



# World Eye Reports Australia

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## Australia and Japan: into the 'Asian Century'

Last year marked the 55th anniversary of the historic Treaty of Commerce between Japan and Australia. It was a prescient document. More than half a century later, Australia has increased its focus on Asia. As is amply evident in the government's

recent White Paper — titled "Australia in the Asian century" — the country is fully prepared for growth together with its Asian neighbors.

"It is a call-to-arms," says the chairman of investment bank J.P. Morgan's Australian subsidiary, Sir Rod Eddington. "In the past, we have been Euro-centric in our practices and culture. Now, we are becoming more Asia-centric in our economy and business."

Australian exports to Japan in 2012 rose to \$48.8 million, while Australian imports from Japan accounted for \$17.4 million. "We have continuously nurtured and built a solid foundation in terms of business between the two countries," says Dr. Masahiro Kohara, the consul general of Japan in Sydney.

"We have 103 sister-city relationships, six sister-states, and

eight sister-port relationships — this is the highest number of solid ties with any country," he says. "While maintaining a positive outlook for growth, Japan and Australia are committed to continuing their partnership for years to come."

Today, Australia has a growing affinity not just for Japanese business but also for its culture. "We are very much interrelated," says Nao Endo, director of the Japan Foundation in Sydney. "We host many cultural events with the aims of promoting exchanges. We are always delighted to see an increasing amount of interest from Australians at our events. To have this kind of cultural understanding and appreciation reflects our strong relationship."

The deputy premier of New South Wales, the Hon. Andrew Stoner, is likewise confident of the outlook of Australian investment: "If you look at the financial structure of our banks, you'll see that Australia is a safe and stable place in which to invest. We also have a strong, growing biotech sector and a 20-year infrastructure plan that is funded through public and private



Panasonic solar installation at Lizard Island on the Great Barrier Reef, Australia

partnerships." Japanese investment in Australia is often a two-way street. Japan's electronics giant, Panasonic, for example, has brought Japanese technology and ingenuity to Australia and earned a solid reputation in the country, while giving back to it through a heightened awareness

of the importance of sustainability. "We are currently working on technologies that will help Australians realize just how 'green' they are," says Panasonic Australia's managing director, Steve Rust. While launching mobile marketing campaigns that promote

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### EYE ON AUSTRALIA

Leading innovation in Australia, Panasonic aims to become more than a retail electronics and appliances company. Conducting research through Internet surveys and marketing, Panasonic intends to discover just how "green" Australia is, and what can be done in order to pave the way for a more sustainable future.

<http://panasonic.com.au>



KDDI specializes in data communications technology. The Sydney office was opened in 1974 and the Australian division was established in 1998. KDDI offers total and global support from planning and designing network systems to the procurement of equipment, construction, project management, and data housing services.

<http://global.kddi.com/>



The Australia Japan Business Co-operation Committee (AJBCC), founded in 1962, is an active group of top Australian business persons that has developed over 50 years into one of the most valuable elements in strengthening Australia-Japan ties.

[www.ajbcc.asn.au](http://www.ajbcc.asn.au)

The Japan Foundation, Sydney, promotes cultural and intellectual exchange between Japan and Australia through international cultural exchange projects. Through its activities, it contributes to the deepening of mutual international understanding and contributes to the building of peace in the international community.

[www.jpf.org.au](http://www.jpf.org.au)



Dr. Masahiro Kohara, consul general in Sydney

JAPANESE CONSULATE IN SYDNEY



Steve Rust, managing director of Panasonic Australia

PANASONIC

## Tomorrow Today

Nurturing life today, but how about tomorrow? Still vibrant today, but how about tomorrow?

Natural ecosystems are finite and irreplaceable. At Mitsubishi Corporation, we have been developing our Tropical Forest Regeneration Experimental Project, which strives to return ecosystems as close as possible to their natural states in Malaysia, Brazil, and Kenya.

A rich coral reef is a thing of beauty, but throughout the world they are slowly disappearing. At Mitsubishi Corporation, we have been supporting research to save these marine eco-systems through our Global Coral Reef Conservation Project, which is underway in Okinawa, Australia, and the Seychelles Islands.

Shaping tomorrow today

PHOTO: "Thousand Year Forest" in Aki City, Kochi Prefecture [www.mitsubishicorp.com](http://www.mitsubishicorp.com)

## Mitsubishi grows with Australia

Japan's trading houses have played an important role in the development of international trade and business for centuries. Through the years, they have built strong commercial bridges for connecting Japan and the rest of the world.

Mitsubishi Corp. is one such trading conglomerate, and the history of its subsidiary in Australia is a prime example of successful growth within the country. Established in 1956, Mitsubishi Australia's main business segments include energy, metals, machinery, chemicals, living essentials and business development.

"Australia is one of the most important countries for Mitsubishi Corp.," says Mitsubishi Australia's managing director and CEO, Mitsuyuki Takada. "In FY2011, around 40 percent of the mother company's total profit comes from Australia."

With over 20 subsidiary companies around the Australian continent, Mitsubishi Corp. group conveys a wide spread of business such as coking coal and thermal coal mining, LNG production, food and living essentials business, automotive distribution and water business.

"Australia represents an important supplier of natural resources to the world — espe-

cially for Japan and Asian countries," Takada explains. "We work very hard to ensure the security and maintenance of a constant supply of resources back to Japan."

However, while Australia has enjoyed economic success in the region recently, the country is not immune to the effects of the ongoing global financial crisis. "Traditionally, we have had very good business especially in the ferrous resources and energy fields," says Takada. "but since my arrival here last April, we have been searching for new business opportunities as well in order to contribute more to the Australian society."

