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;.\_. StomTover  
ban on" rider  
Johannesburg, Feb 23.- i  
South Africa's ban on .the entry ;  
of a Japanese jockey to ride here  
looked today like provoking a  
new international contrQVersy i  
Over the countrys apartheid x '  
;p6lic\_y in sport. . '  
, Sports administrators?-'4 were  
perplexed about time GOVem-,  
(ments refusal to give a visa 10:-  
.5\_ueo Masuzaw'a - especially  
since as a Japa nese he would  
qualify for 'ihonorary white"-  
.status in :South- Africa.. Mr;  
'Masuzawa was to have ridden in  
races at Pietermaritzburg and  
Germiston ln the next t\_two weeks.  
Mr. Ailen Snlijman, chairman '  
of the Jockey Club of South  
Q'Affriea, expressed surprise' and  
:iftte'mendous disappointment"  
Ed; the visa. .ggfusai."r -Reuter.l  
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 S Africtiflifts banon,  
 i weJapanesex-jockeyp,  
 FrombAN VAN DER. VAT  
 - t - Cape Town, Feb.26  
 The South African Govern-  
 ment todayhreversed its decision  
 of only five..days \_ago not to  
 allow MT. Sueo Masuzawa, the  
 champion Japanese jockey, into  
 the country to ride in two races.  
 Mr. S. L. Muller, the Minister  
 of the Interiordn a shortstate.  
 ment on which he declined to  
 elaborate; said today: t'As a  
 result of new facts which have  
 been laid before me..I recon-  
 sidered the position and decided  
 that visas would be.granted to  
 the two men." The other man  
 affected by the decision is Mr. H.  
 Yoshimura, who acts as the  
 iockey's interpreter. .. ' .  
 The unexpected reversal came  
 only three days after Mr. Muller .  
 had confirmed that visas for the 1  
 two men would be refused. No  
 indication hasbeen giVeut as to 1  
 why the Government t has .  
 changed its mind so suddenly. '  
 In general ten'ns, Japanese are e  
 regarded e here as honorary  
 whites while mines: are re  
 awarded as, non-Whites. 'fl'he  
 reason for this isthought not to  
 be unconnected-with the lprofit-  
 able and rapidly growing trade  
 relations between South Africa .  
 and Japan. SouthoAfrim seems ,  
 to have as many visiting Japanese ;  
 trade delegations as ' most t  
 countries these days; V  
 When the original refusal was  
 announced a few days ago, con-  
 M  
 Japan.  
 van was widely expressed here  
 over the possibility of another  
 dispute . aboutj sport; and a  
 deterioration in relations 'wilh  
 It was reported in Cape Town  
 tonightthat the Japanese Racing  
 Association had turned down  
 '-with thanks" the invitation  
 from South African racing clubs  
 to Mr. Masuzawa 'bmuse he  
 accepted invitations to 'ride i ,  
 races in Japan after the initi  
 South African refusal to am  
 himra visa. -

"1 ' ' "36-3/5. am

0 Bestcoal export ear

South Africa has just completed its best year as a coal supplier to Japan.

This is revealed by official calculations of Japan's imports of both coking and thermal coal in fiscal 1981, which ended on March 31.

South Africa expanded its thermal coal shipments 3.8 times to become the second biggest supplier after Australia. The final figure of 1852-980 tons compared with only 487 489 tons the previous year.

Preroria News, April 26

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0 SA top supplier JLW2

For the first time in February. South Africa became the leading thermal coal supplier to Japan.

Official figures just released show South African shipments totalled 222133 tons last month. over a quarter of Japan's total imports.

The tonnage was almost 74 per cent higher than the same month last year. and was mainly due to the fact that Australia. normally Japan's top supplier. recorded a 60 per cent decline due to strikes and delays.

