

Japan New Zealand
Business Council

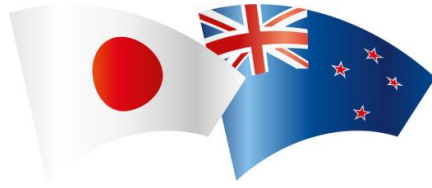
Japan New Zealand Business Council's
48th Annual Joint Meeting
Beppu, Japan
November 20-22, 2022

**Japan and New Zealand:
Transforming Challenges into Strengths through Partnership**



Gold Partners





Japan New Zealand
Business Council

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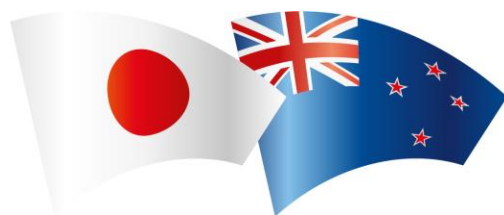
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Japan New Zealand Business Council

48th Joint Meeting of the Japan New Zealand Business Council Venue: B-CON Plaza, Beppu, Japan Programme

Sunday 20th November

- 06:00 Friendship Golf (optional) at Usuki Country Club.
16:00 Conference Registration opens at Pastoral Hotel (Tsurumi Room)
18:00 Welcome reception (standing buffet)
Welcome remarks by:
- Mr Akira Ichikawa, Chairman, Japan Committee, JNZBC
 - Mr Yasuhiro Nagano, Mayor of Beppu
 - Mr Kenji Nishi, Chairman, Beppu Chamber of Commerce and Industry
 - Mr Ian Kennedy, Chairman, NZ Committee, JNZBC
 - Mr Ngahiwi Tomoana, Leader, Te Aratini Delegation
 - Kahurangi cultural group performance
 - Toast by Mr Ian Kennedy

Monday 21st November

- 07:00 – 08:30 NZ delegation breakfast at Pastoral Hotel
09:00 Bus Departs Pastoral Hotel for B-CON Plaza
09:30 – 10:15: **Opening Ceremony (45mins)**
- Opening Addresses**
- Mr Akira Ichikawa, Chair, Japan Committee
 - Mr Ian Kennedy, Chair, New Zealand Committee
- Congratulatory Addresses**
- HE Koichi Ito, Ambassador of Japan to New Zealand
 - HE Hamish Cooper, Ambassador of New Zealand to Japan
 - Mr Katsusada Hirose, Governor of Oita Prefecture
- 10:15 – 10:30: Coffee Break

Monday 21st November

10:30 – 11:15 **First Plenary Session (45 mins)**

Development of the Business Relationship between New Zealand and Japan

Watershed moments to date in the development of the business relationship between New Zealand and Japan, and opportunities to further strengthen the trade and economic relationship going forward.

Japan: Mr Masahide Asai, Director and Executive Officer, Nissui
Mr Jason Brown, CEO, Mitsui NZ

New Zealand: Mr Clovis Peryer, Head of Japan, Air New Zealand
Mr Tom MacMorran, Asia Head of Supply, Zespri

Moderators: Mr Masanobu Nishikawa, Managing Executive Officer, Sumitomo Forestry
Ms Catherine O'Connell, Catherine O'Connell Law

Q&A

11:15 – 11:30: Coffee Break

11:30 – 12:15: **Second Plenary Session (45 mins)**

Towards Sustainable Societies - Forestry, Food & Beverage (1)

Role of forestry in contributing to sustainable economic & environmental prosperity. Production of wood products and wood-derived materials and other biomaterials accelerating the shift away from petrochemicals and fossil fuels. Safe, reliable food supply, including measures to minimize waste, enhance shelf-life through conversion to powder form.

Japan: Mr Junichi Moriya, President & Representative Director, Tokyo Seika Trading Co., Ltd
Mr Yuji Horii, Executive Officer, Meiji

New Zealand: Dr Julian Elder, Chief Executive, Scion
Mr Andrew McConchie, President, Tatua Japan

Moderators: Mr Hiroyuki Isono, President & CEO, Oji Holdings
Mr Bryn Rowdon, General Manager, Planning, Fonterra Japan

Q&A

12:15 – 13:30: **Seated Lunch - buffet style (75mins)**

Monday 21st November

13:30 – 14:15: **Third Plenary Session (45 mins)**

Towards Sustainable Societies – Energy (2)

Partnership in addressing climate change, reducing carbon emissions and transitioning to renewable green energy. Hydrogen economy, including battery development.

Japan: Mr Kenichi Ando, Managing Executive Officer & Head of Green Energy Division, Obayashi Corporation
Mr Eiji Ohara, Strategy Architech, Fuel Cell and Hydrogen Office, Smart Community and Energy Systems Department, New Energy and Industrial Technology Development Organisation (NEDO)

New Zealand: Mr Stephen Canny, Chairman, NZ Hydrogen Council

Moderators: Mr Hiroyuki Isono, President & CEO, Oji Holdings
Mr Craig Pettigrew, Trade Commissioner, NZTE, Japan

Q&A

14:15 – 14:30: Coffee Break

14:30- 15:15: **Fourth Plenary Session (45 mins)**

New Age Challenges

Expanding the boundaries of the trade and economic relationship - new areas of collaboration between New Zealand and Japan, actual examples of new business ventures (e.g., quantum computers, collaboration in space, Oita Spaceport)

Japan: Mr Eihiro Saishu, President, Groovenauts Inc.
Mr Hisanobu Takayama, CEO, Minsora Co., Ltd

New Zealand: Professor Guglielmo S. Aglietti, Director, Space Institute, University of Auckland
Mr Kaz Udagawa, Country Head, Cogo Japan G.K.

Moderators: Mr Kazushige Nobutani, President, JETRO
Ms Mel Barber, Managing Director, NEC NZ

Q&A

15:30: Bus departs for welcome reception at Pastoral Hotel

16:00 – 17:00: Networking cocktail reception with members of the Beppu Chamber of Commerce and Industry at Pastoral Hotel.

17:30: Bus departs for dinner reception at Beppu Onsen Suginoi Hotel.

Evening

18:00 – 19:30: Seated Formal Dinner

Welcoming Remarks: Mr Akira Ichikawa, Chairman, Japan Committee
Special Guest: Mr Yasuaki Yoshimura, Chairman, Oita Prefecture Federation of Commerce and Industry Associations




Toast: Mr Ian Kennedy, Chairman, New Zealand Committee

Tuesday 22nd November

- 08:30 Bus departs for B-CON Plaza
(note, for delegates departing on 22 November, please check out of Pastoral Hotel and take your luggage with you on the bus to store at B-CON Plaza).
- 09:00 – 09:45: **Fifth Plenary Session (45 mins)**
Towards Sustainable Societies – Role of Tourism (3)
Role of Tourism in contributing to sustainable development and revitalisation of regional economies. (e.g., PR strategy to build tourism in Beppu based on the natural resources and the human capital of the region)
Japan: Mr Kenji Nishi, Chairman); Beppu Chamber of Commerce and Industry;
Mr Goro Kido, JTB.
New Zealand: Ms Pam Ford, Director, Investment & Industry,
Tātaki Auckland Unlimited
Moderators: Mr Kazuo Koshi, Advisor, MUFG Bank
Mr Tony Boot, Director, BTM
Q&A
- 09:45 – 10:30: **Sixth Plenary Session (45 mins)**
Towards Sustainable Societies - Role of Education & Sport (4)
Role of Education and Sport in equipping the next generation to contribute to sustainable development and revitalisation of regional economies.
Japan: Ms Li Yan, Vice President, Ritsumeikan Asia Pacific University
Mr Tomonaga Shoku, President, Oita University
New Zealand: Ms Hitomi Ikeda, General Director, Internship Center,
Kyoto University of Advanced Science
Mr Tim Harvey, CEO, WITH Consultancy.
Moderator: Mr Kazuo Koshi, Advisor, MUFG Bank
Mr Tony Clifford, Managing Director, Pan Pac Forest Products Ltd
Q&A
- 10:30 – 11:00: Coffee Break (20 mins)
- 11:00 – 11:30: **Closing Ceremony (30 mins)**
Adoption of Joint Statement
Closing Remarks
 - Mr Ian Kennedy, Chair, New Zealand Committee
 - Mr Akira Ichikawa, Chair, Japan CommitteeVenue & Timing of the 49th Conference
- 11:30 – 12:30: Lunch – seated (buffet style)
- 12:30: Bus departs from B-CON Plaza for Oita Airport for delegates **not** going on the Industry Tour (please ensure you collect your luggage and place on bus)

