50 years of friendship and prosperity

The importance of the Japan-Australia relationship is very difficult to overstate. Japan is Australia's No. 1 trading partner and export market. In turn, Japan relies heavily on Australia for its energy, material, food, and increasingly, its geostrategic security. It is in the most fundamentally significant partnership in Asia.

As Prime Minister Shinzo Abe and his Australian counterpart John Howard have continued efforts to bolster trade and strategic dependence, and ideological values, and shared cultural and ideological values, and mutual strategic dependence from the core of this broad and deep relationship. It is a relationship that goes back more than 150 years, when Japan opened up to the West, through the days of the legendary Japanese pirates of Biarne and the historic signing of the Agreement on Commerce 130 years later. Japan-Australia relations are recognized as one of the most important bilateral relationships in the world.

The Japanese Prime Minister Shinzo Abe and his Australian counterpart John Howard have continued efforts to bolster trade and strategic dependence, and ideological values, and shared cultural and ideological values, and mutual strategic dependence from the core of this broad and deep relationship. It is a relationship that goes back more than 150 years, when Japan opened up to the West, through the days of the legendary Japanese pirates of Biarne and the historic signing of the Agreement on Commerce 130 years later. Japan-Australia relations are recognized as one of the most important bilateral relationships in the world.

The Japanese Prime Minister Shinzo Abe and his Australian counterpart John Howard have continued efforts to bolster trade and strategic dependence, and ideological values, and shared cultural and ideological values, and mutual strategic dependence from the core of this broad and deep relationship. It is a relationship that goes back more than 150 years, when Japan opened up to the West, through the days of the legendary Japanese pirates of Biarne and the historic signing of the Agreement on Commerce 130 years later. Japan-Australia relations are recognized as one of the most important bilateral relationships in the world.

The Japanese Prime Minister Shinzo Abe and his Australian counterpart John Howard have continued efforts to bolster trade and strategic dependence, and ideological values, and shared cultural and ideological values, and mutual strategic dependence from the core of this broad and deep relationship. It is a relationship that goes back more than 150 years, when Japan opened up to the West, through the days of the legendary Japanese pirates of Biarne and the historic signing of the Agreement on Commerce 130 years later. Japan-Australia relations are recognized as one of the most important bilateral relationships in the world.

The Japanese Prime Minister Shinzo Abe and his Australian counterpart John Howard have continued efforts to bolster trade and strategic dependence, and ideological values, and shared cultural and ideological values, and mutual strategic dependence from the core of this broad and deep relationship. It is a relationship that goes back more than 150 years, when Japan opened up to the West, through the days of the legendary Japanese pirates of Biarne and the historic signing of the Agreement on Commerce 130 years later. Japan-Australia relations are recognized as one of the most important bilateral relationships in the world.

The Japanese Prime Minister Shinzo Abe and his Australian counterpart John Howard have continued efforts to bolster trade and strategic dependence, and ideological values, and shared cultural and ideological values, and mutual strategic dependence from the core of this broad and deep relationship. It is a relationship that goes back more than 150 years, when Japan opened up to the West, through the days of the legendary Japanese pirates of Biarne and the historic signing of the Agreement on Commerce 130 years later. Japan-Australia relations are recognized as one of the most important bilateral relationships in the world.

The Japanese Prime Minister Shinzo Abe and his Australian counterpart John Howard have continued efforts to bolster trade and strategic dependence, and ideological values, and shared cultural and ideological values, and mutual strategic dependence from the core of this broad and deep relationship. It is a relationship that goes back more than 150 years, when Japan opened up to the West, through the days of the legendary Japanese pirates of Biarne and the historic signing of the Agreement on Commerce 130 years later. Japan-Australia relations are recognized as one of the most important bilateral relationships in the world.
Australia’s rugged terrain provides perfect conditions for Yamaha Motor to sustain its business in this country. Because there are off-road motorcycles, there is racing, a key area of business for Yamaha. The Japanese company has a 24 percent share in the domestic motorcycle and all-terrain vehicle (ATV) markets, largely due to its competitive off-road range.

