building on this flow of events, at the 4 November webinar, it was Premier Berejiklian herself who took to the stage and directly explained to Japanese companies the latest business situation and future policies, sending a strong message to them that they are welcome in NSW. From the Japanese side, Dr Mimura Akio, Chairman of the Japan and Tokyo Chambers of Commerce and Industry (JCCI/TCCI) sent a video message, in response to Premier Berejiklian's commitment. I was involved in the event from the preparatory stages and also had the opportunity to give remarks at the end of the webinar.

In this issue of my newsletter, while explaining the major points of the webinar and future follow-up efforts by the parties involved, I would like to reflect with you upon the direction of Japan-NSW business expansion.



Dr Mimura Akio, Chairman of the Japan Australia Business Cooperation Committee (JABCC) and Chairman of the Japan and Tokyo Chambers of Commerce and Industry (JCCI/TCCI)

Minister Ayres, who gave the keynote speech at the previous webinar, acted as MC for this online briefing. After explaining the purpose of the day's webinar, Minister Ayres introduced the video message from Dr Mimura Akio, Chairman of the Japan Australia Business Co-operation Committee (JABCC) and Chairman of the Japan and Tokyo Chambers of Commerce and Industry (JCCI/TCCI).

Dr Mimura first explained the history of the annual Japan Australia/Australia Japan Joint Business Conference and the results of the JCCI/TCCI Economic Mission to Sydney in February 2020. He also called for the early recovery of the world economy from the COVID-19 crisis, and he stated that given the current heightened tensions between the US and China, it is important that both Japan and Australia cooperate even more closely and contribute further to global stability.

He also introduced the fact that soon after Prime Minister Suga Yoshihide assumed the post of prime minister in August, his first telephone talk was with Australia's Prime Minister Scott Morrison, and mentioned that in October, the Japan-Australia-India-U.S. Foreign Ministers' Meeting was held in Tokyo. Dr Mimura stated his expectation that efforts by NSW and Japanese companies would serve as role models of economic recovery in Australia and lead to job creation and economic growth.

Listening to Dr Mimura's message in Sydney, Premier Berejiklian and Minister Ayres both nodded in agreement. Moreover, Minister Ayres as the MC reiterated the major points of Dr Mimura's message, endorsing the remarks.



**The Hon. Gladys Berejiklian MP, Premier of New South Wales
(4 November 2020)**

Next, Premier Berejiklian delivered the keynote speech. She began by emphasizing that NSW was succeeding against COVID-19, and that even at a time when the world economy is in a state of flux, NSW is a stable place to invest with the prospect of high economic growth. The Premier stated expectations for mid-term to long-term growth, explaining the progress of development in four major areas and the appeal of each of these: (1) Western Sydney Aerotropolis in the west of Greater Sydney, (2) Westmead Health and Education Precinct in central Greater Sydney, (3) Tech Central Precinct in the east of Greater Sydney, and (4) investment opportunities in regional NSW.

Premier Berejiklian said that she warmly welcomed feedback, stating the NSW Government's intention to increase efficiency and give as much support as possible to make NSW an easy place for Japanese companies to do business. Moreover, she expressed her gratitude for the trust that Japanese companies have shown in NSW, and said that for NSW, Japanese companies are trusted friends, partners and investors. She reaffirmed the importance of this mutual trust.

Finally, the Premier made reference to the upcoming State Budget to be submitted to Parliament on 17 November, suggesting it would announce short-term and mid-term incentives for companies investing in NSW.



**Minister Ayres posing a question to Premier Berejiklian
(4 November 2020)**

The most notable feature of this online briefing was that Minister Ayres and Premier Berejiklian engaged in a Q&A session based on enquiries received and compiled ahead of the event from Japanese companies.

The questions related to 6 items: specifically, (1) the impact of COVID-19 on infrastructure projects, (2) efforts in the field of technology and innovation including the Tech Central Precinct, (3) efforts in the medical field in the Westmead Health and Education Precinct, (4) expanding opportunities in the Western Sydney Aerotropolis, (5) the role of NSW in the field of space industry, and (6) efforts in the field of energy technology towards the transition to a carbon-free society. Premier Berejiklian replied to each of the questions in her own words and gave thorough explanations, covering the overall vision, individual policies, the latest developments, and expectations for Japanese companies, among other points.

When addressing questions on each topic, Minister Ayres specifically mentioned the names of many Japanese companies which are active worldwide and do business in NSW. It was evident that NSW is eager to invite top international Japanese companies from all fields to do business here.

The occasion was also used to announce the establishment of a stand-alone NSW Trade & Investment Office in Tokyo; the number of staff at the new office will be triple the number of related staff who have until now been based at the Australian Embassy in Japan.



**Minister Ayres acting as MC watches on as
Consul-General Kiya delivers the Vote of Thanks
(4 November 2020)**

When I gave my Vote of Thanks, I began by expressing my gratitude to the Premier for NSW having chosen Japan as the partner country for the very first business webinar addressed to a specific country. I also thanked Japanese companies and members of JCCI/TCCI for participating in the event, saying Japanese companies' combination of technology and reliability was the reason Japan was chosen.

I also conveyed my intention to facilitate two-way communication between NSW and Japan, and I requested the audience from Japanese companies attending to let me know their key take-aways from this special online briefing. With this business webinar, the NSW-Japan government-business virtual platform has now started to operate, and I will work to make it flexible and result-focused.



