

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 6-K

**Report of Foreign Private Issuer Pursuant to Rule 13a-16 or 15d-16
under the Securities Exchange Act of 1934**

For the Month of March, 2010

**1-15240
(Commission File Number)**

JAMES HARDIE INDUSTRIES SE

(Translation of registrant's name into English)

Atrium, 8th floor
Strawinskylaan 3077
1077 ZX Amsterdam, The Netherlands
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): Not Applicable

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): Not Applicable

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): Not Applicable

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Safe Harbor Statement

The exhibits attached to this Form 6-K contains forward-looking statements. We may from time to time make forward-looking statements in our periodic reports filed with or furnished to the United States Securities and Exchange Commission on Forms 20-F and 6-K, in our annual reports to shareholders, in offering circulars, invitation memoranda and prospectuses, in media releases and other written materials and in oral statements made by our officers, directors or employees to analysts, institutional investors, existing and potential lenders, representatives of the media and others. Statements that are not historical facts are forward-looking statements and such forward-looking statements are statements made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Examples of forward-looking statements include:

- statements about our future performance;
- projections of our results of operations or financial condition;
- statements regarding our plans, objectives or goals, including those relating to our strategies, initiatives, competition, acquisitions, dispositions and/or our products;
- expectations concerning the costs associated with the suspension or closure of operations at any of our plants and future plans with respect to any such plants;
- expectations that our credit facilities will be extended or renewed;
- expectations concerning dividend payments;
- statements concerning our corporate and tax domiciles and potential changes to them, including potential tax charges;
- statements regarding tax liabilities and related audits, reviews and proceedings;
- statements as to the possible consequences of proceedings brought against us and certain of our former directors and officers by the ASIC;
- expectations about the timing and amount of contributions to the AICF, a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning indemnification obligations; and
- statements about product or environmental liabilities.

Words such as “believe,” “anticipate,” “plan,” “expect,” “intend,” “target,” “estimate,” “project,” “predict,” “forecast,” “guideline,” “aim,” “will,” “should,” “continue” and similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements. Readers are cautioned not to place undue reliance on these forward-looking statements and all such forward-looking statements are qualified in their entirety by reference to the following cautionary statements.

Forward-looking statements are based on our estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties. Such known and unknown risks, uncertainties and other factors may cause our actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements. These factors, some of which are discussed under “Key Information — Risk Factors” beginning on page 6 of the Form 20-F filed with the US Securities and Exchange Commission on 25 June 2009, include, but are not limited to: all matters relating to or arising out of the prior manufacture of products that contained asbestos by current and former James Hardie subsidiaries; required contributions to the AICF, any shortfall in the AICF and the effect of currency exchange rate movements on the amount recorded in our financial statements as an asbestos liability; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which we operate; the consequences of product failures or defects; exposure to environmental, asbestos or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; the success of research and development efforts; reliance on a small number of customers; a customer’s inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; our proposal to transfer our corporate domicile from The Netherlands to Ireland to become an Irish “SE” company; compliance with and changes in laws and regulations; currency exchange risks; the concentration of our customer base on large format retail customers, distributors and dealers; the effect of natural disasters; changes in our key management personnel; inherent limitations on internal controls; use of accounting estimates; and all other risks identified in our reports filed with Australian, Dutch and US securities agencies and exchanges (as appropriate). We caution you that the foregoing list of factors is not exhaustive and that other risks and uncertainties may cause actual results to differ materially from those in forward-looking statements. Forward-looking statements speak only as of the date they are made and are statements of our current expectations concerning future results, events and conditions.

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Grant Gustafson Presentation — Australia Investor Analyst Tour
99.2	Steve Pisani Presentation — Australia Investor Analyst Tour
99.3	Appendix 3B — 26 March 2010

