

Consul-General of Japan in Sydney's Newsletter

No. 52 A new era of New South Wales-Japan cooperation

26 November 2021

Last week, a new era of New South Wales-Japan cooperation began. On 19 November, the 5th Japan-Australia Infrastructure Networking Meeting organised by the Embassy of Japan in Australia was held in Sydney. On the same day, NSW Premier Dominic Perrottet and Ambassador Yamagami Shingo had their first meeting.

On these occasions, many ideas were shared with a view to promoting future cooperation between Japan and NSW, including the development of Western Sydney, hydrogen and decarbonisation. In this issue of my newsletter, as I introduce the developments, I invite you to consider with me how we should construct this new era from here on.



**Ambassador Yamagami's keynote address
at the Japan-Australia Infrastructure Networking Meeting
(19 November 2021, at PwC Sydney Office)**

● 5th Japan-Australia Infrastructure Networking Meeting

Organised by the Embassy of Japan in Australia, the Japan-Australia Infrastructure Networking Meeting was first held in 2016 in order to strengthen collaboration between Japanese and Australian infrastructure-related companies. [The 4th meeting](#) was held in Sydney in March last year, and more than 100 people participated. Soon afterwards, it became difficult to hold in-person events, but fortunately last month the lockdown was lifted. As a result, about 100 people attended the 5th meeting on 19 November at the Sydney venue, with a further 100 participants attending online from around Japan. It was a great success!

The main theme of this meeting was “Western Sydney Development”. In his [keynote speech](#), His Excellency Mr Yamagami Shingo, Ambassador of Japan to Australia, outlined the appeal of Australia as an investment destination to Japanese companies, and to Australian companies he promoted the technical know-how and financial strength of Japanese companies. He also spoke about the progress of Japanese companies’ growing involvement in Western Sydney development and revealed his expectations for Japan-Australia infrastructure cooperation around Australia, including high-speed rail.

From the Australian side, Ambassador of Australia to Japan, Her Excellency Ms Jan Adams, delivered her speech virtually and emphasised how great the potential of Japan-Australia cooperation are in the field of infrastructure, including cooperation towards net zero by 2050. In his keynote speech, the Hon. Stuart Ayres MP, NSW Minister for Employment, Investment, Tourism and Western Sydney, said he greatly welcomed Japanese companies’ participation in the development of Western Sydney, while introducing the visit on the same day by Prime Minister Morrison and NSW Premier Perrottet to the planned construction site of the new passenger terminal at Western Sydney airport.

All through the afternoon following the opening speeches, the presentations and Q&A sessions were highly informative: from the perspective of Japanese companies there was a presentation by Sumitomo Mitsui Banking Corporation (SMBC); from the perspective of the NSW Government, there were presentations by the Western Parkland City Authority (WPCA) and the Greater Sydney Commission; and from the perspective of Japanese Government Agencies, there were presentations by Japan External Trade Organization (JETRO) and Urban Renaissance (UR).

Lunch and breaks allowed enough time for participants to network. I also made use of this opportunity – for example, I was able to introduce a representative of a Japanese company supporting Australian local government agencies in their transition to zero emissions to a representative of the Western Parkland Councils whom I had previously met. I feel that this type of “matchmaking” is very useful in developing business between Japan and Australia.



**My closing remarks
at the Japan-Australia Infrastructure Networking Meeting
(19 November 2021, at PwC Sydney Office)**

In my closing remarks, I gave a heartfelt vote of thanks to representatives of the business community which are doing the work and creating value, to representatives of the Australian and NSW Governments for their remarkable leadership in handling COVID and developing infrastructure, and the team of government and private sector representatives who made all the preparations for the day’s event including people from the Embassy, KPMG, PwC and AJBCC. I also expressed my determination to do my very best to provide support as a contact point for the NSW government, the Japanese companies and Japanese government.

Government-private sector cooperation will be key to infrastructure projects which are large-scale greenfield developments stretching over several decades such as Western Sydney development. Japanese participation is valued in such developments, and close collaboration between the four actors of “Japan, Australia, government and private sector” is indispensable. The team which organised this networking meeting is familiar with the issues facing each of these actors as well as “information gaps”, and the structure and contents of talks and presentations from the Japanese and Australian government and private sector reflected this. Thanks to this careful planning, the daylong conference successfully deepened mutual understanding and helped create the networks and foundations for further cooperation.

