

NEW ZEALAND



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Prime Minister of New Zealand Jacinda Ardern with Japanese Prime Minister Fumio Kishida

New Zealand and Japan mark 70th anniversary of diplomatic relations

The bilateral diplomatic relationship between Japan and New Zealand commenced on April 28, 1952, with the entering into force of the San Francisco Peace Treaty. The New Zealand Embassy in Japan was New Zealand's first diplomatic mission in Asia, and was closely followed by the establishment of the Japanese Embassy in New Zealand.

in essential goods and medicines. "I want to reaffirm that my government values and welcomes Japanese investment in New Zealand. Japanese companies have a strong track record of investing for the long term, empowering local communities, making products more valuable and providing New Zealand exporters with global connections. These factors make Japan a special and valuable economic partner for New Zealand. And as an open market with a regulatory environment that supports innovation, New Zealand is an ideal home for Japanese technology, investment and research."

Zealand. In the geothermal energy sector, New Zealand's below-surface engineering capabilities directly complement Japan's above-ground engineering, and together we can significantly increase supply of this renewable energy."

What are your perspectives on people-to-people exchanges, tourism, education and cultural relations between the two Pacific countries?

Education New Zealand's General Manager - International Lisa Futschek: "Education has played a vital role in our bilateral linkages over many decades, fostering people-to-people ties and reinforcing shared values between our two countries."

"Before the pandemic, more than 10,000 students from Japan studied in New Zealand every year, making an important economic contribution, but also enriching our schools and communities, and helping New Zealand students become more globally connected."

What does the year 2022 represent in the seven-decade Japan-New Zealand relationship?

Prime Minister Jacinda Ardern: "This year marks the 70th anniversary of our diplomatic relations. We have so much to celebrate together. Over seven decades we have built an incredibly successful, close and resilient relationship. Literally millions of Japanese people and New Zealanders have visited, studied in and worked in each other's countries."

New Zealand Ambassador to Japan Hamish Cooper: "For seven decades, New Zealand and Japan have worked together as partners who share common democratic values and a commitment to support the international rules-based system."

"New Zealand Prime Minister Jacinda Ardern and her Japanese counterpart Prime Minister (Fumio) Kishida commemorated the anniversary in April in Tokyo, reflecting on the past and looking ahead to future opportunities to collaborate."

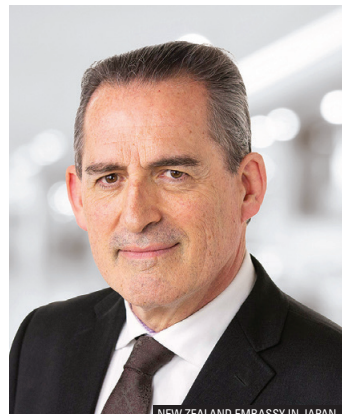
How important are the trade and economic relations between Japan and New Zealand?

Ardern: "Our trade relationship is worth around 8 billion New Zealand dollars annually, making Japan New Zealand's fourth-largest trading partner. Prior to the pandemic, Japan was New Zealand's second-largest Asian visitor market and third-largest source of students."

Minister for Trade and Export Growth Damien O'Connor: "New Zealand's well-being is inextricably tied to the Indo-Pacific, which we see as our wider home region. We have benefited from the stability and economic growth that the rules-based order, regional organizations and economic integration have provided in the region."

"In particular we will keep working with Japan to shape regional economic architecture through CPTPP (the Comprehensive and Progressive Agreement for Trans-Pacific Partnership), APEC (Asia-Pacific Economic Cooperation) and RCEP (the Regional Comprehensive Economic Partnership). Japan was a key partner for us last year when we hosted APEC, and worked to support regional supply chains and free trade

Trade Commissioner Craig Pettigrew: "The enormous supply chain and logistics challenges which many of our traders have faced must be acknowledged. But it is gratifying to note that the most recent trade statistics suggest that goods exports from New Zealand to Japan during the first four months of 2022 increased by 33%, compared



Hamish Cooper, New Zealand Ambassador to Japan

to the same period last year. Likewise, Japan's goods exports to New Zealand are off to a positive start this year, with a 28% increase during the first quarter, year on year."