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

James Hardie Industries SE

Date: Tuesday, 30 March 2010

By: /s/ Marcin Firek
Marcin Firek
Legal Counsel, Australia and Company Secretary

EXHIBIT INDEX

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James Hardie

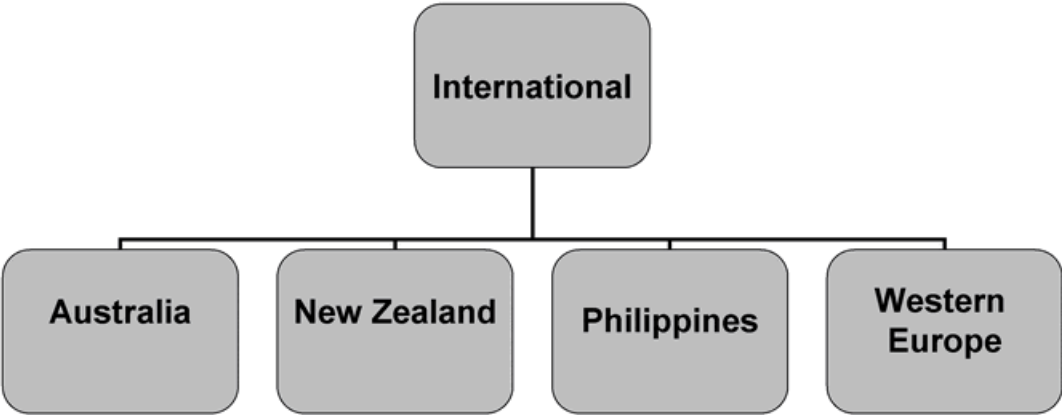
Asia Pacific Update

Grant Gustafson, VP – International

15 March 2010

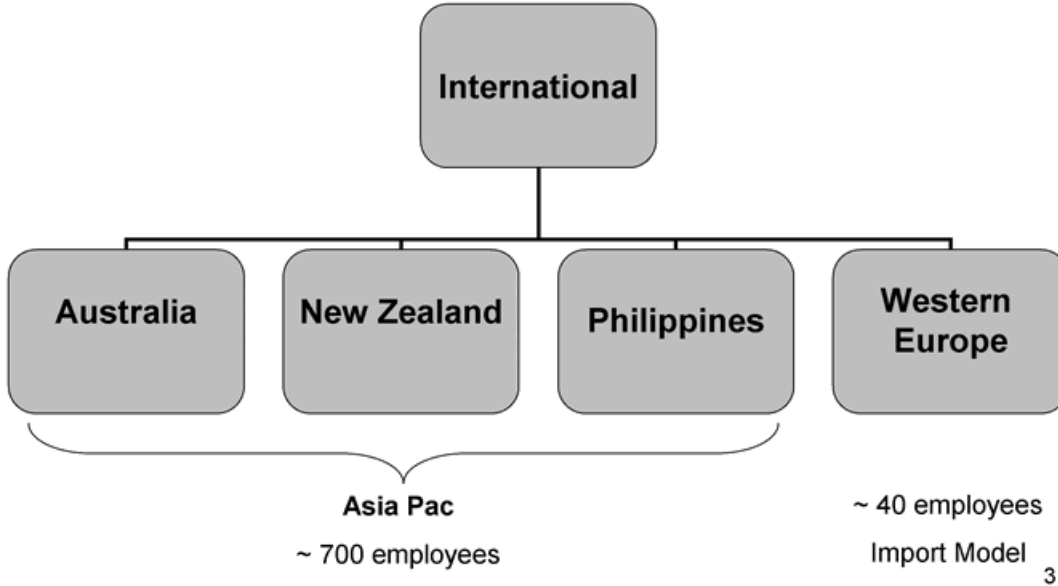


James Hardie's international operations comprise Asia Pacific and Western Europe



Plus Exports: South Korea, Middle East, etc.

The international operations contribute approximately US\$300m to James Hardie's top line

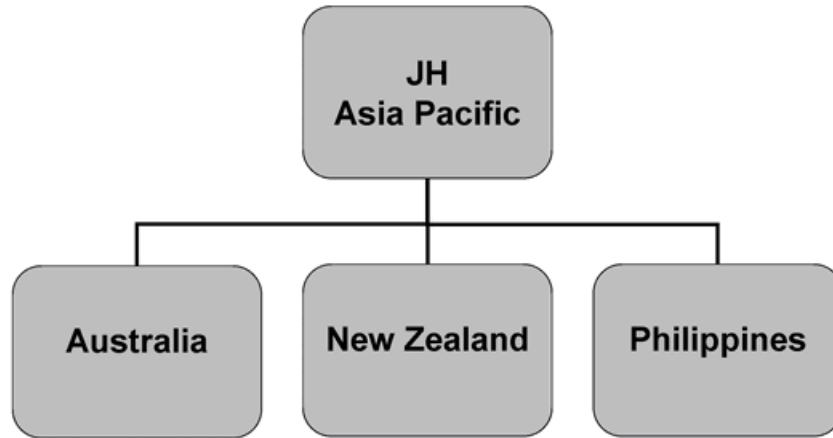


Asia Pacific contributed US\$273m in revenues and \$47m in EBIT (FY09)



- Five manufacturing plants in Australia, New Zealand, the Philippines
- FY09 EBIT margin at 17%
 - Up from 15% in FY07
 - Slightly up from FY08
- FY10 trending well

The Philippines is a very different market from Australia and New Zealand



Primary Construction Method: Wood Frame

Wood Frame

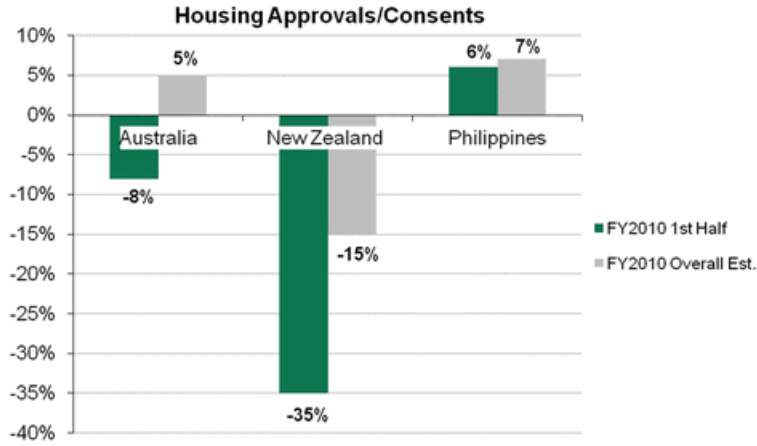
Concrete Hollow Block

Income Per Capita: High

High

Low

New housing approvals soft in the region, for the year, but have strengthened late in year



Note: Some buffer from commercial and R&R market segments for JH business early in year

Australia – Australian Bureau of Statistics: Residential New Construction Building Approvals. Houses & Medium Density - # of Approvals.

New Zealand – Statistics New Zealand: Residential New Construction Building Consents, Total - # of consents

Philippines – National Statistics Office: Residential & Commercial New Construction Building Permits Approved – Square meter of floor area + GNP based R&R estimate.