Tuesday 22nd November

- 12:30 – 16:00: **Industry Tour Participants**
 Two buses (Japan delegates & NZ delegates) depart B-CON Plaza for:
- Yatsushika Sake Brewery Co., Ltd
 - Obayashi plant producing green hydrogen from geothermal energy
- 17:00: Buses drop-off Industry Tour delegates departing from Oita Airport
 Other delegates remain on board to return to Beppu
- 18:00: Buses arrive back at the Pastoral Hotel

| Time | Content/Place | Image |
|--|---|--|
| 12:30 | Beppu Convention Center 1F Meeting |  |
| 12:40 | Departure by chartered bus | |
| <Move> | |  |
| 13:30~14:15 | Yatsushika Sake Brewery http://www.yatsushika.com/ Japanese sake brewery tour. *A shop is attached. You can also purchase souvenirs. | |
| 14:15~14:45 <Move to Obayashi Plant> | |  |
| 14:45~14:55 <Walk to Obayashi Plant > | | |
| 14:55~15:45 | Obayashi Green Hydrogen Production Plant A tour of a green hydrogen production facility that utilizes geothermal resources in Oita Prefecture. | |
| <Move> ~17:00 (~18:00) | Oita Airport Arrival (Comeback to Oita city) | |

Japan Delegates – Names List

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The List of the Japanese Delegates of the 48th Joint Meeting of Japan-NZ Business Council

As of 09 Nov 2022

| No. | Name | Company/Organization | Position | Spouse |
|-----------------------------|--------------------------|--|---|---------------------|
| Participants | | | | |
| 1 | Mr Akira Ichikawa | Sumitomo Forestry Co.,Ltd. | Chairman | Mrs Takako Ichikawa |
| 2 | Mr Shingo Hamada | Nippon Suisan Kaisha,Ltd. | President & CEO | |
| 3 | Mr Hiroyuki Isono | Oji Holdings Corporation | Director of the Board, President & Group CEO | Mrs Kaori Isono |
| 4 | Mr Kazuo Koshi | MUFG Bank, Ltd. | Advisor to the President | Mrs Takako Koshi |
| 5 | Mr Masanori Okuda | Daiken Corporation | Managing Director | |
| 6 | Mr Takeshi Nagata | Daiken Corporation | Director, Managing Executive Officer | |
| 7 | Mr Takahisa Honda | Daiken Corporation | Oversea Planning Department Manager | |
| 8 | Mr Natsuki Yoshii | Itoham Yonekyu Holdings Inc. | General Manager, Meat Div. International Business Dept. | |
| 9 | Mr Kazushige Nobutani | Japan External Trade Organization (JETRO) | President | |
| 10 | Mr Masaki Takahara | Japan External Trade Organization (JETRO) | Managing Director, JETRO Sydney | |
| 11 | Mr Takayuki Watanabe | Japan External Trade Organization (JETRO) | Senior Director for Global Strategy - North America and Oceania | |
| 12 | Mr Keiji Baba | Japan External Trade Organization (JETRO) | Chief Director, JETRO Oita | |
| 13 | Mr Goro Kido | JTB Corp. | Executive Officer, President of Global Business Unit Headquarters, In Charge of Inbound Strategy | |
| 14 | Mr Junichi Kumada | JTB Corp. | Senior Adviser to Senior Executive Advisor, Chairman and CEO Head, International Affairs & Global Public Policy | |
| 15 | Mr Tsuyoshi Teragaki | Marubeni Corporation | Executive Officer, Chief Operating Officer, Forest Products Div. | |
| 16 | Mr Atsushi Egawa | Marubeni New Zealand Ltd. | Managing Director | |
| 17 | Mr Yuji Horii | Meiji Co., Ltd. | Associate General Manager, Purchasing Div. | |
| 18 | Mr Hiroshi Yoshitake | Meiji Co., Ltd. | General Manager, Raw Materials Purchasing Dept., (Purchasing Div.,) | |
| 19 | Mr Toshio Tanaka | Meiji Co.,Ltd. | General Manager, Global Nutritional Business Management Dept., (Global Nutritional Business Div.,) | |
| 20 | Mr Akimasa Asako | Mitsubishi Corporation | Global Strategy & Coordination Department | |
| 21 | Mr Shuhei Ando | Mitsubishi Corporation | Global Strategy & Coordination Department | |
| 22 | Mr Vinod Hira | Mitsubishi Corporation Auckland Branch | General Manager | |
| 23 | Mr Mark Booth | Mitsubishi Corporation Auckland Branch | Deputy General Manager | |
| 24 | Mr Yukio Takebe | Mitsui & Co., Ltd. | Counselor | |
| 25 | Mr Masato Sugahara | Mitsui & Co., Ltd./Mitsui & Co.(N.Z.)Ltd. | Managing Officer/Chair | |
| 26 | Mr Jason Brown | Mitsui & Co NZ Limited | Chief Executive Officer | |
| 27 | Mr Keizo Sakurai | Mitsui & Co., Ltd. | External Affairs Coordinator, Global Affairs & Solutions Dept., Corporate Planning & Strategy Div. | |
| 28 | Mr Hiroto Fukachiro | MUFG Bank, Ltd. | Managing Director, Head of Oceania | |
| 29 | Mr Masami Yoshitake | MUFG Bank, Ltd. | Country Head of New Zealand | |
| 30 | Mr Yoshinori Sodeoka | MUFG Bank,Ltd. | Corporate Planning Division, Managing Director, Head of Intelligence and Research Office | |
| 31 | Mr Tomoya Mizogami | MUFG Bank, Ltd. | Deputy Head of Intelligence and Research Office | |
| 32 | Dr Nobuhiro Endo | NEC Corporation | Executive Advisor | Mrs Toyomi Endo |
| 33 | Mr Yutaka Kobayashi | NEC Corporation | Senior Manager, Global Public Policy Relations Office, External Relations Dept. | |
| 34 | Ms Yasuko Omi | NEC Corporation | Senior Manager, Global Public Policy Relations Office, External Relations Dept. | |
| 35 | Mr Masahide Asai | Nippon Suisan Kaisha,Ltd | Board Member, Executive Officer | |
| 36 | Dr Kenichi Ando | Obayashi Corporation | Managing Executive Officer Head of Green Energy Division | |
| 37 | Mr Yukio Mashimo | Obayashi Corporation | Green Energy Division General Manager | |
| 38 | Mr Seiji Nishida | Oji Holdings Corporation | Secretarial Office, Group Manager | |
| 39 | Mr Fumiya Saito | Saito Sangyo Co.,Ltd. | Chief Executive Officer | |
| 40 | Mr Thalerng Chanpornpong | Sojitz Corporation | Assistant General Manager for Global Coordination, Secretariat Dept. | |
| 41 | Mr Koji Tanaka | Sumitomo Forestry Co.,Ltd. | Managing EXECUTIVE Officer, Timber and Building Materials Div. | |
| 42 | Mr Masanobu Nishikawa | Sumitomo Forestry Co.,Ltd. | Managing Executive Officer, Environment and Resources Div. | |
| 43 | Mr Satoshi Abe | Sumitomo Forestry Co.,Ltd. | General Manager, Manufacturing Dept., Timber and Building Materials Div. | |
| 44 | Mr Takashi Mizuno | Sumitomo Forestry Co.,Ltd | General Manager, Secretarial Department | |
| 45 | Mr Hiromu Tada | Tasman Corporation | President | |
| 46 | Ms Yumiko Yao | Tokyo Gas Co.,Ltd. | Senior General Manager | |
| 47 | Mr Junichi Moriya | Tokyo Seika Trading Co., Ltd. | President & Rep. Director | |
| 48 | Mr Don Roxburgh | Wholesum Japan Co. | CEO | |
| 49 | Mr Hiroyuki Kawado | WOOD ONE CO.,Ltd. | Managing Director | |
| 50 | Mr Masahiro Miyamoto | Japan Committee JNZBC | Director General | |
| Special Participants | | | | |
| 51 | Mr Eiji Ohira | New Energy and Industrial Technology Development Organisation (NEDO) | Strategy Architech, Fuel Cell and Hydrogen Office, Smart Community and Energy Systems Dept. | |
| 52 | Mr Eihiro Saichu | Groovenauts, Inc. | President & CEO | |
| 53 | Mr Hisanobu Takayama | Misora Co., Ltd | CEO | |
| 54 | Mr Hisanobu Takayama | Misora Co., Ltd | CEO | |
| 55 | Ms Li Yan | Ritsumeikan Asia Pacific University | Vice-President | |
| 56 | Mr Shoku Tomonaga | Beppu University | President | |
| Government Official | | | | |
| 57 | H.E. Mr Koichi Ito | Embassy of Japan in New Zealand | Ambassador | Mrs Misako Ito |
| Interpreter | | | | |
| 58 | Mr Katsusada Hirose | Oita Prefecture | Governor | |
| 59 | Mr Kazunari Yoshida | Oita Prefecture | Deputy Governor | |
| 60 | Mr Yasuhiro Nagano | Beppu City | Mayor | |
| 61 | Mr Yasuaki Yoshimura | Oita Prefecture Federation of Commerce and Industry Associations | Chairman | |
| 62 | Mr Kenji Nishi | Beppu Chamber of Commerce and Industry | Chairman | |
| Secretariat | | | | |
| 63 | Ms Yoshimi Nishimura | | | |
| 64 | Ms Noriko Kato | | | |
| 65 | Mr Yoichi Tomizawa | The Japan & Tokyo Chambers of Commerce & Industry | Manager, International Div. | |
| 66 | Mr Shuichi Ijiri | The Japan & Tokyo Chambers of Commerce & Industry | Senior Project Manager, International Div. | |
| 67 | Ms Ai Takagi | The Japan & Tokyo Chambers of Commerce & Industry | Assistant Manager, International Div. | |

