



World Eye Reports Australia



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Strengthening ties with the Japanese

Australia is fortunate that its economy has stayed very strong in these turbulent times.

While external economic forces may have been a cause for concern, the country remained a vital factor in the growth strategy of most companies in the Asia-Pacific region.



Japanese Consul General in Sydney Nobuhito Hobo

With its well-documented wealth of natural resources, greatly valued Euro-American consumer test market and highly regarded service sector, Australia is widely recognized as an ideal business location for many companies, including several from Japan.

Several Japanese giants have again stepped up their operations and investment in Australia the past several years after a prolonged hiatus in the 1990s.

"Japan and Australia have an indispensable relationship and we are rediscovering each other through our strong economic ties. The historical structures between our two countries are leading to traditional and new connections in business, and we intend to continue deepening our relationship," states Sydney Consul General Nobuhito Hobo.

Today, the two nations are capitalizing on a fresh wave of capital from Japan to further consolidate strong and long-running ties with each other.

In fact, Japanese investment in Australia reached a record high last year.

"Australia and Japan have a multifaceted relationship that does not depend on any one industry sector, product or economic cycle and the Australia-Japan relationship is likely to continue to grow despite or because of the challenges that lie ahead," says Australia-Japan Society of New South Wales President Philip Mitchell.

One of those challenges is the ongoing free-trade agreement negotiations between Japan and



Australia has much to celebrate. As several leading economies buckled under the weight of the global credit crisis, the country grew due to its strong economic fundamentals and wise financial policies.

Australia. Australia is the fourth-largest host of Japanese residents outside Japan, and was the seventh-highest recipient of Japanese foreign investment in 2008 after the US, the Cayman Islands, the Netherlands, the United Kingdom, China and Brazil.

"The Japan-Australia relationship must build on its secure foundations. Additional trading and investment opportunities for both countries will be unlocked if a new free-trade or economic partnership agreement can be successfully concluded," says Sir Rod Eddington, chairman of the Australia-Japan Business Cooperation Committee.

The fact that Australia received 4.1 percent of Japanese investment worldwide last year indicates a keen determination to increase bilateral trade, supported by many groups such as the Japan External Trade Organization, the Japan Foundation and the Australia-Japan

Business Cooperation Committee.

While Australia may seem a high-cost and saturated market, Japan needs its longtime partner.

The Japanese market has aged and shrunk while its national resources are scarce.

On the other hand, Australia is a vast land with abundant natural resources and has a market that is growing increasingly wealthy.

"Our relationship is not like our other special relationships, which are based on things we have in common. With Australia and Japan, it is definitely an example of opposites attract," says Leigh McClintock, president of the National Federation of Australia-Japan Societies.

"Our national interests increasingly overlap in many areas, but in order to understand the popular support for our bilateral friendship, we have to focus on the attractive differences," he adds. ♦

Toshiba brings it all together

Having achieved the No. 1 position in the local notebook computer market, Toshiba Australia is now looking at new and innovative ways of consolidating all the company's core areas to obtain further growth in Australia.

Managing Director Hiroshi Kurihara has identified synergies in each business unit and is bringing them together.

"Toshiba is successful in Australia because Australians trust the Toshiba brand and we are now in a very strong position. Each of our business units was independent when I first arrived. I knew the key to our enhanced success would be to implement a 'One Toshiba' strategy," Kurihara explains.

"We therefore intend to integrate all of our core businesses in order to utilize all the

channels we have at our disposal," he adds.

While 65 percent of Toshiba Australia's business is generated through its Information Systems Division, the company also sells multi-function devices, audiovisual and diagnostic medical imaging equipment.

Its Electronic Imaging Division's multi-function devices are positioned within the top five in Australia while its audiovisual products have experienced robust growth since being introduced in 2007.

Having among the world's most advanced computed tomography (CT) scanners, X-ray and ultrasound equipment, Toshiba's Medical Division plays an extremely vital role in the company's overall success and also very importantly in the health care of many Australians.

With a clear corporate strategy, innovative products and strong customer loyalty, Toshiba foresees continued success in Australia and realizes the increased importance of corporate social responsibility.

The company has developed products that reduce power consumption, e-waste and chemical usage, as well as increase product life.

In its Green Electronics Survey for 2008, Greenpeace ranked Toshiba's Protégé R600 notebook as No. 1. With its use of safe chemicals, low-energy consumption and long battery life, the Protégé R600 epitomizes Toshiba's de-



Toshiba Australia Managing Director Hiroshi Kurihara

sire to develop "greener" products.

