

## 第 37 回日本ニュージーランド経済人会議 議長総括 (英文)

The 37<sup>th</sup> Joint Meeting of the Japan New Zealand Business Council, held 6-8 October 2010 in Tauranga New Zealand, has opened a new chapter in the fine relationship between our two countries. The theme of the conference focused on success through partnerships, as well as new opportunities. As we have seen and heard over the last two and a half days, there are definitely many success stories to be told, and new areas that can be explored to provide mutual benefits economically, socially, and otherwise, between Japan and New Zealand.

We have been delighted with the attendance this year, with the final number of delegates at the Conference reaching 125 people, which is 25% growth on attendance at our last two conferences. We hope that the presentations, discussions, and networking opportunities during this time will help you too to achieve growth in your own business and organisation outcomes in relation to the two countries.

The participation of the honourable Tim Groser - Minister of Trade, emphasised the significance of New Zealand's trading and investment relationships with Japan. The need for trade policy liberalisation in Japan remains high on the agenda for New Zealand at a trade and economic level. New Zealand is the ideal partner for Japan's food security in a world where supply is increasingly an issue.

The first session theme was on economic overviews.

Mr Hiddleston of ANZ Bank's explained the tough economic climate within New Zealand currently, and contrasted this with the long term prospects that are available due to New Zealand's abundant natural resources, relative low debt, and good frameworks for future development.

Mr Yoshizaki of Sojitz Research Institute explained Japan's tough economy and slow recovery, and contrasted this with the emerging economies which are leading the world economy. He emphasised the need to move from "Problem Awareness" to "Problem Solving" through Marketing Quality and Product Quality, changing management styles to a 'Quick Decision Making' model, and the increased need for public - private partnerships.

The second session theme was 'progress/successes in our relationship'.

A joint presentation between Bill Woods of Sister Cities New Zealand, Stuart Crosby – Mayor of Tauranga, and Angela Wallace of Export New Zealand Bay of Plenty, provided an insight on how sister cities can be vehicles for developing trade in Japan. The Tauranga/Bay of Plenty sister city relationship has already opened up markets for small and medium businesses in both cities.

Mr Tsubota of the Japan Chamber of Commerce talked about the success story in the international exchange between Eniwa in Hokkaido and Timaru. Mr Tsubota also spoke about the APEC SME Summit which will be held in Yokohama on November 11, 2010.

As explained by Mr Jacobi of the New Zealand International Business Forum, the new Trans Pacific Strategic Economic Partnership or TPP, can provide the appropriate context in which Japan and New Zealand could realize their own ambitions for an expanded partnership in trade and investment. He also announced that a third Japan NZ Partnership Forum will be held in Tokyo on 11-12 May 2011.

Mr Ishii of JETRO talked about the procurement sources of Japanese companies in Asia-Pacific, as well as Japan's strong country share of patent applications for solar batteries, the Regional Industry Tie-Up Program and New Zealand's involvement with the development of the Snow Country region in Japan's tourism development, and a recent visit to New Zealand from the makers of Japanese rice wine – sake.

The third session's theme was 'food and agriculture'.

Mr Ellem of Natures Flame highlighted the benefits of New Zealand produced wood pellets as a reliable renewable resource with strong potential growth potential for export.

Mr Drummond of Juken New Zealand, highlighted how wood is the world's most renewable and environmentally friendly raw material, which is important in the construction industry. He explained the Forestry Stewardship Council role in the sustainable management of the forest resource, and New Zealand's Emission Trading Scheme.

Mr Proudfoot of KPMG explained why New Zealand agriculture needs to discard the low cost production position once and for all, and focus on developing efficient and sustainable production models, resilient to market volatility. He emphasized the Japan remains an important, premium market in New Zealand agribusiness, and this is supported by New Zealand's attention to food safety, quality, and traceability.

Mr Brownie of Bancorp spoke about their Japan New Zealand fund, which is a new investment fund that provides specific investment into New Zealand from Japan.

The fourth session's theme was 'Environment and Tourism'.

Mr Calvert of CTC Aviation spoke about their new collaboration with J. F. Oberlin University and Nelson Marlborough Institute of Technology. Students are now able to complete a degree in Aviation studies through theoretical training in Japan and practical training in New Zealand to attain an Aviation Degree and a Japanese Commercial Pilots Licence.

Mr Ishida of JTB New Zealand gave an overview of Japanese travel trends, and highlighted the importance of the Japanese student market to New Zealand. He also gave an overview of the Rugby World Cup in the Japan market.

Mr Wedlock of Auckland International Airport highlighted the need to competitively position New Zealand in the Japan market in the 25-34 age group and 45-54 age group. He also emphasized opportunities for growth in air charters and freight services.

Mr Fukutake explained exciting new technological developments in the electric car developments, which have motors mounted in the vehicle wheels. This technology can also be used in existing new and used fossil fuel cars, and is well suited in New Zealand's clean-green environment.

The theme for the fifth session was 'investment and opportunity'.

Mr Hamilton spoke about New Zealand as a High Tech Partner to Japan. Examples included regenerative tissue substitutes, low-carbon fuel & chemical production, robotic vehicle automation, video conferencing, and wireless power solutions.

Dr Yoshida of Daiken spoke about their investment in the development of eco-friendly MDF and other wood-related products, and their ability to supply the Japan market with quality products using renewable resources from New Zealand.

Mr Conroy of NZTE gave his perspective about changing consumption patterns in Japan, the dependence on (commodity) exports, marketing, trends and growth drivers.

Mr Ducker gave a presentation on behalf of Mr McLeod of Sumitomo Australia Pty Ltd about Sumitomo's recent major investment in Mighty River Power's Nga Awa Purua geothermal power project. This project has a value of \$450 million, and is the largest geothermal power project in the world.

In summary, the conference provided a fantastic insight into the current success stories between our two countries, and the many opportunities available to create future success stories. On behalf of the Japan New Zealand Business Council, we welcome you all to continue the dialogue that has started here, and to take a pro-active role in the development of projects that provide win-win benefits to both countries.