With the opening of the Western Sydney airport in 2026, various procurement procedures will begin in earnest from now on. I hope that this networking meeting will lead to more Japanese companies being able to contribute to the construction of smart infrastructure in the new city utilizing their technical and financial strengths.

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**Ambassador Yamagami, NSW Premier Perrottet and me
(19 November 2021, at the Office of the NSW Premier)**

● **Meeting between Premier Perrottet and Ambassador Yamagami**

On the same day, NSW Premier Dominic Perrottet and Ambassador Yamagami Shingo met for the first time. After assuming his post in December last year, Ambassador Yamagami met with then Premier Berejiklian on the occasion of his official visit to NSW in May. This time, the first meeting with Ambassador Yamagami was realized shortly after the inauguration of Premier Perrottet, and I also attended the meeting.

Japan and NSW have a close relationship. For NSW, Japan is its second largest trading partner and its largest export destination, and recently, direct investment, including M&A, has been increasing. Moreover, there are approximately 230 Japanese companies that have entered the market in NSW, Japan's 3 megabanks all have their main Australian office in Sydney, and Japan's major ICT companies are also serving the state government. For Sydney metropolitan development, the NSW Government has signed a Memorandum of Understanding (MoU) with six Japanese companies and organisations. NSW has more Japanese restaurants than any other state in Australia with more than 1,500. Pre-COVID-19, more and more tourists were coming from Japan; in 2019, around 200,000 Japanese visited Sydney. Furthermore, NSW has a sister city relationship with Tokyo.

Ambassador Yamagami had a fruitful exchange of opinions with Premier Perrottet. Looking ahead to the resumption of travel between Japan and Australia post-COVID-19, they touched on the infrastructure networking meeting and focused on the stronger economic ties between Japan and NSW including Western Sydney development, high-speed rail and hydrogen. I will continue to follow up in Sydney.

New opportunities in critical minerals in Australia

Nichi-Go Global x J-Bridge webinar

Thursday 2 December from 4pm AEDT / 2pm JST



Nichi-Go Global x J-Bridge webinar “New Opportunities in Critical Minerals in Australia” (to be held 2 December 2021)

● Nichi-Go Global x J-Bridge webinar launched

An area that will have a major impact on the economy and society in both Japan and NSW is startup-innovation cooperation. To promote this, Investment NSW, JETRO and this Consulate, with the cooperation of the Australia-Japan Business Cooperation Committee (AJBCC) and Innovation Dojo, have decided to jointly launch “Nichi-Go Global”. This is an initiative to connect innovative and promising Australian start-up/scale-up companies with Japanese companies. It will also work in conjunction with JETRO’s recent [J-Bridge](#) initiative which facilitates collaboration and alliances between Japanese and overseas companies.

As we move towards realizing a carbon-free society, [the first Nichi-Go Global x J-Bridge webinar](#), to be held on 2 December (Thursday), will introduce NSW businesses related to critical minerals. In order for the global supply chain to transition to carbon neutral, the strategic securing of important minerals and

construction of processing and refining capacity are indispensable. The CEOs of three companies based in NSW will explain business opportunities for Japanese companies.

From here on, webinars will be held every few months introducing carefully selected promising NSW startups/scale-up companies by theme, and we are looking to expand this initiative Australia-wide with the support of other state governments. Please stay tuned.



**Jacarandas on Cathedral Street and Sydney Tower
(6 November 2021)**

● Towards a new era of Japan-NSW cooperation

Here in NSW, since Premier Perrottet assumed office this October, the pace has been quickening to reopen business post-COVID-19. Against this, with the 5th Japan-Australia Infrastructure Networking Meeting being held in Sydney and the first meeting between Premier Perrottet and Ambassador Yamagami, I feel that Japan and NSW have entered a new phase of cooperation.

There are boundless opportunities for new cooperation with Japan in NSW, including Western Sydney and Greater Sydney development, hydrogen and decarbonisation, critical minerals, startup and innovation. These will be realized by Japanese and Australian companies doing business in wide-ranging fields, and it is the role of Japanese and Australian governments to support these efforts. With the close cooperation of the four actors – encompassing Japan, Australia, government and private sector - we will continue to do our utmost to create various collaborative projects in this new era.

Kiya Masahiko, Consul-General of Japan in Sydney

(Ends)