Through the whole supply chain, from procurement to disposal, Toshiba is lowering its environmental impact as the company in Australia aims to secure its ISO 14001 certification in the very near future.

"We are aiming for further growth in Australia through increased communication within the company. Toshiba is totally committed to the Australian market and we are determined to help create a higher quality of life for Australian people. With a more internally connected organization we can develop our people and seize more opportunities in the Australian market," Kurihara says. ♦

www.toshiba.com.au



Toshiba's NB200 Notebook computer

Panasonic has clear picture of growth

As business cycles get shorter, companies need to adapt to changing markets and demands with greater flexibility.

Panasonic Australia Managing Director Steve Rust has set about building new systems and processes to ensure that the company grows even more efficient with the goal of providing outstanding service to its business partners and the Australian consumer.

In a market of around 20 million people, Panasonic enjoys a brand awareness level of nearly 100 percent and Australian consumers regard the Japanese brand as well respected, trusted and highly desirable.

"We benefit from bringing the culture of Panasonic to consumers within the Australian market. We have developed our people's ability to think and act faster while maintaining our thorough planning within today's shorter time frames. These are exciting times for Japanese companies, but we always focus on what is best for the long-term growth of the company," says Rust.

Panasonic has achieved a great deal in Australia, with a market-leading position in a number of consumer electronics categories. Last year, it experienced 14 percent growth through the success of its high-quality products such as flat-panel TVs, DVD and Blu-ray recorders, and the LUMIX digital still camera range.

Boasting the second-highest Plasma TV penetration in the world after Japan, Panasonic's VIERA Plasma TVs have gained a strong foothold in the market.

Retail partners have been vital to the company's success while comprehensive service is provided through 800 independent service centers in Australia.

By sending 100 retailers to Japan to learn more about the technology behind Panasonic products, Panasonic has allowed its partners to learn fully why its technology remains among the best in the world.

Recently, Australia's largest retailer awarded Panasonic its "Best Supplier" award.

The company is also expanding its digital presence through social networking platforms, such as Twitter, Facebook, YouTube and Flickr, with the goal of creating a broader, more accessible and interactive relationship with the customer audience.



Panasonic Australia Managing Director Steve Rust

Panasonic recognizes that globally more hours are spent on digital media, such as the Internet, than most other forms of media, including television and radio. This shift in behavior is driving the business' desire to connect digitally with its audiences more effectively.

Rust predicts even further growth in the medium and long term.

"The younger generation is becoming more tech-savvy and this creates opportunities for us. Through our 'Kid Witness News' scheme, we are introducing Australian students to technology that enhances creativity and learning in the classroom," he says.

"We are strong in Australia and have some of the best state-of-the-art, ecofriendly products. With this in mind, we understand that we have more work to do, and intend to continue providing the best products and services to our customers throughout Australia," he adds. ♦

www.panasonic.com.au

Bringing passion back to photography

With its strong brand, a quality product range and a passion for success, Japanese camera maker Olympus has captured a sizable market share in Australia, where its local subsidiary has reaffirmed its commitment to further increase its business.

"We have focused on renewing internal operations and aligning all our divisions to ensure everyone in the company is working to achieve the same goal," says Olympus Imaging Australia Managing Director Marc Radatt.

Radatt's efforts have clearly paid off as the company outperformed its fellow subsidiaries around the world.

Launched in 2006, its "Tough" range of cameras remains a bestseller with easy-to-use technology and durability. The waterproof, shockproof camera was a perfect fit for Australians, who are known around the world for their love of the outdoors and an active lifestyle.

"The Australian market has a huge appetite for high-quality products and we have been able to sell over 250,000 'Tough' cameras here in Australia. Brand association has been crucial for us. Our point-of-sale activities, store-level branding and customer-orientated promotions tie in with our television commercials, and we have secured a strong line of communication with our customers," Radatt says.

Similarly mindful of professional photographers, Olympus has refined its strategy for its digital SLR range to highlight its leading technology.

"We want to enlighten, enthuse and inform customers through our activities in this dynamic marketplace. The combination of our key people, long-term media campaigns and quality products enables us to prove to Australian consumers that Olympus is dedicated to bringing the passion back to photography," Radatt says. ♦

www.olympusimaging.com.au



Olympus Imaging Australia Managing Director Marc Radatt

HCA provides total customer satisfaction

Construction, mining and forestry are industries at the heart of the Australian economy. With a very wide range of products that cater to those giant industries, Hitachi Construction Machinery Australia (HCA) is as ready as always to meet future challenges through direct customer contact and high-quality goods built for the toughest jobs in the country.

