

## **Consul-General of Japan in Sydney's Newsletter**

### **No. 45 Japan-Australia Business 3.0**

29 July 2021

Did you watch the Tokyo Olympics Opening Ceremony on 23 July? What did you feel watching it?

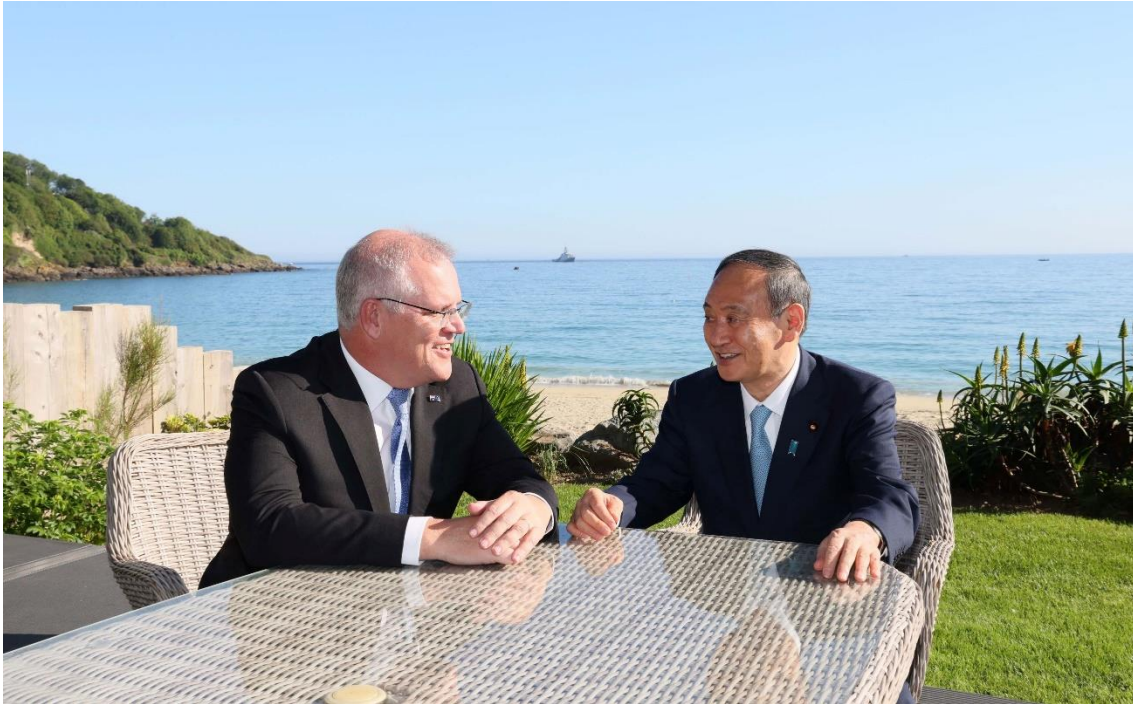
The opening ceremony was truly spectacular with athletes from 205 countries and regions as well as the group of refugee athletes. I felt that the world had gathered in Tokyo as I watched the ceremony. I was proud as a Japanese when Osaka Naomi, who strides the world stage, lit the Olympic cauldron with the Olympic flame.

The President of the Tokyo Organising Committee of the Olympic and Paralympic Games, Ms Hashimoto Seiko, expressed her gratitude and respect to all essential workers including those in medical services and others around the world who have shown such determination in overcoming the challenges of COVID-19. She also expressed her belief that the power of sport and of athletes will bring hope to people and will unite the world. From here in Sydney, I am cheering on the many Japanese and Australian athletes competing in these Olympics, who are bringing us hope and bringing us together in this way.

Here in Sydney, suppressing the Delta variant of COVID-19 is the major challenge, and in addition to the extension of stay-at-home orders for four weeks, vaccinations are being stepped up. I know that Japanese nationals living in NSW are among those experiencing hardship in their daily lives. At the Consulate, while minimizing the number of people coming into the office, we continue to deliver consular counter services and to send out consular emails.

Faced with these challenges, it is more important than ever that we steadily work towards the future development of Japan and Australia and of the world. Where the Consulate can have the most impact is supporting business between Japan and Australia. More specifically, following the expansion of post-war trade and the recent increase in investment (particularly M&As), we are now entering an era of "Japan-Australia Business 3.0" which will create new values and sources of growth through innovation in new fields such as green and digital.

In this newsletter, as I introduce the latest developments and activities in Japan-Australia business, I invite you to consider with me how we can realise "Japan-Australia Business 3.0".



**Japan-Australia Summit Meeting at the G7 Summit in Cornwall  
(13 June 2021; photo Cabinet Public Relations Office)**

● **Japan-Australia Summit Meeting**

On 13 June, a Japan-Australia Summit Meeting was held. Prime Minister Morrison had been invited to the G7 Summit in Cornwall (UK), and this enabled the Japan-Australia Summit Meeting to be held on the sidelines.