Australia's total population is relatively small at around 22 million, which is factored into Takada's strategies to increase Mitsubishi's business in the country. "We cannot consider Australia to be a big consumer or export market," states Takada. "We are looking for opportunities that will help grow Australia itself. As the group has already gone into the water business since 2010, we aim to engage in Australian infrastructure projects such as roads, railroads, hospitals, airports and ports in order to help grow the country's market and strengthen its economy."

"Our advantage is that we deal with a wide array of business fields and partners," Takada

adds. "Our ability to integrate the industry leaders from Japan and Australia makes Mitsubishi a premier choice for international cooperation."

With regard to Mitsubishi's infrastructure projects, the company is able to combine the efforts of both Japanese and Australian companies in construction, technology, financing and human resources.

Takada points out the "food" segment as one of the priorities for Mitsubishi Australia in line with its new strategy. "While Australia will continue to provide resources such as LNG, coking coal and thermal coal, growth and development in areas such as dairy foods is also important for us," he says.

In 2012, Mitsubishi established a joint venture in milk powder production with Tasmanian Dairy Products (TDP), one of the region's most prominent names in dairy. The new TDP processing plant is being built in conjunction with Mitsubishi. It is expected to be in commercial operation by the first quarter of this year.

"I arrived here in Australia in April last year," recalls Takada. "I feel very fortunate. Because of our long history and the efforts of our predecessors in the country, Mitsubishi has garnered a lot of respect and



Mitsuyuki Takada, CEO and managing director of Mitsubishi Australia

confidence in Australia, and has good business partners. It would be important for us to expand our business continuously with the reliable Australian partners." ♦ <http://www.mitsubishicorp.com/au>

## Software innovation and creativity power a strong partnership



LANSA Vice President Asia Pacific Gordon Davies, LANSA Japan Chairman Tsutomu Nakanishi, President Tetsu Nakamura and the LANSA Japan Team

Well into the 21st century, the intangible assets of Australian innovation and expertise in Asia are proving to be as valuable as the natural resources found in its rich earth. In particular, the Australian IT industry has become a key component of Australia-Japan business links.

Gordon Davies, the Sydney-based vice president for Asia-Pacific of the global IT and management solutions provider LANSA, believes that there are several reasons that Japanese companies "click" so well with his country's buoyant tech services sector.

"The IT field in Japan is open-minded," he explains. "Japanese companies use software developed in other countries extensively."

"Japan has a sensible and practical approach to IT, which we Australians respect and appreciate," continues Davies. "Plus, we apply creative thinking to technological challenges in a way that intrigues Japanese companies."

Having spent many years working with Japanese companies, he professes a special affinity for them.

"We like Japan's well-deserved reputation for long-term thinking," explains Davies. "There is a good match in overall approach, which translates into a willingness on the part of Japanese companies to build long-term partnerships with Australian IT providers such as LANSA."

LANSA celebrated its 25th anniversary in 2012. With regional offices in Sydney, Chicago in the U.S. and St. Albans in the U.K., most software R&D is still done in Australia where the company was founded.

In Japan, LANSA continues to seek opportunities in the world's second largest IT market. LANSA Japan, 100 percent fully acquired by the group in 2010, provides services to the country's most iconic companies.

"We are glad that we accepted the challenge of Japan market entry, and honored that so many Japanese companies have entrusted their core applications to our platform," Davies notes. "These include Honda, Isuzu, Itochu Aviation, JX Nippon, Nippon Express, NKSJ Systems, Panasonic, Ricoh, Sanyo, Sejitz, TDK, Tokai Rubber, TV Tokyo and Yanmar."

The year 2013 will be a significant one for LANSA Japan, under the new leadership of Tetsu Nakamura, who was named its president in January.

"Japanese enterprise has a great deal of potential for smart devices," says Nakamura. "LANSA already has an array of excellent solutions in this area so we are confident of assuming an important role here. Together with our traditional product lines and services, our business will continue to grow steadily in the coming years." ♦

[www.lansa.com](http://www.lansa.com) • [www.lansa.jp](http://www.lansa.jp)



## New treatments for an aging population

Circadian Technologies is a Melbourne-based biotech company developing therapeutics for cancer and eye diseases. Its eye disease programs are managed by Opthea, a subsidiary of Circadian specifically created to focus on ophthalmic drug development.

With two lead molecules, VGX-100 (a monoclonal antibody for cancer treatment) and VGX-300 (a treatment for eye disease), Circadian has a pipeline of new products that promise to make a difference to patients' quality of life.

"The concept of our treatments is to block both blood and lymphatic vessel development that is associated with various diseases," explains Dr. Megan Baldwin, CEO of Opthea and head of Circadian's R&D department. "By targeting both vessel types, our agents are different to most other molecules in development, and we believe that will result in more effective cancer and eye disease treatments than are currently available."

Circadian's agents block a protein called vascular endothelial growth factor-C (VEGF-C) that can bind to receptors on vessel walls and lead to blood and lymphatic vessel growth. This vessel growth, in turn, provides essential nutrients for tumors.

In the case of eye disease, abnormal vessel growth in the retinal and corneal tissue disturbs vision and may lead to blindness. Blocking VEGF-C has been shown to be effective at inhibiting cancer and eye disease progression in animal models.

"Many ocular diseases are categorized by abnormal blood vessel development," Baldwin clarifies. "This is particularly true for age-related macular degeneration."

"It's a disease that will only become more prevalent as populations age," says Robert Klupacs, Circadian's CEO. "We're very passionate about making an impact."



Dr. Robert Klupacs, Circadian CEO and Dr. Megan Baldwin, Head of Preclinical R&D

VGX-100 is currently in a Phase 1 clinical trial in the U.S. for patients with advanced solid tumors, scheduled for completion in the first quarter of 2013. Opthea is aiming to initiate a Phase 1 study for VGX-300 in wet AMD patients within 12 to 18 months.