With more than 30 years of experience with the company, HCA CEO Shogo Yokoyama understands the nature of the business very well.

"We are looking for opportunities to grow during this period. Australia is a good market for us, and we have taken the company forward by keeping our promises to customers and by ensuring open lines of communication with them. We want to do a good job, and provide the highest standards of products and service to all our customers," Yokoyama explains.

HCA distributes Hitachi excavators, mini-shovels, wheel loaders, dump trucks and John Deere motor graders, wheel loaders, backhoe loaders, skid steer loaders, harvesters, log skidders, and bulldozers for the construction, mining and forestry industries throughout Australia.

The largest product sold is the EX 8000, one of the largest excavators in the world, with an operational weight of 800 tons and a 43-cubic-meter loading capacity.

With such large equipment required for huge projects, parts and service have become a significant part of HCA's business. And Yokoyama is pleased with the performance of the company's 24 offices across Australia, all of which provide full sales and service support.

"We have 800 people working in Australia, and parts and service account for half of our business. By having no subdealers or agents, we are able to deal directly with customers and ensure the highest quality of service. With customers such as BHP Billiton, Rio Tinto and other significant resource companies, we have proved we have the ability to serve key clients here in Australia and intend to continue gaining ground in the Australian market," Yokoyama explains. ♦

www.hcma.com.au



Hitachi Construction Machinery Australia CEO Shogo Yokoyama

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Naturally brewed from wheat, soybeans, water and salt, **Kikkoman** is the soy sauce of choice as it uses no artificial coloring or preservatives. It has found its way around the world as an all-purpose seasoning for Japanese and international cuisines. It has also launched a new high-quality range of marinades and sauces, which include sweet chili ginger, lime and lemon grass, and sesame and ginger. www.kikkoman.com.au

Launching operations in Australia in 1985, **Toyo Ink Australia** is a technology-driven company with a clear focus on value-added products and development. It has achieved its leading position by providing the highest-quality ink and adhering to strict environmental guidelines. www.toyoink.com.au

Hakubaku Australia produces the highest-quality noodles for the Australian, Japanese and international markets. Having set up a factory in Australia to gain access to the best grain in the world, it uses only the best local and certified organic wheat to produce premium Japanese noodles. www.hakubaku.com

The pursuit of "Quality First" has been key to **Aisin Australia's** success. Set up in 1972, it imports, exports, produces, and sells attractive and innovative automotive products, including door frames, latches, hinges and moldings. Under its "Vision 2010" plan, it is a strong and valued supplier for local customers, a self-sustaining production base and source of innovation. www.aisin.com.au

Present in Australia for almost 20 years, **Fujitsu Ten** is the country's largest importer and supplier of navigation and audio equipment. A global leader in personal navigation devices and a major supplier to Toyota, Fujitsu Ten's audiovisual navigation brand – Eclipse – offers safety-related features while providing full in-car entertainment solutions. www.fujitsuten.com.au; www.eclipse-web.com.au

Hunter Phillip Japan Ltd., based in Sydney, is a specialist Australia-Japan cross-border advisory firm. The firm's principals have extensive Japan experience, with particular skills in property and funds management-related areas. www.hpj.com.au

Australian Honey is a pure source of energy from nature. Its bees are not affected by the problems in other honey-producing countries and its high-quality product is bottled in sophisticated packaging. Having a great interest in Japan and its culture, the company seeks distributors or retailer partners in the country. www.australianhoney.com.au

The Japan External Trade Organization promotes foreign trade with all countries. In Australia, it also identifies new investment opportunities for Japanese and Australian companies. www.jetro.go.jp/australia

The Japan Foundation organizes cultural activities and cultural programs to deepen Japan-Australia ties. www.jpf.org.au

Suzuki grows by catering to Australian way of life

Suzuki has achieved robust growth in Australia. With its strong brand acceptance in the country, the Japanese car-maker is determined to further increase its business here.

“We are confident of Suzuki’s potential in Australia. Our solid growth was possible due to our commitment to our customers. Now we want to assess the best way for us to grow,” says Suzuki Australia Managing Director Tak Hayasaki.

While Suzuki’s compact model, the Swift, accounts for 50 percent of sales, its Vitara and popular SUV models have sold briskly in this highly competitive auto market.

Earlier this year, Suzuki’s Grand Vitara DDiS turbodiesel was named Australia’s Best Compact SUV for the second year in a row by the two leading Australian four-wheel-drive

magazines.

And as Australians become more aware of environmental issues and fuel prices, the number of smaller and “greener” cars continues to grow.

With the reputation of compact Japanese cars growing in Australia, the launch of Suzuki’s Alto this year proved a great success.

