

Mariko Hyland & Associates Pty Ltd

Mariko Horigome Hyland
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Mariko Horigome Hyland is the founder and Managing Director of **Ausan Pty Ltd, World Animal Network (WAN) Pty Ltd, MHA Franchising Pty Ltd and Mariko Hyland & Associates Pty Ltd (trading as JRM – Japan Racehorse Management)**, specialist-consulting businesses providing Japanese services to both the Australian and Japanese business communities.

TRANSLATION SERVICES

Over the past 20 + years Mariko's businesses have established a reputation for providing excellent Japanese/English translation/copy-writing and graphic design services. Mariko also acts as a consultant for many Australian and Japanese companies with particular expertise in the education, human and pet foods, animal welfare, horse racing industry supplies and gardening products.

CAREER

Mariko's career began in Japan where she was a T.V. newsreader and "personality" and the principal of an advertising production company. She wrote copy for print, T.V. and radio and her clients in Japan were major department stores, housing companies and restaurant chains. She arrived in Australia after living for two years in Argentina and established AUSAN in 1986.

PUBLISHING

In 1990, Mariko's vision for a Japanese business news publication came to fruition with the launch of Australia Japan Business News. In 1992 the publication changed to a bilingual format and later sold in 1994. Mariko introduced Australian clients into the Japanese market and vice versa. In 1993 Mariko introduced 3D art books, popular in Japan, to Penguin Books who successfully published several books and calendars around the world from this initial introduction. 2007 saw the successful introduction of 'Signposts to Love' for Australian author Vicki Bennett, to the Japanese market. In 2009/10 saw more success for this author with the 'Ladder' series.

EQUINE

In 1985 Mariko introduced the first Japanese buyers to Magic Millions and in 1995 Mariko was instrumental in establishing equine education courses in Australia for Japanese students wishing to prepare themselves for working in the Japanese and international racing industry.

MEDIA

In her own right, Mariko is an author and journalist. For over 15 years Mariko has been the only overseas-based journalist writing regular articles for Japanese publications such as **Yushun** (the official magazine for the Japan Racing Association), **Keiba Book** (Japan's leading weekly racing magazine), Australia's **Turf Monthly**, Fujinkoron (Japan's leading women's magazine), **Nikkan Sports** (Japan's leading daily sports paper), **Dog World** and other leading Japanese animal related magazines. In 1994 Mariko was commissioned by the **Japan Racing Association** to write the Australasian book for the **World Horse Racing Guide Book series**.

CANINE

In 2005 Mariko was instrumental in introducing a detector dog program for Japanese Quarantine at Narita Airport. Quarantine Officers were selected in Japan, gained canine basic training through our World Dog College (now **World Animal Network**) and then went on to the technical training and handling with trainer Steve Austin, who had prepared the dogs. 2006 saw the further development of dog-related programs and education forums delivered by Australian experts for Japanese vets and pet professionals. Current programs include regular canine rehabilitation training sessions, both in Australia and Japan, for Japanese vets, veterinary college students and nurses.

AUSTRALIAN EXPORTS

Recent successes achieved for Australian manufacturers include the introduction in 2009 and 2010 of equine supplements for **Kelato Animal Health** and **palletised** stable bedding to the Japanese racing industry.

Current projects include sourcing unique Australian and US pet and gardening products for Japanese distributors.

Mariko also lectures business people and university students in Japan and Australia on international business and cultural issues.