



NEW ZEALAND



A SPECIAL FEATURE PRODUCED BY: Synergy Media Specialists

www.synergymediaspecialists.com

New Zealand and Japan going on 70 years



The unwavering relationship will continue to allow us to overcome any challenges and bring nothing but success in our future collaboration.

A message from Koichi Ito, Japan's ambassador to New Zealand

In November 2020, Prime Minister Yoshihide Suga and Prime Minister Jacinda Ardern held a telephone talk, during which they reaffirmed their commitment to further strengthening the Strategic Cooperative Partnership, founded on common values and a strong commitment to peace and security, free trade and investment and sustainable development.

One example of this partnership is the hydrogen-energy sector. New Zealand is rich in renewable energy resources, including — but not limited to — hydro, geothermal and wind power, which all can be used to generate green hydrogen, a carbon-neutral fuel source. If collaboration between Japan and New Zealand can result in the successful utilization of these energy sources, it will not merely contribute to addressing climate issues, but also create new opportunities for sustainable energy supplies.


Japan has a goal to achieve net-zero emissions by 2050 and realize a carbon-neutral society. Naturally, as New Zealand holds a very similar goal, both countries will undoubtedly

benefit by working together in this area. Advancing cooperation in climate change between the two countries will in turn help enhance the prosperity and well-being of Pacific Island Countries. The Pacific Climate Change Center in Samoa is representative of bilateral cooperation in this area.

Japan and New Zealand are vital economic partners with a commitment to free trade. They have worked closely together to implement an ambitious, comprehensive, balanced and high-standard agreement known as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership. Thanks to these efforts, more Japanese can now enjoy New Zealand's key export products, including beef, dairy, kiwis and manuka honey. I highly expect we can keep developing this mutually beneficial relationship.

The Japan-New Zealand relationship has proved an enduring one after almost 70 years. The unwavering relationship will continue to allow us to overcome any challenges and bring nothing but success in our future collaboration.


Business leaders share their insights on New Zealand-Japan relations



Ian Kennedy, Chair, Japan New Zealand Business Council

"There is a very warm relationship between Japan and New Zealand in the political and business fields and at a grassroots level – we have 47 sister cities and many bilateral friendship associations.

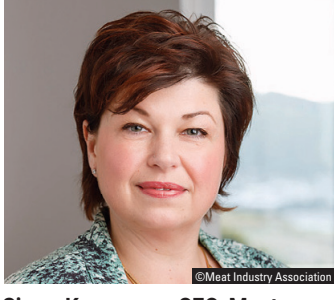
Japanese investors are welcome in New Zealand because experience has shown they are export-orientated, they respect New Zealand management practices, they generate employment and look to contribute to the local economy."



Jason Reeves, Head of Export Business Development, Partnerships Banking, Bank of New Zealand


"The trade relationship between our two countries is strong and today, our bilateral trade sits at around NZ\$9 billion.

"Japan and New Zealand's trade relationship is highly complementary. Despite the challenges COVID-19 has placed on supply chains, goods exports to Japan for the period January to December 2020 were up 1.7% on the same period in 2019 and at the highest level since 2010."




Sirma Karapeeva, CEO, Meat Industry Association

"Japan has consistently been one of our top five export markets due to its favorable trading environment and high-value profile which favors chilled quality-beef and sheep cuts. The CPTPP Agreement is of huge value for the industry and tariff reductions mean our products are more competitive in the Japanese market. Our chilled meats are seen as a luxury or high-end product due to their flavor and texture and this resonates within Japan's cuisine and eating habits."




Gregg Wafelbakker, General Manager Asia, Tourism New Zealand

"We have a special relationship with Japan based on our shared values. The warm hospitality of Japanese people expressed through *omotenashi* is similar to *manaakianga*, the Maori concept of hospitality and mutual respect."



Emily Hallams, Executive Director, Australian and New Zealand Chamber of Commerce in Japan

"New Zealand is becoming a tech hub for innovation. Some of the most recent trends involving New Zealand and Japan have been in the technology sector, with more and more startups and digital solution companies entering the picture."



Wayne Percival, CEO, UDC

"Japan has been a long-term investment partner for New Zealand. We continue to see Japanese companies making strategic investments and forging partnerships across New Zealand's key industries."

Read the full article: www.bit.ly/jtnz21

Toyota: Winning the hearts of New Zealanders

Toyota has been the market leader in New Zealand for a record 33 consecutive years.

