



Japan New Zealand  
Partnership Forum  
2009

## THE SECOND JAPAN– NEW ZEALAND PARTNERSHIP FORUM TOKYO, 30 OCTOBER 2009

### “PARTNERSHIP AND THE REAL ECONOMY”

### NEW ZEALAND DELEGATE INFORMATION

#### Introduction

The second Japan New Zealand Partnership Forum will be held in Tokyo on **Friday 30 October 2009**.

Building on the success of the first ever Forum held in May 2008, invited delegates to this high level event will take forward the discussion aimed at fostering a deepening partnership between the two countries.

The 2008 Forum was memorable for the high level delegations that were brought together on both sides and for the high quality of the discussion.

This coming October the Partnership Forum will once again bring together senior Japanese and New Zealand government, business and community leaders. Under the theme “Partnership and the Real Economy” they will explore innovative ways in which the two countries, their governments and private sectors can work together to advance mutual interests and meet global and regional business challenges.

The Partnership Forum is organised by the New Zealand International Business Forum (NZIBF) in close co-operation with the New Zealand Embassy in Tokyo and partners in Japan. The initiative has been welcomed by both governments, the Japan New Zealand Business Council, the Nippon Keidanren and the Tokyo Chamber of Commerce and Industry.

The 2009 Forum will form part of a series of events taking place in Tokyo in late October aimed at promoting the Japan/NZ relationship:

- The Japan New Zealand Business Council will hold its 36<sup>th</sup> annual joint meeting on Thursday 29 October. For information on this meeting please contact the Council’s Executive Director Tony Boot at [tony@btmz.co.nz](mailto:tony@btmz.co.nz)
- The New Zealand Government plans to erect a “Giant Rugby Ball” next to the Tokyo Tower to promote New Zealand

- The week's events will culminate with a Bledisloe Cup match to be played at the National Olympic Stadium in Tokyo on Saturday 31 October

### **Context for 2009 meeting**

Japan and New Zealand are natural partners in the Asia Pacific region. The relationship between the two countries is sustained by shared values and interests, significant trade and investment flows, strong people to people contacts and expanding policy co-operation.

The two economies are highly complementary. Japan is a major export market for New Zealand and a major source of tourists and investment in resource based industries. Trade between the two countries has been built upon New Zealand's strengths as a global producer of safe food products and other resource-based materials, and Japan's position as a world leader in motor vehicles, electronic products and advanced manufactured goods. This has enabled strong, long-standing partnerships to be forged based on mutual benefit. Increasingly these partnerships have a global dimension as Japanese and New Zealand enterprises form strategic alliances to develop global business.

A particular feature of the Japan New Zealand relationship is the strength of the links at a people-to-people level, built up over the years through contacts between tourists, educational exchanges and sister city relationships.

The second Forum takes place against a background of the global economic crisis which has affected both countries. Businesses in both Japan and New Zealand are now focusing on what needs to be done to remain competitive in the current difficult climate. Meeting the needs of consumers has become even more important as companies seek to take account of demographic change, new concerns about sustainability and environmental responsibility and increasing attention to product safety and food security. Expanded trade and investment are seen as drivers of the economic recovery but protectionist pressures risk making more complicated opening new markets and keeping them open.

As announced at the last Forum New Zealand and Japan have begun to explore the scope for a closer economic partnership and work on this is continuing between the two governments.

Against this background the second Partnership Forum will provide a further opportunity for strategic dialogue and relationship building. By concentrating squarely on the "real economy" and what this economy needs to prosper, the Forum aims to even closer links between leaders and help build trade and investment alliances that increase productivity and living standards in both Japan and New Zealand.

## **2009 Partnership Forum activities: an overview**

### Participants

Participation is by invitation only. The Partnership Forum will bring together leading political figures and senior business representatives from the two countries as well as senior officials and other experts and community representatives.

In 2008 the Forum was addressed by then New Zealand Prime Minister Rt Hon Helen Clark and Trade Minister Hon Phil Goff and by a representative of the Japanese Prime Minister, HE Yasuo Fukuda. The 2008 Forum was attended by over 100 Japanese and New Zealand delegates. A similar line-up is expected in 2009.

### Accommodation

A block booking has been made at the Imperial Hotel [www.imperialhotel.co.jp](http://www.imperialhotel.co.jp) - a short walk away from the Forum venue. Standard rooms are available at ¥25,149 including breakfast and tax (= NZ\$ 420).