As projected last August, operational improvements have materialised during the year

FY2010 Asia Pacific Building Products Q3 YTD*

Unit Volume	Down ~3%
Sales	Down ~1%
Average Sell Price	Up ~2%
SG&A	Down ~1.2 pts
EBIT Margin	Up ~2 pts
PDG	Positive

* Consolidated on an \$A basis; year over year comparison

We have five priorities which span the Asia Pacific business...

1. Safety
 - 2/20 goal, leading indicator and behavioral emphasis
2. Primary Demand Growth
 - OTWC (ANZ), Product Pull (Philippines), R&R/Small Builders
3. Product Leadership
 - Continue differentiated product penetration and new product introductions, product "incubator" for JHBP
4. Organisational Effectiveness
 - Right-sized operations/spend, bench strength process, performance expectations
5. Manufacturing Effectiveness
 - Material yield through productivity, new product introduction

...to drive improved and sustainable results.

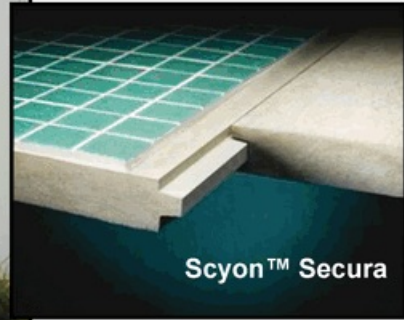
**Scyon™ Axon™
cladding**



**Scyon™ Matrix™
cladding**



Scyon™ Secura



Scyon™ Trim and
Scyon™ Linea™
weatherboards

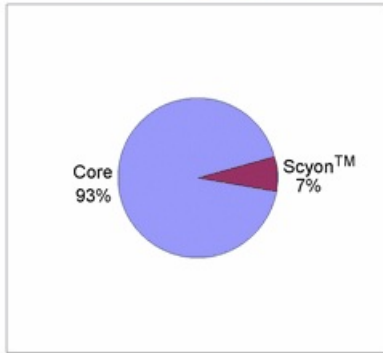


Scyon™ Stria™ Cladding

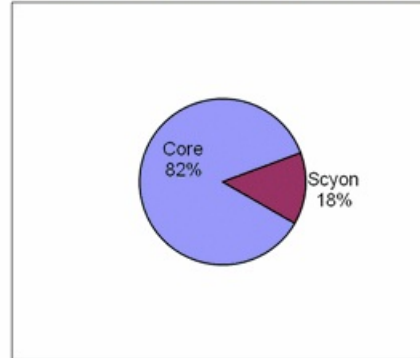


Scyon™'s share of Australia sales continues to increase

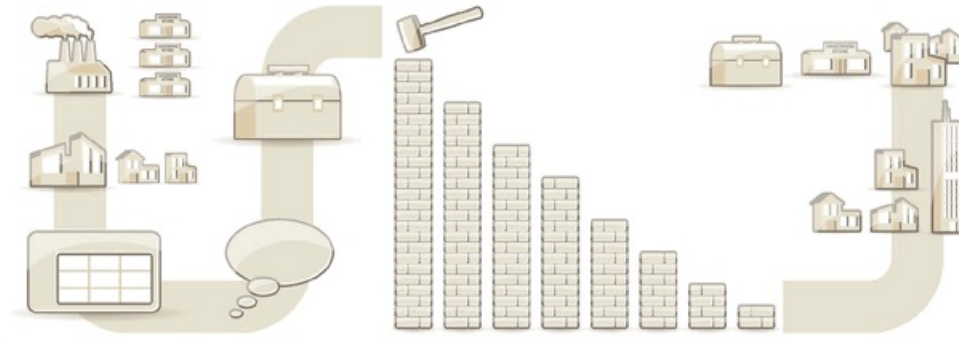
FY07 Revenue by Product



FY10 Q3 YTD Revenue by Product



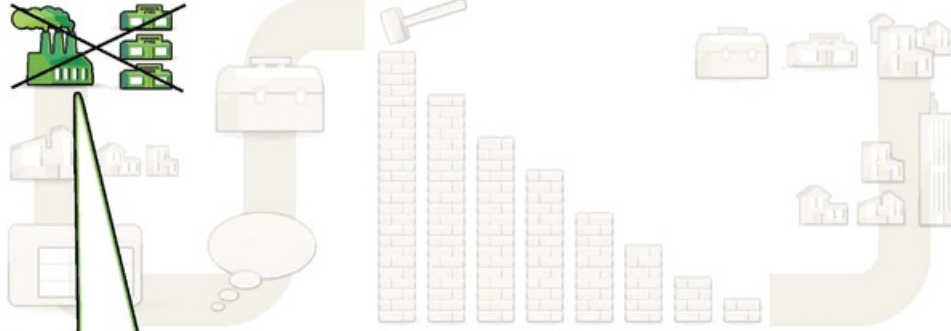




Go to Market Strategy

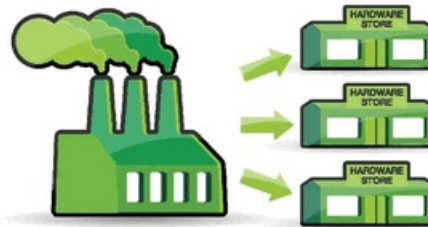


SELL IN MODEL

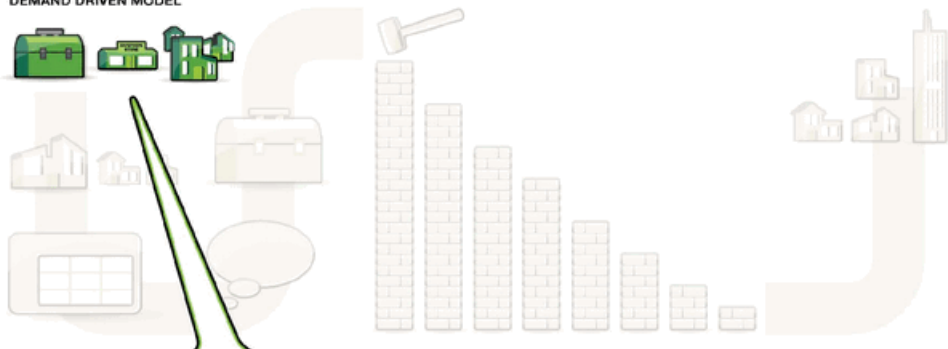


Traditionally, building materials suppliers often go to market using a **'sell-in model'**. This means that the focus is on **filling the channel** – perhaps doing promotional deals with distributors to assist.