At this Summit Meeting, the "Japan-Australia Partnership on Decarbonisation through Technology" was announced. Prime Ministers Suga and Morrison welcomed the announcement and affirmed the importance of enhancing the bilateral economic relations together in the public and the private sectors. In addition, they concurred that Japan-Australia cooperation in the economic field is also important in taking the lead in responding to global issues.

As stated in the written announcement, both Japan and Australia consider a technology-led response to be critical to reducing greenhouse gas emissions while also ensuring economic growth and job creation. To this end, Japan and Australia share an ambition to accelerate the development and commercialisation of low and zero emissions technologies as soon as possible. The partnership announced at the Summit aims to jointly develop and support such initiatives.



**At the Third Japan-Australia Ministerial Economic Dialogue:  
Angus Taylor (top left), Dan Tehan (top right),  
and Kajiyama Hiroshi (bottom)  
(15 July 2021; photo Ministry of Economy, Trade and Industry)**

● **Japan-Australia Ministerial Economic Dialogue**

A follow-up meeting took place this month. On 15 July, the Third Japan-Australia Ministerial Economic Dialogue was conducted between the Hon Dan Tehan MP, Minister for Trade, Tourism and Investment, who was visiting Japan, the Hon Angus Taylor MP, Minister for Energy and Emissions Reduction, who participated online, and HE Mr Kajiyama Hiroshi, Minister of Economy, Trade and Industry.

Regarding the energy sector, under the “Japan-Australia Partnership on Decarbonisation through Technology” announced at the Japan-Australia Summit Meeting in June, the Ministers confirmed that Japan and Australia would cooperate towards practical energy transitions in Asia and continue to collaborate for the further development of concrete projects. Further, they agreed to prioritise efforts to collaborate on carbon capture and storage (CCS), clean hydrogen, and clean fuel ammonia, ahead of COP26.

In the area of trade, regarding CPTPP, RCEP, WTO and supply chain resilience etc, the ministers confirmed that Japan-Australia need to work together and cooperate in the Indo-Pacific region.

On the same day, Minister for Trade, Tourism and Investment Dan Tehan also had a meeting with Foreign Minister Motegi Toshimitsu. The ministers concurred that they

should work on the maintenance/enhancement of multilateral free trade systems such as the TPP11 and the WTO, as well as strengthening bilateral economic relations such as cooperation towards decarbonisation. They also agreed to promote cooperation between Japan and Australia in a wide range of areas, including cooperation at the OECD and the promotion of digital trade.



Photo from the invitation to the webinar co-organised by AJBCC and JETRO  
(scheduled for 10 August 2021)

- **AJBCC-JETRO co-organised webinar**

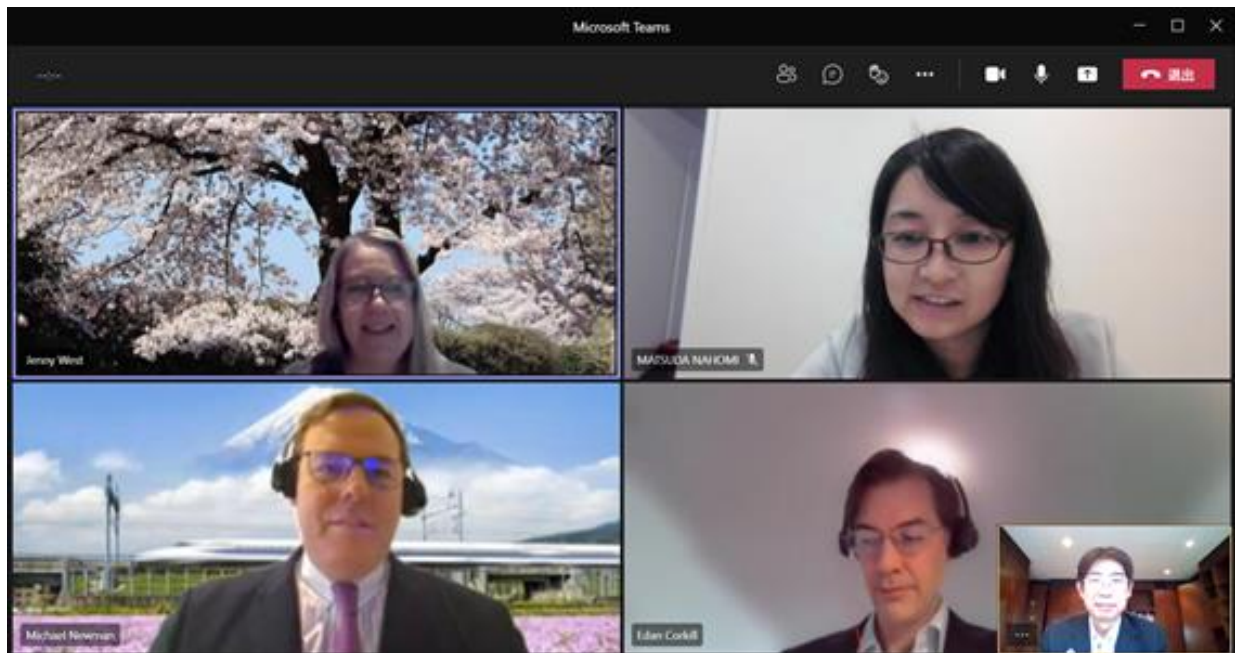
In parallel with these dialogues at the prime ministerial and ministerial level, here in Sydney efforts are proceeding to further promote Japan-Australia business.