Special Guests – New Zealand

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| H.E Ambassador Hamish Cooper | | NEW ZEALAND EMBASSY, TOKYO |
|---|------------------------------------|---|
| Role: | Ambassador of New Zealand to Japan |  |
| Email: | hamish.cooper@mfat.govt.nz | |
| Industry Category: | Government | |
| <p>A graduate of the University of Canterbury (BA, 1981) and the University of Pennsylvania (MA, 1982, Ambassador Cooper joined the Ministry of Foreign Affairs and Trade in 1985. He has held a number of senior positions in the Ministry, including Ambassador to Turkey, Ambassador to the Russian Federation, Principal Adviser in the Multilateral and Legal Group, and Senior Foreign Affairs Adviser to the Minister of Foreign Affairs. This is his fourth posting to Japan.</p> | | |

Special Guests - Japan

| | |
|---------------------------|---|
| H.E Ambassador Koichi Ito | Embassy of Japan in New Zealand |
| Mr Katsusada Hirose | Governor, Oita Prefecture |
| Mr Kazunari Yoshida | Deputy Governor, Oita Prefecture |
| Mr Yasuhiro Nagano | Mayor, Beppu City |
| Mr Yasuaki Yoshimura | Chairman, Oita Prefecture Federation of Commerce & Industry |
| Mr Kenji Nishi | Chairman, Beppu Chamber of Commerce & Industry |

| Mr Ian Kennedy | | I.S.K. ASSOCIATES |
|---|--|---|
| Role: | JNZBC Chair – New Zealand Committee |  |
| Email: | ankara@xtra.co.nz | |
| Industry Category: | Government/Local Government, Research & Consultancy, Sport | |
| <p>Ian Kennedy is a graduate of Hamilton Boys' High School and Canterbury University majoring in Mathematics and Economics. He joined the then Ministry of Foreign Affairs in May 1974. In his career as a New Zealand diplomat, Ian was posted three times to Japan, most recently as Ambassador from 2007 to July 2012. A Japanese speaker, he is the author of a book on Japan-New Zealand relations entitled "Japan and New Zealand: Adding Value" published by Victoria University, Institute of Policy Studies in 1992. His other overseas postings were to Solomon Islands and Vanuatu from 1992 to 1994, Turkey, Israel and Jordan (Ambassador) from 1996 to 1999, and Australia (Deputy High Commissioner) from 2004 to 2007. He is a Partner with his wife Setsuko in I.S.K. Associates, a consultancy business specialising in Japan. He has served as Chairman of the Japan New Zealand Business Council since 2012. Ian is also a Board member of the New Zealand Asia Institute; International Advisor to the NZ Open golf championship; and Honorary Chairman of the "Support-our-Kids" (home stay programme), an NPO established in 2011 to support children following the Tohoku earthquake, tsunami & Fukushima nuclear disaster.</p> | | |


| Ms Sarah McLauchlan | | JAPAN NEW ZEALAND BUSINESS COUNCIL |
|---|---|---|
| Role: | Executive Director – New Zealand Committee |  |
| Email: | mail@jnzbc.com | |
| <p>Sarah has had a long association with Japan, and extensive involvement in the Japan New Zealand Business Council over a number of years. This included providing secretariat services during her time at the Auckland Chamber of Commerce, and latterly as an Ex-Officio member of the Executive Committee while she was working with New Zealand Trade & Enterprise. Sarah has also spent a number of years living and working in Japan, including two postings with Tourism New Zealand in both Tokyo and Osaka.</p> | | |

New Zealand Vice Chairs

| Mr Clovis Peryer | | AIR NEW ZEALAND |
|--|---------------------------|---|
| Role: | Head of Japan |  |
| Email: | clovis.peryer@airnz.co.nz | |
| Industry Category: | Airline | |
| JNZBC Representative: | JNZBC Vice Chair | |
| <p>Clovis cut his teeth as a litigator before migrating to the more sedate world of cross border commercial law as part of the English law team of a New York law firm based in Tokyo. In 2006 Clovis joined the legal team at Air NZ before moving into the Corporate Finance team where he bought, sold, leased and financed the airline's fleet. In 2016 Clovis moved into sales, marketing and people management, leading the Air New Zealand team in Japan & Korea as country head.</p> | | |

New Zealand Vice Chairs

| Ms Annette Azuma | | BAKER TILLY STAPLES RODWAY |
|---|--------------------------------------|---|
| Role: | Director, Business Advisory Services |  |
| Email: | annette.azuma@bakertillysr.nz | |
| Industry Category: | Accounting | |
| JNZBC Representative: | JNZBC Vice Chair | |
| <p>Baker Tilly Staples Rodway is a New Zealand-wide network of accountancy and business advisory firms with over 70 years of history. We provide practical, responsive, and business-focussed services to a broad range of clients from start-ups to significant businesses across all industry types. We possess top-tier skills, experience and clients but our independence means we can operate in a lean and efficient manner to provide excellent value. Baker Tilly Staples Rodway is an independent member of Baker Tilly International (BTI), one of the world's top ten accounting networks in the world by fee income. Annette is a chartered accountant specialising in international business and dealing with a number of listed corporates and high net worth individuals, assisting with all aspects of taxation, compliance, M&A and immigration. Fluent in Japanese, she has particular expertise and experience assisting many Japanese clients doing business and investing in NZ, as well as representing NZ companies expanding their business to Japan. Annette has been with Baker Tilly Staples Rodway since 1996. Annette also serves on the following organisations:</p> <ul style="list-style-type: none"> - Japan New Zealand Business Council – Vice Chair - Drive Electric – Board Member - Global Women (New Zealand) – Member | | |

| Ms Mia Evans | | BANCORP WEALTH MANAGEMENT |
|--|----------------------|---|
| Role: | General Manager |  |
| Email: | mevans@bancorp.co.nz | |
| Industry Category: | Investment/Finance | |
| JNZBC Representative: | JNZBC Vice Chair | |
| <p>Bancorp is New Zealand's leading and one of its oldest independent merchant and investment banking groups. Established in 1986 the Group provides:</p> <ul style="list-style-type: none"> • Treasury services; including, asset advisory, interest and foreign exchange advice • Corporate finance: Mergers and acquisitions and over \$2b debt arrangement advice annually • NZX licenced Sponsor able to arrange IPO and NZX Listings; • Asset management: private equity funds; direct investment and provision funding • Private banking: including immigration qualifying investments, family office, direct investments and asset investment opportunities and funds <p>Bancorp's has operations in the main cities of New Zealand and Australia. Mia started with Bancorp in August 2007 and has over 30 years' experience in banking with senior roles at HSBC, BNZ and Westpac. Bancorp's core services include Private Banking, Wealth Management, Corporate Finance, Specialist Property Finance and Services, Private Equity Investments, Treasury Advisory and Compliance management services. Mia is an honorary member of "Support our Kids" and works alongside this NPO to help children who have been orphaned or displaced in the 2011 Disaster in Japan. Mia works in New Zealand alongside Ian Kennedy and facilitates the School programmes, homestay families, activities, sponsorship & media. http://support-our-kids.org/about-en/</p> | | |