The Star, March 25



terday by imposing limitedp  
sanctions against South Africa;  
' It is banning imports of 11-011  
and steel, and initgducing txtav  
el restrictidn's.:  
South 1111151;-  
Coal, its' majOr  
imp on. and wo \$490 million,  
was excluded from its san tjqna  
list. The WEEC :hthought o h!  
acting on' prior knowledge, "501\$?  
lowed" J apan in exempting coal.  
Japan is South Africa's thirdge  
largest trading partnerdaftter 11  
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Switzerland Sand ,the'.;'  
States, and. um year imp'orta e-id  
\$1.84 billion worth of South  
African goods. 111011 and steel  
im rts Htotalled \$200 million  
-an accounted (01" 9 yet cent bf  
total South Africa'n exports of  
those commodities. z  
.to come into force at the end  
:0! the month, but will not at-  
'fect existing 'contracts. The-  
\_level of iron and steel product  
'l\_nix is yet to be decided. but  
iron ore and ferro-alloys\_ale.  
I . ,l .exempted.  
ential, but hnancially hard  
Hm ressed steel industry in mind.  
e industry feared that Aus-  
tralia would take advantage of  
its" c0813: 5,0  
"Attal'rs said Japan would Ius-  
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The sanctions are expected' 1'  
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'The 9. 'Mihlstry of ,aForeign  
e.nd tourist visa for South  
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ected.%Last yiear, about '40001  
eSo uth Africans visiteda Japan.  
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Africa is too lmpcirtant to; be  
sacrificed.  
Jap an' s chief worry: has' been.  
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rare and strateg c metals used  
The decision not to ban c051.  
was taken with Japan's innuais',j.  
African Educitlon- Illnistet. Mr.  
lll high; itechnology industries.  
Jap an '-;haa asked the South  
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Frederic De Klerk  
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/Trade divorced from politics

It is highly unlikely that Japan will ever participate in an international sanctions campaign against South Africa.

The Japanese Government has a / very pragmatic attitude to this kind of action. Its belief is that politics belongs with politics and trade with trade. This is the view of Mr S Ozawa, managing director of Japanese motor manufacturer Nissan Diesel.

Mr Ozawa visited Nissan South Africa in Rosslyn near Pretoria on June 12 to reconfirm his company's involvement in South Africa.

Beeld, June 17



. /Red- -Sh tea for Japan

During the past three years Japan has developed into one of the largest importers of rooibo: (red-bush) tea and this year an estimated 100 tons will be exported to Japan.

Within 10 years the figure could be as high as 1 000 tons, according to the managing director of Yanai Co Ltd, Mr S Kakcfu.

The Citizen, May 23

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SF) (33% 30 7? M86

The United States and Japan have outlined financial plans to build up strong and responsible leadership among South African Blacks. The US Congress was told on March 18 Washington would spend R50-million to this end. Japan will be giving R1 Black students studying Africa. It has also established of training Visits to Japan Black South African pro ' The Japanese Government has further increased its contribution to United Nations Education and Training Planning for Southern Africa by 50 per cent to R600 000. This will be used to train South African Blacks in Japan in the high technology fields such as computers and electronics. Pretoria News, March 19 / -m to help in South d a system

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EAST LONDON - wa  
210-ton electrical trans-  
formers are in the pro-"  
cess of being trans:  
ported by Escom from".  
the harbour here to a  
substation site near East  
London: D)  
The transformers,  
originally from Japan.  
were brought here  
, aboard the Vergelegen  
-The destination cannot  
' - be released for security.  
the regional-  
. . manager of Escom. Mr 1;  
' ; , Ken Garm'an said.  
reasons.  
1:  
' He Said the transform-  
ers were part of Escom's.  
\_, plans to strengthen the .;  
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harbour W 7:!  
ne W N J . : 55  
lines  
are almost fully loaded  
For instance, \_ the de-  
mand increased by 10  
per cent last year. ".  
Mr German said a new  
substation was being  
built just outside East  
London and should be  
operational; 1988.  
Power, with the use of  
the transformers, would  
be transmitted over a  
new 400 kV line from the  
national grid to the sub-  
station. 1  
25'.  
Their voltage will be  
stepped down to 132 kV  
for local . distribution.  
Each - \_ transformer is  
rated at 500 kVA. --  
Mr Garmah said that a  
'cartage firm with a  
special low-bed trailer  
met a 3;  
' - ' . ' ' ' " ' r'cause the demand for had been contracted to'  
Workmen load an electrical transformer onto a low-3 electricity in the Border transport t  
he transform-  
-hed trailer at the East London harbour yesterday. 1 i- area is growing steadily at 15%.

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#### SA/FAR EAST ECONOMIC RELATIONS WH

Two-way trade with Japan. long one of SA's top four trading partners. has rocketed in the last couple of years - from R2.5-m in 1980 to R3.5-m last year. This represents an increase of nearly 40%. However. not only imports (up by R600-m) have grown. Exports have risen by R350-m, making the Far East trade giant second in line as a trading paxtner for SA. The USA retains the lead, but with a much-reduced margin. The overall trade balance still seems to favour Japan, although the published figures exclude gold bullion, uranium, oil and arms. Incorporating these could tip the scale the other way.