Today Circadian is actively looking for partners to further develop its treatments. "Our

drugs have the potential to be used on their own, or in combination with existing therapies, to improve patient responses and lessen the impact of disease, but they take time and resources to develop," says Klupacs.

"We are seeking partnership and investment," he stresses. In fact Circadian now has an in-house Japanese head based in Melbourne to actively engage in possible business opportunities with Japanese companies." ♦

<http://circadian.com.au/>



## local knowledge international experience

# LEIGHTON

The Leighton Group is one of the world's leading international contractors operating in more than 25 countries in Asia, the Middle East, Southern Africa and throughout Australia. We aim to be renowned for excellence through our operating brands and the empowerment of our people. Leighton began operations in the Asian region in 1975 and has developed a reputation for delivering competitive, innovative and practical solutions through a unique combination of local knowledge and international experience. [www.leighton.com.au](http://www.leighton.com.au)

DISCIPLINE | INTEGRITY | SAFETY | SUCCESS |



# Australia

## Karoon Gas well-positioned for growth in 2013

**K**aroon Gas, a Melbourne-based oil and gas exploration company founded by Robert Hosking in 2003, has a staff of 70 in its offices in Australia, Brazil and Peru: in some of the world's most oil- and gas-rich areas.

A relatively young company in the cutting-edge sector that oil and gas exploration has evolved into, most of its history has been spent on seismic, geological and engineering work to prepare for drilling campaigns in Australia and South America.

In the last five years, Hosking, now chairman of Karoon Gas Australia, has been instrumental in obtaining permits, finance, and contracts that has allowed it to finally begin actual drilling late last year.

"We should be drilling about six wells in Australia and three in Brazil and three in Peru," says Hosking. "When you look at our market capitalization, we are currently on a \$1.2 billion drilling campaign all set for 100 percent implementation in the next two to three years."

Karoon Gas has five blocks owned 65 percent with joint venture partner Pacific Rubiales Energy at 35 percent in the Santos Basin, located offshore from Sao Paulo in Brazil. It also has two blocks in Peru: one for an on-shore site in the base of the Andes Mountains, and another in an offshore location in the Tumbes Basin off the country's northern coast.

Hosking has prepared the company well for tremendous growth starting this year. "In 2040, the Asian and European markets will be consuming 20 to 30 trillion cu. feet of gas a year," he says. "That accounts for all the current production in Australia, so we are looking at parts of South America and Asia very seriously within the next year."

Liquefied natural gas (LNG) and coal seam gas have been traditional sources of energy and major exports of Australia. Japanese companies continue to invest



The Blackford Dolphin rig in Brazil

heavily in Australia's LNG projects despite cheaper options in the U.S.

Hosking explains: "In America, we have seen the shale gas potential being hyped by the media. Shale gas production is very large in the first few years but then runs out quickly, so its important to understand and prepare for the shale gas bubble."

"I have had a historical relationship with the Japanese," he continues. "The relationship has always been very good." Hosking was involved in the steel industry for 15 years and had substantial interaction with major Japanese trading houses.

"We are getting ready to start our relationships with the Japanese again as we begin drilling in the Browse Basin," he remarks, referring to an LNG project off Western Australia that is set to take off this year. ♦ [www.karoongas.com.au](http://www.karoongas.com.au)

## Leighton Holdings: Constructing the Asian Century

**L**eighton Holdings CEO and Managing Director Hamish Tyrwhitt is fired up about the white paper his government released last year on "Australia in the Asian Century."

Why shouldn't he? His Australian-based company has been a major presence across the Asian region for more than 40 years.

"The White Paper is a document with a national vision. It challenges Australians in both business and government to work together to realize that vision over time," he says from the global headquarters in Sydney. "You can't change things overnight, but in 10 years you can do an incredible amount if people get together and rally

behind a vision. That's the sort of thing I get passionate about."

Leighton is one of the world's major contracting, services and project development organizations, as well as the world's largest contract miner, employing over 57,000 people globally. Leighton Holdings functions as a strategic management company providing corporate governance for its more than a dozen uniquely branded companies conducting business across more than 25 countries.

One of those companies is Leighton Asia, at which Tyrwhitt served as managing director from December 2007 until August 2011, when he took the reins at Leighton Holdings. Prior to moving back

to Sydney, Tyrwhitt had lived and worked in Asia since 1990.

"I have personal commitment and interest in Asia after living there for over 20 years," explains Tyrwhitt. "Where we're sitting now, as a company at the foundation of the Asian Century, 50 percent of our employees are based in Asia."

Leighton Asia, founded in 1975, is based out of Hong Kong and currently operates in Hong Kong, Macau, China, Taiwan, Mongolia, the Philippines, Guam, Indonesia, Malaysia, Singapore, Brunei, Thailand, Vietnam, Laos and Cambodia.

"Over 40 years, we have developed a great relationship with the countries we worked in. Most of the time, the local country does not realize we're an Australian company because we assimilate into their culture," says Tyrwhitt. "We unite everyone in the company under the same values—discipline, integrity, safety and success. Our vision is to be renowned for excellence, delivering through our operating brands, and the empowerment of our people."

In Leighton's earliest business interactions with Asia, it was in Japan that they found some of their first partners and business opportunities. The first Australian coal exported to Japan came from mines operated by Leighton subsidiaries. In the 1960s, Thiess — one of Leighton's operating com-



Hamish Tyrwhitt, CEO and managing director of Leighton Holdings

panies — operated the first Toyota dealership in Australia.