**HE Ambassador Takahashi Reiichiro during the Western Sydney Aerotropolis site visit with Dr Sarah Hill, CEO of Western Parkland City Authority, and Mr Simon Hickey, CEO of Western Sydney Airport
(9 November 2020)**

The week after this special business webinar, His Excellency Ambassador Takahashi Reiichiro visited Sydney for the first time in 8 months from 9 to 11 November. He made a site visit to the Western Sydney Aerotropolis and the Westmead Health and Education Precinct and he exchanged views with representatives of Japanese companies.

Large-scale groundworks are progressing around the site of the planned Western Sydney International Airport. International air cargo has been significantly affected by COVID-19, but it was explained that with the projected 2026 opening of Western Sydney International Airport being some way off into the future, the works schedule has not changed. When visiting the Westmead Health and Education Precinct, aspiring to be a centre of leading medical innovation, the Ambassador noticed an enthusiasm for cooperation with Japanese companies.

Representatives of Japanese companies noted that compared to many countries and regions around the world, Australia has not been as affected by COVID-19. They also noted that there are continued prospects for Japan-Australia cooperation, including in the field of energy. They indicated that the key to strengthening this cooperation is smooth communication between both the public and private sectors in Japan and Australia.



Exchanging views with deputy state secretary level representatives of NSW agencies (clockwise from top left: Mr Geoff Roberts, Global Head of Relationships at NSW Treasury, Consul-General Kiya, Dr Sarah Hill, CEO of Western Parkland City Authority, Ms Amy Brown, Deputy Secretary, Strategy & Delivery at NSW Department of Premier and Cabinet, Mr Daniel Hunter, Deputy Secretary, Finance and Corporate Services at NSW Health, Ms Kim Curtain, Deputy Secretary, Jobs, Investment and Tourism at NSW Treasury)

The following day on 10 November, there was already another opportunity to exchange views with the NSW Government at a meeting with deputy state secretaries from Premier and Cabinet, Treasury, Health, and the Sydney Metropolitan Authority.

For my part, I conveyed my gratitude to the deputy secretaries for the positive attitude of the NSW Government towards strengthening business ties with Japan, while also conveying feedback from Japanese companies which participated in the special online briefing by Premier Berejiklian and their request for further such opportunities. I was very reassured by the response from the NSW Government side to utilize the feedback and promote concrete efforts to this end.

From here on, working with the NSW Government, I would like to continue to support discussions between the NSW Government and Australian and Japanese businesses, including webinars relating to procurement procedure and about the development of individual precincts.



Material from the 4th event in the start-up webinar series
presented by JETRO Australia
(10 November 2020)

In parallel with the developments I have just described, start-up and innovation efforts are also progressing. The Japan External Trade Organization (JETRO) and the Australian Trade and Investment Commission (Austrade) signed an MoU in January 2020 and reached a new agreement to cooperate in the area of start-ups and innovation. In August, JETRO and Austrade began their webinar series, and the idea to launch an innovation ecosystem in Sydney led by Japan and Australia is taking shape. Videos and materials from previous webinars in the series can be found on JETRO Australia's website.

I assumed my post here in Sydney about one year ago. Western Sydney development was beginning to kick off and you could see this as the Experience Centre was opened at the site. Since then, development has been expanding to more locations in NSW - in the Greater Sydney area and in regional NSW – and participation from Japan has also been growing, from the initial 4 MoUs with partner companies and an organization, to the economic mission in February this year and the many companies participating in the online special briefing last week.

Japan has technology and reliability, and NSW has abundant resources and expanding business opportunities. Combining this two will benefit both Japan and NSW and Australia, and we can in turn benefit the whole world, including in the area of carbon emissions reduction. Working with all of you, I would like to promote this partnership from here in Sydney.

Summary of exclusive webinar “NSW-Japan: Engagement for the Future” (Consulate homepage, Japanese)

https://www.sydney.au.emb-japan.go.jp/itpr_ja/20201104webinar.html

Video of the webinar (Global NSW, NSW Government)

<https://global.nsw.gov.au/nsw-japan-webinar>

Establishment of stand-alone NSW Trade & Investment Office in Tokyo and increasing the number of full-time staff

<https://www.nsw.gov.au/media-releases/global-nsw-to-triple-presence-japan>

Memorandum of Understanding (MoU) between Austrade and the Japan External Trade Organization (JETRO) - 10 January 2020 (DFAT)

<https://www.dfat.gov.au/news/media/Pages/australia-japan-ministerial-economic-dialogue>

JETRO Sydney’s webinar series regarding start-ups (English)

<https://www.jetro.go.jp/australia/invest/webinars.html>

Western Sydney Development – High Expectations for Japanese Private Sector
(Consul-General of Japan's Newsletter No. 6)

https://www.sydney.au.emb-japan.go.jp/itpr_en/about_consul_generals_newsletter_archive_no6.html

Australia's JobMaker plan – New opportunities for the Japanese private sector
(Consul-General of Japan's Newsletter No. 18)

https://www.sydney.au.emb-japan.go.jp/document/CGKiya_18newsE.pdf

Capitalizing on the strength of the Japanese private sector in Australia for the planet:
Latest business developments in NSW (Consul-General of Japan's Newsletter No.
21)

https://www.sydney.au.emb-japan.go.jp/document/CGKiya_21newsE.pdf

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