Two committees established by the Japanese and Australian business communities, the Australia-Japan Business Co-operation Committee (AJBCC) and the Japan-Australia Business Co-operation Committee (JABCC), have held a joint conference annually since 1963, alternating between Japan and Australia. Just before arriving in Australia to assume my post, I participated for the first time in a joint conference, attending the 57<sup>th</sup> Joint Business Conference held in Osaka in October 2019. Approximately 400 people from Japan and Australia met, and I felt the significance of this event. However, last year, the joint business conference had to be postponed due to COVID-19 and the next one is planned for October this year. We have been discussing how to strengthen joint business activities between annual conferences.



Born out of discussions between Japan-Australia business representatives, including AJBCC, JETRO Sydney Office, the Japan Chamber of Commerce and Industry (JCCI) in Sydney, as well as the Australian and New Zealand Chamber of Commerce in Japan (ANZCCJ), the idea has materialised to hold a webinar series enabling wide participation from both Japan and Australia as a complement to activities such as the annual Japan-Australia Joint Business Conference. These webinars will be co-organised by AJBCC and JETRO, with the support of other related organisations.

The theme of the first webinar is “A NSW Panel Discussion on Australia-Japan Hydrogen Supply Chain”. Conducted in English, the webinar will be held on 10 August and already more than 400 people have registered. If you have an interest in this area, please join us.



Meeting with Mr Michael Newman, NSW Senior Trade and Investment Commissioner in Japan (bottom left), Ms Jenny West, Deputy Secretary, Trade & International, Investment NSW (top left), and Mr Edan Corkill, Japan Officer (bottom right)  
(21 July 2021)

● **Launch of Investment NSW and announcement of Senior Trade and Investment Commissioner in Japan**

Another recent, significant development is the organisational restructuring of the NSW Government’s trade and investment agency.

On 29 March this year, Investment NSW was established. Investment NSW consolidates various NSW Government bodies from different ministries under the Department of Premier and Cabinet, including the trade and investment group, tourism and study NSW, among others. Ms Amy Brown, previously Deputy Secretary at the Department of Premier and Cabinet, is the Chief Executive of Investment NSW, and Ms Jenny West, previously Deputy Secretary at Treasury NSW, is the Deputy Secretary, Trade & International, Investment NSW. Investment NSW will oversee NSW's trade with the whole world including Japan and overseas offices.

Later, on 16 July, the appointment of Mr Michael Newman as the Tokyo-based Senior Trade and Investment Commissioner for Japan and South Korea was announced. This is the realisation of the NSW Government's announcement in December 2019 to appointment senior trade and investment commissioners to six centres around the world – London, Mumbai, New York, Shanghai, Singapore and Tokyo.

On 21 July, I met online with Senior Commissioner Newman and Deputy Secretary West. Mr Newman is from NSW. In 1983, aged 12, he visited Japan for the first time, and from 1985, he studied Japanese at high school. Later, he did a year of exchange at Hitotsubashi University in Japan, and he speaks Japanese very fluently, having worked in Japan for 20 years largely in finance and research. He spoke of his determination to become a bridge between Japan and NSW.

Commissioner Newman fully understands the differences in organisational culture between Japan and Australia as well as the importance of creating long-term relationships. He said that going forward he would like to invest time not only in established areas such as natural resources and infrastructure, but also in promoting Japanese SMEs to advance in Australia and collaboration with start-ups.

For my part, I spoke of the importance of Japan and Australia walking a shared path to realise the sources of growth, centred on green and digital, through innovation and start-ups as the way to "Japan-Australia Business 3.0" following trade and M&As. I said I believe that it would be most effective to highlight forerunner examples of Japanese and Australian companies. Commissioner Newman said that he also shares my 3.0 vision, and I expressed my desire to work together from here on.



