



# AICHI PROJECT

## New Zealand-Japan People to People Links

2007

<b>Sector</b>	<b>Business</b>
<b>Project name</b>	<b>Timaru Shop In Eniwa</b>
<b>Sponsors</b>	<b>Timaru District Council Sister City Committee, Aoraki Development Trust, South Canterbury and Eniwa Chambers of Commerce</b>

### Introduction

The Timaru District Council and Eniwa City Council Sister City Committees in partnership with their local business communities have undertaken to build on the strong relationship that has been established through student exchanges, by including trade as an integral part of the sister city link. To achieve this, agreement was reached for a shop to open in each city promoting the products of the partner region.

In considering the opportunity to establish trade links with Eniwa, Timaru noted that Japan imports around 65% of its food requirements while 70% of New Zealand's exports are food related. This tends to draw us together as natural trading partners. Japan wants a reliable supply of quality food products that have integrity. New Zealand food products are the perfect fit for the Japanese market.

### Project Details

Once agreement was reached on the concept, a suitable site had to be found and arrangements made for staffing and administration. This was achieved with the tremendous support of the Eniwa Chamber of Commerce.

Located in a new *michi-no-eki* (road station) beside a very busy highway between Sapporo and Chitose airport, Eniwa's Timaru Shop was officially opened in late June 2006. A delegation from Timaru representing the Timaru District Council, Chamber of Commerce and exchange students were present for the opening. The ceremony was attended by a large crowd and received widespread media coverage.

Three television film crews were present plus a large contingent from the print media. The day before the opening one of the local television stations broadcast live from the complex and paid particular attention to the Timaru Shop.



Goods on sale include South Canterbury produced made juices, jams, honey, wine, gift items and platters. From the moment the complex was declared open it became evident the goods from the Timaru District would be in high demand. Within hours the stock was depleted and fresh supplies had to be flown in from New Zealand.

The shop, set up as part of a complex easily accessible to passing traffic, is a very cost effective, low risk way for local businesses to test the market in Japan. It is hoped that buyers from throughout Japan will see the goods on display in the Timaru Shop and recognize their market potential in the wider Japanese market. In time this will lead to wider distribution of the goods within Japan.

For many smaller manufacturers and craft people it is almost impossible to break into the Japanese market. The Timaru Shop in Eniwa has now provided them with the opportunity to enter the Japanese market in a low-risk way.

The consolidation and shipment of goods from Timaru to Eniwa is done by an existing exporter with a long and successful history of trading in the wider Japanese market. This has taken the risk and hassle away from the smaller new suppliers who are providing goods for the Timaru Shop.





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By March 2007 in excess of \$55,000 worth of goods had been exported from Timaru to Eniwa and a regular pattern of repeat orders has emerged. In April 2007 a delegation visiting from Eniwa researched and sourced more goods for marketing through the Timaru Shop at a mini-expo held in conjunction with the opening of the Eniwa Shop in Timaru. The emphasis is on smaller niche market products that have special significance to the region.



The initial friendship between Timaru and Eniwa developed through their student exchange. As that has grown, it is hoped that some of the students will develop a passion to become involved in international business, either as traders or service providers. Youth exchanges are all about people, and so are business relations. It was therefore a natural fit for the business communities of Timaru and Eniwa to establish trade links.



The project to establish the Timaru Shop in Eniwa was funded through the support of the Aoraki Development Trust, Chamber of Commerce and numerous members of the local business community, with significant volunteer input.

In April 2007 Timaru opened its Eniwa Shop, to complete the process of reciprocation. The shop is located in the Timaru Visitor Centre.

### Summary

The Chambers of Commerce in Eniwa and Timaru, along with their respective sister city committees are totally committed to foster and develop the trade opportunities that will develop as a result of the goods on display in the two shops. The Chambers will continue to source new items for the two shops with the view to involving as many local businesses as possible.