The Republic of China sold R250-m worth of goods to SA in 1983. while SA in tum sold R190-m to the RoC - a two-way growth of 60% since 1980. Exports to Hong Kong from SA in that year totalled R236-m. while SA bought around R150-m. Now four Asian countries feature among SA's top trading part-nem In order they are Japan, RoC, Hong Kong and South Korea -

' Financial Mall (50qu Supplement; :7. 7.84

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TOKYO. - South Africa appears ready to sell between 30 000 and 40 000 tons of sugar to Japan in the first half of 1984. say trade sources. A South African mission is in Tokyo . to discuss sales.

South Africa usually sells Japan 350 000 to 400 000 tons of Natal sugar a year. but its crop has been hit by drought and it has reduced exports sharply.

. Japan imported 142 568 tons of raw sugar from South Africa from January to October compared with 383 758 tons in the same time last . year. , '

Trade sources say Japanese refiners have covered their raw-sugar requirements for January to February delivery in the domestic market. From January to March, Japan is likely to import more than 200 000 tons of raw sugar. - Renter.

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By Malcolm Fothergill, writing in the July 19 edition of The Star

Despite the fact that Japan has just become South Africa's biggest export market, the field is still wide open. says Mr Godfrey Busschau. director of Media Link. a firm which offers specialised help to South Africans wanting to do business in Japan.

"It's a huge market and it's waiting for South Africans to move into it." he says.

"What makes it so attractive is that the Japanese people have high average salaries - 90 per cent of them consider themselves to be middle-class."

Trade figures for last year show that South African mineral exports to Japan soared to R617-million from R392-million in 1981 while vegetable products rose from R241-million to R311-million.

Impressive though these figures are. they leave the field wide open for other goods.

The catch for would-be exporters is that doing business with Japanese firms involves preparation of the most thorough kind.

"Anyone who wants to go about things in a half-baked manner should forget about doing business in Japan." says Mrs Busschau, who lived there for several years and speaks the language fluently.

"One of the reasons why Japanese businesses have been so successful is that they prepare themselves so thoroughly before they commit themselves.

"For instance, they studied the American small-car market in depth and in detail for three years before they went into it. The result was that they were able to position their product to wipe out Volkswagen - which they did.

"They expect the same kind of attention to detail from the people they do business with."

Mr Busschau believes that despite the feeling in some South African business circles that enough has been heard about Japanese business methods to last a considerable time, this country could reap big benefits by adapting some of those methods.

His firm concentrates on the idea of quality awareness. aiming first to make workers aware

of the need for the users of the product they make to be satisfied with it and then to make management aware of the need to take measurements at every step of the production process.

One benefit of promoting quality awareness is that it involves giving workers a detailed picture of their firm's work and their place in it. This tends to increase the workers' sense of belonging and therefore their happiness at work and productivity.

The true shareholders of a company are its employees. Mr Busschau says, adding that employee insecurity in South Africa, particularly in times of recession, was "the biggest sabotage in industry".

"A manager in Japan is a human relations specialist. If he knows his workers, he knows where weaknesses can be improved and how problems can be solved. He automatically gets co-operation.

"How many South African firms know their workers' hobbies? To a Japanese company, workers are like gold."

Japanese market is twice open

August 5, 1983

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JAPAN became Sou h

Africa's largest ex art

market for the first

time in 1982, dis lacing

the US, accor ing to

the Commissioner of

I Customs and Excise.

The US also lost the place

it has held for the st three

years as South AIrIca's lead-

Ing sup iier. Imports'from

West ermany reached

R2 710 million com ared

with purchases warth 680.

million from the US.

South Airica's sales to

Japan, censisting mainly of

coal maize, ferroallo s and

iron ore. totalled RI 6 0-mil-

lion in 1982 - a 17.7% in-

crease on the previous year.

Exports to the US fell from e

R1520-million to RI azo-mII-

lion partly because oi lower

Krugerrand ordeIs.

The ii ures need to be

treated With caution because

they do not give an accurate

picture of South Africa' s

trade flow. The exclude

trade in gold buii I, on which

made up 52% of export earn-

ings in the first three months

of this year. and in certain

strategic goods, such as plati-

num. uranium and oil.

Britain remained South Ai-

rica's second-largest trading

partner in 1982. South Airi-

ca's exports to the UK rose

from R1 1B0-miilion in 1981

to RH10-million last year

and imports totalled R2 200-

million in 1982.

South Africa's exports to

e

Israel more than doubled last

near to R153- million. Accord-

to an official of the South

:rican-Israel Chamber of

Economic Relations. the in-

crease was caused mainly by

higher shipments of coal for

the Hadera power station in

Israel. Trade in the opposite

direction remained static at

about R70-miliion.

