

# **Report to Parliament**

## **Trade and Investment Mission**

**Japan and South Korea**

**4 to 15 June 2025**

**The Honourable Tony Perrett MP  
Minister for Primary Industries**

**DELIVERING**  
FOR QUEENSLAND



**Queensland**  
Government

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# Table of Contents

<b>Background .....</b>	<b>4</b>
<b>Mission Outcomes .....</b>	<b>4</b>
<b>Delegates and Members .....</b>	<b>6</b>
<b>Itinerary.....</b>	<b>7</b>
<b>Meetings and Event Summaries .....</b>	<b>14</b>
1. Consul-General of Osaka .....	14
2. Australian Pavilion Commissioner and Australia Pavilion tour of Osaka World Expo 2025 .....	15
3. Queensland Day Luncheon.....	16
4. Sumitomo Pavilion .....	18
5. Taste of Queensland promotional events at Osaka-Umeda station and Shinsaibashi PARCO.....	19
6. Hakutsuru Sake Brewery.....	21
7. Ambassador of Australia to the Republic of Korea.....	22
8. Lotte International and tour of Lotte Tower .....	23
9. Lotte Mart with Instore Promotion and Inter B&F.....	24
10. Home Shopping Experience with IBR.....	25
11. Dinner Roundtable with Queensland Beef Importers and MLA Korea .....	26
12. CJ CheilJedang .....	28
13. GreenPlus .....	29
14. Seoul Food and Hotel trade show.....	30
15. Nippon Steel Trading .....	31
16. EcoWood and Takumi-Shuku (Day trip from Tokyo to Shizuoka).....	32
17. Toyosu Fish Market.....	33
18. Sustainable Energy from an Agricultural Source (SEFAAS) and Sojitz .....	34
19. Sumitomo Forestry.....	35
20. Suntory .....	36
21. Nissin Supermarket.....	37
<b>Conclusion .....</b>	<b>38</b>

## Background

The Japan and South Korea Trade and Investment Mission sought to create new trade and investment opportunities by promoting Queensland's primary industries production and facilitating important meetings with importers, exporters, officials and investors. Agriculture, one of Queensland's most significant export sectors, contributes billions of dollars annually to our State's economy, making it a key focus of the mission. This aligns strongly with the Crisafulli Government's vision to grow the value of primary industries production to \$30 billion by 2030.

The timing of the Mission, coinciding with Queensland Day on 6 June 2025, provided an ideal platform to strengthen existing agri-food trade relationships as well as looking to attract new opportunities. This was achieved through participation in the Osaka World Expo in Japan in conjunction with the Governor, Her Excellency the Honourable Dr Jeannette Young AC PSM, as well as the Seoul Food and Hotel trade show in South Korea. The Mission involved a heavy schedule with more than 21 formal meetings and events in three key locations: Osaka and Tokyo, Japan, and Seoul, South Korea.

The delegation included 14 Queensland business representatives who were able to expand their trade connections in the Japanese and South Korean markets with the support of Government. The delegation's participation also included showcasing their products at the Seoul Food and Hotel trade show and at events connected to the Osaka World Expo.

The Mission successfully achieved its objectives, with collaboration from Trade and Investment Queensland (TIQ) reinforcing Queensland's strong bilateral relationships with Japan and South Korea positioning the State as a leading destination for investment in years to come.



## Mission Outcomes

The Japan and South Korea Trade and Investment Mission successfully advanced Queensland's economic growth agenda by fostering trade and investment opportunities across key sectors, including food, agriculture, fisheries, forestry and biofuels. Through a series of strategic activities, the Mission showcased Queensland's produce and capabilities, facilitated new trade connections, and encouraged investment and project collaborations to drive new and exciting opportunities for Queensland small and family businesses. Key highlights included:

- A 'Taste of Queensland' luncheon hosted at the Osaka World Expo 2025, which showcased premium Queensland produce to a range of local stakeholders, held on Queensland Day in conjunction with Her Excellency the Honourable Dr Jeannette Young AC PSM
- Queensland businesses showcased their products, including beef, fruit, vegetables, honey, nuts, and beverages, and established new business connections at the Seoul Food and Hotel trade show and at the Osaka World Expo
- Nippon Steel Trading is partnering with a Queensland business to develop agriculture feedstocks that will support a new biofuel industry
- Lotte International is planning to increase their investment in their Sandalwood Feedlot on the Darling Downs, boosting beef exports to South Korea
- GreenPlus are developing a glasshouse smart farm in Southeast Queensland to grow Korean strawberry varieties in Australia
- CJ CheilJedang's company CJ Nutracon continues to produce bone broth at their Toowoomba processing plant to export to South Korea
- Sojitz Corporation is exploring options to use biomass pellets for renewable energy projects
- Sumitomo Forestry expressed interest in exploring private sector investment opportunities in Queensland's softwood plantations
- Suntory has expanded their operations in Queensland with a \$400 million beverage manufacturing facility at Ipswich, exemplifying successful investment in Queensland's food and beverage sector.

The Mission underscored the Crisafulli Government's commitment to building long-term partnerships, driving innovation, attracting investment and expanding trade opportunities. These outcomes not only benefit Queensland's primary industries, small and family businesses and drive higher paid local jobs but enhance our State's global reputation as a leader in sustainable, safe and high-quality food and fibre production.

# Delegates and Members

## Official Party Members

### Queensland Government

- The Honourable Tony Perrett MP, Minister for Primary Industries
- Mr Matt Jensen, Chief of Staff, Office of the Honourable Tony Perrett MP, Minister for Primary Industries
- Mr Graeme Bolton, Director-General, Department of Primary Industries (DPI).

### Trade and Investment Queensland

- Mr Tak Adachi, Senior Commissioner, North Asia, TIQ
- Ms Melissa Inooka, Deputy Commissioner, Japan, TIQ
- Ms Keiko Yanai, Director, Research Partnerships, North Asia, TIQ
- Mr Nori Sato, Senior Investment Manager, Japan, TIQ
- Mr Michael Kocken, Acting Deputy Commissioner, Korea, TIQ
- Mr Tony Burnett, Director, Queensland Operations, TIQ
- Ms Tomoko Nakamura, Interpreter, Osaka and Tokyo
- Mr Kazashito Nakamura, Photographer, Osaka events and Tokyo meetings and events.



# Itinerary

All attendees listed in meetings and events are in addition to the Official Party Members, including the Minister, Chief of Staff and Director-General.

Date	Travel and Meeting Details
Wednesday 4 June 2025	<p>Plane Travel: Brisbane to Sydney  Depart: 1920  Arrive: 2055  Accommodation: Rydges Hotel, Sydney Airport  <u>Attendees:</u>  Minister, Chief of Staff, Director-General.</p>
Thursday 5 June 2025	<p>Plane Travel: Sydney to Haneda, Tokyo  Depart: 0855  Arrive: 1745  <u>Attendees:</u>  Minister, Chief of Staff, Director-General</p> <p>Bullet Train Travel: Tokyo to Osaka  Depart: 1948  Arrive: 2215  Accommodation: Imperial Hotel, Osaka  <u>Attendees:</u>  Minister, Chief of Staff, Director-General, Deputy Commissioner Japan TIQ</p> <p>(Note the Chief of Staff travelled on a later Bullet Train service due to delays in airport baggage arrivals).</p>
Friday 6 June 2025	<p><b>Meeting with Consul-General of Osaka</b>  <u>Attendees:</u></p> <ul style="list-style-type: none"> <li>Ms Margaret Bowen, Consul-General Osaka and Senior Trade and Investment Commissioner, Austrade</li> </ul> <p><b>Australian Pavilion Commission and Australia Pavilion tour</b>  <u>Attendees:</u></p> <ul style="list-style-type: none"> <li>Her Excellency, the Honourable Dr Jeanette Young AC PSM, Governor of Queensland</li> <li>Professor Graeme Nimmo RFD</li> <li>Ms Nancy Gordon, Commissioner General for Australia, World Expo Osaka 2025</li> </ul> <p><b>Queensland Day Luncheon hosted by Minister and Governor</b>  <u>Attendees:</u></p> <ul style="list-style-type: none"> <li>Her Excellency, the Honourable Dr Jeannette Young AC PSM, Governor of Queensland</li> <li>Professor Graeme Nimmo RFD</li> </ul>