In Australia — vast in area and without an extensive rail system — the road freight system has remained a vital component of the economy.

Hino Australia increases its horsepower

Hino Jeep Australia is the largest importer and wholesaler of Jeeps. Hino’s growth in this market is due to the growing demand for SUVs, which carry the health and wealth of the nation.

Kiiru Hatsa is the managing director of Hino Jeep Australia. He explains Hino Jeep Australia’s growth by the increasing popularity of SUVs and the growing market for them.

Kiiru Hatsa has been with the company since 1998. He started out as a sales representative and worked his way up to managing director. He is responsible for the operation of the company, which includes managing sales, marketing, and customer service.

Kiiru Hatsa believes that the success of Hino Jeep Australia can be attributed to several factors. These include the increasing demand for SUVs, the growing market for them, and the company’s focus on providing high-quality products and services.

In the future, Kiiru Hatsa hopes to continue growing the business and expanding its product line. He also hopes to continue to provide top-notch customer service.

Suzuki finds creative ground

Suzuki has been in Australia for over 40 years, and it has a strong presence in the automotive industry. The company is known for its innovative design and engineering, and it has a wide range of products, from motorcycles to SUVs.

Suzuki’s success in Australia can be attributed to several factors. One of the most important is the company’s ability to adapt to the local market. Suzu...
Hagemeyer Brands Australia CEO Michael Touma has been a boon to companies for which the company is a distributor. "Since the shift from film to digital, the camera industry has changed completely," says Kyotaro Hagimori, managing director of Hagemeyer Australia, who wants to establish closer relationships with customers. "We are currently handling imaging products within Australia, which will allow Nikon to build brand awareness throughout the market."

"Our first goal is to break into the Australian market and make ourselves a competitive range of products which Hagemeyer will offer. We must be more aggressive in attracting new customers by giving them a better understanding of our products," he says. In highly competitive markets, customers tend to become price conscious. But, Hagimory says that Australian consumers have changed their mind. Australians have a good understanding of today’s camera technology. They are keen on new technologies and see the value in the quality of today’s products.\n
Hagemeyer has moved from a company that has raised its market share with digital compact digital cameras from between 12 percent and 13 percent to between 17 percent and 18 percent in just three months. Next year, General Manager Peter Harley projects a 20-plus percent market share. Image of its durable water-proof and shock-proof camera—affectionately known as ‘‘Tough’’—in the jaws of a stubborn (or perhaps just brand-savvy) but lovable drooling dog have saturated the country in television and print campaigns, explaining the extensive imagery, we think about how all of the features in a product are designed for consumers and staying nimble to grow and develop together. Japan needs a closer relation, country to country. If this continues, our responsibility to this market is even bigger,’’ he says. www.panasonic.com.au

Nikon Australia Managing Director Kyotaro Hagimori and Nikon's D40X digital single-lens reflex camera (right)
AN INTERNATIONAL PARTNERSHIP LEADS TO CLEANER COAL ENERGY

Among the many areas that Japanese and Australians agree on is the environment. Both cultures have innate respect for their surroundings, and a strong inclination toward sustainability.

Brian Power is a busy man. He is chairman of the Australian Nanotechnology Business Forum (ANBF), a recently formed organization that promotes nanotechnology development in the country. He has been overseeing the important task of educating Australians about this emerging field.

“Nanotechnology, like the world around us, is changing,” he says. “The whole industry is changing very, very fast.”

Power and the ANBF also act as front-liners in Australia’s bid to be one of the international centers of excellence in nanoscience and nanotechnology.

The ANBF aims to build opportunities that are attractive, highly collaborative and effective in a manner.

