

The magazine of the
British Chamber of
Commerce in Japan

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play and freedom

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BCCJ Event:
The Nikkei Asia Story

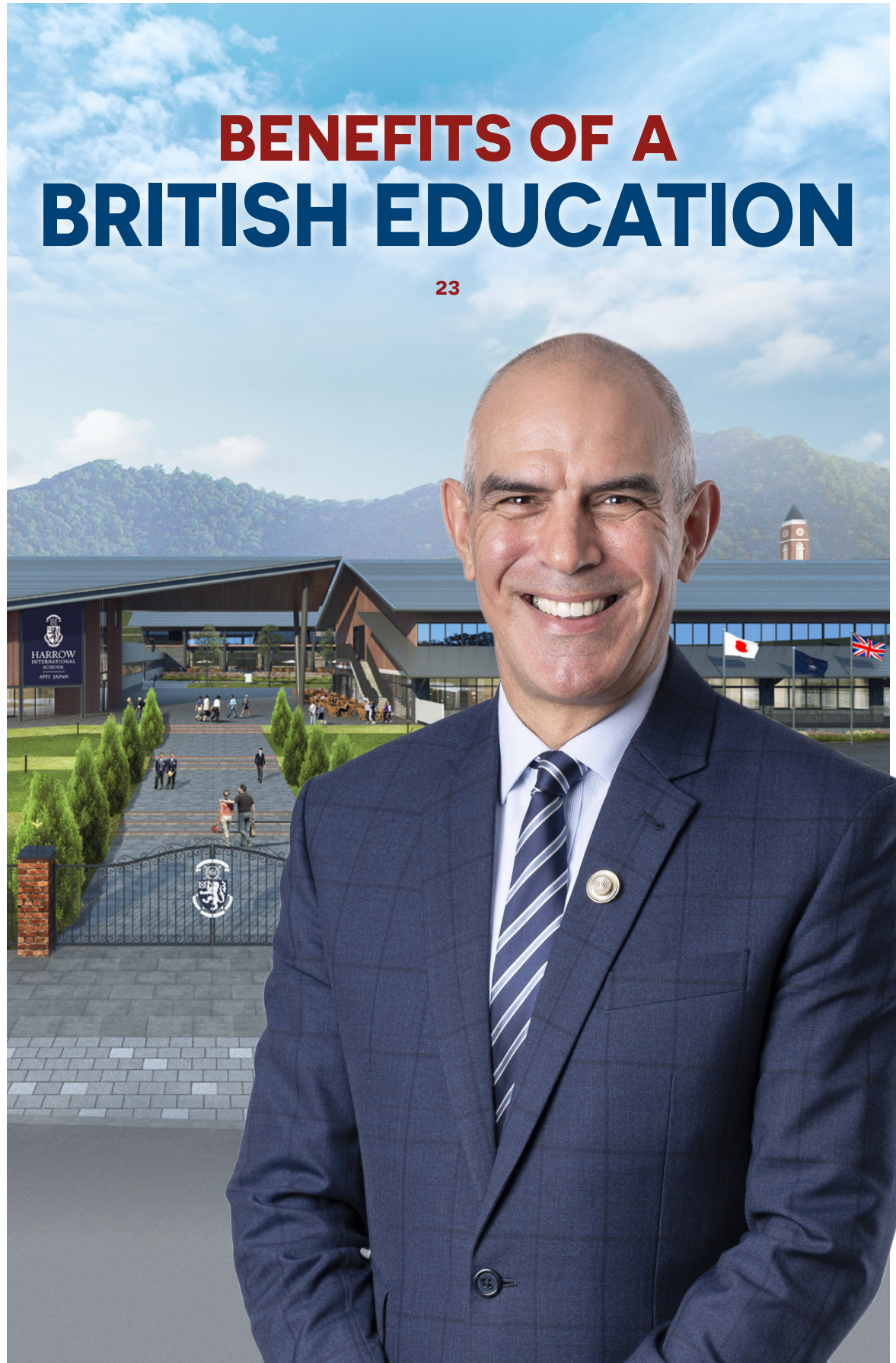
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Northern Irish
eyes smile on Japan

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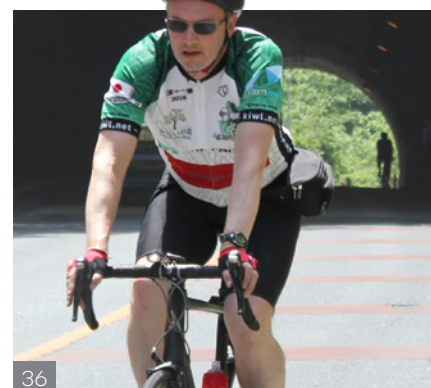
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The British Chamber of Commerce in Japan

BCCJ MISSION

To strengthen business ties between Britain and Japan, promote and support the business interests of all our Members, and actively encourage new business entrants into the Japanese market as well as Japanese investment into the UK.