	<ul style="list-style-type: none"> <li>• Ms Nancy Gordon, Commissioner General for Australia, World Expo Osaka 2025</li> <li>• Chef Hiroyuki Sakai, Iron Chef French and TIQ Global Connector</li> <li>• Ms Heidi Dugan, Founding Director and Chief Executive Officer (CEO), Arete Group, Influencer and TV host, Chair, Australian Chamber of Commerce in Shanghai, China</li> <li>• Mr Mark Normoyle, Former RACV Head Chef</li> <li>• Mr Ikuei Arakane, Goodwill Ambassador for the Promotion of Japanese Food appointed by the Ministry of Agriculture, Forestry and Fisheries</li> <li>• Mr Jun Hasegawa, CEO, TRYBER PTY LTD</li> <li>• Ms Jacqui Price, General Manager, Australian Macadamia Society</li> <li>• Mr Andrey Zubko, CEO, Biosota</li> <li>• Ginn Lai, Director and Co-founder, BY.ARTISANS</li> <li>• Mr Alexander Bell, Co-founder, BY.ARTISANS</li> <li>• Mr Henry Gosling, Co-founder, Coyo</li> <li>• Ms Sandra Gosling, Co-founder, Coyo</li> <li>• Mr Alex Baker, CEO, Future Feed</li> <li>• Mr George Ganis, Head of Sales, Gotzinger Smallgoods</li> <li>• Mr Akihito Tanaka, Hampton Honey</li> <li>• Mr Josh Rich, General Manager, King River Ag</li> <li>• Mr Taishi Sato, LS Marketing</li> <li>• Mr Tomoki Tokuda, Export Manager, Pacific Coast Eco Bananas</li> <li>• Mr Daniel Takai, CEO, Zenadth Kes Fisheries</li> <li>• Mr Craig Wilson, Business Consultant, Zenadth Kes Fisheries</li> </ul> <p><b>Tour of Sumitomo Forestry Pavilion</b></p> <ul style="list-style-type: none"> <li>• Mr Hirofumi Saijo, Director, Sumitomo Pavilion</li> <li>• Mr Hideyuki Terajima, Deputy Director, Sumitomo Pavilion</li> </ul> <p><b>Taste of Queensland promotional event at Osaka-Umeda train station</b></p> <ul style="list-style-type: none"> <li>• Her Excellency, the Honourable Dr Jeannette Young AC PSM, Governor of Queensland</li> <li>• Professor Graeme Nimmo RFD</li> <li>• Ms Heidi Dugan, Founding Director and CEO, Arete Group, Influencer and TV host, Chair, Australian Chamber of Commerce in Shanghai, China</li> <li>• Mr Harutoshi Imamura, Chief, Japan Association for the 2025 World Exposition, Policy and Planning Bureau</li> <li>• Mr Kiyofumi Deguchi, Director, Corporate Strategy Division, JR West Shopping Centre Development Co Ltd</li> <li>• Mr Yoshito Kamada, Manager DemoExpo</li> <li>• Ms Jacqui Price, General Manager, Australian Macadamia Society</li> <li>• Mr Andrey Zubko, CEO, Biosota</li> </ul>
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	<ul style="list-style-type: none"> <li>• Ginn Lai, Director and Co-founder, BY.ARTISANS</li> <li>• Mr Alexander Bell, Co-founder, BY.ARTISANS</li> <li>• Mr Henry Gosling, Co-founder, Coyo</li> <li>• Ms Sandra Gosling, Co-founder, Coyo</li> <li>• Mr Alex Baker, CEO, Future Feed</li> <li>• Mr George Ganis, Head of Sales, Gotzinger Smallgoods</li> <li>• Mr Akihito Tanaka, Hampton Honey</li> <li>• Mr Josh Rich, General Manager, King River Ag</li> <li>• Mr Taishi Sato, LS Marketing</li> <li>• Mr Tomoki Tokuda, Export Manager, Pacific Coast Eco Bananas</li> <li>• Mr Daniel Takai, CEO, Zenadth Kes Fisheries</li> <li>• Mr Craig Wilson, Business consultant, Zenadth Kes Fisheries.</li> </ul>
Saturday 7 June 2025	<p><b>Taste of Queensland promotional event in Shinsaibashi PARCO (Major shopping centre)</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Yoshito Kamada, Manager, DEMOExpo</li> <li>• Ms Jacqui Price, General Manager, Australian Macadamia Society</li> <li>• Mr Andrey Zubko, CEO, Biosota</li> <li>• Ginn Lai, Director and Co-founder, BY.ARTISANS</li> <li>• Mr Alexander Bell, Co-founder, BY.ARTISANS</li> <li>• Mr Henry Gosling, Co-founder, Coyo</li> <li>• Ms Sandra Gosling, Co-founder, Coyo</li> <li>• Mr Alex Baker, CEO, Future Feed</li> <li>• Mr George Ganis, Head of Sales, Gotzinger Smallgoods</li> <li>• Mr Akihito Tanaka, Hampton Honey</li> <li>• Mr Josh Rich, General Manager, King River Ag</li> <li>• Mr Taishi Sato, LS Marketing</li> <li>• Mr Tomoki Tokuda, Export Manager, Pacific Coast Eco Bananas</li> <li>• Mr Daniel Takai, CEO, Zenadth Kes Fisheries</li> <li>• Mr Craig Wilson, Business Consultant, Zenadth Kes Fisheries</li> </ul> <p><b>Tour and Demonstration of Hakutsuru Sake Brewery</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Youhei Ishikawa, Managing Director, Hibiyaen</li> <li>• Ms Takeo Takeuchi, Sales Manager, Hibiyaen</li> <li>• Mr Tatsuo Akazawa, Hakutsuru Sake Brewery.</li> </ul>
Sunday 8 June 2025	<p>Plane Travel: Osaka to Seoul</p> <p>Depart: 1110</p> <p>Arrive: 1310</p> <p>Accommodation: Fairmont Ambassador, Seoul</p> <p><u>Attendees:</u></p> <p>Minister, Chief of Staff, Director-General</p>

	<p><b>Dinner briefing with Acting Deputy Commissioner South Korea, TIQ</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Michael Kocken, Acting Deputy Commissioner, South Korea, TIQ.</li> </ul>
Monday 9 June 2025	<p><b>Meeting with Ambassador of Australia to the Republic of Korea</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Jeffrey Robinson, Ambassador of Australia to the Republic of Korea, Department of Foreign Affairs and Trade (DFAT)</li> <li>• Ms Kelly Porter, Agriculture Counsellor, DFAT</li> <li>• Ms Alexandra Dawes, Economic Counsellor, DFAT</li> </ul> <p><b>Meeting with Lotte International</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Seryon Kim, Vice President, Global Sourcing Division</li> <li>• Mr Injae Cho, Senior Associate, Lotte International</li> <li>• Ms JiSoo Han, Senior Associate, Lotte International</li> </ul> <p><b>Lotte Mart Visit with Instore Promotion of Bundaberg Brewed Drinks items and Inter B&amp;F</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr JaeNam Kim, Owner, Inter B&amp;F</li> <li>• Ms Jinny Kim, Managing Director, Inter B&amp;F</li> </ul> <p><b>Meeting and tour of Home Shopping Experience with IBR</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Jacob Michaels, Country Representative Korea, Hive and Wellness Director, ExportNav</li> <li>• Ms Victoria Michaels, Director, ExportNav</li> <li>• Mr Ji-hong Yun, CEO, IBR</li> </ul> <p><b>Roundtable Dinner with Queensland Beef Importers and Meat and Livestock Australia (MLA) Korea</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr JooYoung Park, Owner of Sangwoo Garden Restaurant</li> <li>• Mr Charlie Ko, Country Manager, MLA Korea</li> <li>• Mr ChulYou (Eric) Cho, Managing Director in Sales, Highland Foods</li> <li>• Mr Youngtaek (Kyle) Jung, Global Sourcing Manager, Highland Foods</li> <li>• Mr SangHan Kim, CEO, OK Meat</li> <li>• Mr ByeongHun Kim, Purchasing Senior Manager, OK Meat</li> <li>• Mr Sang-min Lee, Vice President, HanJung Food</li> <li>• Mr Bise Oh, Manager, HanJung Food</li> <li>• Mr SungJin Hong, Senior Director, Dongwon Food</li> <li>• Mr HyunYong Jang, Director, Dongwon Food</li> <li>• Mr Woong Kim, Vice President, Hangyul LS</li> </ul>