New Zealand Vice Chairs

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| Mr Tony Boot | | BTM |
|------------------------------|----------------------------------|---|
| Role: | Director |  |
| Email: | tony@btmz.co.nz | |
| Industry Category: | Translation, Marketing, Strategy | |
| JNZBC Representative: | JNZBC Vice Chair | |

BTM assists businesses and organisations to maximise their potential within non-English speaking markets. We have over 28 years of experience in multilingual marketing in a range of industries. We are a one-stop shop for translation, marketing, and digital media services. We offer a range of services in 15 languages. Our clients include Tourism NZ, Education NZ, NZTE, NZ Rugby, North Asia CAPE, Icebreaker, NZMP, SKYCITY, and 300+ businesses in New Zealand and other countries. Tony has been involved with Japan since his childhood. One of the first graduates of the Waikato University Management Studies degree in International Business, he first went to Japan on a Lion's Club exchange, and then coached tennis in Japan before entering JTB New Zealand in 1988. He established BTM in 1994 and has visited Japan more than 90 times. Tony is also a co-owner and Director of Rural Tours, NZ's largest farmstay company. Rural Tours largest market is Japanese student tour groups. Tony was Executive Director of the JNZBC for 7 years.

New Zealand Committee

| Mr Derek Hopkins | | FRANKLIN GROUP & AGRIVITA MANAGEMENT |
|------------------------------|---------------------------------------|---|
| Role: | Chairman |  |
| Email: | dhopkins@fgrp.nz | |
| Industry Category: | Investment - Agriculture and Forestry | |
| JNZBC Representative: | Executive Committee | |

Derek Hopkins is Managing Director of Franklin Group and Chairman of Agrivita Management Ltd. These are specialist rural sector investment businesses. They provide investment services in farming, horticulture, forestry and agribusiness. The present focus of the business is in satisfying objectives of wholesale investor clients. Services include: feasibility studies, property search and acquisition, assistance with regulatory compliance and full business management, project and financial management and supervision. The company can provide investment project services in plantation forestry, the pastoral dairy, sheep, beef and deer industries and in horticulture. Emphasis is placed on highest and best land use and the Group has skills and experience in identifying opportunities for land use change to more profitable enterprises enhancing both operating and capital returns for investors.


| Ms Suzy Fewtrell | | NEW ZEALAND TRADE & ENTERPRISE |
|------------------------------|----------------------------|---|
| Role: | Market Manager – East Asia |  |
| Email: | suzy.fewtrell@nzte.govt.nz | |
| Industry Category: | Government | |
| JNZBC Representative: | Executive Committee | |

Suzy is the Market Manager for East Asia including, Japan and Korea at New Zealand Trade & Enterprise. She works closely with NZ Inc partners and helps resolve issues NZ businesses have with the East Asia region, supporting the Regional Director and Trade Commissioners to achieve their goals of growing NZ businesses in their respective markets. Suzy advises on East Asia issues and concerns, develops programmes for visiting government delegations and gives input to the NZTE teams offshore within East Asia.


New Zealand Committee


| Ms Laura Bunting | | NORTH ASIA CENTRE OF ASIA-PACIFIC EXCELLENCE | |
|------------------------------|--------------------------|---|--|
| Role: | Programme Manager |  | |
| Email: | l.bunting@auckland.ac.nz | | |
| Industry Category: | Education | | |
| JNZBC Representative: | Executive Committee | | |


The CAPEs are supported by a consortium of four New Zealand universities: University of Auckland, Te Herenga Waka – Victoria University of Wellington, Otago University, and University of Waikato. Our mission is to utilise university expertise and academic networks to create a step change in New Zealanders' Asia-Pacific skills and knowledge. Collectively, we aim to inspire a passion for cultural learning, deepen connections, foster future business links, and enhance public awareness of the importance of the Asia-Pacific region to New Zealand and the world. I am the Programme Manager for North Asia, focusing on Japan, South Korea, and China. We have brought six emerging leaders from the NZ tourism industry on a Japan Tourism Study Tour to learn about Japan, and to then apply these learnings to their future careers.

| Mr Yoshihiro Kawamura | | TJK NZ Ltd | |
|------------------------------|---|--|--|
| Role: | Managing Director |  | |
| Email: | yoshihiro@tjk-nz.com | | |
| Industry Category: | Property Development & Asset Management | | |
| JNZBC Representative: | Executive Committee | | |


At Present, Brook Serene Hotel Management Company which is a subsidiary company of TJK-NZ Ltd manages The George Hotel in Christchurch, Regent of Rotorua in Rotorua and mi-pad in Queenstown. Yoshihiro is the Managing Director of TJK NZ Ltd and is now engaged in the development of a new building to replace Clarendon Tower, an A grade office building destroyed in the February 2011 Canterbury Earthquake, which he previously asset managed. Yoshihiro graduated from Gakushuin University Tokyo, having majored in Economics and specialized in Business Strategy. After graduating, he entered Deloitte Tohmatsu Consulting Company and worked as a consultant until 2003 before joining Toranomom Jitsugyo Kaikan Co., Ltd which is a parent company of TJK-NZ Ltd.

| Mr Richard Wotton | | BUCKLEY SYSTEMS |
|---|--|---|
| Role: | Chief Commercial Officer |  |
| Email: | richard.wotton@buckleysystems.com | |
| Industry Category: | Manufacturing | |
| <p>Buckley Systems manufactures precision electromagnets including magnetic system design, engineering and integration for the semiconductor, medical and research sectors. Established in 1986, the company is headquartered in Auckland and has 550 employees across 3 countries. Buckley Systems exports 100% of its product, and Japan is its second largest market. Richard Wotton has had a long relationship with Japan, prior to joining Buckley's he worked for a Japanese steel trading company in Tokyo, Mexico and the USA, and has also worked for NZTE in Tokyo and a separate Japanese trading company in the UK. Richard studied Japanese for 10-years, has lived in Japan for 14-years, and is fluent in the language. As Chief Commercial Officer at Buckley Systems, Richard is responsible for all commercial aspects of the business including quoting, purchasing, inventory control, customer account management, projects, and marketing.</p> | | |


| Ms Catherine O'Connell | | CATHERINE O'CONNELL LAW |
|--|--|--|
| Role: | Principal, Founder & CEO, Fujitsu Board Member |  |
| Email: | catherine@catherineoconnelllaw.com | |
| Industry Category: | Legal | |
| <p>Catherine provides fractional lawyer on demand support to big and small companies and works as outside General Counsel on retainer. She is the first foreign female to set up her own law practice in Tokyo and is Founder & Principal of "Catherine O'Connell Law." Catherine has served on the ANZCCJ Executive Council since 2016 Vice Chair for 4 years. She serves on the Board of CSL Behring K.K, is President of Women in Law Japan and hosts the Award-Winning Lawyer on Air Podcast and co-hosts the stories of successful kiwi businesses in Japan on the Jandals in Japan Podcast. Significantly also, just recently she has been appointed an Independent Audit & Supervisory Board Member of FUJITSU Limited - becoming the first non-Japanese female to serve in this role. Catherine O'Connell is a graduate of Canterbury University, (Japanese + Law). She is a Barrister & Solicitor of the High Court of New Zealand, a Solicitor of the Supreme Court of England & Wales, a Foreign Registered Lawyer in Japan and member of the Tokyo Dai-Ichi Bar Association.</p> | | |

| Mr Kaz Udagawa | | COGO JAPAN G.K. |
|---|--|---|
| Role: | Country Head |  |
| Email: | kaz.udagawa@cogo.co | |
| Industry Category: | Green Fintech | |
| <p>Cogo is an impact-led fintech whose sustainability solutions of carbon tracking API and consumer app enable hundreds of millions of individuals and businesses worldwide to measure, reduce and compensate for their impact on people and the planet. Kaz Udagawa joined Cogo at the Japan subsidiary establishment timing and is running the Japan business. Kaz came from a payment/credit card business, previously working for various positions in Amex, Citibank, Mastercard, and Diners Club.</p> | | |