Power and the ANBF are excited about in 10. In five years, we will see greener and cleaner solutions coming from these technologies — solutions that are important for Australians and Japanese alike,” says Power.

The firm has highly trained Japanese expatriates, who draw on global contacts and an advanced, the country’s operational ease while culturally, Australia is merely 1 to 2 hours different from Japan.

Australia has made its own unique contribution to the field of nanoscience and nanotechnology. It has also supported the growth of nanotechnology in Australia.

Pioneering the future of the nanotechnology industry globally, Australia is now a leader. Here, we are combining the best of the global research and development landscape, as cost pressures move businesses to find new and innovative ways to compete.

Power and the ANBF are excited about in 10. In five years, we will see greener and cleaner solutions coming from these technologies — solutions that are important for Australians and Japanese alike,” says Power.

The firm has highly trained Japanese expatriates, who draw on global contacts and an advanced, the country’s operational ease while culturally, Australia is merely 1 to 2 hours different from Japan.

Australia has made its own unique contribution to the field of nanoscience and nanotechnology. It has also supported the growth of nanotechnology in Australia.

Pioneering the future of the nanotechnology industry globally, Australia is now a leader. Here, we are combining the best of the global research and development landscape, as cost pressures move businesses to find new and innovative ways to compete.

Realtek Technologies Director Brian Power (left) and the Miyano BNE-64SY, the largest in the world.

An international partnership leads to cleaner coal energy.

Such is the case at Japanese engineering firm IH Corp., a 100-year-old holder of innovation, where cutting-edge technology is providing greener solutions to Australia.

In a project partially funded by the Australian government, IH and a core team of Australian and Japanese engineers, along with a consortium of like-minded Australian, European and other Japanese firms, are developing new technology capable of achieving new emission-reduction and electricity generation.

Called CleanTech, the pro- cess involves the combustion of coal desulfurized in a mixture of oxygen and re-circulated flue gas to reduce the emis- sions of flue gas from the process. It results in a more concentrated stream of carbon dioxide than regular combustion, making it possible to capture and compress these emissions in a cost-effective manner.

Rather than being released into the atmosphere, the carbon dioxide is converted into liquid form and literally can- nedo away for other applications or sequestered deep underground, IH has com- of power plants, 12 biomass power plants, 11 wind power plants, 7 geothermal power plants, 6 photovoltaic power plants and 1 solar power plant.

Power and the ANBF are excited about in 10. In five years, we will see greener and cleaner solutions coming from these technologies — solutions that are important for Australians and Japanese alike,” says Power.

The firm has highly trained Japanese expatriates, who draw on global contacts and an advanced, the country’s operational ease while culturally, Australia is merely 1 to 2 hours different from Japan.

Australia has made its own unique contribution to the field of nanoscience and nanotechnology. It has also supported the growth of nanotechnology in Australia.

Pioneering the future of the nanotechnology industry globally, Australia is now a leader. Here, we are combining the best of the global research and development landscape, as cost pressures move businesses to find new and innovative ways to compete.

Realtek Technologies Director Brian Power (left) and the Miyano BNE-64SY, the largest in the world.

An international partnership leads to cleaner coal energy.

Such is the case at Japanese engineering firm IH Corp., a 100-year-old holder of innovation, where cutting-edge technology is providing greener solutions to Australia.

In a project partially funded by the Australian government, IH and a core team of Australian and Japanese engineers, along with a consortium of like-minded Australian, European and other Japanese firms, are developing new technology capable of achieving new emission-reduction and electricity generation.

Called CleanTech, the process involves the combustion of coal desulfurized in a mixture of oxygen and re-circulated flue gas to reduce the emissions of flue gas from the process. It results in a more concentrated stream of carbon dioxide than regular combustion, making it possible to capture and compress these emissions in a cost-effective manner.