	<ul style="list-style-type: none"> <li>• Ms Jahyun Kim, Trade Team Leader, Hangyul LS</li> <li>• Mr KwangHyun Choi, CEO, Daesang Haesung Provision</li> <li>• Mr Taejoo Lee, Manager, Daesang Haesung Provision</li> <li>• Mr JP Park, Managing Director, RedinBlack</li> <li>• Mr Josh Rich, General Manager, KingRiver.</li> </ul>
Tuesday 10 June 2025	<p><b>Meeting with CJ CheilJedang</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Taeho Kweon, CFO, CJ Foods</li> <li>• Ms Eulene Cha, Head of CJ Foods Oceania</li> <li>• Mr SunHo Jeon, CFO, CJ Foods Korea</li> <li>• Mr Hyunseek Oh, Managing Director of Purchasing</li> <li>• Mr JaeJun Lee, Sauce and Seasoning Marketing Director</li> </ul> <p><b>Meeting with GreenPlus</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Steve Kim, CEO, GreenPlus Australia</li> <li>• Mr Suntae Jeon, CEO, GreenPlus Korea</li> <li>• Mr Chris Keum, Director, GreenPlus Korea</li> </ul> <p><b>Visit Seoul Food and Hotel trade show including tour of Australia Pavilion</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr George Ganis, Head of Sales, Gotzinger Smallgoods</li> <li>• Mr Henry Gosling, Co-founder, Coyo</li> <li>• Ms Sandra Gosling, Co-founder, Coyo</li> <li>• Mr Andrey Zubko, CEO, Biosota</li> <li>• Mr Josh Rich, General Manager, King River Ag</li> <li>• Mr Brenton Yang, Director, Kialla Pure Foods</li> <li>• Mr Daniel Kim, Trisco</li> <li>• Mr Eric Kim, Trisco</li> <li>• Mr Jacob Michaels, Hive and Wellness.</li> </ul>
Wednesday 11 June 2025	<p>Plane Travel: Seoul to Tokyo</p> <p>Depart: 0840</p> <p>Arrive: 1045</p> <p>Accommodation: Imperial Hotel, Tokyo</p> <p><u>Attendees:</u></p> <p>Minister, Chief of Staff, Director-General</p> <p><b>Meeting with Nippon Steel Trading</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Hidetaka Ishihara, Director, Member of The Board/Executive Vice President</li> <li>• Mr Tomohiro Shirakawa, Executive Officer (Raw Material Department including Coal Mining Projects in Queensland)</li> </ul>

	<ul style="list-style-type: none"> <li>• Mr Kuniaki Hayashi, Executive Officer, Pongamia Project Team</li> <li>• Mr Mamoru Tsuchikawa, Associate Officer, Pongamia Project Team</li> <li>• Mr Ken Sato, Manager, Pongamia Project Team.</li> </ul>
Thursday 12 June 2025	<p><b>Bullet Train Travel to Shizuoka from Tokyo (day trip)</b></p> <p><b>Meeting/Tour of EcoWood and Takumi-Shuku including working lunch</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Ms Aki Kurata, CEO, EcoWood</li> <li>• Takumi-Shuku Craft Centre representatives.</li> </ul>
Friday 13 June 2025	<p><b>Tour of Toyosu Fish Market including Tuna Auction</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Takashi Hirose, Manager, Shokuryu</li> <li>• Mr Bunsaku Nishina, Manager, Shokuryu</li> <li>• Mr Takahiro Sakaida, Sub Leader, Shokuryu</li> <li>• Mr Nishimura, Manager, TSUKIJI UOICHIBA CO LTD</li> </ul> <p><b>Meeting with Sustainable Energy from an Agri Source (SEFAAS) and Sojitz</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Phil Jarratt, Managing Director, SEFAAS</li> <li>• Mr Shozo Horii, Country Head &amp; Chief Representative, SEFAAS Japan</li> <li>• Mr Kenji Kaise, General Manager, SEFAAS Japan</li> <li>• Mr Shigeru Saito, Deputy General Manager, Coal and Carbon Management Business Department, Sojitz</li> </ul> <p><b>Meeting with Sumitomo Forestry</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Etsuya Yasui, Executive Officer &amp; General Manager, Timber and Building Materials Division, Manufacturing Department</li> <li>• Mr Katsunori Fujino, Group Manager, Timber and Building Materials Division, Manufacturing Department</li> <li>• Mr Koichi Nomoto, General Manager, Global Construction and Real Estate Division, Asia &amp; Oceania Department</li> <li>• Mr Yoshihisa Kitauchi, Group Manager, Global Construction and Real Estate Division, Asia &amp; Oceania Department</li> <li>• Mr Junichiro Kuji, Group Manager, Environment and Resources Division, Forest Resources Department</li> </ul> <p><b>Meeting with Suntory</b></p> <p><u>Attendees:</u></p> <ul style="list-style-type: none"> <li>• Mr Masaaki Fujiwara, Sustainability Officer, Division COO, Sustainability Management Division</li> <li>• Ms Chisato Okabayashi, Senior General Manager, Sustainability Management Division</li> <li>• Mr Tekeuchi, Manager, Water and Raw Materials Department.</li> </ul>

Saturday 14 June 2025 / Sunday 15 June 2025	<b>Visit and Taste of Queensland promotional event at Nissin Supermarket</b> <u>Attendees:</u> <ul style="list-style-type: none"> <li>• Mr Naoto Suzuki, President &amp; CEO, Nissin Supermarket</li> <li>• Mr Ryosuke Aoki, Manager, Nissin Supermarket</li> <li>• Mr Akihiro Torisawa, Assistant Manager, Nissin Supermarket.</li> </ul> Plane Travel: Narita, Tokyo to Brisbane Depart: 2120 (Saturday 14 June) Arrive: 0720 (Sunday 15 June) <u>Attendees:</u> Minister, Chief of Staff, Director-General.
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# Meetings and Event Summaries

All attendees are in addition to the Official Party Members.

## 1. Consul-General of Osaka

### Date:

Friday 6 June 2025

### Attendees:

Ms Margaret Bowen	Consul-General Osaka and Senior Trade and Investment Commissioner, Austrade
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### Event Purpose:

- To receive a briefing on Australia's bilateral, political and economic relationship with Japan, including Japan's broader role in regional and global relations.

### Meeting Summary:

The Consul-General of Osaka provided a briefing on the relationship between Japan and Australia. Japan is Queensland's second largest export destination and is valued at \$14.8 billion (as at March 2025) and comprised primarily of resources including coal and LNG and agricultural products, including beef.

The discussion underscored Japan's significant and ongoing contribution to Queensland's economic development through substantial investments. Reflecting the depth of the economic partnership between Queensland and Japan, the key areas of Japanese investment include infrastructure, construction, mining, critical minerals, manufacturing, green energy, and chemicals.

This meeting informed further discussions and meetings that took place over the Mission in Osaka and Tokyo more broadly.

