

Queensland's trade with Japan

Trade relationship

- Japan is Queensland's largest merchandise trade partner.
- Two-way trade between Queensland and Japan was valued at \$14.7 billion in 2010–11^p, representing 18.0 per cent of Queensland's total two-way trade.
- In 2010, Japan invested \$118 billion into Australia and Australian investment into Japan totalled \$29 billion.¹

Merchandise exports

- Queensland's merchandise exports to Japan were valued at \$11.1 billion in 2010–11^p, representing 22.8 per cent of Queensland's total overseas merchandise exports and our largest export market by value.
- Queensland's major merchandise exports to Japan in 2010–11^p were:

Merchandise exports	Value
Coal, coke and briquettes	\$6560 million
Meat and meat preparations	\$1302 million
Non-ferrous metals	\$649 million
Metalliferous ores and metal scrap	\$400 million
Food for animals	\$97 million

Merchandise imports

- Queensland's merchandise imports from Japan were valued at \$3.6 billion in 2010–11^p, representing 10.8 per cent of total imports into Queensland.
- Queensland's major merchandise imports from Japan in 2010–11^p were:

Merchandise imports	Value
Road vehicles	\$1663 million
Petroleum and petroleum products	\$635 million
Iron and steel	\$295 million
Specialised industrial machinery	\$272 million
Rubber manufactures	\$176 million

Services exports

- In the six months to June 2011, Queensland received 2475 student enrolments from Japan, the fifth largest international student market.
- Queensland received 193 000 Japanese visitors in 2010–11, accounting for 9.7 per cent of the total international visitors for the year and one of our key source markets.
- Services exports from Australia to Japan were valued at \$1.9 billion in 2010.



¹ Australian Bureau of Statistics, International Investment Position, Australia 2010.

^p Preliminary data

Areas of export potential for Queensland

- The Japanese economy was negatively impacted by serious supply-chain disruptions caused by the earthquake and tsunami of March 2011. However, the latest economic outlook from the International Monetary Fund reports that confidence is returning and the expected rebound in economic activity should lift Japan's GDP by 2.15 per cent in 2012.
- In the wake of the disasters that hit Japan in 2011, Trade and Investment Queensland remains committed to building the pillars of strength that define the trade relationship between Queensland and Japan. The focus is on expanding opportunities for existing exporters in the established sectors of energy, education, food and agribusiness and identifying opportunities in niche markets for new exporters.
- Specific opportunities exist in the areas of:
 - › biotechnology and nanotechnology
 - › building materials and products
 - › bloodstock and equine industry
 - › creative industries including architectural design and arts
 - › clean technology and renewable energy
 - › education and training
 - › food and agribusiness
 - › health and lifestyle products and services
 - › mining
 - › energy infrastructure
 - › finance and investment.

Official links

- In 2011, Queensland and Kawasaki City signed a Memorandum of Understanding (MoU) on working together in clean technology and waste and water resource management.
- Queensland and Saitama Prefecture share a close sister-state relationship which was established in 1984.
- Queensland and Osaka Prefecture signed a Memorandum of Friendship Agreement in 1988.
- Queensland and Ehime Prefecture signed an MoU on economic exchange in 1997.
- There are 22 sister city relationships between Queensland and Japan.

Queensland's recent successes in Japan— a snapshot

- In the 2010–11 financial year, Trade and Investment Queensland provided direct facilitation and assistance through a range of targeted initiatives to over 275 Queensland companies to access the Japanese market.
- During 2010–11, Trade and Investment Queensland has focused on growing opportunities in export and investment in three key sectors: energy, food and education.
- Key exports from Queensland to Japan facilitated by Trade and Investment Queensland include:
 - › coal and mineral exports worth \$30 million
 - › over \$32.7 million in education and training exports including Bond University, Griffith University, Tropical North Queensland TAFE and the University of Queensland
 - › outcomes for the food and agribusiness sector totalling \$16.5 million, including the export of mangoes, beef, maize, prawns and wine.
- Key inward investments from Japan facilitated by Trade and Investment Queensland include:
 - › MOS Food Services choosing Queensland as the base for its investment in Australia and opening its first MOS Burger store in Sunnybank in April 2011. MOS Food Services plans to open 100 outlets across Australia, sourcing high-quality products such as lettuce, tomatoes and bread rolls from Queensland suppliers
 - › Trade and Investment Queensland facilitating an MoU between Japan's New Energy and Industrial Technology Development Organisation and the Department of Infrastructure and Planning securing approximately \$10 million in investment into the Fitzgibbon Chase decentralised water supply system project in Brisbane's north side.

The Queensland Government has maintained a Trade and Investment office in Tokyo since 1979. It is supported by a Brisbane team of market specialists and a statewide network of regional export advisors.

Email us at tradeinfo@qld.gov.au or phone 3224 4035 to find out more about exporting to Japan.