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Exporting education

And how it helps British soft power

SIMON FARRELL | simon@custom-media.com

To paraphrase that classic Monty Python sketch in the *Life of Brian* film: “What did UK exports ever do for us?” Well, let’s look at the official statistics of the world’s sixth-biggest economy.

Top of the export table is vehicles. Yes, but mostly Japanese cars and, anyway, we import more foreign models than we export UK-made ones. Well, how about machinery and computers? Yes, but apart from that what have exports done for us? Gold. Well, okay, but some years we buy twice as much as we export, depending on the notoriously unstable price of the “safe haven” precious metal. Pharmaceuticals? Well, yes, maybe with vaccines this year. Crude petroleum? But, like coal, how much longer will anyone need that divisive, toxic climate changer?

Soft power

It may not be the most glamorous or contemporary sector, and education is often left off the top 10 list of UK exports, perhaps due to the indirect, invisible or otherwise difficult-to-measure impact it has on the economy and the world. Like soft power. One recent study found that exports rise by 0.8 percent for every 1 percent rise in a country’s soft power. The UK is usually first or second in the annual global soft power top 30, largely thanks to education exports.

Whether it’s foreign students at UK universities and language schools, or boarding at elite establishments, our expertise and investment in British curricula at home and abroad is in high demand. The UK Department for Education said in December that combined total exports and “transnational

It may not be the most glamorous or contemporary sector, and education is often left off the top 10 list of UK exports.

education activity” was estimated at more than £23 billion in 2018, an increase of almost nine percent over 2017. Indeed, since 2010 the estimated value of the sector has risen by more than 46 percent. That should put the combined sector in the top five of some UK export comparisons. More recent figures might skew the calculations somewhat because of the huge hit it—and many sectors—are taking from Covid-19.

So, where is all this going? Well, it brings us to the current issue of *BCCJ ACUMEN*, with its strong theme of UK education: inbound and outbound, kindergarten to high school, boarding school, further education, teacher training, exams, and more.

Turn to page 14 and you’ll find a spread about the kind boss of a large Tokyo recruitment company who is repaying goodwill and faith from his 1960s British education by funding Japanese youngsters at UK universities to, it is hoped, become global leaders. His multi-million-yen scholarships come without strings attached, or repayments. With the UK having slipped down some global education destination tables due to visas, exchange rates and fierce competition—from sunnier nations such as Australia, Canada and the United States—why choose the UK? Read on; it’s a heart-warming story sure to make Britons and educators proud.

Page 23 has more on the Benefits of a British Education, including how, why and where exclusive

Harrow and Rugby schools are finally investing in Japan. On a related subject, there’s also a recent BCCJ event (page 27), titled The Internationalisation of Japanese Universities, that was moderated by Alison Beale, director of the University of Oxford Japan office and BCCJ vice president.



Caterham Seven 160

Goals to Newcastle

And a huge congratulations to old Tokyo hand Justin Gardiner who has just been made chief operating officer at another great UK export in Japan, Caterham Cars Ltd. Occasionally featured in *ACUMEN*, he has spent almost three decades here and, to quote him, he understands “the Japanese office environment and work ethic, while not having abandoned a more British ‘get it done’ attitude”.

Gardiner invented, designed, developed, launched and marketed the wildly successful Caterham Seven 160—the first non-Japanese car conceived and designed specifically for the Japanese market. Now that’s also something to be proud of. 🇬🇧



A child at the Phoenix House North Peak enrichment campus in Hokkaido



Students at The British School in Tokyo enjoying co-curricular activities

MEDIA

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EXPATS GRANTED LIFETIME VOTE

The British government is set to remove the 15-year limit on voting abroad, giving expatriates lifetime rights in general elections. In a 27 May article published by *The Telegraph*, it was revealed that UK ministers believe expatriates should still have a say in elections, regardless of where they live. Members of Parliament believe election results still affect those living overseas, especially in regards to areas such as foreign policy, defence, immigration, pensions and trade deals.