## 2. Australian Pavilion Commissioner and Australia Pavilion tour of Osaka World Expo 2025

### Date:

Friday 6 June 2025

### Attendees:

Her Excellency, the Honourable Dr Jeanette  
Young AC PSM  
Prof Graeme Nimmo RFD  
Ms Nancy Gordon

Governor of Queensland

Commissioner General, Australian Pavilion

### Event Purpose:

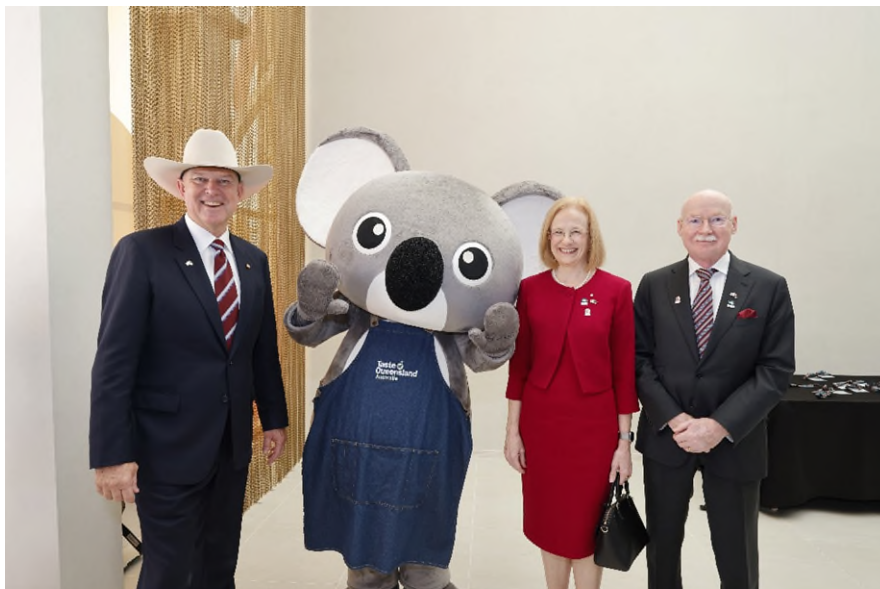
- To receive a briefing on objectives of Australia's participation in the Osaka World Expo 2025, a tour of the Australia Pavilion, including the walkthrough visitor experience and Special Events Zone, and meet with Queensland staff who were working at the Australian Pavilion.

### Meeting Summary:

The World Expo tour highlighted Queensland's leadership and engagement at the event. Queensland is a Gold Partner in the Australian Pavilion at Expo 2025 and was the first State to commit to this partnership. South Australia and Western Australia have subsequently sponsored at this same level.

The Australian Pavilion's programming pillars for Expo 2025, showcased Queensland's landmarks and way of life, and focused on key themes including Regional Collaboration and First Nations priorities. Queensland's presence was further strengthened by the participation of 18 Queensland businesses showcased in the Pavilion.

Expo 2025 provided a global platform for Queensland to demonstrate its capabilities over the six-month event, particularly our world class produce and agricultural opportunities, while also promoting the Brisbane 2032 Olympic Games, further enhancing our State's international profile and driving new opportunities for collaboration and investment.



### 3. Queensland Day Luncheon

#### Date:

Friday 6 June 2025

#### Attendees:

Her Excellency, the Honourable Dr Jeanette Young AC PSM Prof Graeme Nimmo RFD Ms Nancy Gordon Chef Hiroyuki Sakai Ms Heidi Dugan	Governor of Queensland  Commissioner General, Australian Pavilion Iron Chef French and TIQ Global Connector Founding Director and CEO, Arete Group, Influencer and TV host, Chair, Australian Chamber of Commerce in Shanghai, China
Mr Mark Normoyle Mr Ikuei Arakane	Former RACV Head Chef Goodwill Ambassador for the Promotion of Japanese Food appointed by the Ministry of Agriculture, Forestry and Fisheries
Mr Jun Hasegawa Ms Jacqui Price Mr Andrey Zubko Ginn Lai Mr Alexander Bell Mr Henry Gosling Ms Sandra Gosling Mr Alex Baker Mr George Ganis Mr Akihito Tanaka Mr Josh Rich Mr Taishi Sato Mr Tomoki Tokuda Mr Daniel Takai Mr Craig Wilson	CEO, TRYBER PTY LTD General Manager, Australian Macadamia Society CEO, Biosota Director and Co-founder, BY.ARTISANS Co-founder, BY.ARTISANS Co-founder, Coyo Co-founder, Coyo CEO, Future Feed Head of Sales, Gotzinger Smallgoods Hampton Honey General Manager, King River Ag LS Marketing Export Manager, Pacific Coast Eco Bananas CEO, Zenadth Kes Fisheries Business consultant, Zenadth Kes Fisheries

#### Event Purpose:

- Co-host the Queensland Day luncheon, a Taste of Queensland (ToQ) promotional event alongside the Governor, Her Excellency, the Honourable Dr Jeanette Young AC PSM.
- Promote Queensland's high quality food products, sustainable and safe farming practices, and support the Queensland delegation participating in the ToQ mission in front of an audience of key Japanese importers.
- Share the Crisafulli Government's goals for industry.

#### Event Summary:

The Queensland Day Luncheon was the largest seated event held at the Australian Pavilion to date with 93 attendees.

The event was officially opened by Her Excellency the Honourable Dr Jeannette Young AC PSM, Governor of Queensland, and featured a keynote address by the Minister for Primary Industries.

The menu showcased Queensland products including lamb, beef, finger lime, karasumi and lemon myrtle tea, prepared by Australia Pavilion Head Chef, Andrew Ballard. The event also gained additional visibility through social media promotion by Heidi Dugan, award winning entrepreneur, pioneering TV host and TIQ's global ambassador for Queensland, which received significant positive feedback.

The luncheon highlighted the high standard of Queensland's food, and our commitment to safe and sustainable production practices, ensuring safety, quality and environmental resilience. The event also featured a display of other Queensland products sent to market including beef, lobster, honey, broccoli, macadamia nuts, carrots and cabbage.

The audience included key stakeholders involved in importing and distributing Queensland products in Japan, as well as AgTech investors. The luncheon successfully showcased Queensland's sectoral innovation and leadership in our innovative farming techniques, further strengthening its reputation in international markets.



#### 4. Sumitomo Pavilion

Date:

Friday 6 June 2025

Attendees:

Mr Hirofumi Saijo

Mr Hideyuki Terajima

Director, Sumitomo Pavilion

Deputy Director, Sumitomo Pavilion

Event Purpose:

- To undertake a guided tour on food innovation and sustainability at Sumitomo Pavilion.
- To explore the exterior of the Pavilion which is made from Japanese timber harvested from the trees planted to commemorate Expo Osaka 1970.

Meeting Summary:

The guided tour of the Sumitomo Pavilion emphasised the significance of sustainable timber as a building material and its role in promoting environmental responsibility. The tour also served as a platform to discuss food innovation and sustainability, providing valuable context ahead of the scheduled meeting with Sumitomo Forestry in Tokyo on 13 June 2025.



## 5. Taste of Queensland promotional events at Osaka-Umeda station and Shinsaibashi PARCO

### Date:

Saturday 7 June and Sunday 8 June 2025

### Attendees:

Her Excellency, the Honourable Dr Jeanette Young AC PSM Prof Graeme Nimmo RFD Ms Heidi Dugan	Governor of Queensland  Founding Director and CEO, Arete Group, Influencer and TV Host, Chair, Australian Chamber of Commerce in Shanghai, China
Mr Harutoshi Imamura	Chief, Japan Association for the 2025 World Exposition, Policy and Planning Bureau Chef Hiroyuki Sakai
Mr Kiyofumi Deguchi	Director, Corporate Strategy Division, JR West Shopping Centre Development Co Ltd
Mr Yoshito Kamada	Manager DemoExpo
Ms Jacqui Price	General Manager, Australian Macadamia Society
Mr Andrey Zubko	CEO, Biosota
Ginn Lai	Director and Co-founder, BY.ARTISANS
Mr Alexander Bell	Co-founder, BY.ARTISANS
Mr Henry Gosling	Co-founder, Coyo
Ms Sandra Gosling	Co-founder, Coyo
Mr Alex Baker	CEO, Future Feed
Mr George Ganis	Head of Sales, Gotzinger Smallgoods
Mr Akihito Tanaka	Hampton Honey
Mr Josh Rich	General Manager, King River Ag
Mr Taishi Sato	LS Marketing
Mr Tomoki Tokuda	Export Manager, Pacific Coast Eco Bananas
Mr Daniel Takai	CEO, Zenadth Kes Fisheries
Mr Craig Wilson	Business consultant, Zenadth Kes Fisheries

### Event Purpose:

- To attend the first public promotional ToQ event activation in Osaka (North) and the second public promotional ToQ event activation in Osaka (South) at the Shinsaibashi Parco (shopping mall).
- Promotion of Queensland food products to Japanese attendees.
- Work alongside the Queensland business delegation that was attending these promotional events.