The drop in US-South

Alrica trade has been accom-

panied by a swin from a sur-

plus in favour o the US to a

small deficit' In the first few

months of this year.

The strong dollar appears

to have persuaded many



South African imports to switch from US to British and West German suppliers. Most imports from these three countries consist of capital goods, such as construction machinery, power-station equipment and office machines. - Financial Times.

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Cost of SA- therma  
0' coal worries J apan  
By Geolftey Murny  
TOKYO - TheJIpan-  
me appetite for South  
African thermal  
shows no signs of abat-  
ing. but one of the  
biggest attractions -  
cheapness - 15 fast  
disappeuing. IS the  
cost continues to rise  
rapidly, Industry anal-  
ysts say in Tokyo.  
Shipments Int  
month. for example.  
were 3.2 times greater  
than a year ago. As a  
result, the total for the  
first four months of  
the year has Ilready  
passed the one million-  
ton mark. Last year,.  
this level was' not  
reached until October.  
South Afric- expor-  
ted 1069000 tons of  
coal-  
nbehlnd  
thermal coal to Japan  
In the January-Aprll  
period. This put South  
Africa in second plhce  
Australia  
\_(1673000 tons).  
One big factor in the  
rapid surge of coal  
sales over the past two  
yenrs has been a price  
considerably l o w e r  
than any other avail-  
able source, helpingttto  
offset higher transport  
charges.  
South African prices  
have, however, risen 55  
percent in the past  
year. This has conside-  
rably narrowed the gap  
with the expensive  
American and Austra.  
Han brands. whose  
prices are rising most  
slowly.

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Gaskets for Mse cars

Turner & Newall, the engineering company soon to be listed on the Johannesburg Stock Exchange, is to manufacture precision-engineered cylinder head gaskets for the Japanese car market.

According to preliminary tests, the , locally manufactured gasket can compete with the world's top technologically-designed products in terms of both quality and price.

yesunday Star. May 25 /'

\_' percent,  
 ,over and South African.  
 eficit, ' g  
 mand -for Japanese  
 3' 331198  
 trade  
 \$71ch  
 With Africa 30::  
 takes a diVe  
 By Geoffrey Murray  
 : TOKYO - After years  
 i of solid expansion, Ja-.  
 : pan's trade with Africa  
 :\_ has suddenly declined, j  
 This comes at a time  
 .when Japan's  
 l worldwide  
 and. according to 9nd  
 expert, "future pros  
 pects are bleak. " '  
 ,In the first haif of.  
 exports. tot  
 this year,  
 Africa were, down 22  
 .ipercnt to 3800 million '  
 . dollars. Imports slipped  
 , 18 percent to a modest-  
 2000 million dollars,  
 Finance Ministry statis-  
 tics tshow. -  
 COMPARISON  
 .' The turnaround was .  
 more notable since last  
 year's growth rate for  
 African trade .far 1111-"  
 trade  
 that  
 ceeded overall  
 expansion. l In  
 ' period, exports to ' the  
 region grew 25,2  
 :percent, compared with  
 global growth of 17,1  
 and  
 grew seven percent  
 against overall expan-  
 sion of only two  
 percent. l  
 Of export destina-  
 tions, South Africa was  
 the largest (2,220 mil-  
 lion dollars). followed  
 by Nigeria (2.160 mil-  
 lion dollars).  
 The Japan Extern'al  
 T l' a d e Organisation  
 (J etro) attributed the'  
 good performance in  
 South African trade to  
 active, consumption  
 spending brought on  
 by a rapid rise in gold  
 prices in 1979 and  
 1980. -  
 But the gold boom is  
 trade has slipped info  
 reducm de-  
 trade i  
 is stagnant .  
 '- l region  
 imports .

V sources

goods. Sales to Japan on non-fet Roths metals have slumped in turn. Nigeria suffered along with 'Othello: oil-producers from declining prices and stagnant world demand. As a result many ambitious development projects were postponed, reducing the demand for Japanese industrial products. Trading firms point out that South Africa and Nigeria are the two most prosperous countries in Africa. If they go bad then there is little hope for the continent as a whole. All the non-oil developing countries in the area are suffering from a cash shortage, so they can't import much from Japan. In addition, they don't have a great deal 'Japan needs, especially at a time of falling demand.

Japanese trading companies are now reorganising their strategy for the region. Officials of leading concerns say they will concentrate on selling equipment and know-how needed for redevelopment.

In addition, they will scour the 'world in search of credit sources for countries without cash.

Some trading firms here are also offering to act as middlemen in selling African products to the world. Although there is some doubt about the prospects for this trade unless product quality is improved.

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