It was also recognised that ministers debated whether these rights for expats should extend to referenda.

Cabinet Office minister Lord Nicholas True said: “In an increasingly global and connected world, most British citizens living overseas retain deep ties to the United Kingdom. Many still have family here, have a history of hard work in the UK behind them, and some have even fought for our country.

“These measures support our vision for a truly global Britain, opening up our democracy to British citizens living overseas who deserve to have their voices heard in our Parliament, no matter where they choose to live”.

SUMITOMO, VODAPHONE ENTER AFRICAN MARKET

Trading firm Sumitomo Corporation has teamed up with Vodaphone Group Plc to offer mobile services in Ethiopia.

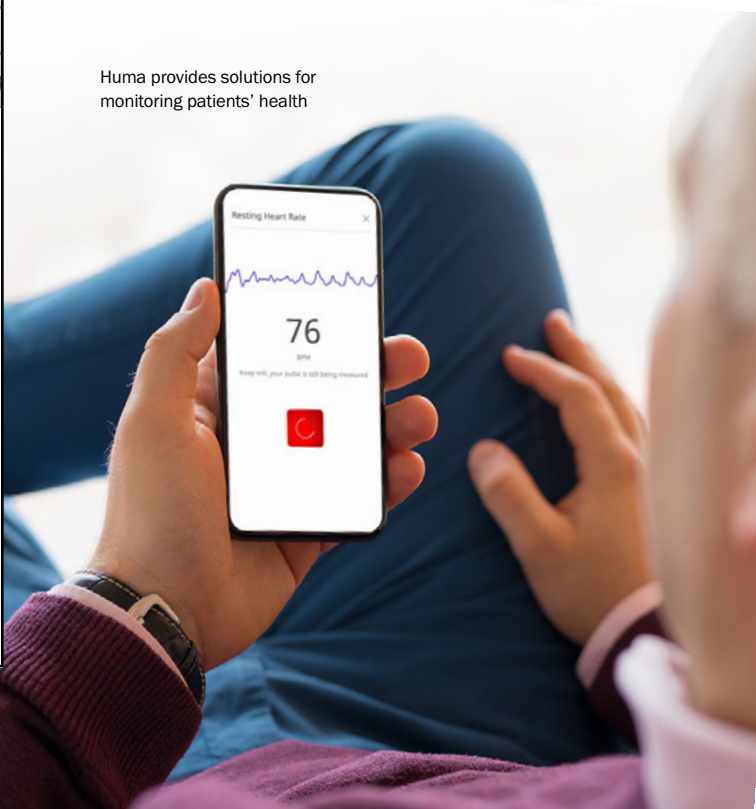
In a 24 May article published by *Nikkei Asia*, it was revealed that the collaboration includes the CDC Group, a UK government-owned development finance institution.

This will make Sumitomo the first Japanese firm to enter the African mobile phone market, and it is said that they will hold a stake of just under 30 percent.

SONY, HITACHI BACK HUMA

According to a 12 May press release, British healthcare technology firm Huma has raised more than £92 million in investments from a number of firms. Initial Japanese investment was strong, with funding coming from firms, such as Hitachi. The present round of funding has attracted contributions from Samsung and Japanese companies including Sony, as well as an individual investment from former SoftBank President and CEO Nikesh Arora. Investments in Huma have also come from British firms, such as Unilever PLC. The funds will be used to expand the firm’s digital platform to the US, as well as Asian and Middle Eastern countries.

Huma provides solutions for monitoring patients’ health





TPP TO START TALKS WITH UK

Secretary of State for International Trade, Liz Truss (left), chairs a CPTPP event in London last year.

According to a 2 June article by *Nikkei Asia*, Yasutoshi Nishimura, Japan's minister in charge of Trans-Pacific Partnership (TPP) negotiations, revealed that the members of the TPP have agreed to start negotiations for the UK's entry into the partnership during a virtual meeting of the TPP Commission. The final decision is set to be made next year or later. The UK had filed to join the Comprehensive and Progressive

Agreement for Trans-Pacific Partnership (CPTPP) earlier this year following its withdrawal from the European Union.

At the start of the process, a joint statement said it "provides an opportunity to advance the CPTPP's high-standard rules for the 21st century and further promote free trade, open and competitive markets and economic integration in the Asia-Pacific region and beyond".

DEVON CHEESE

In a news article posted on the Agriculture and Horticulture Development Board 2021 website on 27 May, it was revealed that a world-famous cheddar from Devon, England, will begin exports to Japan. The cheddar is made by Quicke's, an artisan cheese producer.