With its low fuel consumption (4.8 liters/100 km), an attractive introductory price and key safety features as standard, the Suzuki Alto is attracting its own enthusiasts.

“We want to give consumers what they want and to ensure people have a more enjoyable experience with Suzuki. The car is a tool to enhance our personal life and we are proud to provide consumers with a choice of Suzuki vehicles that meet their needs,” Hayasaki says.

“The daily activities we all en-



Suzuki Australia Managing Director Tak Hayasaki

joy in life are part of who we are and Suzuki is playing a role in the choices Australian consumers make,” he adds.

“We want to be involved in people’s enjoyment of life here in Australia, whether they are

working or relaxing. With the launch of the Alto, we have the opportunity to continue our steady growth in Australia and remain committed to the important Australian market,” he also says. ♦ www.suzuki.com.au

‘The daily activities we all enjoy in life are part of who we are and Suzuki is playing a role in the choices Australian consumers make. We want to be involved in people’s enjoyment of life here in Australia, whether they are working or relaxing’

Kubota consolidates Australian operations

Selling more than 150,000 units of mowers and tractors each year globally, Japanese equipment maker Kubota Corp. is poised to benefit from an improving Australian agricultural sector.

Speaking from Kubota Tractor Australia’s new office and warehouse facility in Melbourne, Managing Director Toshihiko Kawasaki predicts a bright future for Kubota in the country.

“We see great potential in Australia. The country is stable, the economy is strong and Australia’s tractor market grew by 10 percent in the first half of this year. With the large number of dairy and diversified agricultural farms, orchards and vineyards, we expect our business to grow significantly over the coming years,” says Kawasaki.

Utilizing its high-performance

diesel engines in all its tractors, commercial mowers, utility vehicles and compact excavators, Kubota equipment has steadily gained market share over its 33-year history in Australia.

In September 2008, it moved into its own premises in Melbourne, a testament to its commitment to Australia.

“Purchasing land, and constructing our office and distribution center sends a clear message to the marketplace that Kubota is committed to continuing and consolidating its operations in Australia,” says Kawasaki.

“While we hold the No. 1 position in a number of market segments, we are constantly looking for growth opportunities right across our product range. Kubota is very strong in North America and we want to achieve the same result in Australia. We say there are two types of dealers: Kubota dealers and dealers who want to be Kubota dealers! That’s the situation we want to create in Australia,” he says.

With his strong desire to succeed, Kawasaki is certain KTA



Kubota Tractor Australia Managing Director Toshihiko Kawasaki

will achieve more success in the years ahead.

“We benefit from our ability to combine our range of superior products with our goal of meeting customer requirements. Together with Kubota’s dedication to quality and service, our network of professional and knowledgeable dealers should ensure market share continues to increase,” he says. ♦ www.kubota.com

Powerful player in local energy

Established in 1971 as a fully owned subsidiary of IHI Corp. in Japan, IHI Engineering Australia (IEA) has carried out several energy-related projects in the country that involve contracting for engineering procurement and construction (EPC), and maintenance work.

As well as energy-related products such as large, coal-fired boilers and gas-turbine generators, IEA has also constructed blast furnaces, rolling mills and material-handling equipment, all of which are in line with its mission to continue its long history of success.

“We are certified under AS/NZS ISO 9001 for our quality management system, and are a tech-

nology-oriented company, with the highest quality products and services. The combination of the country’s specific energy demands and its wealth of natural resources makes Australia an important partner for Japanese companies such as IEA,” says Managing Director Hironobu Shikama.

With 75 percent of New South Wales’ electricity being generated by the 10 x 660 MW IEA boilers, IEA has stepped up efforts to reduce its environmental impact through cutting-edge technology.

Its efforts have made IEA a leader in “green” technologies and environmentally friendly processes in the heavy industries sectors, which gained strong support from Australian companies and the government.

For instance, oxy-firing (or the combustion of pulverized coal in oxygen and recirculated flue gas) produces a concentrated stream of carbon dioxide, which instead of being released into the atmosphere, is captured, compressed and converted into liquid form for use in various applications or for sequestration deep underground.



IHI Engineering Australia Managing Director Hironobu Shikama

“Power generation is a reliable business. The size of the Australian market is large and full of opportunities for us such as the Paraburdoo Power Station, with three 35-megawatt gas-turbine generators. We have an excellent network of clients and with our long history in Australia we have established a solid reputation as the largest power-generation company in the country. We look forward to playing an important role in the future of Australia’s energy needs,” Shikama says. ♦ www.ihiaust.com

Daikin celebrates 40 years of growth

Present in Australia since 1969, Daikin has placed much emphasis on the Australian and New Zealand markets as shown by the increased investment made in local manufacturing facilities.