"If you look at the history we've had with the country and with Japanese companies, it's a long history full of trust, respect and mutual understanding," Tyrwhitt says. "We certainly feel we are a company that's part of the Japanese solution through the region. We have an enormous amount of work in Asia with Japanese partners and many LNG projects in Australia are secured by Japanese equity. We are a big user of Japanese-manufactured equipment as well."

As Leighton's efforts in Asia push forward, the company is focusing on Hong Kong, Macau and

Indonesia as some of their biggest markets — and as Tyrwhitt continues to call the shots from the CEO's chair, his focus is to build up the reputation and credibility of the brand.

"As a company, we do good things. We actually change lives in the communities we work in. Whether it's building hospitals, schools, or airports, we're improving the quality of life for people," he says. "I want the Leighton Group to be renowned for its incredible projects and the contributions we make. As other companies shift and rebalance and focus more on Asia, we hope they turn to us as their partner of choice." ♦ [www.leighton.com.au](http://www.leighton.com.au)

## Strong local commitment highlights Japan-Australia partnership



Jim Minto, managing director of TAL Ltd.

**I**n Australia, as in Japan, great value has always been placed in having proper health care and insurance. Life insurance is highly valued in Japan, but this has not always been the case in Australia. In 2008, Dai-ichi Life acquired a 29.7 percent shareholding in specialist life insurer TOWER Australia — whose origins reached back almost 150 years to the Government Life Insurance Office in New Zealand. Three years later the Australian company became a wholly-owned subsidiary of Dai-ichi Life, and was subsequently renamed TAL.

"We started by looking at what we had in common," recalls TAL's managing director, Jim Minto, who has overseen his company's transformation from TOWER to TAL and grown the business seven-fold since 2003. "Clearly, we both had life insurance in common, but what was really key was our mutual heritage in setting up and running our companies for our customers. Customers are put first for both companies."

Today, TAL is Australia's leading specialist life insurer, providing its services to more than 2.5 million residents across the country. Its solutions range from term life and funeral plans, critical illness, disability and income protection to business expense management. The company also offers superannuation and retirement products. In fact, TAL has just won its second consecutive AB&F Magazine "Life Insurance Company of The Year" award,

recognized for its leadership and innovation within the market, as well as the coveted CoreData 2012 Life Company of the Year (Winner) for its outstanding customer-focused service.

The integration between the Australian and Japanese companies was smooth from the start. When TOWER Australia and Dai-ichi Life first started their partnership, a memorandum of understanding was created to put down in detail the vision of how the two companies were going to collaborate.

"We knew that, day-in and day-out, executives on both sides needed to understand how the working relationship was going to be carried out," Minto recalls, "but since we planned from the outset how we would work in that memorandum of understanding, we have rarely had to revisit it because we just work so well together. We also have a really good cultural fit that is the basis for a long and successful relationship."

TAL is now a prime example of how well Japanese and Australian businesses can work with each other, sharing core competencies and learnings for mutual benefit. The successful partnership has even provided the market with more than just life insurance. In June 2011 it donated a collection of 741 rare colonial-era Australian drawings and watercolors to the State Library of New South Wales, to celebrate its commitment to the Australian community. ♦ [www.tal.com.au](http://www.tal.com.au)

## Supplying energy needs across a giant country

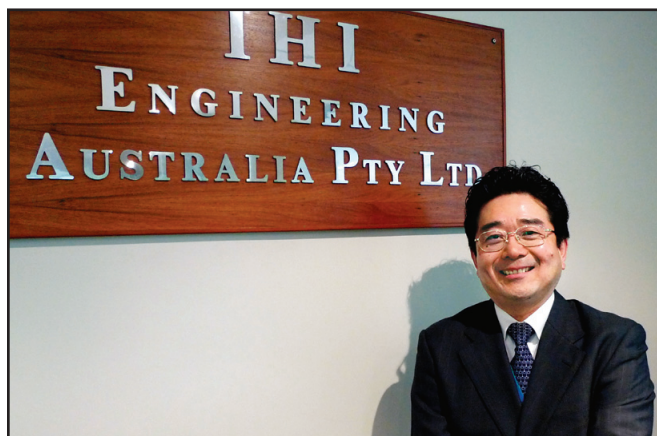
**D**emand for power generation and energy across the globe is reaching an all-time high, and Australia is no exception. The country has nearly 7.6 million households, of which about a third are located in the state of New South Wales alone.

With energy demand in New South Wales growing significantly, the need for a powerful player in the local market has been a challenge ably answered by IHI Engineering Australia (IEA). Established in Sydney in 1971 by Japan's IHI Corp., IEA has served the needs of increasing energy demand in Australia for more than 40 years.

IEA maintains energy-related

projects throughout the country that involve contracting for engineering, procurement and construction (EPC), in addition to maintenance work. Managing Director Tsutomu (Tom) Yoshida, leads IEA in its mission to continue its steadfast quality and service within the Australian market.

"We are committing ourselves to stable supply of electric power to the Australian people as well as to the iron ore mining industry," Yoshida says. With years of expertise in international and domestic sales and marketing, and a background in R&D, he is guiding IEA through a crucial period in its history of providing support



Tsutomu Yoshida, managing director of IHI Engineering Australia

## Australian company can supply Japan's taste for specialty metal

**J**apan is a country with refined taste. Whether it is in fashion, food, technology — or even mining — the Japanese seek out the most sophisticated varieties and highest product quality.

A nation with few natural resources, Japan has looked for years to Australia — with its rich store of minerals — to supply the country with material. Thus, the two nations have maintained strong ties to each other in the key mining sector.

Based in Queensland's Gold Coast, Platina Resources aims to meet Japan's love of all things rare and unique by supplying fine metals. This international resource company is focused on the exploration and development of an unrivaled global portfolio of precious and specialty metal mining projects.