"Japan is a hugely important market for our cheese exports as it's a wealthy economy, with an understanding in their culture of excellence in food and the value of artisan production", said Mary Quicke MBE, the 14th generation of the Quicke family.

It was said that this new deal will increase Quicke's export figures, which saw 41 tonnes of cheese shipped overseas last year, worth a reported £400,000 to the family business.

NPO AWARDS TOBACCO FIRM

The non-profit Investors in People community interest firm have awarded Japan Tobacco International (JTI) the first "We invest in wellbeing" platinum accreditation. According to *The HR Director*, JTI is the leading tobacco company in the UK, and has been recognised for their high standards regarding employee wellbeing.

The award is based on an assessment of the social, physical and psychological wellbeing of a firm's employees. It was found that JTI UK meets the award's framework requirements.

NEWS BRIEFS

OSPREAY HEADS HOME

The New Japan Pro Wrestling promotion firm has confirmed that British wrestler Will Ospreay returned to the UK for treatment after sustaining a neck injury. This has forced him to vacate the IWGP World Heavyweight Title. (*Metro*, 20 May)

JX NIPPON LOOKS TO SELL OIL ASSETS



JX Nippon is looking to sell its British North Sea assets—which include stakes in some of the basin's biggest fields—that it acquired on entering the basin in 2002. The deal is expected to bring in more than ¥163 billion. (*Reuters*, 25 May)

FAITH IN JAB DIFFERS

Based on a survey conducted of 15 countries, Britons have the most faith in the Covid-19 vaccination with 87 percent saying they trust the jab. This is in stark contrast with Japan who reported the lowest levels of trust at just 47 percent. (*BBC*, 4 June)

SAKURA IN CHEADLE

Ninety-nine cherry trees have been planted in Bruntwood Park, Cheadle to celebrate bilateral relations. The trees are some of the 6,500 ones given as part of the Japan-UK Season of Culture 2019-2021. (*Marketing Stockport*, 28 April)

SKY BROWN QUALIFIES FOR TOKYO OLYMPICS

Less than one year after fracturing her skull, the 12-year old British-Japanese skateboarder, Sky Brown, is set to qualify for the Tokyo 2020 Summer Olympics. This would make her Britain's youngest summer Olympian ever. (*Sky News*, 24 May)

GREAT BRITISH PRODUCTS

With the new UK-Japan Comprehensive Economic Partnership Agreement set to strengthen bilateral trade between the two countries, *BCCJ ACUMEN* is introducing a new section to showcase the high quality and diverse UK brands available in Japan. If you would like to be included in this, please contact acumen@custom-media.com



NYETIMBER 1086 PRESTIGE CUVEE 2009

nyetimber.jp #Nyetimber #PerfectlyBritish

This year Nyetimber has the perfect gift for Father's Day. The 1086 Prestige Cuvée is the first of its kind to have been created in England. Made in 2009 from grapes harvested in prime conditions, this luxurious wine has aged beautifully over the past 10 years. A wonderful gift for a special occasion!

SILENT POOL GIN

silentpooldistillers.com

Silent Pool Gin is a luxury London Dry gin handcrafted in the heart of Surrey Hills in SE England, inspired by the beauty of Silent Pool lake. It is made using 24 hand-selected, unique botanicals such as rose petals, kaffir lime leaves, lavender and elderflower. We recommend mixing with Fever Tree Elderflower Tonic Water over ice, in a Copa glass, with orange zest for garnish. Silent Pool Gin is also available as a gift pack, including a beautiful Copa Glass—a perfect gift for friends and family.

📍 Available at Amazon, Rakuten, department stores such as Isetan, and local liquor shops.



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For more information, please contact hirokawasaki@scottishsalmon.com



LOTUS CARS

lotus-cars.jp

Japan has been Lotus Cars' largest market for many years, a sign that the ethos of performance through lightweight and simplicity resonates with the nation's petrol heads. Production of the Toyota-powered Elise, Exige (pictured) and Evora ends this year, to make space at the Norfolk factory for a new line-up of electric sports cars. Now, dealers across the country have more customers than stock, sending second-hand prices skyward.





Notes from the Executive Director's desk

LORI HENDERSON MBE

As well as delivering great content, the BCCJ team are on a mission to bring you increased connectivity. Members may have noticed that we've been delivering new member-to-member networking, business development opportunities and real-time intel using the following innovative online platforms and diverse formats.