| Mr Kenichi Hada | | FONTERRA JAPAN |
|---|---------------------------|---|
| Role: | Sales Director, Japan |  |
| Email: | kenichi.hada@fonterra.com | |
| Industry Category: | Dairy | |
| <p>Kenichi Hada joined Nippon Protein, Fonterra's former Joint Venture in Japan in 1992. Fonterra is a leading multinational dairy company, owned by about 9,000 farming families in New Zealand and the world's largest exporter of dairy products. He is the Director of Sales since August 2013. He has more than 30 years of experience in the dairy industry and his technical knowledge of dairy ingredients is one of his strongest business acumens coupled with his high level of large account management capabilities which enabled him to gain customer's trust in various new business developments.</p> | | |

| Mr Bryn Rowdon | | FONTERRA JAPAN |
|---|--------------------------------------|--|
| Role: | General Manager – Corporate Planning |  |
| Email: | bryn.rowdon@fonterra.com | |
| Industry Category: | Dairy | |
| <p>Fonterra Co-operative Group Limited is a New Zealand multinational publicly traded dairy co-operative owned by around 9,000 New Zealand farmers. The company is responsible for approximately 30% of the world's dairy exports and with revenue exceeding NZ \$22 billion, making it New Zealand's largest company. It is the sixth-largest dairy company in the world as of 2022, as well as the largest in the Southern Hemisphere. Located in Tokyo, Bryn Rowdon is the Corporate Planning General Manager for Fonterra's North Asia region (Japan & South Korea). He manages a team responsible for Sales Planning, helping develop the North Asia sales strategy, Legal, Compliance and Corporate Affairs, CSR and Public relations. Prior to his current role Bryn has spent much of his career in Operations most recently as GM Operations – North Asia.</p> | | |

| Ms Jayne Nakata | | JANDALS IN JAPAN / PODLAUNCH WITH JAYNE |
|--|-----------------------|---|
| Role: | CEO |  |
| Email: | jayne@jaynenakata.com | |
| Industry Category: | Media | |
| <p>Jayne is the creator of PodLauch with Jayne, which helps podcasters around the world and particularly in Japan to launch and run their own show. The PodLaunch Network also strives to highlight the underrepresented voices of women in the podcast industry. Originally from Te Anau, Jayne has lived in Iwaki City, Fukushima since 2002. Jayne is passionate about helping to build the bridge between New Zealand and Japan. She is a member of the ANZCCJ and is the co-host of the Jandals in Japan Podcast which follows the footsteps of Kiwi business in Japan.</p> | | |

| Ms Hailey Guo | | KYOTO UNIVERSITY OF ADVANCED SCIENCE |
|---|------------------------|---|
| Role: | Internship Coordinator |  |
| Email: | guo.hailey@kuas.ac.jp | |
| Industry Category: | Education | |
| <p>Hailey joined the Kyoto University of Advanced Science (KUAS) Internship Center in 2020, where she primarily coordinates overseas internships programmes with New Zealand, Australian and American companies. Prior to joining KUAS, Hailey worked for two years on the JET Programme as a Coordinator for International Relations after graduating from Auckland University with a BA/LBB. KUAS is an accredited four-year private university founded in 1969 and located in Kyoto, Japan. We seek to nurture our students into diverse, world-class citizens by equipping them with international experience and industry knowledge.</p> | | |

| Ms Hitomi Ikeda | | KYOTO UNIVERSITY OF ADVANCED SCIENCE |
|--|--|---|
| Role: | General Director, Career Support & Internship Center |  |
| Email: | ikeda.hitomi@kuas.ac.jp | |
| Industry Category: | Education | |
| <p>Hitomi has been devoted to the career development of students in her role at the Kyoto University of Advanced Science (KUAS) Internship Center for 5 years. Before joining the field of education, she also had almost 30 years of experience in Sharp Corporation (a General Electrical company), especially in the departments of overseas sales & marketing, and new business development. She holds an MBA and majored in Spanish at university. KUAS is an accredited four-year private university founded in 1969 and located in Kyoto, Japan. We seek to nurture our students into diverse, world-class citizens by equipping them with international experience and industry knowledge.</p> | | |

| Ms Cindy Mullins | | MEDIA TECTONICS |
|---|--------------------------------|---|
| Role: | Founder & Managing Director |  |
| Email: | cindyhmullins@gmail.com | |
| Industry Category: | Publishing & PR Communications | |
| <p>Media Tectonics is a full-service publishing and literary agency. We either introduce authors to global publishers or we publish the book under our Media Tectonics imprint. With our global network of journalists and media organizations, award-winning designers, writers, and production partners, we introduce clients to a trustworthy team to help market their products. We also produce books (from writing to publication) for multinational companies and global brands.</p> | | |

| Ms Royal Reed | | MEREDITH CONNELL |
|---|---------------------|---|
| Role: | Partner |  |
| Email: | royal.reed@mc.co.nz | |
| Industry Category: | Law | |
| <p>Meredith Connell (known as MC) is New Zealand's largest and premier public interest and litigation firm. For 100 years, MC has successfully represented the New Zealand Crown and Government. The firm's 260 staff have a proven track record working successfully in corporate, criminal, and commercial environments across 26 practice areas. With offices in both Auckland and Wellington, MC's considerable and diverse range of specialist legal talent assists clients across the country and around the world. Royal specialises in civil litigation involving an international and Asian clientele. Her experience spans over 20 years, and prior to joining Meredith Connell, she founded a boutique law firm that received various accolades. Her expertise includes cross-border/cultural litigation, relationship property, conflicts of law, and choice of forum issues. Royal also provides straightforward advice on intricate issues of trust, relationship property, and cross-border enforcement cases. She does so with an acute awareness on differing cultural perspectives.</p> | | |

| Mr Ben Matthews | | MINISTRY FOR PRIMARY INDUSTRIES |
|---|--------------------------|--|
| Role: | Senior Policy Advisor |  |
| Email: | ben.matthews@mpi.govt.nz | |
| Industry Category: | Government | |
| <p>Ben is a Policy Practitioner with fourteen years of work and study experience in Māori development and international policy related roles. He holds a Master of International Relations and Diplomacy (with Distinction) from Canterbury University and undergraduate degrees in Japanese Language and International Business from AUT. Ben has worked across several NZ government agencies and currently works as a Senior Policy Analyst at the Ministry for Primary Industries, focused on advancing agriculture cooperation projects with other countries as well as advancing Maori agriculture interests. Ben is also a member of the Asia New Zealand Foundation Leadership Network Advisory Board, who has – alongside MPI – supported him to attend this conference.</p> | | |

| Ms Mel Barber | | NEC NEW ZEALAND |
|--|----------------------|---|
| Role: | Managing Director |  |
| Email: | mel.barber@nec.co.nz | |
| Industry Category: | Technology | |
| <p>NEC New Zealand has been operating in the New Zealand market for over 30 years, with key customers such as NZ Police. NEC has a century-long history of innovation. From its cornerstone ideal - "orchestrating a brighter world" NEC integrates technologies, expertise and ideas from around the world. NEC NZ connects people through reliable communication infrastructure while also helping to keep communities safe and secure with intelligent surveillance systems and the world's leading biometrics. NEC's Managing Director, Mel Barber has been with the NEC business for 2 years - 6 months in the Managing Director role. She has a key focus on delivery, supported by the ability to build strong, strategic relationships and a leadership style that allows her team to excel.</p> | | |

| Mr Kai Kruse | | NELSON PINE INDUSTRIES |
|---|------------------------------|---|
| Role: | Chief Executive Officer |  |
| Email: | kai.kruse@nelsonpine.co.nz | |
| Industry Category: | Forestry Resource Processing | |
| <p>Established in 1984, NPIL operates three MDF Line and one Laminated Veneer Lumber (LVL) plant. It consumes one Million M3 (35%) of the Region Annual Radiata Pine Harvest per year. Nelson Pine Industries markets into Japan through Sumitomo Forestry Corporation (SFC) and supplies to markets in South-East Asia, China, North America, and Middle East. They are a fine example of Japan investment in New Zealand and is recognised worldwide as a leader in the MDF and LVL markets. Kai has been with the timber industry for 38 years holding senior management roles in various markets around the world. Kai has lived in Asia for 17 years. He is the CEO of Nelson Pine Industries Ltd.</p> | | |