Platina has three fully-owned

mines: the Skaergaard Gold and Platinum Group Metal (PGM) Project in Greenland, the Owendale Platinum and Scandium Project in Australia, and the Munnii Munnii PGM Project in Australia.

"Japan, with its advanced technology and ability to process materials, will be very important to us going forward," says Platina's managing director, Robert W. Mosig. With 30 years of experience in the industry, he is no stranger to Japanese business practices: "I have seen cycles of booms and busts, and have a great appreciation for the manner in which Japanese companies emphasize relationships and long-term partnerships when doing business."

"We are currently looking at a new metal, scandium, which has never been produced in great quantity," Mosig adds excitedly. "With



Bluewaters power station at Collie, Western Australia

for Australia's energy needs.

In addition to IEA's construction of 15 large coal-fired boilers that supply electricity to New South Wales, Queensland and Western Australia, the company has also built and maintained 12 gas-turbine power generators. It has also constructed blast furnaces, rolling mills and materials handling equipment throughout Australia and New Zealand.

Yoshida believes that investigating new technologies such as "Oxy-fuel" (a technology that burns oxygen instead of air for combustion of coal, thus eliminating nitrogen-oxide in the flue gas, making it suitable for Carbon Capture and Storage [CCS]) and brown coal gasification (which will enable clean usage of what

is considered a "dirty energy source") are some of the future paths that will help IEA grow within Australia. New fields of work such as gas engines and mini-construction equipment are also an interesting prospect for the future of the company.

"We do not plan to expand our company or operations too rapidly," he explains, "but through our local-based core personnel and firm step-by-step advancement, we would like to continue to supply the energy needs for Australia."

"Together with IHI Corporation in Japan, we work as a team to commit ourselves to maintain delivery, budget and quality," concludes Yoshida. ♦ [www.ihiaust.com](http://www.ihiaust.com)



Owendale Platinum and Scandium Project drilling program

Japan's experience and knowledge in using unique metals, we would be very happy to provide the country with a stable and continuous supply of scandium."

Scandium was first identified in 1879, however, its applications were discovered only 100 years later. Today, its major use is in aluminum alloys and clean energy. This rare metal is currently extracted from only a few mines worldwide. "Australians have done business

with the Japanese for many years," Mosig says. "We know the culture, and most importantly, we know that they are good partners."

Platina Resources looks to 2013 with great optimism, aiming to secure an off-take agreement with Japan for the production of scandium oxide that will ensure its supply to a market eminently prepared to harness the possibilities of this new material. ♦ [www.platinareources.com.au](http://www.platinareources.com.au)

## The importance of bridging cultures in international trade

**D**espite the stagnation of Japan's economy, trade relations between Japan and Australia are steadily improving in various industries. For Japanese corporations interested in expanding their presence to the Australian market, cultural specificities such as local trading practices and market characteristics must first be understood to ensure their global success.

With many years' experience in this field, Sydney-based Global Promotions Australia facilitates trade and commerce between these two countries through its grasp of the various idiosyncrasies of the Australian and Japanese markets. When a leading Japanese stationery manufacturer wanted to introduce a new product in the Australian market, Global Promotions organized focus groups and interviews and researched Australian market conditions in order to assess the product's suitability for the needs of Australian consumers.

Global Promotions offers its services to various Japanese corporations and government enterprises with respect to the organization of trade fairs and coordination of inspection tours of the Australian market, enabling them to accurately deduce the nature of the local market, connect with local buyers and plan their export strategies accordingly. Furthermore, they also undertake detailed market analysis and compose reports, articles and papers on various Australian sectors including agriculture, mining, tourism, education and political and economic systems that are utilized by Japanese government agencies, corporations, newspapers and media outlets.

The founder and managing director of Global Promotions, Sayuri Hayashi, is also a master of traditional Japanese arts such as *nagauta* shamisen music, tea ceremony and traditional flower arrangement. Teaching and performing in Australia, she actively contributes to cultural exchange between Japan and Australia. Furthermore, Hayashi is a member of the Japan Chamber of Commerce and Industry, Sydney, an executive member of the Japan Club of Sydney and a member of the Japanese Society of Sydney, allowing her to play a vital role in the life of the Japanese community, and contributes to the grassroots network of Sydney's Japanese residents.

With its understanding of local markets and adaptability to changing conditions, Global Promotions is able to offer a unique service in promoting international trade. "It is especially in this day and age that international boundaries are becoming permeable that the task of bridging cultures becomes important," says Hayashi.

The ability to connect different markets and their diverse needs is something that is only going to gain more significance in the future. ♦ [www.global-promotions.com.au](http://www.global-promotions.com.au)



Sayuri Hayashi, founder and managing director of Global Promotions

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**TAL** A DAI-ICHI LIFE Group Company

**DAI-ICHI LIFE**

TAL, Australia's specialist voice of life insurance, is now even stronger under new parent The Dai-ichi Life Insurance Company, Limited.

Together, bringing peace of mind to and protecting the financial wellbeing of millions.

**Karoon**  
Gas Australia Ltd



## The university as a glue between two cultures

Japan is one of the most important countries for Monash University," says Professor Edward Byrne, the university's vice chancellor and president. "We arguably have Australia's major academic centers for Japanese studies at Monash. These departments concentrate not only on Japanese language, but also on Japanese culture."

Monash University, first established in Melbourne in 1958, is Australia's largest university. Today, it has over 75,000 students in its campuses around the world, with six campuses in Australia and five other centers in Malaysia, South Africa, Italy, India and China.

"Monash is the 'Western' university which is most engaged in Asia," Byrne explains. "We have students from 150 countries in our Australian campuses and strong bilateral relationships with many of the key nations in Asia, including Japan."

