# AUSTRALIA

### bridges by synergy media specialists

## **Message from the Prime Minister**

The 65th anniversary of the Commerce Agreement between Australia and Japan is an opportunity to reflect on the strong and enduring ties of trade, diplomacy and friendship between our two countries.

I acknowledge the visionaries who drafted that agreement in 1957. In their wisdom, they foreshadowed the enormous future of Australia and Japan as partners in our region. Those early negotiations on imports and exports were the foundation of today's relationship of commercial trust and reliability.

I have said many times that our friendship is an achievement. It speaks to the best of our people and it stems from a realization that prosperity and security are found in partnership.

As special strategic partners, Australia and Japan are responding to regional dynamics and global imperatives. We are working together to address key challenges, including the impact of COVID-19 and climate change, and cooperating on technology, infrastructure and security. Coordinating our response to

the regional impacts of a global

health crisis is our duty as global citizens, particularly in our shared region, including the Pacific and Southeast Asia.

The strong trade relationship between Australia and Japan in energy, resources, agricultural and manufactured goods, not only provides enormous social and economic benefit to our citizens, but will also support new efforts on renewable energy and low-emissions technologies as we transition to a low-emissions future.

The enduring nature of the relationship between Australia

The Hon. Scott Morrison MP. Prime Minister of Australia

and Japan carries across leaders, business, industry and people. As friends and partners, we embrace the prosperity, peace and security that flow from our cooperative action.

Congratulations to The Japan Times for its ongoing excellent work on the economic and bilateral relationship between Australia and Japan. Together, we are stronger than ever.





A strong Japan-Australia framework

Highlights of Bridges interview with Japanese Ambassador Shingo Yamagami

"We share basic values, including democracy, market economies, rule of law, respect for human rights and strategic interests. Now is the time for us to further solidify ties between our two peoples.

"There is much that Australia and Japan can do together to realize a free and open Indo-Pacific. Together we can contribute to maintaining a rules-based order http://bit.ly/AUJP-bridges

and further promote peopleto-people exchanges. The recent signing of the Recip-rocal Access Agreement is a good example. "We should be very proud

of what we have achieved over the past seven decades. Our cooperation over the years has laid the building blocks for the strategic partnership we share today." • Read the full feature here:

Shingo Yamagami, Japanese Ambassador to Australia

### Fujitsu: Creating a more sustainable world by building trust through innovation

Cince it was founded in **)**1923, global information and communication technology services, solutions and products company Fujitsu has had a long-standing heritage as a purposedriven organization that connects people, ideas and technology to help create a thriving and more sustainable society for tomorrow.

Fugaku, the world's fastest supercomputer, is an example of a solution Fujitsu has developed to help solve some of society's most pressing challenges, including COVID-19 management, climate change and cancer research

This purpose-driven philosophy embraced by Fujitsu transcends its headquarters in Japan and encompasses its Australian operations, which have a dedicated Office of Purpose that manages the organization's sustainability, social impact and diversity and inclusion (D&I) programs.

'The Office of Purpose



**Fujitsu Australia and New** 

Zealand

Graeme Beardsell, CEO of

us to shape the solutions that best meet our customers' evolving needs," said Graeme Beardsell, CEO of Fujitsu Australia and New Zealand who established the Office of Purpose in 2021.

The results have contributed to Fujitsu Australia and New Zealand being named Bronze Employer in the 2021 Australia Workplace Equality Index, and further rein-

provides us with the road forced Fujitsu's position as map for our transformation a trusted partner to its customers across both the pubefforts internally across the areas of sustainability, social lic and private sectors. impact and D&I, and allows

### company's strong relation-ship with Australia's major supermarket Woolworths as an example.

"We are proud of our part-nership with Woolworths and how we have enabled them to continue operating and servicing Australians, particularly as the company experienced a significant increase in online grocery transactions amid a rapidly changing landscape brought on by pandemic lockdowns," Beardsell explained.

Fujitsu Australia also affirms that much of its success is due to its trusted and close relationships with customers.

"Our customers often refer to us as a company with high integrity, a trusted provider that delivers what we say we will do. We truly value this feedback as it is a direct testament to our continued commitment as a purpose-led organization," Beardsell said. 🔶 www.fujitsu.com/au/

# **Olympus Australia: 'True to Life'**

Known globally as a leading manufacturer of optical and digital precision technology, Olympus is focused on its innovative medical systems solutions. The company is committed to elevating standards of care by delivering minimally invasive solutions to help detect, diagnose, treat and prevent diseases.