### Co-Chairs

The Forum is co-chaired by pre-eminent leaders from both countries:

#### *For Japan*

- Mr Yoshihiko Miyauchi, Chairman, Asia Pacific Committee, Nippon Keidanren (Chairman and CEO of ORIX Corporation)

#### *For New Zealand*

- The Honourable Philip Burdon, Chairman of the Asia New Zealand Foundation, former Trade Minister

### Agenda

Under the theme “Partnership and the Real Economy” the Partnership Forum will consist of several business sessions held under the Chatham House rule, designed to elicit thoughtful, in-depth and open discussion.

The agenda will focus on the opportunities for New Zealand and Japan to collaborate successfully to advance shared trade and economic interests. The context for the discussion will be the increasingly challenging and competitive international economic environment and what needs to be done to secure the economic recovery.

The discussion will address a number of broad themes that will point the way to concrete follow up actions:

- *Building the Japan New Zealand Partnership* – an update from political leaders about developments in the relationship since the last Forum and the outlook for future development
- *Returning Japan and New Zealand to the path of prosperity* – the economic outlook in the region and what is being done in both countries to prepare for the future recovery
- *Meeting customers' needs* - how new requirements of an aging population and new concerns about sustainability, environmental responsibility, product safety and food security are driving new business ideas and models
- *Building an Asia Pacific future* – how costs can be reduced and markets opened in our own region and how Japan and New Zealand can contribute to this process.

#### Venue

All business sessions for the 2009 Partnership Forum will be held at the Tokyo Kaikan in Marunouchi.

Simultaneous interpretation will be provided throughout the Forum business sessions.

#### Forum luncheon: "Tastes of New Zealand and Japan"

The Forum luncheon will feature an innovative menu showcasing the finest of Japanese and New Zealand cuisine. The Global; CEO of Saatchi and Saatchi in New York, Kevin Roberts, has kindly accepted our invitation to speak at the luncheon.

#### Reception

It is planned to invite all delegates to a reception hosted by the New Zealand Government on the evening of Friday 30 October in the Giant Rugby Ball venue to be erected at the foot of Tokyo Tower. This unique event is not to be missed !

#### Dress code

Business suit and tie for all Forum sessions.

#### Bledisloe Cup match

NZIBF is investigating a block booking for tickets to the Bledisloe Cup match on Saturday 31 October.

## Draft programme

Friday 30 October: Partnership Forum, Tokyo Kaikan

Time	Event
9.00 am	Registration and coffee
9.30 am	OPENING SESSION Opening ceremony and remarks by the Co Chairs
9.50am	KEY NOTE ADDRESSES – Japan and NZ Government Representatives
11.00am	FORUM SESSION ONE Returning Japan and New Zealand to the path of prosperity
12.30pm	Luncheon and Key note address by Kevin Roberts “Tastes of New Zealand and Japan”
2.00pm	FORUM SESSION TWO Meeting customers’ needs
4.00pm	FORUM SESSION THREE Building an Asia Pacific future
5.30pm	SUMMARY AND CLOSE

Friday 30 October: Reception in the Giant Rugby Ball, Tokyo Tower

Time	Event
7.00pm	Cocktails
9.00pm	Event Concludes

## Host organisations

Planning for the Forum is being co-ordinated by the New Zealand International Business Forum (NZIBF) and partners in both New Zealand and Japan.

NZIBF brings together the Chairs or Chief Executives of some of New Zealand’s largest internationally oriented companies, together with the country’s principal business organisations. NZIBF works closely with other business organisations

and the New Zealand Government to ensure that New Zealand enterprises are fully integrated and engaged in the global economy and New Zealand's global competitive position is maximised. NZIBF has identified enhancing New Zealand's business and economic relationship with Japan as its top priority.

To organise the Partnership Forum NZIBF is working closely with the Japan New Zealand Business Council and through the New Zealand Embassy in Tokyo with leading companies and business organisations in Japan.

For further information on the NZ International Business Forum please see [www.nzibf.co.nz](http://www.nzibf.co.nz).

### **Costs**

There is no charge to participate in the Forum but all delegates are required to meet their own travel and hotel costs. Breakfast for New Zealand delegates and lunch on 30 October will be provided.

### **Sponsorships**

Limited and exclusive sponsorship opportunities are available at Gold and Silver levels.

### **For further information**

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