



Australian Government
Austrade



**Government
of South Australia**



The Government of South Australia, Austrade and the Japan Australia Business Council invites South Australian businesses and organisations to attend a business seminar at the Hilton Adelaide, on **Wednesday 28 June 2006** to explore, widen and deepen business understanding and connection with Japan.

This seminar commemorates the long term established relationships with Japan in both trade and investment, during the 2006 Australia- Japan Year of Exchange and is designed to draw increased attention to Japan as significant high value market for South Australian products and services.

Japan is an important market for SA's goods and services and is SA's third largest export market and its largest import source. The free event will provide an update on the region's business conditions, market trends and business opportunities and 2 concurrent seminar sessions will be held.

1. **Seminar A** for the Food, Wine and Beverage sector

Professor Yukio Hattori, a member of the advisory group to the Ryori-no-tetsuji Iron Chef TV program and Chairman of the Board of Directors and President of Ecole de Cuisine et Nutrition. Professor Hattori will share his extensive knowledge of food and discuss Japanese future food trends, highlighting opportunities for South Australian companies.

2. **Seminar B** for the non- Food, Wine and Beverage sectors

Chris Rees, State Manager, Austrade will share his 23 years experience working with Australian companies in the Japan market and outline the latest developments in the Japanese market. Guest speakers will include Chris Wood, Austrade's Trade Commissioner and Deputy Consul-General to Osaka, Japan, and one of Austrade's most experienced Japan experts, who will discuss the latest in opportunities in the resurgent Japanese market

South Australian companies that have enjoyed success in the market to date, will share their experiences at both sessions.

The seminars will also provide the opportunity to network with like minded people, keen to do business with Japan and obtain tips on the Japanese business culture and dealing with the Japanese counterparts.

Who should attend Programme	New and existing exporters to Japan
	2.45pm Registration
	3.00pm – 4.30pm Presentations and case studies from SA companies
	4.30pm – 5.00pm Q&A
	5.00pm Close

Key Note Speakers **Professor Yukio Hattori** on **“Changing palate of the Japanese Consumer” to the food and beverage industry”**
Chris Wood on **"Japan - our biggest market is back and buying"**

I WILL BE ATTENDING THE FOLLOWING FUNCTIONS

- ? **SEMINAR A** at the Hilton Adelaide, 3.00 – 5.00pm
- ? **SEMINAR B** at the Hilton Adelaide, 3.00 – 5.00pm

Name :

Organization :

Tel : Fax:

Email :

Please **RSVP** by Wednesday, 21 June 2006
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