Positioning the university at the forefront of Australia's academic relationship with Asia in this new "Asian Century," Byrne is particularly proud of its long-standing re-

lationship with Japan.

"We have a number of key collaborations with Japanese universities, and have very strong student recruitment and exchange programs in Japan," he explains. "We also share research interest in a number of areas: not just in culture, but in science as well."

Monash currently has about 800 Japanese students studying in its campuses. Byrne would like to increase this number further during his term as vice chancellor, and sends an open invitation to both Japanese undergraduates and post-graduates to come to Monash.

"We'd love to have more Japanese undergraduate students," he says. "We're also very interested in Japanese students who are looking to do their second degree in Australia. I believe Monash can provide them with a brilliant and outstanding educational and cultural experience."

A member of the executive committee of the Australian Japanese Co-operation Committee (AJCC), Byrne continues to help build Japan's key role in Australia's future — as well as his university's role in



Prof. Edward Byrne, vice chancellor and president of Monash

the bonding between the two countries.

"The importance of Japan to Australia can never be overstated," he says. "But Japan should also look more closely at Australia. Australia as a country is vital — it's growing at a terrific pace. The best years are still ahead of us." ◆

[www.monash.edu.au](http://www.monash.edu.au)

## Investing in a 'rare' opportunity

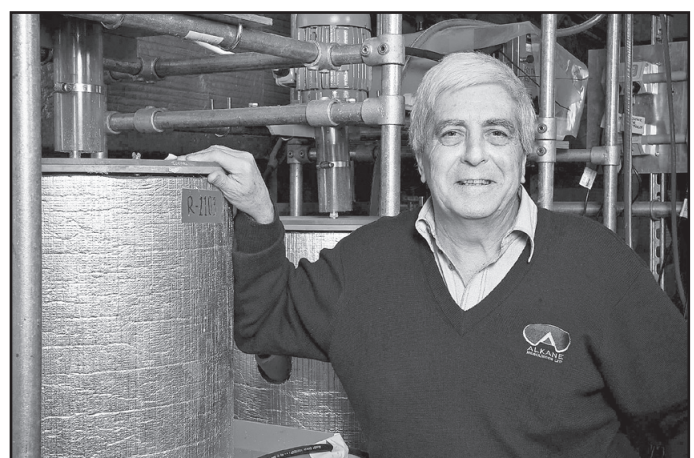
Ironically, 'rare earth' metals are not as rare as their name suggests. Metals from this category are relatively plentiful on Earth, though they are often difficult to both recover from ore deposits and transform into useful products.

They are used in a wide range of modern applications in industries such as energy efficiency products, emissions minimization and consumer electronics. The use and consumption of these valuable elements is forecast to grow exponentially in light of today's booming global demand for high-tech applications in devices such as smartphones and energy-efficient lighting.

Demand is even greater in Japan, currently one of the world's largest consumers of rare earth metals. The country's thirst for the resource has made it turn to Australian companies such as Alkane Resources.

"There are many deposits around the world," explains Ian Chalmers, managing director of the Australia-based mining company. "The complication lies in getting the minerals out of the ground and processing them into a form that's marketable and usable for the end consumer."

"For example, we've been developing our Dubbo Zirconia Project in New South Wales for about 12 years already to get it



Ian Chalmers, managing director of Alkane Resources

to an advanced stage and enable production of a suite of zirconium, niobium, and light and heavy rare earth products," he explains. "By the end of 2013 we're expecting to have all approvals set for development of a project which could have a life in excess of 100 years. By 2015, we'll be able to commence commercial production of the rare earths and rare metals. From the start, that's 15 years in total."

Aside from its proven strategy, Alkane has another advantage: "We're very pleased with our long-term Japanese partners," Chalmers says. "We had discussions with many companies in the past, but just last July, we were able to solidify a memorandum of understanding with Shin-Etsu Chemical —

a major accomplishment for us which will enable the production of the full suite of separated rare earths."

With the help of Japanese connections such as this, Australian companies like Alkane are looking forward to supplying the Asian giant's demand for these specialty metals.

"We see that Japanese companies are eager to find alternative sources of strategic metals like the heavy rare earths and zirconium, especially with the current uncertainty in world supply," Chalmers says. "In the future, we're confident that Australian companies such as ours will become key allies for Japanese players in these particular sectors." ◆

[www.alkane.com.au](http://www.alkane.com.au)

## Osaka Gas establishes long-term investments in LNG-rich Australia

Japan's demand for LNG continues to grow, just as the future of nuclear energy in the country is unclear. A resource-rich country such as Australia is a key part of the solution to Japan's bur-

geoning demand.

Australia's oil and gas sector, in particular, is a focus, given the country's vast reserves and highly skilled workforce. Japanese energy giants have already

invested heavily into the "Lucky Country's" oil and gas industry as demand for liquefied natural gas (LNG) in Japan increases.

"Because of Fukushima, investing in upstream gas is beginning to carry a new strategic significance," comments Shigeki Hirano, chairman of Osaka Gas Australia (OGA), the Australian investment arm of Osaka Gas (the Japanese mother company is a giant gas distributor in Japan's domestic market). "Demand for a stable and competitive LNG supply continues to grow in Japan."

"Australia is an ideal place from which to supply Japan's demand," he adds. "OGA already has diversified investments in five major projects that are extremely prom-



Osaka Gas' Gorgon project

## Moving beyond cars, Denso adapts to a changing world

2012 marked Denso Australia's 40th year successfully servicing the Australian market, a symbol of the global company's continuous drive for excellence internationally. Furthermore, with a new CEO at the helm as well as a spanking new service training center, the anniversary struck a strongly positive

**DENSO**

note for the decades to come. Based in Croydon in the state of Victoria, Denso Australia is well aware of forecast toughening conditions in the Australian OEM industry. Thus, adapting to this type of market will be one of the main goals for the company — especially as its main business is closely linked to the country's three main OEM manufacturers: Toyota, Ford and General Motors.

