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An excellent bilateral relationship celebrates 150 years

In 1869 Austria and Japan concluded the Treaty of Friendship, Commerce and Navigation. One hundred and fifty years later, diplomatic relations between the two continue to flourish.

“Austria was one of the first countries to establish diplomatic ties with Japan,” said Karin Kneissl, Austrian minister of Europe, integration and foreign affairs.

“This excellent bilateral relationship has grown significantly since then and our countries cooperate in many areas; in particular, trade, science and technology. Our countries also have very close ties when it comes to culture — Japan is an important host for Austrian culture and cultural performances. It is a prime destination for institutions, such as the Vienna Philharmonic Orchestra, the Vienna State Opera and the Vienna Boys Choir. Vice versa, Austrians are eager to learn more about the rich culture of Japan. 2019 will also see the resumption of nonstop flights between Vienna and Tokyo. Without a doubt, this will contribute to the dynamics of our bilateral relationship.”

While culture, music and art continue to bring Austria and Japan closer to one another, the two countries are actively strengthening their trade partnerships through economic collaboration.

“In 1873 the Japanese attended the Vienna International Exposition, which began cultural exchange between Austria and Japan,” said Kiyoshi Koinuma, ambassador of Japan to Austria.

“Both countries’ appreciation for music and art led to the development of robust cultural ties. Over the years, Japanese musicians have been influenced heavily by Austrian music and lots of music students have been studying in Vienna. Conversely, Austrian artists have also been influenced by Japanese culture like ukiyo-e, which influenced the work of famous Austrian artists like Klimt and Schiele. We are currently promoting projects for continued cooperation between Austria and Japan and furthering cultural and student exchanges.”



“The strength and peacefulness between our two countries stem from common values.”

KIYOSHI KOINUMA
Ambassador of Japan to Austria

“The strength and peacefulness between our two countries stem from common values,” said Koinuma. “Austria and Japan share the fundamental principles of freedom, democracy, free trade and human rights. Our like-mindedness has made our relationship one of respect and has led to peaceful, yet strong collaborations. We desire to

continue our relationship and build upon it.”

Back in 2009, Japan was already Austria’s third-largest trading partner. Imports from Japan included automobiles and video cameras while Austria exported lumber, industrial machinery, transport equipment, chemicals and alcoholic beverages to Japan.



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Austrian Minister of Europe
Integration and Foreign Affairs

While the automotive sector continues to play a significant role in Japan-Austria trade, other key sectors have come into play.

“Trade between Austria and Japan is flourishing and advancing in many sectors,” said Koinuma. “Japanese cars are being exported to Europe while European agriculture and manufacturing products are being exported to Japan. Additionally, increased interest in renewable energy and environmentally friendly technology has led to growth in the energy sector as well as in information communication technology and digitalization.”

Connecting Western and Eastern Europe, Austria is a popular destination for Japanese companies and investors. Nichicon Corp., an electronics component manufacturer, established their European headquarters in Austria two decades ago.

Japan External Trade Organization (JETRO) Vienna assists and promotes trade in the Central and Eastern European region from its regional office in Austria.

“As one of JETRO’s earliest worldwide establishments, JETRO Vienna has seen the relationship between Japan and the Central and Eastern European region change and grow,” said JETRO Vienna director, Satoshi Abe.

“With Vienna serving as an access point for 11 different countries in Central and Eastern Europe, we help to facilitate Japanese companies as they establish themselves in these markets and form strong economic bonds within the region. Conversely, JETRO Vienna is a major player in assisting Austrian companies with their business ventures in Japan and provides support and resources.”

“In light of this year’s milestone 150th anniversary, we are dedicated to continuing the success of the Austrian-Japanese relationship and fostering the momentum of growing markets in the region. Furthermore, JETRO Vienna celebrated its 50th anniversary last year and commemorated half a century of supporting the Austrian and Japanese business communities.”