| Mr David Allen | | NEW ZEALAND EMBASSY |
|--|---------------------------------|--|
| Role: | Counsellor (Primary Industries) |  |
| Email: | david.allen@mfat.govt.nz | |
| Industry Category: | Government | |
| <p>Appointed to his current role in January 2021, David has over thirty years' experience in the primary industry sector, with an original specialisation in forestry in the private and public sectors. David's prior roles include Principal Adviser, International Policy, Ministry for Primary Industries; First Secretary (Primary Industries), NZ Embassy Beijing; and Private Secretary, Office of the Minister of Agriculture.</p> | | |

| Mr Thomas Appleton | | NEW ZEALAND EMBASSY |
|--|------------------------------|---|
| Role: | First Secretary (Trade) |  |
| Email: | thomas.appleton@mfat.govt.nz | |
| Industry Category: | Government | |
| <p>Thomas has 20 years of Asia experience, including 10 years living in Japan. He has held a range of roles at the Ministry of Foreign Affairs and Trade, focused on Japan, China, ASEAN and the Indo-Pacific region. Prior to joining MFAT, Thomas worked at the Japanese Embassy in Wellington, was a Japanese Government Scholar at Osaka University, and participated on the JET Programme in Aomori prefecture.</p> | | |

| Ms Masako Iwamoto | | NEW ZEALAND EMBASSY |
|--|-----------------------------|---|
| Role: | Policy Adviser |  |
| Email: | masako.iwamoto@mfat.govt.nz | |
| Industry Category: | Government | |
| <p>Masako works as policy adviser in the areas of renewable energy, climate change, science and innovation, and trade. Prior to joining the New Zealand Embassy, Masako has worked in both the public and private sectors in Japan. She also has experience working in the education sector in the US and China.</p> | | |

| Ms Kumiko Lloyd | | NEW ZEALAND EMBASSY |
|---------------------------|---------------------------|---|
| Role: | Policy Adviser |  |
| Email: | kumiko.lloyd@mfat.govt.nz | |
| Industry Category: | Government | |

Kumiko is a Policy Adviser at the New Zealand Embassy in Tokyo. She supports the Embassy in the areas of trade, economy, and business. Trained as a simultaneous interpreter, she has also worked in various marketing and management positions in the private sector. Kumiko lived in New Zealand for six years in Auckland and Northland intermittently between 1997 and 2010.

| Mr Stephen Canny | | NEW ZEALAND HYDROGEN COUNCIL |
|---------------------------|---------------------|---|
| Role: | Chairperson |  |
| Email: | steve@greatsouth.nz | |
| Industry Category: | Energy | |

Stephen is in his third year as chairman of the NZ Hydrogen Council which represents 60 of New Zealand's largest and most influential companies and was a founding member of the Council. He has a strong view that Green Hydrogen will be the Carbon Zero fuel of the future and that New Zealand will play a positive role in the production and supply of Green Hydrogen to its Asia Pacific trading partners.

He has designed and implemented the Carbon Neutral Advantage program aimed at creating a positive climate change response by reducing emissions and insulating business against the cost of carbon while providing abatement pathways for all sectors to achieve net zero emissions by 2050.

Stephen is leading the Southland Regional Energy Strategy and has recently completed 11 technical papers supporting the establishment of the multi-billion-dollar Southern Green Hydrogen Project. He developed and established New Zealand Functional Foods Limited, and he is leading precision cultivation and carbon neutral processing systems associated with the production of health and wellness foods. He has also developed and established Space Operations New Zealand which provides early launch satellite services for a range of international space agencies. He is also responsible for the development of the Advanced Data Analytics Centre which federates terrestrial data, satellite, and sensor data to provide precision data for land use decision making and monitoring and modelling climate change impacts. He is particularly interested in new agronomic models that provide pathways for sustainable low emissions agriculture.

Steve has an extensive background in project management, including managing the successful completion of major civil and mechanical engineering projects, the design establishment of satellite and rocket tracking ground stations and terrestrial television, geodetic positioning systems, human location systems and marine radio applications. Stephen is an experienced company director and trustee. He lives in Invercargill, Southland, New Zealand.

| Ms Kylie Archer | | NEW ZEALAND TRADE AND ENTERPRISE |
|---|---------------------------|---|
| Role: | Trade Commissioner |  |
| Email: | kylie.archer@nzte.govt.nz | |
| Industry Category: | Government | |
| <p>New Zealand Trade and Enterprise (NZTE) is the government agency charged with helping New Zealand businesses to grow internationally. We use our extensive knowledge and global networks to help exporters of all sizes make better decisions and connect to the right partners and investors. We connect international businesses and investors with high-value growth opportunities in New Zealand. By supporting New Zealand businesses, we boost New Zealand's economy and reputation, and help to share what's special about New Zealand with the rest of the world. Kylie Archer is the incoming Trade Commissioner to Japan. Kylie specialises in leading high-performance teams, including as Chief Operating Officer for New Zealand at Expo Dubai, which welcomed 1.2 million visitors and supported hundreds of New Zealand companies. Her background also includes delivering results for the International Investment Attraction Taskforce and the New Zealand Major Events team at the Ministry of Business, Innovation and Employment (MBIE). Her private sector experience includes leadership roles at SkyCity Entertainment Group, American ticketing company ETM, the NZ Tourism Industry Association and Millbrook Resort Queenstown. Kylie is a Trustee for the Te Papa Foundation and on the Board for WellingtonNZ, working to make the region wildly famous as a place to live, visit and work. Kylie attended Miyazaki University on a one-year Monbusho Scholarship and has always been passionate about opportunities for New Zealand in Japan.</p> | | |

| Mr Craig Pettigrew | | NEW ZEALAND TRADE AND ENTERPRISE |
|--|------------------------------|---|
| Role: | Trade Commissioner |  |
| Email: | craig.pettigrew@nzte.govt.nz | |
| Industry Category: | Government - Trade | |
| <p>NZTE is New Zealand's international business development agency growing NZ businesses internationally, bigger, better, and faster, for the good of New Zealand. We work with NZ's exporters for opportunities globally and connect investors with opportunities locally. Craig Pettigrew was appointed New Zealand's Trade Commissioner to Japan in August 2016. Craig has held a number of senior management roles in public and private sectors focused on growing business in the Asia region, most recently at Asahi Group Holdings subsidiaries Asahi Premium Beverages and The Better Drinks Company in New Zealand. Previously Craig has worked in Tokyo and Osaka for NZTE, Air New Zealand and Tourism New Zealand. Craig was a founding member of the New Zealand Food and Grocery Council Export Advisory Group, formerly a member of the Executive Committee of the Japan New Zealand Business Council and currently is on the Executive Council of the Australia New Zealand Chamber of Commerce in Japan.</p> | | |

| Mr Tony Clifford | | PAN PAC FOREST PRODUCTS |
|---------------------------|----------------------------|---|
| Role: | Managing Director |  |
| Email: | tony.clifford@panpac.co.nz | |
| Industry Category: | Manufacturing | |

Pan Pac Forest Products Limited is a fully integrated forestry company based in the Hawke's Bay/Otago region of New Zealand and is owned by Oji Green Resources which shareholder is Oji Holdings Corporation of Japan. Pan Pac operations include:

Forestry/Logistics managing the company's 35,000 hectare forest estate

Lumber with capacity to produce 550,000m³ per annum of sawn timber

Pulp producing BCTMP (Bleached Chemical Thermo Mechanical Pulp) and TMP (Thermo Mechanical Pulp) totally approximately 290,000 tonnes per annum. Trained as an Engineer at University of Canterbury, Tony has worked in manufacturing and heavy industry covering oil and gas, aluminium and forest-based products. Tony was initially employed by Pan Pac in 1992 as a Project engineer, before moving into technical and managerial roles within the Pan Pac Forest Products business. He was General Manager Pulp for eight years with end-to-end responsibility for raw material, chemicals and energy purchases through production to sales and marketing of 300,000 tonnes of market pulp. In this role, Tony oversaw the \$70m upgrade of the Pulpmill and development of markets for BCTMP into China and India. He was appointed Managing Director in February 2020.