“Daikin Australia is a unique company in that it has combined the culture and traditions of the 80-year history of Daikin Industries Ltd. Japan with local culture and good old Aussie traditions, to forge a company that is able to totally service the local market, and exceed our client expectations through innovative products and after-sales service,” says Managing Director Bob Woodhouse.

More than 80 years of research and development have allowed Daikin to produce air-conditioning products that are energy-efficient, quiet, reliable and simple to use.



Daikin Australia's head office garnered the Master Builders Association Excellence in Construction Award last year.

Its major innovation – the “inverter” air conditioners – provide Australian and New Zealand consumers with a range of models that are more energy-efficient and have more features than conventional air conditioners.

By providing a comprehensive range of split, multisplit and ducted systems for the domestic market, as well as an extensive range of commercial and applied products, Woodhouse is very confident of Daikin’s future in Australia.

“Throughout Australia, we have a brand that is well known for its quality, reliability and ability to perform in the harsh extremes of the Australian climate. Our goal is to build our future on contributing to society and the environment through Daikin’s innovative products and technology,” says Woodhouse.

The company sees an even better future following the purchase of OYL Industries of Malaysia, which came with the acquisition of the U.S.-based McQuay brand and gave Daikin Australia an entry into the local commercial market.

In 2007, Daikin Australia also opened its first full manufacturing facility for Australian ducted fan coil, a 7,000-sq.-meter plant in Chipping Norton that employs 100 local residents. On the same site, it also built its new head office, which won the Master Builders Association Excellence in Construction Award



Daikin Australia Managing Director Bob Woodhouse (left) and Daikin Industries Chairman and CEO Noriaki Inoue at the new showroom

for Commercial Buildings \$5 million to \$10 million in 2008.

The award-winning building was designed to achieve Five-Star ABGR (Australian Building Greenhouse Rating), a sign of Daikin Australia’s commitment to energy efficiency and environmental awareness.

In October, Daikin Australia celebrated its 40th anniversary with a gala dinner at the Overseas Passenger Terminal in Sydney attended by Daikin Industries CEO Noriaki Inoue, as well as several key dignitaries, staff and customers. It featured the traditional “kagami biraki” sake barrel breaking ceremony and a huge fireworks display on Sydney Harbour. ♦ www.daikin.com.au

Scoring success in Australia

Since taking over as managing director of Konica Minolta Australia in 2007, Hiro Kaji has overseen a huge turnaround in business for the Australian subsidiary by focusing on the brand’s strength and garnered the citation as The Best Konica Minolta Sales Sub-

siary Company that same year.

“Technology has always been Konica Minolta’s strength, and we have seen an increase in demand for our variable and online printing technologies,” says Kaji.

“In addition to our high-quality machines, we have also put systems in place to better serve customers through the use of global positioning systems (GPS) and remote software technology. When we consider the size of Australia, reducing the time it takes to assist customers is key to our customer support initiatives,” he adds.

With its recent move to a modern, environmentally sound and network-friendly building, Konica Minolta has further improved customer

service and highlighted the company as a technology-driven business with a strong commitment to Australia.

“We are customer-oriented and keep our promises to clients through our continued desire to gain their trust. Our reliable service and environmentally friendly production processes have led to Konica Minolta achieving greater market share in Australia,” Kaji says.

In addition to major accounts, production printers, small business clients and educational establishments, Konica Minolta enjoys strong relations with the Australian government.

Two years ago, it sold 4,000 units to the Department of Defense.

During Pacprint, Australasia’s premier printing and graphics exposition in Melbourne earlier this



Konica Minolta Australia Managing Director Hiro Kaji

year, Konica Minolta signed an agreement with Kodak Australia to become the authorized reseller of NexPress, Kodak’s powerful digital color printing solution machines.

Konica Minolta is certain to reach its objective in Australia as it builds strong partnerships with clients. ♦ www.konicaminolta.com.au

MOL finds new growth areas

Since launching its route to Australia in 1916, Japanese shipping giant Mitsui O.S.K. Lines (MOL) has steadily strengthened its position in the country, where it finally set up a local subsidiary in 1994.

Contributing to the growth of the whole company, MOL Australia

(MOLAU) has identified various other opportunities to expand its business, including transport of natural resources and energy-related products, in addition to its traditional container and car carrier activities.