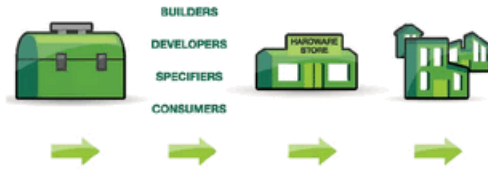
It's in part driven by the fact that the manufacturer may be one of a number of suppliers and **needs to compete for shelf space and mindshare**. The channel would then supply what was demanded by builders and other users.



DEMAND DRIVEN MODEL



James Hardie goes to market using the demand driven model. This means that our sales and marketing efforts focus on **activating users and influencers across the market to create demand**, fulfilled by our channel partners.



DEMAND DRIVEN MODEL



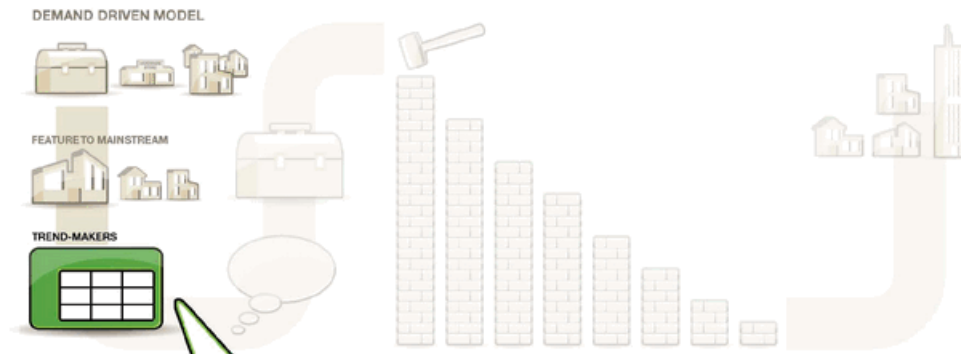
Traditionally, while James Hardie has had the primary share of the fibre cement category, the use of the product has been largely limited to 'features'. That is, small uses of the product as a design accent.

We recognised that with part of the sales team focussed on large builders (the top 100 build half the housing starts nationally) and a channel team with a traditional focus predominantly on channel partner relationships, **we would not adequately touch small to medium builders** (9300 builders building the other 50% of housing starts (custom new homes) and 160,000 renovations).

We therefore deliberately put a strategy in place that would ensure the **channel played an equal demand generation role**. Our approach is to use channel partners as the vehicle to aggregate and attract these builder targets and change their behaviours. Where the **primary demand** sales team is a **one to one relationship**, the **channel sales** team is **one to many**.

The endgame is to have more product, on more buildings.