**Visit to the NTT Client Innovation Centre  
(11 June 2021)**

● **The activities of Japanese companies in NSW**

Japanese companies are active and contributing across diverse sectors in NSW. There is a growing momentum among Japanese companies participating in the development of the Greater Sydney area - in 2018, Mitsubishi Heavy Industries, Mitsui Sumitomo Financial Group, Hitachi Ltd and UR Urban Organisation signed MoUs with the NSW Government; later, NEC (April 2019) and NTT (March 2020) signed MoUs with the NSW Government.

On 11 June, I visited the NTT Client Innovation Centre (CIC) located at Darling Harbour in central Sydney. It is an exhibition facility designed to promote collaboration between NTT and its clients. Opened in 2018, it was the very first CIC outside Japan.

In addition to explaining exhibits showcased at the CIC, Ms Tania Balcombe, CEO of NTT Australia and New Zealand, told me about the establishment of a cyber-security centre of excellence and the development of the “CyRise Boot Camp Program” which supports start-up incubation, ahead of the smart-city development of Sydney’s Central Station area into the Tech Central precinct. This truly is an initiative that will give rise to

leading technologies through Japan-Australia collaboration in the digital field, and I look forward to future developments.



**Discussion among Japanese and NSW housing representatives  
(17 June 2021)**

On 17 June, I invited representatives from Asahi Kasei Homes, Daiwa House, Sekisui House and Sumitomo Forestry, the Hon. Melinda Pavey, NSW Minister for Water, Property and Housing, and representatives from four housing organisations to my official residence, and we discussed how Japanese housing companies can contribute to the increasing demand for housing in NSW.

Each company introduced housing developments currently underway in different locations, and there was also an explanation regarding new initiatives and R&D that consider the environment and sustainability such as net-zero energy housing. I felt that employing these Japanese strengths in Australia's large-scale development projects has great merits for both Japan and Australia.



When I arrived here a year and a half ago, the task at hand was raising the awareness of Japanese companies about new business opportunities presented by Western Sydney development. Now, however, this task has changed – the profile of Australia has been raised on the tailwinds of hydrogen and smart infrastructure, and so, rather than disseminating and explaining general information, the point is providing examples of how concrete business opportunities in individual sectors are being realised. I would like to continue to provide a place for such exchange.



**The 58<sup>th</sup> Australia-Japan Joint Business Conference**  
(To be held 4-6 October 2021)

● **Towards “Japan-Australia Business 3.0”**

The upcoming Australia-Japan Joint Business Conference will be held from 4 to 6 October and will connect Adelaide with Tokyo. The overall theme is “Collective Efforts in Turbulent Times”, and the main sessions will cover three topics: energy transition, overcoming COVID-19 and global value chains. This is an important opportunity for Japanese and Australian companies and government bodies to debate what measures need to be taken in these areas and how to realise them. I also plan to attend the conference as much as possible.

In a world of great change, we must not rest on the success of Japan-Australia business cooperation to date. We must address urgent issues head on, and I think it is important that we do as our leaders agreed - “take the lead in responding to global issues”. I intend to support Japan-Australia business from here in Sydney, so that following trade and M&As, the development of “Japan-Australia Business 3.0” can take off and solve global issues through innovations, while making the most of both countries’ strengths. If you have any opinions or ideas, please feel free to contact me.

KIYA Masahiko, Consul-General of Japan in Sydney

Japan-Australia Summit Meeting at the Cornwall G7 Summit (13 June 2021)

[https://www.mofa.go.jp/a\\_o/ocn/au/page1e\\_000327.html](https://www.mofa.go.jp/a_o/ocn/au/page1e_000327.html)

Third Japan-Australia Ministerial Economic Dialogue (15 July 2021) Joint Statement

<https://www.meti.go.jp/press/2021/07/20210715008/20210715008-1.pdf>

Meeting between Foreign Minister Motegi and Minister for Trade, Tourism and Investment Tehan (15 July 2021)

[https://www.mofa.go.jp/press/release/press1e\\_000208.html](https://www.mofa.go.jp/press/release/press1e_000208.html)

AJBCC-JETRO co-sponsored webinar: A NSW Panel Discussion on Australia-Japan Hydrogen Supply Chains (to be held 10 August 2021) - invitation

<https://www.ajbcc.asn.au/2021/07/webinar-a-nsw-panel-discussion-on-australia-japan-hydrogen-supply-chains/>

Investment NSW

<https://www.investment.nsw.gov.au/>

Appointment of Mr Michael Newman as Senior Trade and Investment Commissioner (Japan and South Korea)

<https://www.investment.nsw.gov.au/resources/media-releases/new-trade-and-investment-commissioner-to-boost-nsw-business-in-north-asia/>

Signing of MoU between NTT and the NSW Government (30 March 2021)

<https://www.investment.nsw.gov.au/resources/media-releases/sydneys-tech-central-attracts-tech-giants/>

58<sup>th</sup> Australia-Japan Joint Business Conference (4-6 October 2021)

<https://www.ajbcc.asn.au/joint-conference-2021/>

(End)