



New Year festivity a success for JABCSA

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ADELAIDE - On Friday February 23, the Japan Australia Business Council of South Australia (JABCSA) held *Shinnenkai* – ‘a new year festivity’ and the groups’ first event for 2007.

The event which welcomed new and prospective members to the association was supported by the Hardy Wine Company and held at the Greenaway Art Gallery, Kent Town.

Australian wine personality and Honorary Consul-General of Japan in South Australia, Adam Wynn, highlighted the importance of Australia’s relationship with Japan and the market opportunities that currently exist for Australian businesses.

Recent developments propose that Australia and Japan are well on the way to negotiating a Free Trade Agreement in 2007, which also celebrates the 50th anniversary of the signing of the Australia-Japan Agreement on Commerce.

Determined in ‘*Growing members’ Australia-Japan trade through innovative activities*’, JABCSA Chairperson, Helen Paige, said “feedback confirmed the event was valuable and a great success. The distinctive venue and comfortable ambience provided the perfect setting for this type of event”.

Information on doing business in Japan was readily available for event attendees, complements of the Japan External Trade Organisation (JETRO) and Austrade. Furthermore, practical insights were shared by JABCSA committee members, many who possess Japanese market experience and represent organisations including, Austrade, ExpatriateConnect, JMAC, Advanced Knowledge Networks and Bunnik Travel.

For companies looking for support and to learn more about Japan and the opportunities that may exist for you, please consider contacting the Japan Australia Business Council of South Australia.

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