"The strong Australian currency is strongly affecting local OEM's ability to export, while imported vehicles are becoming relatively cheaper," says Russell Jopson, president of Denso Automotive Systems Australia. "Currently, of the 1 million vehicles sold in Australia, 14 percent are locally produced. If we include exports into this equation, then our total production ratio to total sales would be 22 percent — that's still a very low number by world standards."

Jopson uses these numbers to make his point: that they only make more apparent the company's need to diversify. "The declining volume in Australia has been a concern, so we are re-aligning our business model to tackle the issues in local production," he



Denso Automotive Systems Australia President Russell Jopson and Denso Corp. President Nobuaki Katoh

explains.

"We have been heavily focused on diversifying our business by also building our traditional aftermarket and non-automotive portfolios. Plus, with our R&D center,

we have enhanced our capability to develop new and innovative products despite negative market conditions."

"We constantly ask ourselves how the Denso brand can gain

a foothold in non-automotive markets such as mining and telecommunications infrastructure," Jopson continues. "We are always looking to innovate and expand the Denso business."

Such non-automotive business sectors as caravan air-conditioning, data capture and scanning systems, as well as new initiatives under local joint development could be a foretaste of Denso's diversification beyond its traditional automotive base.

Jopson is optimistic, especially with solid backing from its mother company in Japan. "We receive strong support from Denso on an international level and this greatly increases our capabilities to supply and service the Australian market," Jopson continues. "Because of this competitive advantage, we are confident that our brand will continue to grow for next 40 years in Australia." ◆

[www.denso.com.au](http://www.denso.com.au)

## Straight to the heart of Australian palates

When I lived in Sydney about 20 years ago as a representative of Kikkoman Corp., there were not many Japanese restaurants in the entire city," recalls Shunichi Yoshioka, managing director of Kikkoman Australia. "At that time there were much fewer Asian people — including Japanese — than are now here. It was a very different setting compared to today."

After 2000 the new trends of globalization and multiculturalism pushed Australia to be more open to its Asian neighbors. Japanese food became a powerful new ambassador for the country: going straight to Australian palates. Japanese cuisine in Australia came to symbolize a direct representation



Shunichi Yoshioka, managing director of Kikkoman Australia

of the grace and simplicity of the archetypal Japanese lifestyle.

"Today, there is a great sense of multiculturalism in Australia,"

says Yoshioka. "People here are more willing to learn more about Japanese culture especially when it comes to Japanese food. This has

contributed greatly to the relationship between Australia and Japan."

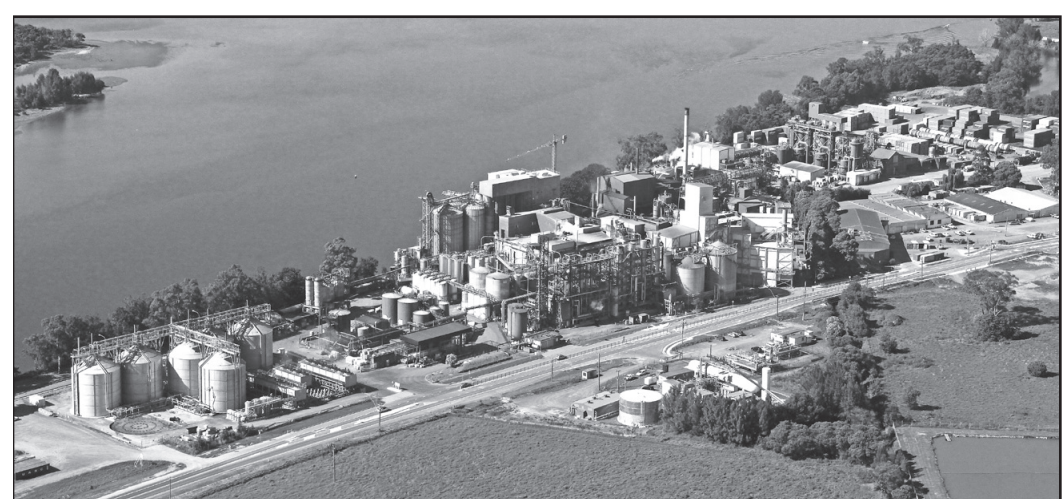
Kikkoman, recognized in Australia as the iconic maker of Japanese soy sauce and teriyaki marinades, has grown dramatically in the country since first setting up its Australian representative office in 1980.

"One popular trend today is Japanese and Asian-inspired cuisine cooked with fine local ingredients," Yoshioka explains. "We see this as a great opportunity for Kikkoman because our flavors complement almost every type of Western cuisine as well as Asian cooking. We take the complexity of our flavors such as *umami* very seriously and I believe that this is what separates us from Kikkoman's competitors."

"For example, for our naturally brewed soy sauce: its fine aroma is composed of roughly 300 different components that derive from the fermentation process of the brew," he continues. "We take greater care and time when it comes to the fermentation process and use only the highest-quality soy beans and wheat. These are the keys to perfecting the unique flavor and aroma of our sauce in an exclusive production procedure we have used for over 300 years."

Yoshioka is confident that Australia's fondness for Japanese cuisine is not a passing fad. As the popularity of Kikkoman products in Australia continues to grow, these subtle ambassadors for Japanese values will keep connecting with Australian stomachs...and hearts. ◆

[www.kikkoman.com.au](http://www.kikkoman.com.au)



Manildra's factory in Norwa, New South Wales, Australia

## Feeding a Yen

It is ironic that Japan, known for its refined and unique cuisine, imports around 60 percent of its food today. Among developed countries, it ranks among the world's lowest in its rate of food self-sufficiency — alongside such resource-poor nations as Switzerland and South Korea.