Neeraj Lala, who took the helm as the CEO of Toyota New Zealand last year amid the uncertainty of a global pandemic, has set forth the company's new mission of winning the hearts of New Zealanders over the next decade.

"Toyota's global vision to 'mass produce happiness' is where our drive to win the hearts of New Zealanders comes from," explained Lala. "We intend to do this by delivering an exceptional customer experience and mobility for all."

"Toyota's global vision to 'mass produce happiness' is where our drive to win the hearts of New Zealanders comes from," explained Lala. "We intend to do this by delivering an exceptional customer experience and mobility for all."

Toyota New Zealand is a wholly owned subsidiary of Toyota Motor Corp. (TMC). It was recently awarded a commemorative medal by TMC and recognized for delivering more than 50 years of contribution and innovation.

"We have put ourselves under pressure to achieve something exceptional and this is not an easy task. But our resilient team can leverage from our strong base that is rooted in the values and principles of our parent company in Japan," he continued.

Toyota's journey in New Zealand began in 1966 when TMC awarded a franchise to private owners Cable Price and Wright Stephens. It assembled a variety of "completely knocked down" vehicles in Thames and Christchurch all the way through to the late '90s.

Local assembly ceased in New Zealand after the government lifted tariffs on imported vehicles.

"When the markets started to open up, TMC took full ownership of Toyota New Zealand and our innovation really accelerated," Lala shared.

stores and Toyota's continuous innovation, we became a most loved brand, jumping from sixth in the market to No. 1, a position we've held on to for a record 33 consecutive years," he added.

As the economy opened, used car imports started flooding the market and for many years New Zealand was the No. 1 export destination for used cars from Japan.

Toyota New Zealand made the strategic decision to refurbish the used Toyotas entering the country and market them under its Signature Class brand, making it the first Toyota distributor in the world to have a full used-vehicle division.

"We always have our customers at the center of everything we do and we felt that we needed to look after those that have purchased these used Toyota vehicles even if we did not bring them in," explained Lala.

Connecting to Toyota President Akio Toyoda's concept of *waku doki* (heart-pumping excitement), the Toyota Racing Series was introduced in New Zealand. Motorsport was used to inject excitement into Toyota, turbo-charging the brand even further in the country.

In recent years, Toyota New Zealand launched the customer-centric Drive Happy Project to remove the pain points associated with buying a brand-new car and to make the process as efficient and as enjoyable as possible. Upfront, hassle-free prices, "no hard sell, just happy customers" and flexible test-drive options are just some of the ways they do this.

Neeraj Lala shares in President Toyoda's passion and enthusiasm to transition from being a traditional automaker known for cars, trucks and vans to a mobility company focused on exciting future technologies.

"We are in a very good place to leverage off the strengths of our parent company. I look forward to leading Toyota New Zealand through these exciting times and to winning the hearts of New Zealanders." ♦

www.toyota.co.nz



I look forward to leading Toyota New Zealand through these exciting times and to winning the hearts of New Zealanders."

NEERAJ LALA
CEO
Toyota New Zealand

Toyota is the only car brand in New Zealand that has a national center dedicated to its customers.

Nelson Pine Industries grows happiness from trees

Nelson Pine Industries Ltd. (NPIL) is an innovative leader in wood-processing solutions.

As a wholly owned subsidiary of Japan's Sumitomo Forestry Co., one of the world's largest forestry companies, NPIL produces GoldenEdge medium density fibreboard and NelsonPine laminated veneer lumber (LVL) from Radiata Pine grown in the Nelson-Tasman region of New Zealand. Kai Kruse, chief executive officer of NPIL and an industry veteran, has enjoyed working closely with Sumitomo Forestry for two decades.

"We have formed strong synergies between Sumitomo Forestry's extensive global network and Nelson Pine's outstanding level of competence in manufacturing world-class engineered wood products for the building and construction industries," Kruse said.

"Sustainability is the key to our business success and we always strive to achieve long-term goals. We plan long-term and proactively collaborate with all our stakeholders, including our staff, suppliers, customers and business partners, to ensure everyone's success," he explained.

NPIL's industry-recognized reputation is based on the delivery of consistent and high-quality products, sustainable resource management, low environmental-impact practices, market-led research and continuous product development. The company intends to contribute to Sumitomo Forestry's W350 plan — a 350-meter high-rise wooden building, to celebrate its 350th anniversary in 2041.

"The W350 project is an opportunity for the Sumitomo Forestry family to work together, find solutions and create a structure which has never been built before," Kruse said.