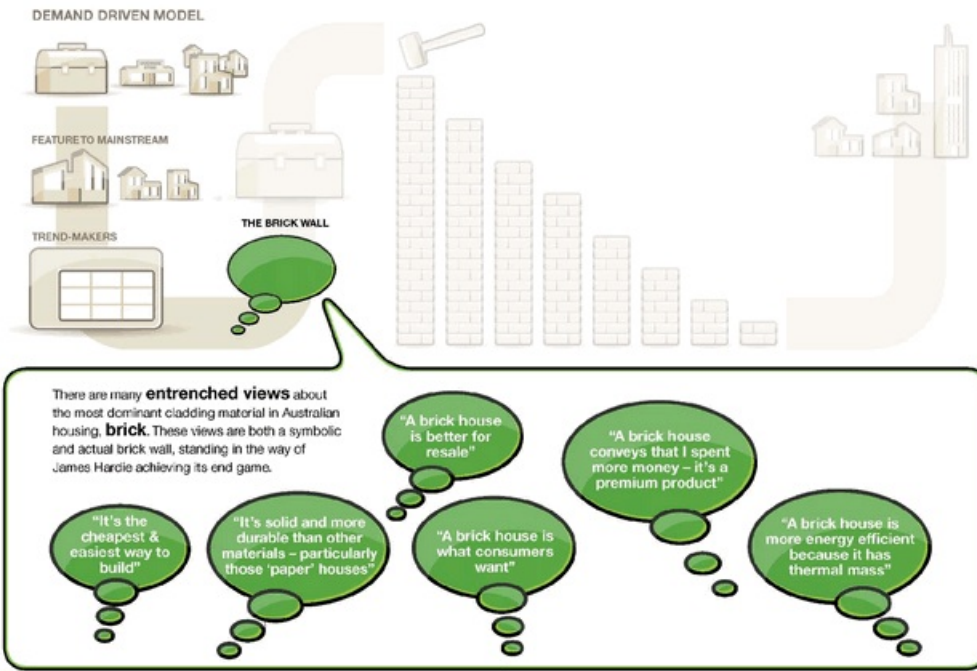


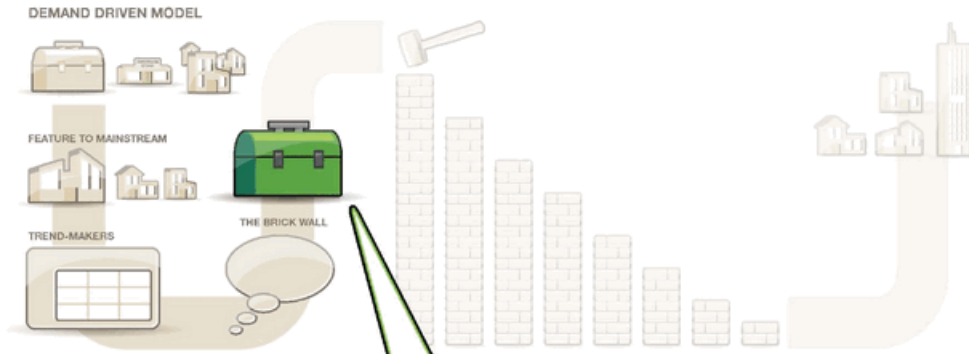
One of the features of the construction market is that trends tend to be driven by **early adopters, innovators and the early majority** – just as they are in many other markets.

But the innovation does not occur evenly across all building sectors. Trends often begin in the premium custom new home and inner city addition sector, built by small to medium builders with lots of consumer and designer influence. Their take-up can be accelerated by targeted communication to follower audiences.

The table here outlines who and what leads trends.

	Innovators	Early adopters	Early majority	Late majority	Laggards
Client	Developer & designer design professionals	Developer consumer	Developer consumer	Consumer builder	Consumer builder
Specifier	Architects	Architects	Building designer, builder	Building designer, builder	Builder
Builder	Custom	Custom	Builder volume volume	Volume builder	Volume builder
Trades	2nd level trade home, inner city	2nd level trade home, inner city	Estimate	Estimate	Estimate
Addition	Inner city	Inner city	Outer ring	Outer ring	Outer ring
Multi-residential		Inner city	Outer ring	Outer ring	Outer ring
Commercial	Public building eg Fed Square	Public buildings	Office/hospital etc	Community clubs etc	





The **'A smarter way to build' positioning** gave James Hardie the tools it needed to break down the brick wall. In essence, the promise James Hardie makes is that by continually applying construction and material science knowledge to the development of materials and products, it delivers **good looking, sustainable, cost-effective** and **construction-easy** design and building options.



Smarter Green – Our products are manufactured with a low* environmental impact, are low* in embodied energy, help create energy efficient buildings and have low maintenance requirements.

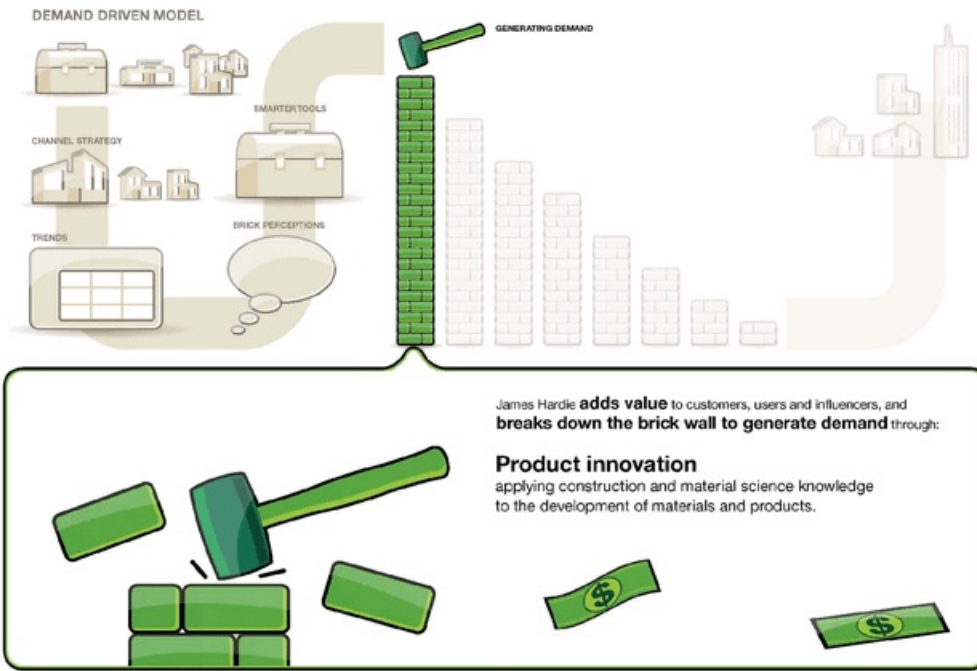
Smarter Design – Our products provide flexible design options to create any look, for any context.