Accordingly, Australia is the ideal partner for Japan's food needs. The southern continent is one of the world's top producers of food.

Australia's Manildra Group aims to take advantage of the imbalance as Japan increasingly looks abroad for its diet needs. Established more than 60 years ago in 1952 with the purchase

of a single flour mill, Manildra has grown steadily through the decades and is now Australia's largest consumer of industrial wheat.

"We have been working in the Japanese market for around 30 years," says the group's general manager, Peter Simpson, "and we are very optimistic about our growth in 2013."

Manildra is the largest supplier of wheat starch and wheat gluten to the Japanese market. The company also provides grain and carbohydrate products to Japan.

"It has been a blessing working with the Japanese," Simpson says. "Our big turning point was when we committed ourselves to

this by hiring a native Japanese speaker to head our Japan department."

While its primary business derives from wheat and agriculture food products, Manildra also works in renewables in the form of ethanol fuel. The company has garnered international recognition in this field, notably the World's First Certification for Biofuels Sustainability.

"It was tremendous to receive such a prestigious award," Simpson admits, "to be acknowledged from outside of our company. It validates all our work and aims for sustainability."

As Japan continues to work with Australia to satiate its domestic markets, Manildra carries on its mission to remain one of Japan's premier partners for basic food requirements. ◆

[www.manildra.com.au](http://www.manildra.com.au)

## Australia is alive with Yamaha's sound of music

Yamaha Corp., the world's largest producer of musical instruments and a range of other products, began celebrating its 125th anniversary in October last year. Its subsidiary, Yamaha Music Australia, was established in Melbourne — the country's live music capital — in 1986.

With 30 years of experience at Yamaha, the company's managing director, Yasuhiro Nihashi, has led it in Australia since last April.

"Yamaha Music Australia's top priority is music appreciation," says Nihashi. "We provide services and products that suit a wide range of consumers. We support the music community by sponsoring local events and we create a market by providing musical education in our schools. In sum, we deliver top-quality instruments and audio equipment."

Yamaha Music Australia is a major arts advocate in the country. This year, it will be sponsoring the Melbourne Prize for Music that provides musicians of all genres in Victoria state a chance to showcase their talents. It is also continuing its patronage of the world-renowned Sydney Opera House.

The company's iconic international presence is fundamentally based on its world-class instruments and audio equipment. In Australia, Yamaha is the top sup-



Yasuhiro Nihashi, Yamaha Music Australia's managing director

plier of musical instruments to the national school system. In fact, for many first-time learners in Australia, the Yamaha brand is their first introduction to playing music.

The first Yamaha music school was founded in Melbourne in 1970. Yamaha offers music courses in group settings or private lessons for students ranging from children as young as 3 years to adults. Today, Yamaha Music's network is ever expanding across Australia as they continue their mission to bring out everyone's potential and express themselves through music.

As well as creating music, mu-

sic appreciation also includes listening to it — and Yamaha's audio products are just as well-regarded as its instruments. Yamaha was recognized at the 2012 Sound+Image Awards in Sydney for the design and manufacturing of its PDX-11 speaker dock and AVENTAGE™ RX-A3020 AV receiver.

Nihashi says: "Our products are always up-to-date and reflect what the clients want. We need to approach our customers and dealers with the best quality sound image the industry has to offer — whether it is from our instruments or from our audio equipment." ◆

<http://au.yamaha.com/>

## Entering the 'Asian Century'

CONTINUED FROM PAGE 12

environmentally friendly products and practices, Panasonic also sponsors a permanent chair for environmental sustainability at Sydney's Macquarie University.

"We hope that we can develop a culture of sustainability through our partnership with the university," he says. "We can discover innovative ways in which we can help preserve our environment."

**Long-standing relationship** Interestingly, the first Japanese Consulate in Australia was not established in Sydney or Melbourne. Instead, it was founded in Townsville in the northern state of Queensland, meant to serve Japanese workers in the pearl shell industry in the Torres Straits. The Japanese presence in Australia has evolved and grown since those humble beginnings. "Japan has been our most important trading partner for many years," says Queensland's treasurer, the Hon. Tim Nicholls.

"The development of Queensland and all of Australia through the 1960s was driven by Japanese investment from companies such as Mitsui and Mitsubishi," he explains. "Then, throughout the 1970s and 1980s, it was Japanese interest and innovation that drove tourism into Queensland. In fact, Japanese investment effectively built large parts of our premier destinations

of the Gold Coast and Cairns."

In July of last year, Nicholls went as part of an overseas delegation from Australia to visit the country's key trading partners — among them, Japan.

**Australia responds to Japan** Resources are increasingly a key aspect of Japanese imports from Australia. Liquefied natural gas (LNG) and rare earth minerals from rich Australian supplies are important products for Japan as demand grows. The resource-rich state of Western Australia, in turn, finds itself becoming a stronger partner for the mineral-poor Asian economic giant. "Japan has played a key role in the development of Western Australia's resources and its current prosperity," comments the Hon. Colin Barnett, the state's premier. "From 2011 to 2012, total trade between Western Australia and Japan was valued at more than \$26 billion. In 2011, Japan was Western Australia's largest LNG buyer and its largest market for petroleum exports, with a 44 percent share worth \$9.4 billion."

As commerce between the two partner countries shows no sign of abating, Australia's increasingly focused gaze at Asia — and particularly Japan — is marked by ever-stronger business ties between Japanese and Australian companies. In the "Asian Century" it's a partnership built to last. ◆