### Event Summary:

Eleven Queensland business delegates participated in promotional events held at Osaka-Umeda station and Shinsaibashi PARCO, showcasing a diverse range of Queensland products.

Featured items included beef, prawns, manuka honey and bananas, alongside Queensland wine, craft beer, craft gin, lemon myrtle tea and spices.

The first promotional event took place at the Osaka Station complex, the busiest station in Western Japan. Serving over two million passengers daily and 820 million annually, it is the fourth-busiest railway station in the world and provided significant exposure to Queensland products.

The second event was held at the PARCO department store building, which is directly connected to Shinsaibashi train station, another major transport hub in central Osaka. Both events offered valuable opportunities to promote Queensland's high-quality products to a wide and diverse audience.



## 6. Hakutsuru Sake Brewery

### Date:

Saturday 7 June 2025

### Attendees:

Mr Youhei Ishikawa	Managing Director, Hibiyaen
Ms Takeo Takeuchi	Sales Manager, Hibiyaen
Mr Tatsuo Akazawa	Site Manager, Hakutsuru Sake Brewery

### Event Purpose:

- Meeting with Hibiyaen, a Japanese importer of Queensland karasumi (bottarga, or dried mullet roe) to thank them for their long-term support of Queensland company, Karasumi Australia.
- Participate in a site visit to Hakutsuru Sake Brewery, as Queensland karasumi is known as a perfect snack with sake.

### Event Summary:

Hibiyaen discussed their successful commercial collaboration with Hakutsuru and Queensland during the meeting, focusing on ways to further leverage the synergy between karasumi (bottarga, or mullet roe) and sake. The collaboration has already achieved success with approximately \$1 million worth of product exported to Japan annually.

As part of the visit, a tour of the Hakutsuru Brewery was conducted. Established in 1743, the brewery has a long history of manufacturing sake, blending traditional Japanese sake-making techniques with innovative production methods. This visit underscored the strong partnership and potential for continued growth in this collaboration.



## 7. Ambassador of Australia to the Republic of Korea

### Date:

Monday 9 June 2025

### Attendees:

Mr Jeffrey Robinson	Ambassador of Australia to the Republic of Korea, DFAT (DFAT)
Ms Kelly Porter	Agriculture Counsellor, DFAT
Ms Alexandra Dawes	Economic Counsellor, DFAT

### Event Purpose:

- To receive a briefing on the bilateral relationship between Korea and Australia, and to discuss opportunities for Queensland in key trade sectors such as horticulture and beef.
- The briefing focused on market access updates, consumer trends, and emerging sectors in the Korean market, with insights into how Queensland's industries can capitalise on these opportunities. Meeting informed further official engagements held in South Korea.

### Meeting Summary:

The Australian Ambassador to Korea provided a comprehensive briefing on the bilateral relationship between South Korea and Australia. The Australian Embassy plays a pivotal role in supporting Queensland's trade efforts by clarifying the tariff status of beef and related products under the Korea Australia Foreign Trade Agreement (KAFTA). This assistance directly enhanced engagement and messaging during market meetings. South Korea was highlighted as Queensland's fourth-largest agricultural export destination, with exports valued at \$1.67 billion in 2023–2024. The meeting addressed ongoing negotiations regarding market access for Australian carrots into Korea and noted the Korean government's increasing interest in Queensland goat genetics as a potential area for growth. Queensland reiterated its long-term commitment to the Korean market and expressed appreciation for the Embassy's continued partnership in advancing shared trade objectives. The State acknowledged the enduring strategic relationship between the two countries and committed to working closely with the Australian Government to further Queensland's market access priorities.



## 8. Lotte International and tour of Lotte Tower

### Date:

Monday 9 June 2025

### Attendees:

Mr Seryon Kim	Vice President, Global Sourcing Division
Mr Injae Cho	Senior Associate, Lotte International
Ms JiSoo Han	Senior Associate, Lotte International

### Event Purpose:

- To discuss Lotte International's ongoing significant investment in Queensland's beef industry as the owners of Sandalwood Feedlot located in Queensland's Darling Downs.
- To explore potential expansion plans, including growing the L'grow brand and identifying opportunities to strengthen Queensland's position as a key supplier of premium beef to South Korea. The visit included a tour of Lotte's flagship building, the Lotte Tower, followed by a presentation introducing their Australian business operations and strategy.

### Meeting Summary:

Lotte International outlined their plans for a significant expansion of the Sandalwood Feedlot on the Darling Downs. This development will enable Lotte to maintain full control over quality and traceability in their operations. Lotte currently markets two Wagyu brands in Korea with one sourced directly from Sandalwood and another through Queensland supply partners. The company expressed strong interest in collaborating with the Queensland Government to promote these Wagyu brands within the Korean market. Additionally, Lotte highlighted their extensive Asian distribution network, including emerging markets such as Vietnam, as a key channel for expanding the reach of Queensland beef across the region. The Minister and Director-General proposed a joint visit to the Sandalwood Feedlot with Mr Seryon Kim during his next trip to Queensland. This visit would demonstrate the Queensland Government's commitment to the project and its partnership with Lotte International.



## 9. Lotte Mart with Instore Promotion and Inter B&F

### Date:

Monday 9 June 2025

### Attendees:

Mr JaeNam Kim	Owner, Inter B&F
Ms Jinny Kim	Managing Director, Inter B&F

### Event Purpose:

- A meeting with Inter B&F, the leading importer of Bundaberg Brewed Drinks in South Korea since 2015, focussed on the brand's strong market presence, the upcoming launch of a Korea-exclusive flavour, and opportunities for further expansion.
- The visit included a trip to Lotte Zettaplex, a premium supermarket, for in-store promotion of Bundaberg Brewed Drinks, providing an opportunity to engage directly with local consumers.

### Meeting Summary:

Inter B&F highlighted the success of Bundaberg Brewed Drinks in the South Korean market, reflecting strong consumer demand and growing popularity. The company reported they are on track for another year of sales growth and are expanding distribution into convenience stores, which represent a significant segment of the soft drink market in Korea.

Inter B&F discussed their active exploration of importing other Queensland agricultural products, such as macadamias, to meet increasing demand in South Korea. They emphasised the success of a recent marketing activation, supported by the Minister and TIQ, describing it as one of their most effective campaigns to date. Inter B&F requested continued support from the Queensland Government for future marketing initiatives to further drive brand growth and strengthen Queensland's presence in the Korean market.



## 10. Home Shopping Experience with IBR

### Date:

Monday 9 June 2025

### Attendees:

Mr Jacob Michaels	Country Representative Korea, Hive and Wellness Director, ExportNav
Ms Victoria Michaels	Director, ExportNav
Mr Ji-hong Yun	CEO, IBR

### Event Purpose:

- To observe how premium Queensland products are being promoted, marketed and sold through home shopping channels in Korea, with a particular focus on honey and macadamia products.
- IBR plays a key role in promoting Queensland products in South Korea, supporting Hive and Wellness (Capilano Honey, Barnes Natural) and Nutworks (Macadamias). IBR is already selling bespoke Hive and Wellness products exclusively available in Korea, showcasing its strong presence in the market.