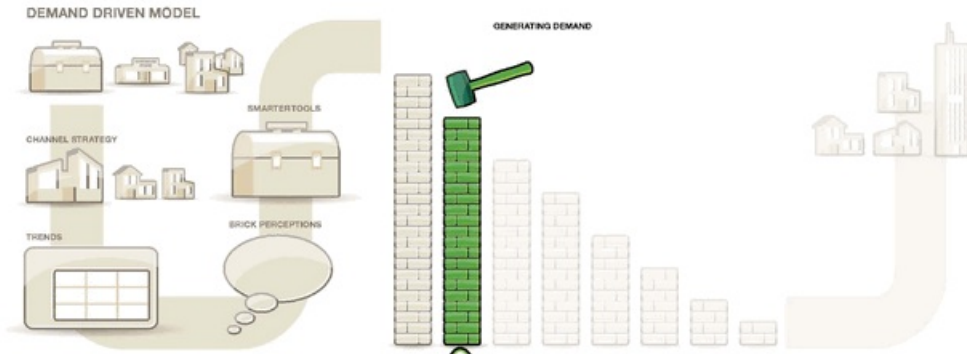
Smarter Construction – The smart combination of our products, systems and processes delivers easy and cost-effective building.

Smarter Partner – We develop category-leading demand generation and business support initiatives for our key customer groups and influencers.

A smarter way to build gave James Hardie the platform and rationale to roll out the series of programs and initiatives that followed.

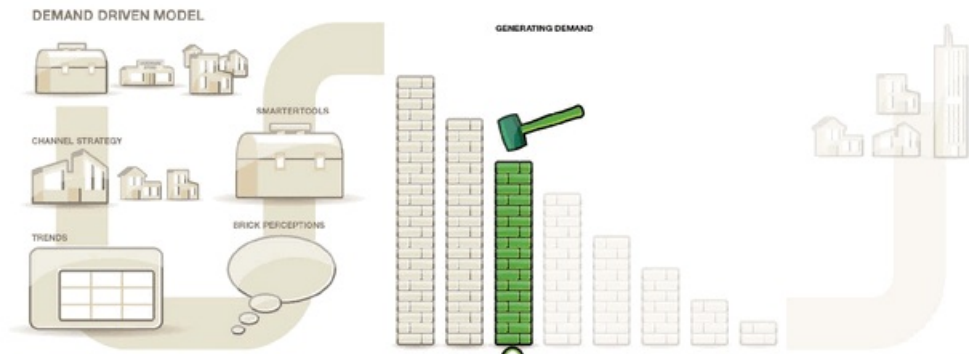
*Relative to many other building materials including brick.





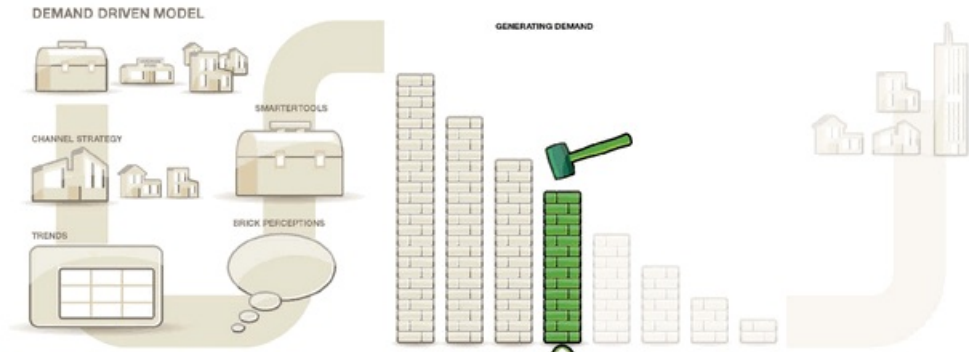
James Hardie **adds value** to customers, users and influencers, and **breaks down the brick wall to generate demand** through:

Accelerate
 a soon-to-be-launched suite of best-in-class specification and installation guidance tools.



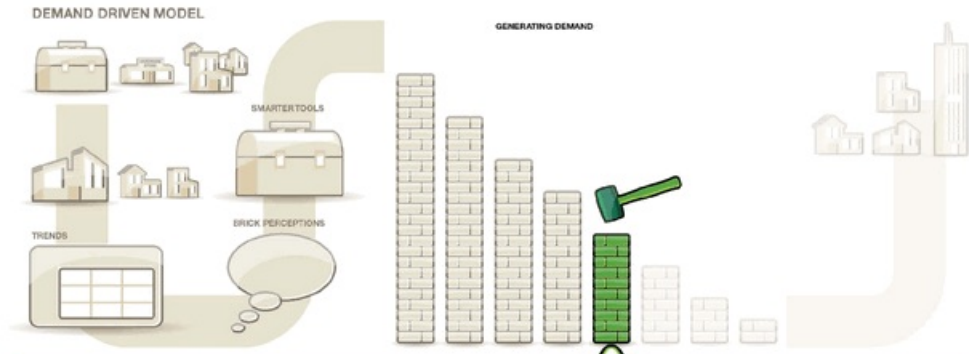
James Hardie **adds value** to customers, users and influencers, and **breaks down the brick wall to generate demand** through:

Smarter Partner for builders
 (previously known as **BusinessBuilder**)
 design and construction change program for major builders.