"New Zealand and Japan share an intense focus in high-quality food standards. That has been a firm foundation for building complementary seasonal horticulture partnerships. For example, New Zealand's Zespri is licensing and supporting Japanese growers to produce kiwifruit counter-seasonally to improve year-round supply; and Budou Senshin is growing premium Japanese varieties of table grapes in Hawke's Bay to provide counterseasonal supply to Japan and other Asian markets."

What are the positions of both countries with regard to climate change and renewable energy?

Cooper: "New Zealand and Japan are working together to help meet our respective goals of net carbon neutrality by 2050. Obayashi Corp. and Mitsui & Co. are both working with New Zealand companies on green hydrogen projects in New



Trade Commissioner Craig Pettigrew

"New Zealand offers overseas international students a unique, high-quality education experience in a welcoming environment. We truly care for the students who choose a New Zealand education and we want to ensure everyone feels respected, thought of, nurtured and safe."

Tourism New Zealand's General Manager Asia Gregg Wafelbaker: "There's so much to discover around every corner in Aotearoa, with each region and season offering travelers a unique perspective of New Zealand. Traditionally Japanese visitors have loved coming to New Zealand to experience our wonderful nature and World Heritage sites, as well as our spectacular night sky in the South Island. I think there is still plenty to be discovered though and more and more we are seeing Japanese visitors wanting to get off the beaten track and seek out their own unique experiences, which is great to see. In particular I would encourage Japanese visitors to explore our cities and check out our cafes and restaurants." ♦
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Toyota New Zealand: Driving toward a cleaner and greener tomorrow

For over three decades, Toyota New Zealand has been at the forefront of the country's automotive sector — in the sales arena, initially, and eventually in the development of new technologies to help mitigate the effects of climate change. The company has ramped up these initiatives as Japan and New Zealand

commemorate 70 years of bilateral relations. To mark the momentous milestone, signaling New Zealand's openness to business and encouraging stronger cooperation between the two countries, N.Z. Prime Minister Jacinda Ardern was recently on a trade mission to Japan, the first since the start of the pandemic. Toyota

New Zealand was part of this trade mission; specifically, to advance its efforts towards carbon neutrality by 2050 through showcasing its hydrogen technology advancement and its new mobility initiatives. "PM Ardern's passion is to restart the economy; but, equally, the New Zealand government is very

committed to addressing the climate crisis. Our role as part of the trade delegation group was to promote and advance the opportunities around green hydrogen," shared Neeraj Lala, CEO of Toyota New Zealand. "We have a passion to support the government and collaborate — private with public sectors — with its push for green hydrogen as a renewable energy asset. There's an opportunity to really develop a hydrogen economy, both in the domestic and export markets," he added.

In alignment with these goals, Toyota N.Z. has launched its hydrogen-powered Car Share scheme. Four hydrogen-powered Toyota Mirai cars comprise the initial fleet for eight N.Z. companies, in this first-ever commercial application of hydrogen fuel cell technology in the country and will be refueled by green hydrogen supplied by Obayashi Corp. Additionally, in partnership with Emirates Team New Zealand and trading house Mitsui, Toyota N.Z. has likewise launched the



Neeraj Lala, CEO of Toyota New Zealand

world's first hydrogen-powered chase boat for the 37th America's Cup.

"We are broadening our focus from just selling cars to becoming a responsible corporate citizen of New Zealand," Lala noted. To this end, the company has rolled out the "Citizenship Award," which focuses on the social impact that Toyota's stores have in their communities.

"It's about creating value and social impact within your community; whether you're promoting sustainability or mobility for all within the local community." ♦
www.toyota.co.nz



Toyota New Zealand was part of Prime Minister Jacinda Ardern's recent trade mission to Japan to advance its efforts towards carbon neutrality by 2050.