### Meeting Summary:

A tour of a home shopping studio was conducted, followed by a meeting with executives from ExportNav and Queensland company Hive and Wellness. During the meeting, Hive and Wellness raised concerns regarding the Australian honey import quota in Korea and sought the Queensland Government's support to address market access challenges. The company highlighted the success of a premium honey product recently featured on CJ Onstyle's home shopping channel, which sold out within hours of its launch. ExportNav discussed opportunities for deeper collaboration to support market expansion through CJ Onstyle's retail and online platforms. The discussion focused on strengthening the partnership, enhancing consumer awareness, and increasing the visibility of Queensland-made products in the Korean market.



## 11. Dinner Roundtable with Queensland Beef Importers and MLA Korea

### Date:

Monday 9 June 2025

### Attendees:

Mr JooYoung Park	Owner of Sangwoo Garden Restaurant
Mr Charlie Ko	Country Manager, MLA Korea
Mr ChulYou (Eric) Cho	Managing Director in Sales, Highland Foods
Mr Youngtaek (Kyle) Jung	Global Sourcing Manager, Highland Foods
Mr SangHan Kim	CEO, OK Meat
Mr ByeongHun Kim	Purchasing Senior Manager, OK Meat
Mr Sang-Min Lee	Vice President, HanJung Food
Mr Bise Oh	Manager, HanJung Food
Mr SungJin Hong	Senior Director, Dongwon Food
Mr HyunYong Jang	Director, Dongwon Food
Mr Woong Kim	Vice President, Hangyul LS
Ms Jahyun Kim	Trade Team Leader, Hangyul LS
Mr KwangHyun Choi	CEO, Daesang Haesung Provision
Mr Taejoo Lee	Manager, Daesang Haesung Provision
Mr JP Park	Managing Director, RedinBlack
Mr Josh Rich	General Manager, KingRiver

### Event Purpose:

- To strengthen ties with key Korean beef importers, highlight Queensland's dominant role, and explore market trends and collaboration opportunities.
- This roundtable will focus on reaffirming Queensland's commitment to supporting importers and expanding beef exports.

### Event Summary:

A dinner was hosted at Sangwoo Garden, a restaurant specialising in Queensland Wagyu, owned by Chef JooYoung Park, a key in-market partner and importer of Queensland beef (King River) with Mr Josh Rich of King River also attending. The event included a roundtable discussion that provided valuable insights into the growing opportunities for goat meat exports to Korea. It was noted that Western Meat Exporters in Charleville is one of Queensland's largest goat meat exporters to the Korean market, with Korean demand particularly focused on whole carcasses with skin-on for traditional dishes.

The roundtable also highlighted the strong reputation of Queensland beef in Korea, recognised for its quality and consistency. The discussion facilitated introductions to key Queensland beef importers. Participants explored Australia's ambition to surpass the United States as Korea's leading beef supplier, with Queensland playing a pivotal role in achieving this goal. The group also discussed the benefits of KAFTA tariff reductions and quotas, expressing optimism about the continuation of positive trade momentum until tariffs are fully phased out by 2028.

This roundtable provided an opportunity to deepen relationships, express gratitude to stakeholders for their ongoing support, and gain a clearer understanding of how the Queensland Government can further assist with in-market promotion efforts.



## 12. CJ CheilJedang

### Date:

Tuesday 10 June 2025

### Attendees:

Ms Taeho Kweon	CFO, CJ Foods
Ms EuJene Cha	Head of CJ Foods Oceania
Mr SunHo Jeon	CFO, CJ Foods Korea
Mr Hyunseek Oh	Managing Director of Purchasing
Mr JaeJun Lee	Sauce and Seasoning Marketing Director

### Event Purpose:

- To discuss an opportunity for strategic expansion priorities within the Australian food industry, including interest in Australian-based manufacturing of dumplings and other Korean food products.
- The discussion will highlight Queensland's advantages as an investment destination, explore avenues for collaboration, and identify how the Queensland Government can facilitate CJ's continued growth and innovation in the sector.

### Meeting Summary:

CJ CheilJedang, a leading food and biotechnology conglomerate, operates CJ Nutracon and CJ Foods Oceania, which have been supplying locally made dumplings and kimchi, alongside imported products such as instant rice and seaweed, to the Australian and New Zealand markets since 2019. The company has experienced significant growth, with a 51% increase in food sales during the second quarter of 2024.

The global expansion of CJ's products presents opportunities for Queensland's primary industries, as Queensland beef and other inputs, such as bone stock from CJ Nutracon, are key ingredients in some of CJ's best-selling processed foods. CJ emphasised their existing imports of large volumes of Queensland beef from JBS, highlighting Queensland's critical role as a supplier in their value chain. CJ also raised concerns regarding tariffs on Australian honey and bone broth entering South Korea. The Queensland Government notes tariffs are an Australian Government matter.



### 13. GreenPlus

Date:

Tuesday 10 June 2025

Attendees:

Mr Steve Kim	CEO, GreenPlus Australia
Mr Suntae Jeon	CEO, GreenPlus Korea
Mr Chris Keum	Director, GreenPlus Korea

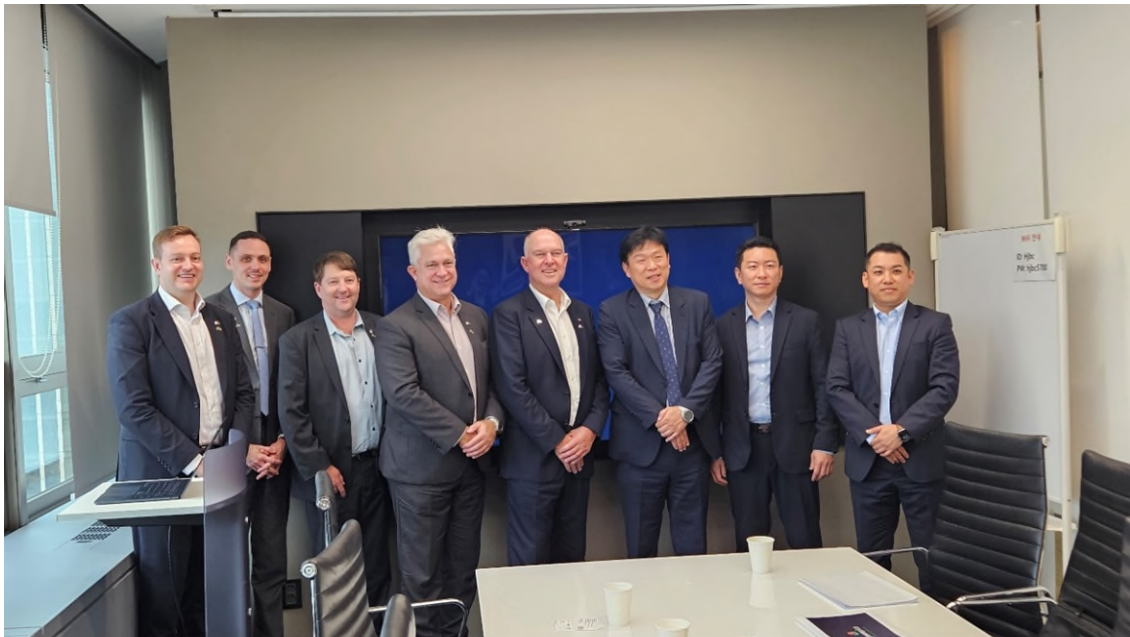
Event Purpose:

- To receive an update from GreenPlus Korea regarding their development of a Korean-backed glasshouse smart farm in Southeast Queensland with plans to grow Korean sweeter strawberry varieties in Australia.

Meeting Summary:

GreenPlus confirmed the establishment of a Queensland subsidiary and announced a partnership with a smart farm investor to develop their first local project. The company expressed strong interest in contributing to the Queensland Government's Gatton Smart Farm initiative, highlighting that their smart farming technology exceeds Dutch greenhouse standards in both efficiency and innovation.

Queensland has a strong and reliable reputation in strawberry breeding and growing. The Queensland Government welcomes GreenPlus' interest in a future Queensland site, noting there is an approvals process to facilitate their operations in the State.