"We transformed our business and grew our market share in Australia from one of the lowest globally to one of the highest over the last 20 years," shared James Bowe, managing director of Olympus Australia. "Our success is driven by our customer relationships and the fact that we connected every action we took as a business to a patient that needed our equipment for treatment," he added.

According to Bowe, longterm strategic investments in service, education and training enabled the company to build the Olympus brand and become a market leader. Establishing communities for Australian medical experts was fundamental to the company's goals, and the young doctors with whom the company works with today are tomorrow's professors and heads of health units. The company's state-ofthe-art diagnostic and thera-



manufactured by Olympus are

renowned for their high quality and precision capabilities.

"We go out of our way to help both patients and health care professionals enjoy a better life by personalizing our services, offering a seamless experience and delivering good results," Bowe explained.

The Evis X1 is Olympus' most advanced endoscopy designed to improve outcomes from disorders relating to the stomach, colon, esophagus and bronchial diseases. Further enhancing the system's capabilities is Endo-Aid, a cutting-edge, artificial intelligence-powered platform

also developed by Olympus. Olympus adapted a virtual-first strategy with on-theground support to provide its customers information, education and training through the Olympus Continuum platform.



Live Melbourne is one of the three state-of-the-art experience centers that are providing customers with access to Olympus technologies and best-in-class education.

"Our 'True to Life' motto brings the needs of the customer and patient to the forefront," Bowe said. "We will continue to provide unique end-to-end services that give people the opportunity to live more fulfilling lives." •

www.olympus.com.au https://continuum.olympusprofed.com www.olympus-global.com/ company/truetolife

OLYMPUS



James Bowe, Managing Director of Olympus Australia peutic technologies include en-

doscopes and surgical energy devices. Products developed and



### **Cleaner energy for Japan**

Woodside Energy has supplied liquefied natural gas (LNG) to Japan for over 30 years and has successfully delivered more than 5,800 LNG cargoes from Australia to Japan.

We have a strong and enduring relationship with our Japanese customers and our Japanese joint venture partners bring tremendous capabilities to our North West Shelf and Pluto LNG production sites," shared Meg O'Neill, CEO of Woodside.

This includes the 50-50 partnership between Mitsui & Co. and Mitsubishi Corp., Ja-pan Australia LNG, which is part of the North West Shelf joint venture with Woodside, and other partners. LNG from the North West Shelf helps address the needs of electricity and gas consumers in Japan.

LNG emits half the emissions of coal (with the same output) when used to generate electricity, and the high-energy density provides a firming capacity to support renewable sources.

Woodside is now developing the Scarborough gas field off the coast of Western Australia and expanding its Pluto LNG plant. The first shipment of LNG cargo to customers in north Asia is targeted for 2026.

The company has also announced plans to merge with BHP's petroleum business to create a global top 10 independent energy company. Beyond its established LNG business, Woodside recently secured land to develop hydrogen and ammonia production plants in



The Karratha Gas Plant, part of the Woodside-operated North West Shelf Project, has one of the most advanced, integrated gas production systems in the world.

"LNG is an important commodity in a decarbonizing world and we firmly believe it will play an important role in delivering on the net-zero aspirations of many of our customer nations, including Japan," she continued.

Perth and Tasmania, as well as the U.S. state of Oklahoma. These will supply Australian and international markets and leverage capabilities built on decades of reliable and affordable energy supply.

Meg O'Neill, CEO of Woodside



cord of working with Japanese partners and customers, and provide Japan with the energy it needs to keep the lights on and homes warm. We envision that the foundation built in the last three decades will serve us well for the future," she concluded. •

www.woodside.com.au

### **A STRONG HISTORY. A SUSTAINABLE** FUTURE.

Woodside has been supplying Japan with natural gas for over 30 years.

With less carbon emissions than other fossil fuels, Woodside's natural gas can help the world towards a lower-carbon future.

Cleaner energy and a better future. For Japan, for Woodside, and for the world.

# **New South Wales.**

# Where opportunities happen.

**Investment NSW** is creating a new hub for trade and investment in Japan.



A part of the New South Wales Government

Visit investment.nsw.gov.au to find out how NSW can grow your business.