| Mr Stephen Reed | | PRESTIGE CONSULTANCY |
|---------------------------|----------------------------------|---|
| Role: | Director |  |
| Email: | stephen@prestigeconsulting.co.nz | |
| Industry Category: | IT | |

Prestige Consulting offers expert advice for those companies wanting to adopt Lean and Agile ways of working. Based in Auckland New Zealand, Prestige Consulting is an expert consulting firm specialising in Agile and Lean which has become the default approach to building software more successfully and with more engaged teams and is widely being adopted as the preferred project management approach to ensure satisfied customers and best practice approach to product development. Prestige Consulting has been working with companies since 2008 on implementing Agile practices and is one of New Zealand's most knowledgeable companies in this area of business improvement practices with many successful implementations. Stephen has worked as an Enterprise Agile Coach with many companies across the globe. Stephen has worked with software development teams across many disciplines and platform areas in Government, Financial, Banking and Insurance systems. Stephen has been trained by Mike Cohn in Scrum and as an Agile Coach by Lyssa Adkins which has led to Stephen working with some of NZ's largest Insurers and Australia's largest banks in their Enterprise Agile adoption and held the role of lead Agile Coach working with tens of Scrum Teams across a range of business systems.

| Dr Julian Elder | | SCION |
|---------------------------|--------------------------------|---|
| Role: | Chief Executive Officer |  |
| Email: | julian.elder@scionresearch.com | |
| Industry Category: | Forestry and Manufacturing | |

Scion is a Crown Research Institute (CRI), which is a government-owned company that carries out scientific research for the benefit of New Zealand. We specialise in research, science and technology development for the forestry, wood and wood-derived materials and other biomaterial sectors.

We are the leading CRI in:

Sustainable forest management and tree improvement

Forestry biosecurity, risk management and mitigation

Wood processing, wood-related bioenergy, waste streams and other biomaterials

Forestry and forestry-based ecosystem services to inform land-use decision making

Also, we collaborate with other research providers and end-users to develop:

Land-based biosecurity, soil and freshwater management

Climate change adaptation and mitigation


Indigenous forestry

Industrial biotechnology and high-value manufacturing


Dr Julian Elder became Chief Executive of Scion in March 2017. He joined Scion as a deeply experienced chief executive, having led large-scale civil infrastructure projects in waste treatment, renewables, telecommunications, energy and water. He has a successful track record leading multi-stakeholder complex ventures, delivering sustained profitable growth to utility, contracting and professional services businesses across Asia Pacific. Julian brings international business experience along with experience in applying leading-edge technology to meet business needs. He led WEL Networks Limited from 2007 to 2014 and the associated Waikato Networks Limited from 2011 to 2014, doubling the size of the combined business during his tenure. Prior to that role he was Chief Engineer at Watercare Services from 2005 to 2007. Graduating from the University of Auckland with a PhD in Electrical Engineering in 1984, Julian is a Chartered Member of the New Zealand Institute of Directors and a Chartered Professional Engineer.


| Mr Aaron Patience | | SIMMONS & SIMMONS |
|---------------------------|------------------------------------|---|
| Role: | Partner |  |
| Email: | aaron.patience@simmons-simmons.com | |
| Industry Category: | Legal | |

Simmons & Simmons is an international law firm. We specialise in assisting Japanese businesses with international mergers and acquisitions. Our Tokyo office is staffed with bilingual lawyers qualified in a range of jurisdictions. Aaron heads their Tokyo office and has been based in Japan for over 15 years.

| Ms Pam Ford | | TĀTAKI AUCKLAND UNLIMITED |
|--|----------------------------------|---|
| Role: | Director – Investment & Industry |  |
| Email: | pam.ford@aucklandnz.com | |
| Website: | www.aucklandnz.com | |
| Industry Category: | Local Government | |
| <p>Pam leads the Investment and Industry rōpū at Tātaki Auckland Unlimited, the region's cultural and economic development agency. This includes industry transformation, skills and workforce, attraction of business, investment, visitors, screen, and talent. Pam has worked in economic development and international trade and investment since 2001, at central and local government roles. Prior to this, she worked as an international marketing professional in private and not for profit sector. Pam received the Economic Development New Zealand (EDNZ) Commendation for Distinguished Service Award in 2018 and since June 2019 has been the Chair of EDNZ, the body representing all New Zealand economic development agencies.</p> | | |


| Mr Andrew McConchie | | TATUA COOPERATIVE DAIRY COMPANY |
|--|----------------------------|---|
| Role: | President - Japan |  |
| Email: | andrew.mcconchie@tatua.com | |
| Industry Category: | Dairy | |
| <p>Founded in 1914, The Tatua Cooperative Dairy Company is New Zealand's oldest dairy company. Located the heart of the Waikato, New Zealand's largest dairying region, Tatua focusses upon producing specialised dairy products for export around the world. Tatua's relationship with the Japanese market dates back to the 1970's, with this being solidified in 2004 with the establishment of Tatua Japan. Andrew McConchie is Tatua Japan's third President. Prior to moving to Tokyo in 2019, Andrew held commercial roles in Tatua's New Zealand head office and led it's Shanghai-based China business.</p> | | |


| Prof Guglielmo Aglietti | | UNIVERSITY OF AUCKLAND |
|---|--|---|
| Role: | Director, Te Pūnaha Ātea – Space Institute |  |
| Email: | g.aglietti@auckland.ac.nz | |
| Industry Category: | Aerospace & University | |
| <p>Professor G. Aglietti is an internationally leading expert in space engineering whose career started at the Columbus module of the international space station, and then at the European Space Agency. He subsequently moved to the UK where his work spanned from academic research & teaching to consultancy, covering both theoretical and experimental activities. Awarded the Royal Academy of Engineering Research Chair in Space Engineering, became Director of the Surrey Space Centre. Principal investigator of pioneering missions for technology demonstrations like active removal of space debris, his work has been presented at leading international conferences, keynote lectures, featured on various media outlets and described in over 250 publications. He is currently the Director of the Space Institute, Te Pūnaha Ātea, University of Auckland.</p> | | |

| Mr Tim Harvey | | WITH CONSULTANCY |
|---|-------------------------------|---|
| Role: | Director |  |
| Email: | timharvey@withconsult.co.nz | |
| Industry Category: | Research & Consultancy, Sport | |
| <p>In his previous role as Head of Japan for a leading sports agency, Tim conducted over 1000 successful contract negotiations between New Zealand and Japanese enterprises. His focus on building relationships has made him a valuable partner for any Kiwi business looking to operate in Japan. Tim has a natural understanding of both Japanese and New Zealand cultures, as a result of his upbringing as a "missionary kid" in Japan. He was raised with strong moral values, with an emphasis on caring for people and building relationships. Trust, integrity and conviction have been at the heart of his business dealings in Japan and New Zealand for over 20 years. Through those dealing he want to help other NZ companies to thrive in Japan.</p> | | |

| Mr Francis Fung | | VECTOR TECHNOLOGY SOLUTIONS |
|--|----------------------------|---|
| Role: | General Manager, VTS Japan |  |
| Email: | francis.fung@vts.energy | |
| Industry Category: | Energy | |
| <p>Vector is one of New Zealand's largest energy portfolio businesses. At Vector Technology Solutions (VTS) our mission is to accelerate the transition to the new energy future by enabling infrastructure transformation through our innovative digital solutions. Francis Fung – General Manager, VTS Japan. Representing VTS in Japan, supporting clients with their business development needs. Francis was born and raised in London and has been working on international projects in Japan for 13 years.</p> | | |

| Mr Masayuki Asahi | | ZESPRI FRESH PRODUCE JAPAN K.K. |
|--|---------------------------------|---|
| Role: | Japan Commercial Supply Manager |  |
| Email: | masayuki.asahi@zespri.com | |
| Industry Category: | Horticulture | |
| <p>Masayuki has been with Zespri for 9 years across roles within Japan focusing on operation quality and most recently as Japan Commercial Supply Manager. This role is dedicated to the locally grown SunGold production within Japan, managing the expansion, operations and stakeholder engagement with our Japanese partnerships ensuring Zespri quality domestic SunGold is delivered to the market in the New Zealand SunGold offseason.</p> | | |