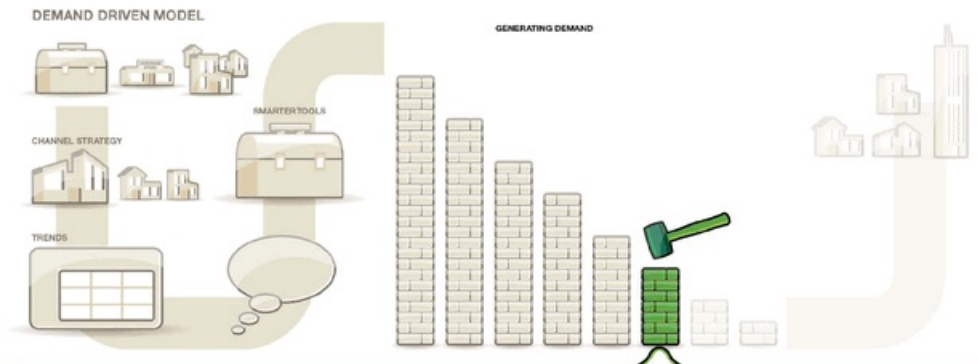
James Hardie **adds value** to customers, users and influencers, and **breaks down the brick wall to generate demand** through:

Smarter Partner for developers
 built-form change program for selected developers.



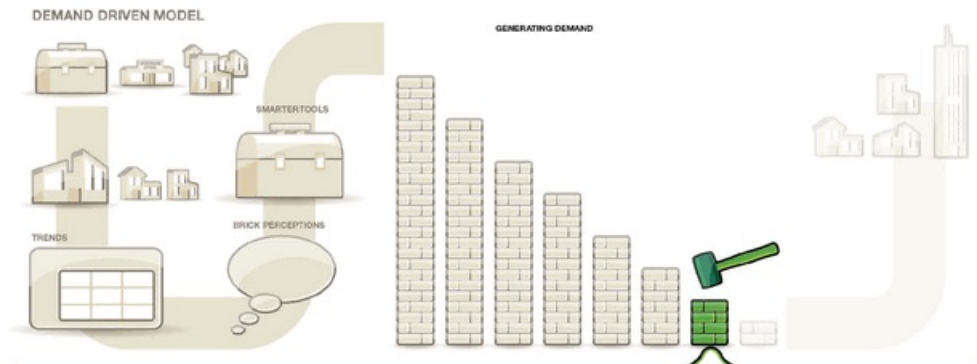
James Hardie **adds value** to customers, users and influencers, and **breaks down the brick wall to generate demand** through:

Smarter Partner for distributors
 builder activation, demand generation and channel aggregation program.



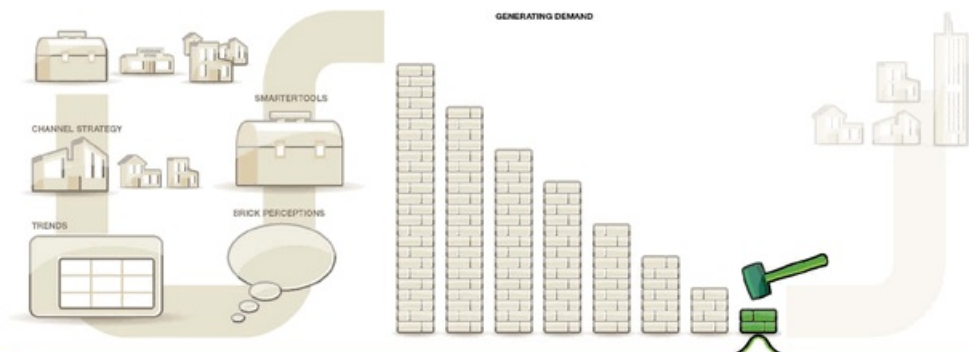
James Hardie **adds value** to customers, users and influencers, and **breaks down the brick wall to generate demand** through:

Scyon™ TakeOff
small to medium builder behavioural change program.



James Hardie **adds value** to customers, users and influencers, and **breaks down the brick wall to generate demand** through:

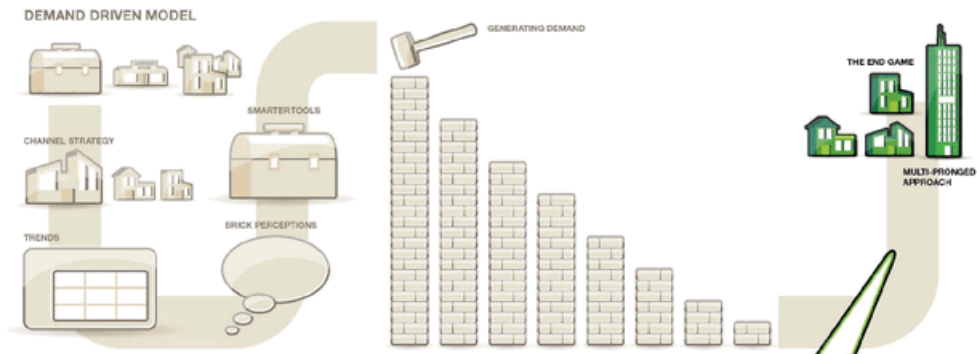
LookHome™
 trend accelerator and custom new home and renovation activation and proof vehicle.



James Hardie **adds value** to customers, users and influencers, and **breaks down the brick wall to generate demand** through:

Industry events, initiatives and media
industry awareness and influencing program.