At the Asia-Europe Summit Meeting in October 2018, Prime Minister Shinzo Abe met with Sebastian Kurz, the chancellor of Austria. Both heads of state agreed that this milestone year is an opportunity to foster the momentum of economic relations between Austria and Japan and welcomed the entry into force of a new tax convention to encourage investment and economic exchange.

The celebration of our 150th anniversary is a milestone we see as a springboard to strengthen the friendship between us,” said Koinuma. “We want to improve our ties culturally, politically and economically. Currently, there are approximately 110 Japanese companies in Austria.”

The European Union and Japan signed an economic partnership agreement (EPA) on July 17, the Union’s most ambitious agreement with any Asian state.

“The Japan-EU EPA, which will enter into force on Feb. 1, will have a significant impact on free trade and the futures of both countries.”

“The conclusion of the EPA is an important success,” concluded Kneissl. “This agreement was under discussion for several years and was signed at a time when free trade is increasingly being discussed among Western nations. The EPA will create new opportunities for businesses in Europe and Japan. This year’s celebrations will strengthen and intensify our relations even further. Our countries face shared challenges, such as sustainability, health care, smart cities and climate change; these issues offer opportunities for increased cooperation.”

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“To understand the individual needs of our customers around the globe we want to meet them and work with them where they operate.”

UDO BAUER
CEO of Hoerbiger's Compression
Technology Strategic Business Unit

50 years: Hoerbiger-Japan celebrate a trust-based partnership

Headquartered in Switzerland and with roots in Austria, Hoerbiger’s early internationalization strategy has led to worldwide success, including 50 years in Japan.

Creating benefits for customers and understanding the needs of changing markets, the company delivers performance-defining components such as compressor valves, control systems, rings and lubricating

proved to be a forward-looking step. In 1970, Hoerbiger Nippon K.K.’s four employees were serving 20 customers and despite these modest beginnings, the company generated ¥28.9 million. By 2017, the company’s 65 employees, working with over 1,000 customers, generated ¥3.14 billion.

In a spirit of trust, Japanese manufacturers such as Mitsui and Co. Ltd., JSW Group, Kobelco (Kobe

globalize was enormously helpful for Hoerbiger. In Japan in particular, we have been able to forge partnerships based on trust, which create a bond with our customers even in difficult economic times. These partnerships have allowed us to be successful together over the course of 50 years.”

Today, Hoerbiger Nippon is one of the group’s most successful international companies and continues to do business with leading Japanese compressor and engine manufacturers and end users.

The company employs a partnership-like approach and shares the advantages of Hoerbiger’s added-value, innovative technologies.

Hoerbiger Nippon works closely with Hoerbiger in Vienna to deliver benefits to Japanese customers. Today, customers in Japan have access to product management teams and technical developments in Vienna while drawing on Hoerbiger’s long-standing engineering expertise to enhance their own facilities and products. ♦
www.hoerbiger.com



“Today, Hoerbiger Nippon is one of the group’s most successful international companies and continues to do business with leading Japanese compressor and engine manufacturers and end users.”

systems for reciprocating compressors, gas-powered engines and transmissions for the oil, gas, chemical and processing industries. Hoerbiger components, systems and service offerings provide improved reliability and efficiency and reduce environmental impact.

When Hoerbiger entered the Japanese market 50 years ago, the decision

Steel Ltd.), and end user JXTG Nippon Oil and Energy Corp. work closely with Hoerbiger.

“To understand the individual needs of our customers around the globe we want to meet them and work with them where they operate,” said Udo Bauer, CEO of Hoerbiger’s Compression Technology Strategic Business Unit. “Our early decision to

Savoring unique Austrian wines in Japan

With a wine culture that dates back two millennia, Austria’s wines are highly prized around the world.

Vineyards in Austria can be found at similar latitudes to those in Burgundy, France. Ideal soil compositions, warm sunny days and cool nights enable Austrian growers to produce fresh, full-bodied, aromatic wines with unique characters.