Within five years the Timaru community hopes to be exporting \$200,000 to \$300,000 worth of local goods to Eniwa and Northern Japan. More importantly, another 30 local businesses will have been introduced to exporting.





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<b>Sector</b>	<b>Business</b>
<b>Project name</b>	<b>New Zealand Travel Café, Tokyo</b>
<b>Sponsors</b>	<b>Travel Café Co Ltd (Tokyo) and International Marketing Associates (Auckland)</b>

On November 30, 2006 a New Zealand-themed licensed cafe opened its doors to consumers in the heart of Tokyo. The establishment of the New Zealand Travel Cafe by Japanese company Travel Cafe Co., Ltd. has provided a unique opportunity for New Zealand's public and private sector interests to pool its ideas and energies to contribute to the creation of a sophisticated "New Zealand Experience" for Japanese consumers. The goal is to create an emotional pull on consumers to help stimulate travel to New Zealand, trade, investment and general education on what New Zealand has to offer - ultimately raising New Zealand's profile in the Japanese market.



Tourism New Zealand and Air New Zealand are the main sponsors of the cafe, offering both organizations a unique co-branding opportunity of a permanent New Zealand-themed consumer marketing channel in Japan. Jason Hill, Regional Manager Japan for Tourism New Zealand says "The New Zealand Travel Cafe provides a sophisticated New Zealand experience that builds on the clean green image we have in Japan".

Chris Myers, General Manager Japan for Air New Zealand adds, "We are hoping that people's experience in the cafe will push them into making a decision to travel, maybe even booking on-line from the cafe itself"

Offering high quality, New Zealand-style cafe food and beverages, the up-market 71-seated cafe comes with wine bar and also features Kiwi music, a dedicated internet terminal for newzealand.com, New Zealand iconic imagery displayed on large plasma screens, education, travel brochure and book displays, a small New Zealand shop corner together with decor reflecting New Zealand's lifestyle and attractions. The cafe also provides New Zealand companies and interests a venue for promotions, events and functions.

Jon Doherty of International Marketing Associates, who was contracted by Travel Cafe to coordinate the project with New Zealand, recognized several years ago while he was working at the then Trade New Zealand, the lack of any high-profile New Zealand-branded retail outlet in Japan to act as a platform for New Zealand product/service promotion and proof-of-concept channel.

Doherty comments, "Japan is a very expensive market and too often I have seen substantial amounts of money being spent by New Zealand organizations, in isolation to other New Zealand interests...often with little impact. New Zealand Travel Cafe is a great example of what can be achieved if various New Zealand parties put their heads together. I would encourage New Zealand organizations in other markets to consider pooling together to better understand and align motivations to really help raise the profile of New Zealand in offshore markets.

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[www.travelcafe.co.jp/shop/nzroppongi](http://www.travelcafe.co.jp/shop/nzroppongi)



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<b>Sector</b>	<b>Business</b>
<b>Project name</b>	<b>Whakatane Trade Delegation to Kamagaya</b>
<b>Sponsors</b>	<b>Whakatane District Sister Cities Association (WDSCA)</b>

### Introduction

By 2006, the Whakatane District Sister Cities Association considered that after a nine year friendship the time was right to take the sister city relationship with Kamagaya to the next level. A serious effort needed to be made to introduce the Kamagaya community to Whakatane's many attractions as a holiday destination, the region's business strengths and its reputation as a safe, caring place to send students to learn English.

A delegation whose members had wide-ranging knowledge and skills was formed, and under the leadership of Mayor Colin Holmes they visited Kamagaya in September 2006.

The visit met the WDSCA's stated Business Plan objective of "exploring opportunities for long-term business relationships between citizens and companies of both cities", through its goals of "promoting business opportunities that will provide benefits to individuals and organisations of both cities", and "organising one reciprocal exchange visit for business people each triennium."

### Delegation Membership and Purpose

The delegation was given high civic status by the leadership of Mayor Holmes and the inclusion of the Whakatane District Council's Chief Executive Officer as well as the Chairperson of the WDSCA.