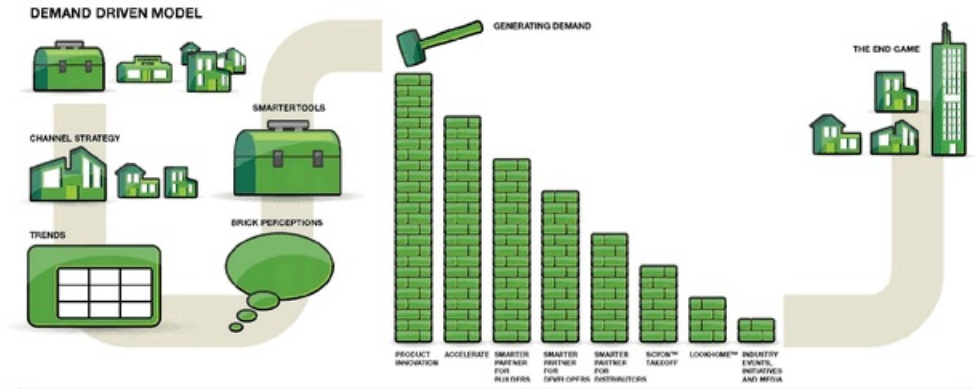


The result is **more product on more buildings**. It's driven through a **multi-pronged approach** to small to medium builders and the specifiers and consumers influencing the new homes and renovations they build, targeted activity in the commercial sector, and multi-dimensional efforts with large builders.

All of this activity **generates demand**.

In essence this means developing a **pipeline of demand**, realized in actual sales at varying times. For example we work with developers and developments which have a **two year** timeframe, project builders with an **18 - 12 month** timeframe, as well as builders about to build within the next **six months**. Finally, our efforts also include consumers at varying stages of what might be a two-year purchase timeframe, from information search to construction.





Go to Market Strategy



Appendix 3B
New Issue Announcement

Rule 2.7, 3.10.3, 3.10.4, 3.10.5

Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity

James Hardie Industries SE

ARBN

097 829 895 Incorporated in The Netherlands. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 — All issues

You must complete the relevant sections (attach sheets if there is not enough space).

1	+Class of +securities issued or to be issued	Ordinary shares/CUFS
2	Number of +securities issued or to be issued (if known) or maximum number which may be issued	16,715 ordinary shares/CUFS
3	Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid +securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)	16,715 ordinary shares/CUFS issued on exercise of options

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B
New Issue Announcement

<p>4 Do the +securities rank equally in all respects from the date of allotment with an existing +class of quoted +securities?</p> <p>If the additional securities do not rank equally, please state:</p> <ul style="list-style-type: none"> • the date from which they do • the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment • the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 	<p>Yes, rank equally with issued ordinary shares/CUFS</p>	
<p>5 Issue price or consideration</p>	<p>Allotment of ordinary shares/CUFS on exercise of options:</p> <p>5,000 at \$6.4490 5,715 at \$6.38 6,000 at \$7.05</p>	
<p>6 Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)</p>	<p>Exercise of options</p>	
<p>7 Dates of entering +securities into uncertificated holdings or despatch of certificates</p>	<p>26 March 2010</p>	
<p>8 Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)</p>	<p>Number 434,524,879</p>	<p>+Class Ordinary shares/ CUFS</p>

James Hardie Industries SE

+ See chapter 19 for defined terms

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Appendix 3B
New Issue Announcement

	Number	+Class
9 Number and +class of all +securities not quoted on ASX (including the securities in clause 2 if applicable)	14,452,819 4,740,766 No Stock Options or Restricted Stock Units have been cancelled.	Options Restricted Stock Units

10 Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally with issued ordinary shares/CUFS
---	---

Part 2 — Bonus issue or pro rata issue

11 Is security holder approval required?	Not applicable
--	----------------

12 Is the issue renounceable or non-renounceable?	Not applicable
---	----------------

13 Ratio in which the +securities will be offered	Not applicable
---	----------------

14 +Class of +securities to which the offer relates	Not applicable
---	----------------

15 +Record date to determine entitlements	Not applicable
---	----------------

16 Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable
---	----------------

17 Policy for deciding entitlements in relation to fractions	Not applicable
--	----------------

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B — Page 3

Appendix 3B
New Issue Announcement

18	Names of countries in which the entity has +security holders who will not be sent new issue documents Note: Security holders must be told how their entitlements are to be dealt with. Cross reference: rule 7.7.	Not applicable
19	Closing date for receipt of acceptances or renunciations	Not applicable
20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of +security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B
New Issue Announcement

29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements <i>in full</i> through a broker?	Not applicable
31	How do +security holders sell <i>part</i> of their entitlements through a broker and accept for the balance?	Not applicable
32	How do +security holders dispose of their entitlements (except by sale through a broker)?	Not applicable
33	+Despatch date	Not applicable

Part 3 — Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities
(tick one)

(a) Securities described in Part 1

(b) All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

- 35 If the +securities are +equity securities, the names of the 20 largest holders of the additional +securities, and the number and percentage of additional +securities held by those holders
- 36 If the +securities are +equity securities, a distribution schedule of the additional +securities setting out the number of holders in the categories
1 - 1,000
1,001 - 5,000
5,001 - 10,000
10,001 - 100,000
100,001 and over

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B — Page 5

Appendix 3B
New Issue Announcement

37 A copy of any trust deed for the additional +securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

39 Class of +securities for which quotation is sought

40 Do the +securities rank equally in all respects from the date of allotment with an existing +class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment

41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

		Number	+Class
42	Number and +class of all +securities quoted on ASX (including the securities in clause 38)	<input type="text"/>	<input type="text"/>

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B
New Issue Announcement

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the +securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those +securities should not be granted +quotation.
 - An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.
Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the +securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the +securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before +quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here: /s/ Robert E Cox Date: 26 March 2010
(Director/Company secretary)

Print name: Robert E Cox

James Hardie Industries SE