Rather than being released into the atmosphere, the carbon dioxide is converted into liquid form and literally carried away for other applications or sequestered deep underground, IH has com-
Staying ahead in the industry

Robust Australian-Japanese economic relations can be attributed to long-standing efforts to nurture symbiotic ties that have consequently strengthened several industries in Australia due to growing demand in land-scarce Japan.

**Developed at a cost of about $844 million, the Hamlin plant in New South Wales will be the world’s first commercial scale facility to make iron ore fines, which will in turn allow greater management of the quality of iron ore fines.**

Fueling economic growth outside Australia

- **Minerals have countless applications, many of which consumers may not even know about.**
- **A leader in the industry has been a driving factor in the steady supply of those vital components of products used in daily life.**
- **From its loading dock in Brisbane, New Hope ships its clean coal to several countries, including Japan.**

Sustainability ensures success

- **We have a very strong, unique form of strategic leadership . . . We always deliver what we say. No ifs and buts or maybes. We just do it.**
- **We have been fortunate to have very good working relations built on a foundation of mutual trust and respect.**
- **We have been able to align ourselves with New Hope’s many Japanese clients and partners for more than 25 years.**

From adversity flows a stream of ingenuity

- **The Australian approach to water distribution and management is one reason many international visitors come to Ken Matthews, chairman and CEO of Australia’s National Water Commission.**

Advanced technologies and solutions in a future where climate change effects many other countries.

- **We are learning to manage our water in a way that not only produces economic benefits, but also does not destroy our natural systems.**
- **We want to align ourselves with New Hope’s larger companies face challenges that require access to the composite skills of managers.**

Minerals is the world’s largest iron ore exporter partly because of its abundant iron ore.

- **Our production capacity is moving to 220 million tons a year by 2009, and we hold approximately 30 percent of the low-volatile PCI coal producer in Japan.**
- **The ore we produce is of consistent high-quality, and we are confident of the strong relationship with our customers.**

CEO Robert Neale.

- **Dampier Salt is also a top exporter of top-grade white salt.**
- **Dampier Salt has a long and deep relationship with Nihon Shoji Trading, Marubeni and other Japanese customers.**

Sustainability ensures success

- **We have a very strong, unique form of strategic leadership . . . We always deliver what we say. No ifs and buts or maybes. We just do it.**
- **We have been fortunate to have very good working relations built on a foundation of mutual trust and respect.**
- **New Hope’s many Japanese clients and partners for more than 25 years.**

From adversity flows a stream of ingenuity

- **The Australian approach to water distribution and management is one reason many international visitors come to Ken Matthews, chairman and CEO of Australia’s National Water Commission.**

Advanced technologies and solutions in a future where climate change effects many other countries.

- **We are learning to manage our water in a way that not only produces economic benefits, but also does not destroy our natural systems.**
- **We want to align ourselves with New Hope’s larger companies face challenges that require access to the composite skills of managers.**

Minerals is the world’s largest iron ore exporter partly because of its abundant iron ore.

- **Our production capacity is moving to 220 million tons a year by 2009, and we hold approximately 30 percent of the low-volatile PCI coal producer in Japan.**
- **The ore we produce is of consistent high-quality, and we are confident of the strong relationship with our customers.**

CEO Robert Neale.

- **Dampier Salt is also a top exporter of top-grade white salt.**
- **Dampier Salt has a long and deep relationship with Nihon Shoji Trading, Marubeni and other Japanese customers.**

Sustainability ensures success

- **We have a very strong, unique form of strategic leadership . . . We always deliver what we say. No ifs and buts or maybes. We just do it.**
- **We have been fortunate to have very good working relations built on a foundation of mutual trust and respect.**
- **New Hope’s many Japanese clients and partners for more than 25 years.**

From adversity flows a stream of ingenuity

- **The Australian approach to water distribution and management is one reason many international visitors come to Ken Matthews, chairman and CEO of Australia’s National Water Commission.**

Advanced technologies and solutions in a future where climate change effects many other countries.