“We want to realize the long-term opportunities we see between

Japan and Australia. By working together and understanding each other’s needs, the two countries have developed a vital relationship, and we are working to maintain and develop this at MOL Australia,” says Managing Director Yasuhiro Nishioka.

By remaining customer-centered, and understanding supply and demand trends, MOLAU has achieved long-term client satisfaction as it continues building trust with its customers and achieves further success in the Australian market.

“We are seeing strong economic fundamentals in Australia. With this stability, we are able to position ourselves well in terms of gaining new clients and ensuring our established customers remain satisfied with the services we offer. Today, our liner business has been expanded, and we enjoy stable exports of agricultural prod-



MOL Australia Managing Director Yasuhiro Nishioka

ucts such as meat and dairy produce,” Nishioka says.

With Australia’s natural resources playing a growing role in its economic growth, MOLAU has found a new growth sector and gained a wider client base. And with over 1,000 vessels calling at Australian ports annually, MOLAU has become a vital component of Japanese-Australian trade. ♦ www.molpower.com



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*ADR 81/02 results. Combined highway/city driving. Actual fuel consumption may vary.

SUZUKI

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Australia

DENSO maintains investment Down Under

While not immune to the downturn in the global car market, DENSO International Australia has maintained its position as the leading supplier of automotive parts and supplies in Australia, where the company has operated for nearly 40 years.

“We operate in a mature and somewhat saturated automotive market here in Australia, yet we are striving to improve all areas of our business to take advantage of the opportunities we see,” says Managing Director Neil Kitamiya.

Based in Victoria, the DENSO Australia Group is made up of DENSO International Australia and Australian Automotive Air. Its facility produces air-conditioning systems and components, radiators, fan shrouds, air-intake systems, air cleaners, meter clusters, and fuel pump modules for the local and export markets.

Having received QS9001 and ISO14001 accreditation, DENSO has raised its investment in technical, training, and research and development facilities.

“DENSO is committed to Australia and we intend to effectively sustain our position. We are proud of our close ties to Toyota, GM Holden and Ford, and want to ensure that we are well positioned to serve our customers bet-

ter in the future,” he says.

In November 2008, DENSO Australia Group won the Supplier of the Year award from the Federal Chamber of Automotive Industries for the second straight year, a testament to its strong product development, competitive pricing and dedicated customer service.

“The quality of the products we supply is equal to the quality of the job we do in terms of support and service. While we are not immune to the current crisis, we are a strong player in Australia. We will maintain our positive mindset, and are confident we will see successful end results through our determination and target-driven performance,” he says.

“By maximizing our cost performance, and diversifying our sales revenue through initiatives that foster and develop our after-market products, and service areas, we are confident we will further our leading position in Australia,” he adds.

DENSO’s after-market range includes air-conditioning spare parts, heavy-duty starter motors and alternators, spark plugs, fuel pumps, oxygen sensors, radiators and filters. It also extends into the non-automotive areas of portable spot air conditioning, bus air conditioning, robotics, and the rapidly growing field



DENSO International Australia Managing Director Neil Kitamiya

of bar code scanner and system solutions.

“DENSO is committed to this great country, and we are proud to live and work in Australia. By building on our successes, we will continue to be an important player within Australia’s automotive industry for many years to come,” he says. ♦

www.denso.com.au



www.worldeyereports.com

Toyota gears up for sustainable future in Australian market

By building stronger alliances with suppliers and dealers, strengthening customer service and manufacturing its new hybrid vehicle in Australia, Toyota is intent on consolidating its contribution to the country, where the world’s largest carmaker has been present for 50 years.

“We recognize that Australia’s automotive market is going to get more competitive and we are prepared for this,” says Toyota Motor Corporation Australia President and CEO Max Yasuda.

“We asked ourselves ‘Where do we go from here?’ and made a decision to dedicate ourselves to customer satisfaction in product and service. Part of our success is that we provide a full range of vehicles for the Australian market from the smaller size models to the luxury Lexus range,” Yasuda adds.

Toyota has invested heavily in Australia, where it employs 4,500

people from over 70 countries.

It produced 141,467 vehicles from its Altona facility in 2008, with more than 100,000 of these vehicles exported.

As more Australians grow increasingly aware of environmental issues and look for smaller, more energy-efficient cars, Toyota will launch the hybrid version of the Toyota Camry in early 2010.

Confident of Toyota’s hybrid technology, which increases fuel efficiency and drastically reduces emissions, Yasuda sees promising prospects for Toyota in Australia.

“We are committed to local production and we expect our hybrid vehicles to become a major part of our production. Australia is a good place to do business yet we must strive toward creating a stronger Toyota in Australia and maximize our profitability by improving our efficiency,” Yasuda says.