## 14. Seoul Food and Hotel trade show

### Date:

Tuesday 10 June 2025

### Attendees:

Mr George Ganis	Head of Sales, Gotzinger Smallgoods
Mr Henry Gosling	Co-founder, Coyo
Ms Sandra Gosling	Co-founder, Coyo
Mr Andrey Zubko	CEO, Biosota
Mr Josh Rich	General Manager, King River Ag
Mr Brenton Yang	Director, Kialla Pure Foods
Mr Daniel Kim	Trisco
Mr Eric Kim	Trisco
Mr Jacob Michaels	Hive and Wellness

### Event Purpose:

- To visit the Australia Pavilion of the Seoul Food and Hotel trade show to see Queensland food and beverage products on display, meet and support the participating Queensland companies.
- This engagement aims to strengthen Queensland's presence at one of Asia's largest food and hospitality trade shows, foster connections, and identify potential partnerships for expanding Queensland's food exports to the Korean market.

### Event Summary:

The Seoul Food and Hotel trade show, Korea's premier trade event for packaged food and beverages, attracts a wide range of global suppliers and buyers. Queensland's participation in the Team Australia Pavilion was coordinated by Austrade with support from the Queensland Government. During the event, representatives from the Queensland Government visited the trade show, engaged with exporters, and toured the exhibition. They also met with Queensland businesses Frosty Boy and JBS, both of which had their own dedicated booths, showcasing their products to strengthen Queensland's presence in the market.



## 15. Nippon Steel Trading

### Date:

Wednesday 11 June 2025

### Attendees:

Mr Hidetaka Ishihara	Director, Member of The Board/Executive Vice President
Mr Tomohiro Shirakawa	Executive Officer (Raw Material Department including Coal Mining Projects in Queensland)
Mr Kuniaki Hayashi	Executive Officer, Pongamia Project Team
Mr Mamoru Tsuchikawa	Associate Officer, Pongamia Project Team
Mr Ken Sato	Manager, Pongamia Project Team

### Event Purpose:

- To discuss Nippon Steel Trading's decarbonisation initiatives, including biofuel supply chain development.
- To receive an update on the status of their proposed pongamia project in Queensland and highlight the Queensland Government's ongoing support for Queensland's horticulture and forestry industry.

### Meeting Summary:

Nippon Steel Trading outlined their decarbonisation goals, which include exploring pongamia-based biodiesel for use in their domestic and international shipping routes. They also discussed the mining interests of their parent company, Nippon Steel Corporation, in Queensland. Nippon Steel Trading views pongamia as a promising biofuel option and expressed a strong commitment to investing in its agronomic development.

The company is collaborating with local partners to assess the feasibility of establishing a pongamia plantation in Queensland, with the aim of creating a sustainable aviation fuel supply chain. Research conducted by The University of Queensland has already examined pongamia's viability, providing a foundation for further exploration. The Queensland Government welcomed Nippon Steel Trading's collaboration with The University of Queensland and expressed its intention to follow up on these developments upon returning to Australia.



## 16. EcoWood and Takumi-Shuku (Day trip from Tokyo to Shizuoka)

### Date:

Thursday 12 June 2025

### Attendees:

Ms Aki Kurata	CEO, EcoWood
Representatives	Takumi-Shuku Craft Centre

### Event Purpose:

- To meet EcoWood's representatives and receive a briefing on their business operations.
- To discuss the company's demand outlook for Queensland's eucalypt timber, and other opportunities for Queensland's forestry products.
- To undertake a site visit of the Takumi-Shuku Craft Centre, showcasing sustainable Eucalypt wood from Queensland.

### Meeting Summary:

EcoWood highlighted their use of Queensland sustainable eucalypt timber in the construction of buildings and furniture. The Queensland Government discussed the Queensland Future Timber Plan, which aims to support the growth of the State's timber industry while contributing to the target of building one million homes by 2044.

As part of the engagement, a visit was conducted to Takumi-Shuku, one of Japan's largest traditional craft experience facilities. Built by EcoWood, the facility showcases the versatility and application of Queensland eucalypt timber in traditional Japanese architecture, demonstrating the global appeal and quality of Queensland's sustainable timber products. The visit also included a working lunch with local stakeholders.



## 17. Toyosu Fish Market

### Date:

Friday 13 June 2025

### Attendees:

Mr Takashi Hirose	Manager, Shokuryu
Mr Bunsaku Nishina	Manager, Shokuryu
Mr Takahiro Sakaida	Sub Leader, Shokuryu
Mr Nishimura	Manager, TSUKIJI UOICHIBA CO LTD

### Event Purpose:

- To meet Shokuryu Co Ltd, a company that imports Queensland Tiger prawns from Raptis.
- To undertake a guided tour of Tokyo's state-of-the-art Toyosu seafood market and oversee how the Japanese wholesale market is operated.

### Event Summary:

Shokuryu shared their perspectives on potential opportunities for expanding seafood and aquaculture exports from Queensland. As part of the engagement, a tour of the Toyosu Fish Market was conducted, providing an opportunity to observe the world-famous tuna auction, which highlighted the scale and significance of Japan's seafood industry.



## 18. Sustainable Energy from an Agricultural Source (SEFAAS) and Sojitz

### Date:

Friday 13 June 2025

### Attendees:

Mr Phil Jarratt	Managing Director, SEFAAS
Mr Shozo Horii	Country Head & Chief Representative, SEFAAS Japan
Mr Kenji Kaise	General Manager, SEFAAS Japan
Mr Shigeru Saito	Deputy General Manager, Coal & Carbon Management Business Department, Sojitz

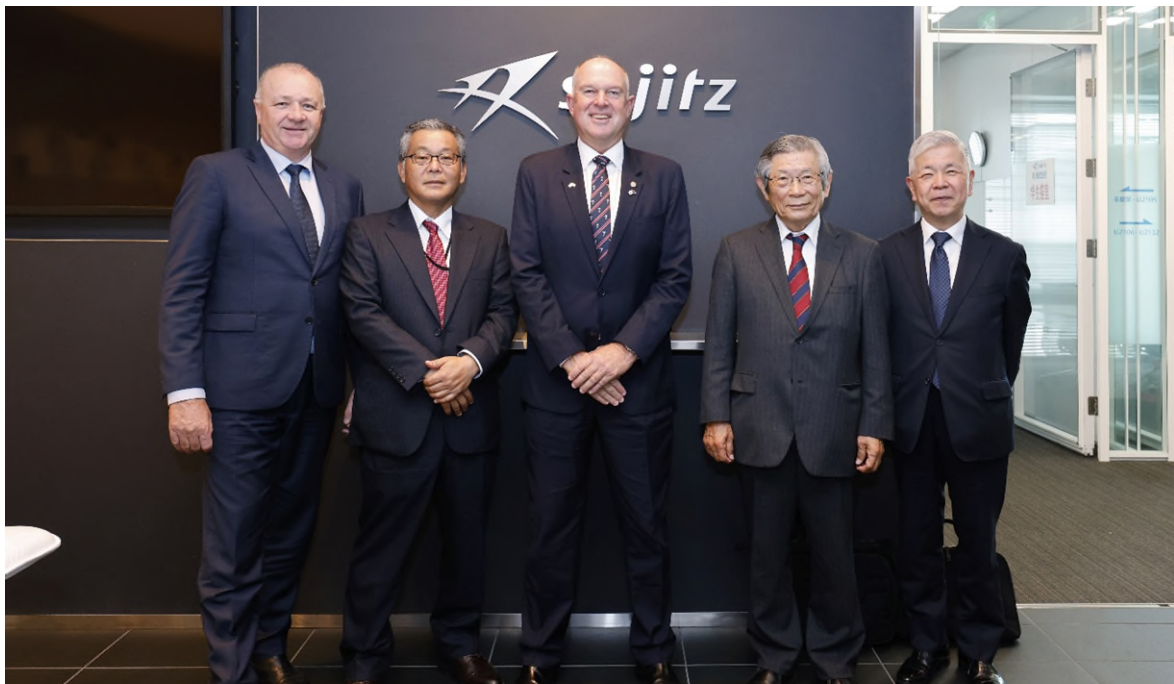
### Event Purpose:

- To receive a briefing from Japanese trading company Sojitz on their biomass ambitions and partnership with Sustainable Energy from an Agri Source (SEFAAS) on the development of a biomass pellet project in Queensland from forestry waste.