Nelson Pine Industries: Rooted in tradition, building on technology

Quality and reliability have enabled Nelson Pine Industries Ltd. to carve out a niche in the industry as a world-renowned manufacturer of sustainably sourced, technologically advanced wood products. The Richmond, New Zealand-based company is acclaimed for its GoldenEdge medium-density fiberboard and NelsonPine laminated veneer lumber, which are of great value across many applications.

Since its founding in 1984, the group has remained firmly rooted in its legacy of sustainable timber resource

management, while robustly branching out into new areas of research and technology.

As a wholly owned subsidiary of Japan's Sumitomo Forestry Co., the N.Z. brand is an evergreen example of collaboration between the two nations toward more versatile, eco-friendlier wood products, in line with the global initiative to achieve carbon neutrality by 2050.

"Carbon neutrality by 2050 is a prominent discussion for both Japan and New Zealand; there is a big push for certain industries, with sustainability at the forefront," shared Kai

Kruse, CEO of Nelson Pine Industries. "Forests and timber products are a carbon sink; timber products likewise come with tremendous advantages as building and construction materials all sequester carbon over many decades while in use as furniture, doors or in the structure of a house," he added.

At its core, the forestry industry exemplifies the concept of carbon neutrality. But there are inherent challenges to the use of wood in construction — mainly in the natural variances in performance, strength and fire



Kai Kruse, CEO of Nelson Pine Industries

ratings. This is where technology comes in.

"The industry is no longer just the traditional archetype of 'lumberjacks and muscles,' but one of high-tech advancements that allow us to engineer wood to the desired strength for the structure," Kruse said, noting that technology has enabled them to build structures of three and five stories, whereas they could previously only go as high as two.

"Now, we are working on projects of up to eight



The Civic Centre in Ashburton (New Zealand) constructed with 500m3 NelsonPine LVL

Barfoot & Thompson: Cornering the N.Z. real estate market since 1923

Location: the undeniable crux of the real estate industry. But, navigating the realty sector can be daunting — this is where expertise and experience come in. With almost 100 years in the realty arena, Barfoot & Thompson knows the ins and outs of the business.

The company is New Zealand's largest privately-owned real estate firm, still managed by the Barfoot and Thompson families almost a

century since its founding in 1923.

"We're predominantly an Auckland-based company, but have recently opened branches up north and a property management office down in Tauranga," shared Peter Thompson, the company's managing director. "We've also recently announced a 50% buyout of Lodge Real Estate, among the top realty companies in Hamilton."

"New Zealand business is growing between the Auckland-Hamilton-Tauranga triangle, which is going to be a very important hub for many, many businesses," he explained.

While Barfoot & Thompson has focused primarily on residential, rural and lifestyle, and commercial real estate throughout Auckland and Northland, the group is a member of Leading Real Estate Companies of the World, a collective of market-leading independent residential brokerages in over 70 countries.

"We have very significant relationships with companies worldwide including Japan, which is great, especially in the commercial line. Moreover, the International Property Awards group named us the best real estate company in the world just last year," Thompson pointed out. Leveraging over 40% of



Peter Thompson, Managing Director of Barfoot & Thompson

Auckland's market share, the company is poised for even more growth, with a dynamic team at the ready. "We have around 2,500 employees, across 71 ethnicities, including a few Japanese nationals. I'd like to see more Japanese in the real estate line. They're lovely to work with and very successful; I admire them a lot," Thompson said, noting



With almost 100 years in the realty arena, Barfoot & Thompson knows the ins and outs of the business. Pictured: The Karaka Farm

stories. Soon, we'll have 10-, even 20-story buildings out of wood. Perhaps not 100%, but with big, timber structural elements," Kruse explained.

Elements of this technology have been developed in conjunction with long-time associates Sumitomo Forestry, a partnership that has proven fruitful not only in the arenas of market share and marketing, but also in the most vital aspects of product research and development.

"Sumitomo Forestry has its state-of-the-art Tsukuba Research Institute; they help develop construction systems for high-rise buildings, using our products," Kruse shared.

"The key for us is to continue to participate and spearhead the growth of using engineered wood products for the construction industry and to address issues that would otherwise be stumbling blocks." ♦
www.nelsonpine.co.nz