Toyota Motor Corporation Australia President and CEO Max Yasuda

“I’m proud of our accomplishments in Australia and now want to get on track to see a new Toyota in Australia. I see an opportunity to create better partnerships with our suppliers,

continue to focus on our customers and use the opportunities we see to lead Toyota into a new era in Australia,” the company chief also says. ♦

www.toyota.com.au

Honda sets industry standards

“When you purchase a Honda, we dedicate ourselves to a standard of sales and after-sales service that is consistent with the outstanding quality of our products.”

Honda Australia Managing Director and CEO Yasuhide Mizuno is so confident about that statement he has put it on his business card.

For more than two years, Mizuno has overseen Honda Australia’s customer-focused strategy, and is certain that the company’s first-class product range and the environmental achievements of its hybrid models will boost the carmaker’s position.

Honda’s breakthroughs in clean technology and its hybrid models have become increasingly popular in the country. Based in Melbourne, Honda Australia employs over 180 people meeting the demands of Australian car buyers.

“There is a trend toward smaller, ‘greener’ cars in Australia, and our hybrids are proving more popular because of rising fuel prices and awareness of ‘green’ issues. In line with our dream to ‘Leave blue skies for our children,’ Honda has taken on the responsibility of consistently creating greener, cleaner cars such as the distinctive petrol-electric Civic Hybrid,” Mizuno says.

“Brand image is vital to our success. Honda stands for technology and drivability, and the designers at Honda focus on the



Honda Australia Managing Director and CEO Yasuhide Mizuno with the Insight concept car

complete driving experience. Honda enjoys a good reputation throughout Australia, which helps us build the brand here,” he also says.

“Honda is a research and development-driven company and speed is our lifeline. In Australia, we understand the market well, can adapt quickly and are optimistic

about the future of Honda in Australia. We have a positive message to deliver and we remain active during these tough times. We will overcome challenges by seizing the opportunities we see in Australia and build the company into an even stronger player within the market,” he adds. ♦

www.honda.com.au

‘Honda stands for technology and drivability, and the designers at Honda focus on the complete driving experience. Honda enjoys a good reputation throughout Australia, which helps us build the brand here’

CR Kennedy focuses on the Japan connection to strengthen business

Celebrating 75 years this year and 55 years of successful business with Japan, CR Kennedy has become Australia’s leading importer and distributor of photographic, medical, CCTV and survey equipment.

The company’s history with Japan began with the distribution of Pentax. As the first and oldest distributor in the world for Pentax, the family-run company remains proud of its strong ties with Japan.

Today, the company has posted robust growth as it works very closely with its Japanese partners HOYA Corp. (Pentax), Sigma Corp., Elmo Co., Kenko Co. and Hitachi Medical Corp. (ultrasound).

With the recent launch of its

newest products in the imaging market, such as the Pentax K-7, a 14.6-megapixel digital single-lens reflex camera, CR Kennedy is confident that the company will raise its market share even more.

Through its five offices across the country and a dedicated staff of 250, CR Kennedy is able to provide superb service to customers and is confident its current annual turnover of 150 million Australian dollars will continue to grow.

“We have over 55 years of trading with our Japanese partners and are entering into the third generation with many of our family company suppliers. We greatly value the relationships we have with our Japanese partners, and benefit from many layers of trust, honesty and confidence. Australians and Japanese understand the need to strengthen the relationships we have with one another,” says Chairman and Managing Director Malcolm Kennedy, who took over from his father and company founder in 1975.

The company’s medical division, set up in 1981, has seen tremendous growth opportunities in the Australian health-care sector due to the current federal gov-



CR Kennedy Chairman and Managing Director Malcolm Kennedy (center) with sons Clement (left) and Robert (right)

ernment’s expenditure on health. Sales in CR Kennedy’s complete range of Pentax (HOYA) Endoscopes led to the company being named HOYA Corp. Pentax Life Care Division Distributor of the Year 2008/09.

“Australia and Japan have always worked together in good times and bad times. Both countries are strong partners and we will continue to be so as long as we don’t take our important relationship for granted. At CR Ken-

nedy, our family’s ties go beyond the commercial,” Kennedy says.

“We are all keen students of the Japanese language, culture, history, and have studied and traveled extensively in Japan. We understand the need to work closely with our Japanese partners over the long term, investing in advertising, marketing, and logistics to ensure outstanding and continued success in the Australian market,” he adds. ♦

www.crkennedy.com.au

Japanese bank leads the way in Australia

With a background in capital markets and treasury, degrees in classical Japanese literature and finance, and over a decade spent in Japan, Debra Hazelton, general manager of Mizuho Corporate Bank’s branch in Sydney, understands the Japanese and Australian business connection.

