

**Ambassador Osawa's Speech for the opening ceremony
of the Fujifilm Wellington Office**
18/April/2024

Tēnā koutou, tēnā koutou, tēnā koutou katoa.

Good afternoon, everybody.

Mr David Jupe, Managing Director,
Mr Kotake, Executive General Manager,
and everyone at FUJIFILM Business Innovation New Zealand,

I would like to congratulate you all on the opening of Fujifilm's new Wellington office.

It is very pleasing for the Japanese Embassy to see Japanese companies contributing to the local economy and employment of New Zealand. Fujifilm has been doing business in New Zealand for over 60 years, and here in Wellington, about 50 local people are employed, providing professional services to government, as well as the private sector.

I have heard that Fujifilm staff in Wellington have had to work without an office for the past 3 years, which must have been quite a challenge, especially for a Japanese company like Fujifilm that gives great importance to teamwork and harmony. I understand how much you have been looking forward to today and to being able to be back with all your colleagues in this new office.

Mr Kotake told me he has introduced "Onaji-Kama-no-Meshi" as the work spirit of Fujifilm. "Onaji-Kama-no-Meshi" literally means eating rice from the same pot, and is a way to strengthen relationships and teamwork.

But today, instead of eating some rice, we would like to confirm that spirit by drinking sake from the same cask.

We will soon crack-open the round lid of these casks with wooden hammers and share the sake. This Japanese ceremony is called "KAGAMI-BIRAKI". "KAGAMI" originally means "round-shaped mirror", here representing "harmony", and "BIRAKI" literally means "open", here representing "good start" or "prosperity".

Through the ceremony, we would like to wish a good start of the new office, and the enhanced harmony between people that it will bring.

I would like to wish that the business of Fujifilm will develop further in New Zealand, supported by the strong teamwork and harmony of the people in this office.

Tēnā koutou, tēnā koutou, tēnā koutou katoa. Nga mihi nui.