| Mr Tom MacMorran | | ZESPRI FRESH PRODUCE JAPAN K.K. |
|--|--------------------------|---|
| Role: | Asia Head of Supply |  |
| Email: | tom.macmorran@zespri.com | |
| Industry Category: | Horticulture | |
| <p>Tom has been in horticulture most of his life, with his family being involved in orcharding in New Zealand. He has been in the kiwifruit industry for over 10 years and since 2014 with Zespri across various industry facing roles and most recently the Head of Asia Supply based in Fukuoka. This role has responsibility across both Japan and Korean growing operations, providing Zespri SunGold kiwifruit to the market in New Zealand's off season.</p> | | |


| Dr Jeremy Tātere MacLeod | | KAUWAKA LIMITED |
|--|---------------------------|---|
| Role: | Director, Kauwaka Limited |  |
| Email: | jeremy@kauwaka.co.nz | |
| <p>Dr. Jeremy Tātere MacLeod is a recognised Māori language & cultural exponent. He is at the helm of several Māori language & cultural revitalisation initiatives and has worked in an array of organisations including Ngāti Kahungunu Iwi Incorporated (Director of the Tribal Language Revitalisation Strategy), Te Taura Whiri i Te Reo Māori (Māori Language Commission), Te Mātāwai (Tribal & Community Language Revitalisation), Radio Kahungunu (Māori Radio), Kōhanga Reo (Māori language language nests for children) and recently completed his PhD studies in dialectology. He is now the Director of Kauwaka Limited, a consultancy company based in Hawke’s Bay who specialises in Māori language & cultural consultancy. Kauwaka currently provides Māori language & cultural training along with Māori language translations and advice. Kauwaka also offers consultancy services to the private sector, promoting bi-lingual business. Jeremy also spent time in Tomakomai, Hokkaido back in 2006 on an exchange programme where he studied both Japanese and Ainu, and in particular the synergies between the Māori & Ainu language rejuvenation plights. Jeremy is recognised as one of Aotearoa’s leading language & cultural exponents. Born and raised in Australia, he began learning the language at 17 years old and at 36 years of age he is at the forefront of language & cultural revitalisation.</p> | | |


| Mr Salī Aiono Sīaki Sali | | MINISTRY FOR PACIFIC PEOPLES |
|---|-----------------------------|---|
| Role: | Manager – Policy Operations |  |
| Email: | sali.sali@mpp.govt.nz | |
| <p>Tālofa lava, my name is Salī Salī, I’m a Policy Manager for the Ministry for Pacific People. I lead the Pacific economic development framework through a strategic model called the Pacific Business Village, which aims to drive interconnectedness of Pacific business services, share best practice and success stories, strengthen and enhance Pacific cultural competencies, and enable a better cohesive approach to guide and advise on the future direction of the Pacific economic development.</p> | | |

| Ms Mere Tomoana | | NGATI KAHUNGUNU |
|-----------------|------------------------------|---|
| Role: | Kaihautū Support, Te Aratini |  |
| Email: | danielle@kahungunu.iwi.nz | |
| <p>.</p> | | |

Te Aratini Delegates


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| Mr Ngahiwi Tomoana | | NGATI KOHUNGU |
|---|---------------------------|---|
| Role: | Kaihautū, Te Aratini |  |
| Email: | danielle@kahungunu.iwi.nz | |
| <p>Pōkai Ao Lead, Te Pou Tahua of National Iwi Chairs Forum Director, Hawkes Bay Seafood Board Member, Three Waters Working Group Board Member, Ministry of Foreign Affairs Partnership Group Member, Pacific Cooperation Forum</p> | | |

| Mr Karetai Williams-Paul | | KAUWAKA LIMITED |
|---|---------------------------------|--|
| Role: | Kaiarahi Lead, Kanoraua Digital |  |
| Email: | karetai@kauwaka.co.nz | |
| <p>Karetai Williams-Paul works with Kauwaka as the IT Manager. He provides IT services including the management of the digital learning systems, digital platforms, and social media platforms. He is a qualified videographer who manages all Kauwaka's content including post editing and production.</p> | | |

North Asia CAPE Japan Tourism Study Tour Participants

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| Mr Alex Holmes | | DESTINATION QUEENSTOWN |
|--|--------------------------------|---|
| Role: | Business Development Executive |  |
| Email: | alexh@queenstownnz.nz | |
| Industry Category: | Tourism | |
| <p>Destination Queenstown (DQ) is the Regional Tourism Organisation (RTO) responsible for the marketing of Queenstown as the Southern Hemisphere's premier four-season lake and alpine resort. We work with local businesses, including tourism and accommodation providers. On an international level, we work with TNZ and trade to promote Queenstown and the Southern Lakes. I work with global and regional partners to promote Queenstown to the world. Growing up in rural New Zealand, I bring a global and multidimensional perspective to my work. I am passionate about strong trusted relationships, and have an interest in adventure communities, sustainability, and regeneration, agritourism and risk management.</p> | | |

| Ms Amanda Linklater | | GO WITH TOURISM |
|---|---|---|
| Role: | Lower South Island Regional Coordinator |  |
| Email: | amanda@gowithtourism.co.nz | |
| Industry Category: | Tourism | |
| <p>Go with Tourism is an initiative supported by the NZ Government to build the Tourism & Hospitality workforce. They have an online platform which provides a range of free services including job opportunities, work experience, mentorships, online courses and more. Additionally, the team actively engage with students around the country through their career expos and education programme, spreading the word about the only industry where fun equals success. I work with education providers to engage, excite & educate Kiwis on how successful Tourism work can be, break down negative stereotypes and pique the interest of a new generation of workers, & then place them into work.</p> | | |

| Ms Karen-Kirstine Oliff | | INTERISLANDER/KIWRAIL |
|---|---------------------------------------|---|
| Role: | International Sales Channel Executive |  |
| Email: | karen.oliff@kiwirail.co.nz | |
| Industry Category: | Tourism | |
| <p>I am the International Sales Channel Executive for Interislander at Kiwirail. After studying at Otago University, I started working for Interislander and have been working in International Sales and Trade for 3.5 years. Interislander is a beautiful scenic ferry journey which has been connecting the North and South Islands of New Zealand for 60 years and I'd love to show the Japanese market how to include this in itineraries.</p> | | |

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| Mr Lucho Arca | | NATIONAL MUSEUM OF NZ – TE PAPA TONGAREWA | |
|--|---------------------------|---|--|
| Role: | Tours Coordinator |  | |
| Email: | lucho.arca@tepapa.govt.nz | | |
| Industry Category: | Tourism | | |
| <p>My name is Lucho Arca, and I work at the National Museum of New Zealand Te Papa Tongarewa. Based in Wellington, Aotearoa New Zealand's capital city, our museum is rated by TripAdvisor in the top 1% of things to do worldwide. Through Te Papa's commercial offerings, I aim to develop and promote uniquely New Zealand experiences that empower our visitors to consider their relationships with each other, their history, and the natural environment.</p> | | | |

| Ms Alice Orr | | NGAI TAHU TOURISM – HUKA FALLS JET | |
|---|--|---|--|
| Role: | Jet Boat Driver & Local Sales Representative |  | |
| Email: | alice.orr@hukafallsjet.com | | |
| Industry Category: | Tourism | | |
| <p>My name is Alice Orr, I was lucky enough to start working at Hukafalls Jet as a casual employee at the age of 14. Which very quickly made me fall in love with the vibrant Tourism Industry. In 2018 I graduated Queenstown Resort College with a diploma in Adventure Tourism Management. I am currently a commercial jet boat driver and local sales representative for Ngāi Tahu Tourism based at Hukafalls Jet. Hukafalls Jet is a 30-minute thrilling jet boat ride in Taupo, New Zealand. Which is the only jet boat company permitted to operate at the base of the Huka Falls.</p> | | | |

| Ms Amy Gibson | | WETA WORKSHOP | |
|--|-------------------------------|---|--|
| Role: | Events Booking Specialist |  | |
| Email: | amy.gibson@wetaworkshop.co.nz | | |
| Industry Category: | Tourism | | |
| <p>Wētā Workshop is a five-time Academy Award® winning creative design and practical effects company that services the world's creative industries. Their tours and events are a chance to share their work with the world, offering visitors up close and personal experiences with world-class artistry and craftsmanship. Now with two attractions in Wellington and Auckland, they offer truly magical experiences, creative workshops and tours across New Zealand. I oversee the events, group bookings, and trade relationships for the tourism department. Working across both sites in Wellington & Auckland, I am responsible for maintaining and building trade relations and encouraging international visitation.</p> | | | |