Upon accepting the position in 2008, Hazelton became the first non-Japanese, and first female general manager and country head in the bank’s history.

“We want to make the bank stronger in Australia by working more effectively within the local financial landscape, and utilizing our solid Australian and global networks. We benefit from the strength of the bank’s very strong Japanese and Asiawide footprints. We also have strong teams in London and New York on whom we can depend. In Australia, we are leveraging off our local and Japanese expertise in order to further innovate, and focus on building diversity and depth in our business lines,” says Hazelton.

Non-Japanese companies account for about 80 percent of the Sydney branch’s asset base, with Japanese companies making up the rest. Its activities in the country include corporate finance, project finance, cross-border syndication, leverage finance, trade finance, cash management and treasury products (FX, de-

rivatives, deposits and money market).

Mizuho Corporate Bank is the corporate banking arm of the Mizuho Financial Group, the second-largest financial services company in Japan.

“With close to 70 offices globally, we are part of a well-established and growing global banking network, with access to a large and diverse range of financial services. In Sydney, we strive to continually meet the sustainable growth needs of our clients, and recognize a number of new significant business synergies between Australian and Japanese firms,” says Hazelton.

“Both countries share a long-term, stable, supportive and trusting relationship, and we are seeing a new spark in that relationship through various collaborations such as the provision of social and economic infrastructure, as well as other joint trade and investment opportunities across the Asia-Pacific region,” she adds.

While the global financial crisis has had a serious negative impact on sections of the financial landscape in Australia, Hazelton remains pleased with the new opportunities that have emerged as a consequence, such as the increased interaction between businesses and government in industry discussions.

“The Australian and Japanese economies can only benefit from more open channels of



Debra Hazelton, general manager of Mizuho Corporate Bank’s branch in Sydney

communication and we are working to further facilitate these important economic dialogues. We understand we have an important role to play in the future of the Japanese and Australian business relationship,” she says. ♦

www.mizuhoibank.co.jp/english

‘We want to make the bank stronger in Australia by working more effectively within the local financial landscape, and utilizing our solid Australian and global networks’

Melbourne – the perfect place to mix business with pleasure

Celebrated for its sporting events, cultural attractions, friendly locals, excellent wine and cuisine, and world-class shopping, it’s not surprising that Melbourne has ranked within the Economist Intelligence Unit’s top three “World’s Most Livable Cities” every year since 2002.

Close to vineyards, mineral springs and world-renowned surf coasts, the city also offers 15 championship golf courses, including those designed by Jack Nicklaus and Robert Allenby. It also hosts the Formula 1™ Australian Grand Prix, Australian Open Tennis Championship and the Melbourne Spring (horse) Racing Carnival.

Melbourne is also a world-leading destination for conferences, meetings and incentive travel, with recent increased investment widening its reputation as a leading business events destination.

Home to many multinational medical and scientific organizations, research institutions, such as the Australian Synchrotron, and the headquarters of major multinational corporations, such as BHP Billiton, Melbourne continues to grow as a major business center in the country and the region.

Amid this growth, Melbourne has also witnessed robust development in tourism-related infrastructure.

Developments include the new

\$250 million Crown Metropol, which when completed will be Australia’s largest hotel and add to the city’s 23,400 accommodation rooms.

Melbourne is also home to Australia’s largest convention center – the world’s first with a “Six Green Star” environmental rating.

Raising the standards in sustainability, technology, catering and service, the center is part of a new \$1.1 billion development, South Wharf, which features the five-star Hilton Melbourne South Wharf Hotel, a riverfront retail promenade and critically acclaimed restaurants.

Investment in infrastructure is contributing to Melbourne’s re-

cord business events results.

The Melbourne Convention + Visitors Bureau (MCVB), which works with multinational and Japanese associations to bring corporate events, and international meetings and conventions to Melbourne, has secured 51 international events for the new Melbourne Convention Centre, expected to attract more than 100,000 delegates and inject more than \$488 million into the Victorian state economy.

With one of the world’s most advanced exhibition and convention spaces, and home to centers of excellence spanning from medicine to innovation, Melbourne is the perfect place to do business. ♦

www.mcvb.com.au



The Melbourne Convention and Exhibition Centre is part of a multi-development complex that features a five-star hotel, a riverfront retail promenade and world-class restaurants.



The waterfront of Melbourne, which has been ranked among the Top 3 Most Livable Cities in the world by the Economist Intelligence Unit for the past eight years