### Meeting Summary:

Sojitz, a long-term investor in Queensland coal mines and a key player in one of the largest Japanese solar projects in Australia, discussed their plans to explore opportunities in green ammonia production. This shift aligns with their broader commitment to sustainable energy solutions.

Sojitz shared updates on their ongoing trials with sorghum and expressed interest in the Queensland Future Timber Plan. They also communicated interest in the Queensland Energy Roadmap, which is expected to be released by the Treasurer later this year.



## 19. Sumitomo Forestry

### Date:

Friday 13 June 2025

### Attendees:

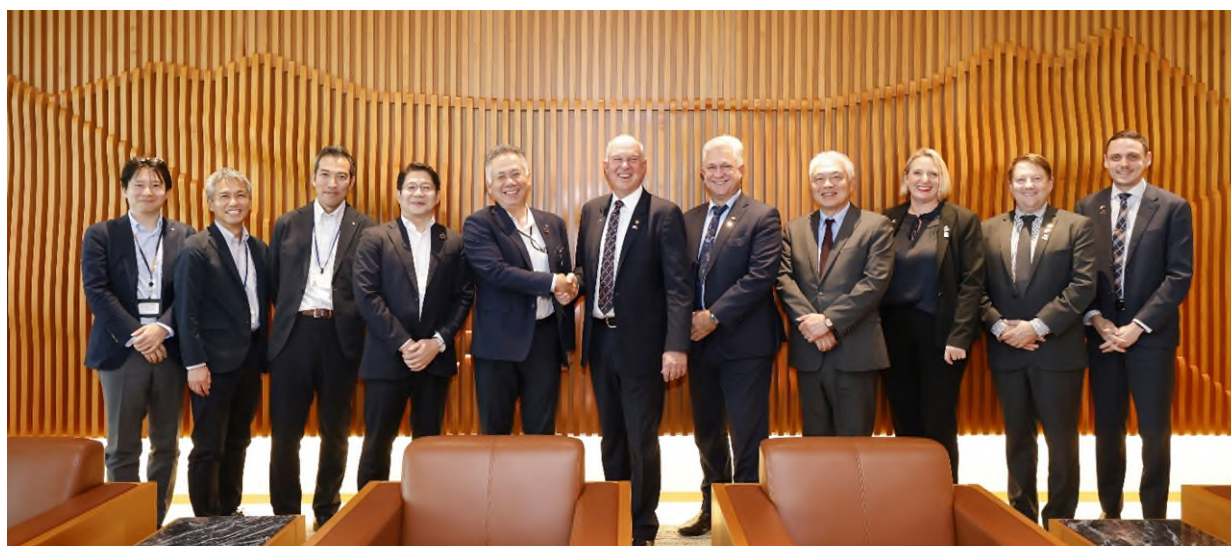
Mr Etsuya Yasui	Executive Officer & General Manager, Timber and Building Materials Division, Manufacturing Department
Mr Katsunori Fujino	Group Manager, Timber and Building Materials Division, Manufacturing Department
Mr Koichi Nomoto	General Manager, Global Construction and Real Estate Division, Asia & Oceania Department
Mr Yoshihisa Kitauchi	Group Manager, Global Construction and Real Estate Division, Asia & Oceania Department
Mr Junichiro Kuji	Group Manager, Environment and Resources Division, Forest Resources Department

### Event Purpose:

- To meet with Sumitomo Forestry and discuss their continued investment in Queensland's forestry sector and regional economy.
- To discuss the release of Queensland Future Timber Plan and engagement with industry to support the future growth of the industry in Queensland.

### Meeting Summary:

Sumitomo Forestry expressed their interest in the growth of softwood plantations in Queensland and creating opportunities for private sector partnerships. In September 2024, Sumitomo Forestry acquired a 51% stake in Metricon Group, Australia's largest home builder. They discussed future projects planned in Queensland, including potential collaborations and opportunities for expansion. The company reaffirmed their commitment to sustainable practices and highlighted their interest in policy changes that would enable private sector funding, drawing inspiration from policies in North and Central America. Sumitomo Forestry extended an invitation to the Queensland Government to visit their Japan plantations during a future visit.



## 20. Suntory

### Date:

Friday 13 June 2025

### Attendees:

Mr Masaaki Fujiwara	Sustainability Officer, Division COO, Sustainability Management Division
Ms Chisato Okabayashi	Senior General Manager, Sustainability Management Division
Mr Tekeuchi	Manager, Water and Raw Materials Department

### Event Purpose:

- To discuss Suntory's significant investment and continued confidence in Queensland's manufacturing and food and beverage sector.
- To discuss Suntory's recently opened \$400 million beverage manufacturing facility in Swanbank, Queensland.

### Meeting summary:

Suntory's investment in Queensland has significantly contributed to job creation and economic growth. The company discussed its planned expansion in the State, including the opening of its new \$400 million beverage manufacturing facility in Ipswich, which was supported by the Queensland Government. Suntory highlighted its strong interest and ongoing investment in Queensland's manufacturing and food and beverage sectors opportunities and expressed interest in expanding into hydrogen sales.

The Queensland Government welcomed Suntory's collaboration with Griffith University on water security initiatives, recognising the importance of this partnership in addressing critical sustainability challenges. Suntory is looking forward to opening their new manufacturing facility in Ipswich.



## 21. Nissin Supermarket

### Date:

Saturday 14 June 2025

### Attendees:

Mr Naoto Suzuki	President & CEO, Nissin Supermarket
Mr Ryosuke Aoki	Manager, Nissin Supermarket
Mr Akihiro Torisawa	Assistant Manager, Nissin Supermarket

### Event Purpose:

- To see the nine products that are currently stocked from Queensland companies and discuss plans to expand this range.
- To discuss Nissin's views on consumer food trends in Japan and the demand for products from Queensland.

### Event Summary:

A tour of the Nissin Supermarket, including attendance at a public promotional ToQ event activation. The tour showcased a range of Queensland products available on their shelves, including Queensland beef which was available for sampling during the visit. In addition to their supermarket operations, Nissin Livestock Company Ltd supplies product to major high-end Japanese department stores, including Takashimaya and Isetan. Queensland was promoted as a reliable source of high-quality food products and produce, reinforcing the State's reputation in the Japanese market.



## Conclusion

Queensland's primary industries play a critical role in driving our State's economy, ensuring food security, and supporting regional communities. In 2023-2024, the sector achieved a gross value production of \$22.66 billion supporting over 376,000 jobs across the supply chain. Its diverse production of high-quality goods not only meets domestic demand but also reinforces Queensland's reputation as a key exporter to global markets.

Amidst ongoing geopolitical uncertainty, Queensland has been reaffirmed as a trusted and reliable provider of premium-quality, safe, and sustainable food and fibre by these two markets. This positions Queensland as an attractive partner for establishing larger and longer-term trade relationships.

Strong bilateral relationships with Japan and South Korea are demonstrated through robust trade partnerships, investment, and knowledge exchange. These relationships are vital for identifying new opportunities, advancing sustainability practices, and ensuring the long-term resilience of Queensland's agricultural sector. By continuing to prioritise primary industries and cultivating international ties, Queensland is well placed to secure a prosperous future for its farmers, industries, and regional communities. In turn, this benefits Queensland small and family businesses by unleashing new opportunities for expansion while providing well paid and local jobs, particularly in our rural and regional communities.

The Japan and South Korea Trade and Investment Mission successfully advanced Queensland's economic growth agenda, delivering effective diplomacy and reinforcing the State's commitment to boosting primary industry outputs to \$30 billion by 2030. Under the Crisafulli Government Queensland is well and truly open for business.