"I have the upmost respect for the senior management of Sumitomo Forestry and our friendships have strengthened over time. We share the same business ethics and passion for forest products."

The forestry industry has seen a tremendous revival in recent years. Driven by environmental efforts toward carbon neutrality, the industry today plays a significant role. As trees grow they sequester carbon, which is then stored in wood products. Both Japan and New Zealand have committed to becoming carbon neutral by 2050.


Research and development and innovation are central to NPIL's high-performance timber materials, and the company works closely with Sumitomo Forestry's Tsukuba Research Institute in Japan. The company also collaborates with the University of Canterbury and Auckland University of Technology to educate the next generation of architects and civil engineers on the benefits of timber construction.

"Wood and timber-built buildings contribute to people's well-being," said Kruse. "More people understand this today and we will deliver renewable and sustainable building materials to future generations." ♦

www.nelsonpine.co.nz



Kai Kruse, Chief Executive Officer of Nelson Pine Industries Ltd.



Panasonic Homes: Soon to be New Zealand's newest home building materials supplier

Panasonic Homes Co. Ltd. was established in Japan in 1963 by Konosuke Matsushita, the founder of Panasonic Corp. With industry-leading home-building technology, the company has expanded its business in Asia and this year is planning to establish its business in New Zealand as a home building materials supplier.

As a group company of Prime Life Technologies Corp. (established by Panasonic Corp. and Toyota Motor Corp.), Panasonic Homes focuses on integrating lifestyle and technology to deliver future-oriented town developments.

Meanwhile, home ownership rates have fallen in New Zealand and demand for affordable housing has increased significantly over the past decade.

KiwiBuild was established in 2018 by the New Zealand government to address the housing challenges facing the country and has since been taken over by Kainga Ora, a crown agency for housing development in the country.

"We want to use our technology and know-how proven in Japan, a country with earthquake and typhoons, to support housing needs of New Zealanders."

Through the introduction of housing technology cultivated in earthquake-prone Japan, we look forward to delivering solutions to the country's building sector and sharing our expertise to contribute to the further development of construction industry in New Zealand," said Tanaka. ♦

<https://homes.panasonic.co/english>
www.mikegreercommercial.co.nz
www.kaingaora.govt.nz



The prototype stand-alone house in Waikato, New Zealand



KAZUHIKO TANAKA
General Manager
Panasonic Homes Overseas Business Division

N.Z. blackcurrant: The king of berries

Scientific research supporting the nutritional power of blackcurrants (*Ribes nigrum*) outnumbers that for other superfood berries including bilberries, acai, goji, cranberries and elderberries.

Records of the National Library of Medicine database at the United States National Institutes of Health prove this.

"While New Zealand accounts for only 4% of the world's total production of blackcurrants, the high amount of unique anthocyanin compositions means that New Zealand blackcurrants have much higher nutritional values over other blackcurrant berries and are also pure and sustainable quality berries," explained Eddie Shiojima, founder of Just The Berries PD (JTBDP) Corp.

JTBDP is the world's leading supplier of New Zealand blackcurrant-based nutraceutical health ingredients, supplements and functional foods. The company has been involved in the research, production and distribution of New Zealand blackcurrants with the NZ Blackcurrant Cooperative and National Institute of Plant and Food for two decades.

"We have produced scientific studies with Plant and Food Research, Massey University in New Zealand, Niigata University and Chubu University in Japan and North Carolina State University and Connecticut University," Shiojima said.


"Our studies show the unique anthocyanins and other polyphenols found in New Zealand's blackcurrants improve vision, combat obesity and prevent cognitive decline that can lead to Alzheimer's disease, Parkinson's disease and dementia."

"Many Japanese doctors recommend the daily intake of New Zealand blackcurrant product to prevent age-related conditions such as macular degeneration, glaucoma and cataracts," noted Shiojima. "Even the doctor of the Hanshin (Tigers) professional baseball team uses New Zealand blackcurrant products to improve vision and recovery."


JTBDP also supplies ingredients made from New Zealand blackcurrant to global food companies.

"As people continue to invest in their health, a daily intake of blackcurrant anthocyanins will improve their lives," Shiojima concluded. ♦

www.jtbdp.com



NZ Blackcurrant berries grown on trees 3 feet high



From right to left: John Tavendale, Chairman of NZ Blackcurrant Cooperative; Murray Stephens, former Chairman of NZ Blackcurrant; Eddie Shiojima, founder of Just The Berries PD Corp.; Alan Dobson, Consultant of NZ Blackcurrant