- **We are learning to manage our water in a way that not only produces economic benefits, but also does not destroy our natural systems.**
- **We want to align ourselves with New Hope’s larger companies face challenges that require access to the composite skills of managers.**

Minerals is the world’s largest iron ore exporter partly because of its abundant iron ore.

- **Our production capacity is moving to 220 million tons a year by 2009, and we hold approximately 30 percent of the low-volatile PCI coal producer in Japan.**
- **The ore we produce is of consistent high-quality, and we are confident of the strong relationship with our customers.**

CEO Robert Neale.
**The redefinition of the pearl**

The rich lore of the Australian South Sea pearl industry is replete with stories of boldness and ingenuity, and populated by characters as big as the seas from which they draw their livelihood.

One of today’s keystone figures is Rosario Abarca, founder of The AUTORE Group — a producer and wholesaler distributor of South Sea pearls and designer of top-class pearl jewelry, whom at Hollywood red-carpet events, seen in iconic double-decker trains. In Australia’s largest ever rolling stock acquisition, Hitachi and local Downer-EDI Rail will form a joint venture to manufacture 78 eight-car sets for the public company Rail Corporation New South Wales.

Hitachi Rail say they have a good relationship with Downer EDI Rail. We know its customs, its style of thinking. We have had good experiences with it and are confident that we can manage our many activities with it,” Sugihara says of its Australian partner.

The result of these exercises is found in the Japanese customer base over 13 years of his Australian partner. “It’s tough right now, tough keeping the system running. We are very happy with that,” says Sugihara.

**Supply chain dedication puts customers first**

Expanding to Japan not only benefits dairy ingredient specialist Burra Foods Australia, the move also means considerable flow-ons for its customers.

One of its Japanese clients recently invested in technology and developed a market in China by relying on the quality and reliability of Burra products.

“The Japanese client is un- standard using local trash talk. So, they have their own standards and when they come to us, they ask us to have our products to those standards,” says Burra’s Crothers.

The decision underlines Bur- dant manufacturing, by excellent traceability, and tech- nology and expert culture,” explains Chief Executive Grant Crothers.

Since 2000, the family- owned company has operated a branch office in Tokyo dedicated to sales and technical support. It remains the only pri- vately owned Australian dairy company that has a sales and technical commitment to the Japanese market.

Burra Foods services food manufactur- ers all over the world. As an SME in a dairy ingredi- ent market, it is helping to be- come the world leader in the Australian industry. But as we are very happy with that decision and the 20,000-plus yen household, some 23 languages, including Chinese, is heard with saying the sound of near constant clicking as thousands of radiant pearls are sorted by the company’s highly trained artisans. We are constantly creating in new technology and readily adjusting to customer needs. We are good at one-on-one customer intimacy and product leadership. And we’re good at under-standing customer needs. We’re good at understanding customer needs. We are very good at understanding customer needs.”

**It can be imagined, it’s possible.**

The Hitachi 42P6060D7A is the world’s first 42-inch High- Definition Integrated Digital Plasma panel TV with a 1080p resolution (top left) and a digital rendition of the planned Balmain PVD double-decker train (above).

**The definition of pearls**

Pearls are a product of the environment, the beauty of the sea. The more people I can share this with, the more satisfied I ultimately am.”

**Plasma TV. Better than big screen LCD TVs, from any angle**

Plasma TVs maintain high contrast and picture quality when viewed from any angle. They even allow you to adjust viewing angles, so you can have contrast that’s up to 70% causing the image to appear hazy and washed out. If you watch entertainment groups of people for viewing, move nights or sports events, you need a Plasma so everyone has the best seat in the house.

www.panzasonic.co.com.au

- Reprints of this report are available for US$ 2.00 a copy, plus mailing costs. Minimum order of 100 copies. For orders, contact: info@worlddanyeports.com, Tel.: +1-410-531-6870, Fax: +1-410-531-6872.