Established in 1986, the Austrian Wine Marketing Board (AWMB) continues to play an important role in promoting Austrian wines to international markets, including Japan.

“Japan has always been a top priority in Austria’s wine export strategy to Asia. Although the volume is still very limited, we are very proud of the high average price which means that Japan is an extremely quality-orientated market for our wines,” said Willi Klinger, managing director of AWMB.

Through partnerships with high-end restaurants and professionals such as chef Sosuke Okada, owner of Ginza Soseki, Japan looks set to remain a key market for AWMB.

“The attraction of Austrian wines is their subtlety and elegance,” said Okada.



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WILLI KLINGER
Managing Director
Austrian Wine Marketing Board (AWMB)

“The balance of acidity and fruitiness and their abundant mineral tones make Austrian wines ideal for drinking with a meal. These qualities also make Austrian wines especially good companions for the

delicate flavors of Edomae sushi (using seafood from Tokyo Bay) and kaiseki (traditional multicourse) dishes.”

Since 2012, AWMB has employed a number of wine experts and wine

ambassadors in Japan to promote Austrian wines in the increasingly important Japanese market.

Scheduled for July 1, AWMB and the Austrian Trade Commission are organizing the first Austrian wine tasting event in Tokyo accompanied by several winemakers from Austria.

“We are all looking forward to the milestone Austrian wine tasting event, which will be open to the public and will emphasize the fantastic pairing options between Japanese food and Austrian wines,” said Klinger.

“We hope our wines will continue to be enjoyed in Japan — a market which we truly believe appreciates Austrian wines,” said Michael Zimmermann, AWMB export manager.

The Austrian Wine Marketing Board provides comprehensive online information (as well as in printed form if needed) about Austrian wine (wine regions, grape varieties, wine law, etc.) on its website. AWMB staff is also available for direct requests on Austrian wine at info@austrianwine.com. ♦
www.austrianwine.com



A decade of success in the ‘Detroit of the Alps’

The automotive industry is one of Austria’s most important sectors. Known as the “Detroit of the Alps,” the city of Graz has developed a strong automotive industry and continues to build on its reputation.

Just over a decade ago, Agron Galimuna, CEO of Tri-Wall Austria Packaging Systems GmbH (Tri-Wall Austria) acquired a specialized multimaterial packaging plant located near the city Graz.

Today, Tri-Wall Austria supplies complete knock-down, medium knock-down, semi-knock-down and free-flow constructive-packaging products and solutions for the automotive, aerospace and industrial sectors.

The combination of Tri-Wall Austria’s close proximity to Graz, Galimuna’s wealth of experience in the automotive industry and the company’s team of highly skilled engineers has enabled Tri-Wall Austria to win customers across Central and Eastern Europe.

“Although the size of our Austrian operations is relatively modest compared with other subsidiaries within the Tri-Wall Group, our team of skilled



“Through continued Austria-Japan collaborations, we intend to learn more from one another and work closer together.”

AGRON GALIMUNA
CEO
Tri-Wall Austria Packaging Systems GmbH
(Tri-Wall Austria)

engineers offer high levels of expertise in custom automotive packaging and are a valuable asset to the group,” said Galimuna.

A year after Galimuna joined, the Tri-Wall Group was acquired by Japanese packaging giant Rengo Co. Ltd.

“We hope to leverage our partnership with Rengo to build long-lasting relations with Japanese companies with operations in Central and Eastern Europe,” said Galimuna.

Moving forward, Tri-Wall Austria plans to harness new automation and digital technologies being driven by “Industry 4.0” to enhance productivity and better serve clients, while maintaining the company’s high-level production quality.

As an integral player within the group, Tri-Wall Austria will continue to deliver unique automotive packaging solutions founded on innovation, research and development.

“We have a deep appreciation for the Japanese work ethic,” said Galimuna. “Through continued Austria-Japan collaborations, we intend to learn more from one another and work closer together.” ♦
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