The aim of the East Bay Language Institute was to gain more business from school students on short-term English courses and to target retired groups of adults to come to Whakatane and learn the language in a structured environment. Trident High School was also looking at increasing its overseas student base and providing short- and long-term schooling to Kamagaya students.

The Council's Manager Marketing and Economic Development, having hosted many Kamagaya visitors over the years, wanted to take Whakatane to Kamagaya and sell it as a great place to visit, work or study. All members with specialised interests were supported by representatives of Whakatane's sporting, arts and business communities.

### Activity Details

The visit had many features of a typical sister city exchange. The group was welcomed by Mayor Shimuzu, and included in the large gathering were representatives of Kamagaya Sister Cities Committee, Kamagaya International Friendship Association (KIFA) along with a number of students and individuals who had visited Whakatane in the past. The New Zealand Embassy's First Secretary was also present.

The delegation was given a tour of the city, which included a school, the wastewater treatment centre, the recycling centre, a visit to the museum and attendance at a meeting of the General Assembly. Mayor Holmes spoke to the Assembly and promoted the Sister City relationship to its members. The visits to the wastewater and recycling centre were special requests from Whakatane, as its Council is interested in learning about alternate methods of waste disposal being practised throughout the world.



Members were home hosted while in Kamagaya and enjoyed the special sister city hospitality.

The six members of the party with specific business targets spent time visiting Kamagaya's high schools and speaking to groups of teachers, parents and students. They also met with members of KIFA, Kamagaya Sister Cities Committee, business leaders and City Hall representatives to promote their business interests.



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Paul Roberts, the Japanese teacher at Trident High School has an extensive knowledge of both the Japanese and English school systems, and as he speaks excellent Japanese, was able to translate all of the presentations with full understanding of the differences in learning methods within each education system.



Quality promotional material was an important delegation aid. A promotional DVD with video footage depicting the people, lifestyle and attractions of the Whakatane District was used at meetings, followed up by a powerpoint presentation and question and answer session. Copies of the DVDs were given to all host families, school principals and dignitaries met. A glossy double-sided A4 pamphlet in Japanese was freely distributed to all groups and individuals with a promotional folder containing a great deal of material on the district. This material gave an brief overview of the Whakatane economy, was easy to read with photographs of the main industries - dairy farming, forestry, horticulture and tourism. Delegation members used it throughout the trip while having conversations with people on trains and buses and other public places.

Educational institutions represented had their own promotional material, translated into Japanese, as well as presentations aimed specifically at their Kamagaya audiences.

### Community participation and Awareness

Delegation members came from several sectors of the community and included people who had expressed an interest in experiencing the Japanese lifestyle and seeking opportunities for economic development.

Each person knew their local area and had a desire to promote it and were keen to open their own homes to people they met to encourage them to come to Whakatane to enjoy the lifestyle that New Zealand has to offer. In turn the Kamagaya community fully supported the visit in all respects, equally acknowledging and embracing its civic, cultural and business components.

*Whakatane radio newspapers fully covered the visit, and members were interviewed on their return home. KIFA featured the trip on their website [www.kifa.gr.jp](http://www.kifa.gr.jp)*

### Summary

The visit's high profile ensured that Kamagaya and Whakatane residents now know a great deal more about each other's communities, are promoting them as places to visit, and are keen to develop business opportunities. Kamagaya is a large city and their strong relationship with Whakatane is evidenced by Kamagaya tourists regularly popping in to the Whakatane Information Centre and introducing themselves while on holiday in New Zealand. Networks are in place and open for anyone to join in. One host family has since the visit cancelled a holiday in Hawaii and intends coming to Whakatane instead.

For commercial interests, the seeds have been planted, invitations issued, information distributed and networks put in place. While business development will take time, the overall strength of the Whakatane - Kamagaya relationship now provides the open environment for new opportunities to present themselves as new people become involved and exchanges of both people and ideas develop.