- BCCJ Pulse
- Feature Fridays
- Welcome Wednesdays
- Virtual Tea Times

Be sure to check these out and let us know if your business might benefit from being involved. There's more to life than Zoom, after all!

Events

This month, we will be kick-starting two new event series designed to keep you informed, inspired and thriving in 2021. The first is The Future of Work—Building Back Better, and the second is Estate Planning. The first series will focus on post-coronavirus recovery and the wellness of people and places. The latter will deep dive into the management of personal assets, covering topics such as gift and inheritance tax, wills, pensions, and family offices.

Know your network

Did you know that, through membership of the BCCJ, you can enjoy direct access to firms from 40 industries? Connecting with these firms and, indeed, with various other UK-related organisations—as well as places of historical and cultural significance—across Japan is about to become easier, thanks to our new UK in Japan MAPPED digital directory.

BBA 2021

This year, the largest annual celebration of UK-Japan culture and commerce, the British Business Awards will be held on the evening of 5 November. Our BCCJ team promise to go above and beyond to deliver an outstanding hybrid black-tie event, live-streamed from an impressive and exciting venue in Tokyo. There is more to come on this year's BBA format, as well as announcements on the judges, nomination categories, timeline, sponsorship opportunities and surprise goodies. For now, save the date! You won't want to miss this.

Regions

The BCCJ is in the process of adding a new regional membership category. This will be available to organisations and individuals outside the Kanto region, and is designed to promote business

The BCCJ is in the process of adding a new regional membership category.

exchanges across the country. On the topic of regional promotion, we are excited to be rolling out Tohoku Week in July. This is another first for the chamber, supporting and showcasing businesses and colleagues affected by the 2011 disasters in Miyagi, Fukushima and Iwate Prefectures.

Relocation

Last but not least, we're moving! On 1 July we will relocate to a new location, supported by a BCCJ Platinum member company. This is a landmark and rather creative move for our 73-year old chamber. Keep an eye on the BCCJ communications channels for teasers!

I sign off this column with a huge thanks to all members who continue to invest time, treasure and talent in the BCCJ. Despite the challenges we've faced collectively over the past 12 months, we're heartened by your ongoing investment in our UK-Japan community, and pledge our steadfast commitment to delivering creative and relevant member services that matter to your business. 🇬🇧

Take the pain out of translation

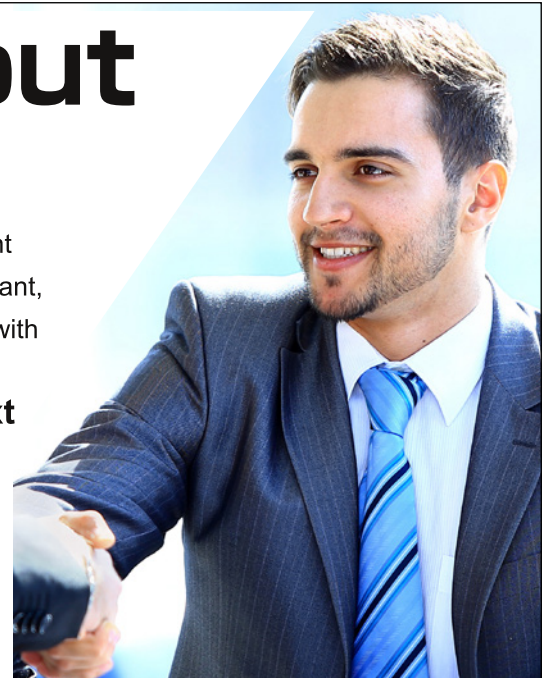
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Value our key workers

DAVID BICKLE OBE | @BCCJ_President

In 2018 the UK's Burdett Trust for Nursing launched Nursing Now, a three-year programme to raise the status and profile of nurses. In collaboration with the World Health Organization (WHO) and the International Council of Nurses, the programme has expanded to 126 countries, including Japan.

By raising the profile and status of nursing, the campaign has contributed significantly to global health, economic development and gender equity. Progress towards these goals requires sustained commitment, and the legacy of Nursing Now will continue via the Nursing Now Challenge, developing leadership opportunities for nurses throughout the world.

Giving thanks

Praising the success of Nursing Now, WHO Director-General Dr Tedros Adhanom Ghebreyesus has urged countries to invest in nurses, so they are supported, protected, motivated and equipped to deliver safe care. It is fitting that 2021 has been designated the WHO International Year of Health and Care Workers.

Against this background, I was honoured to join President Jenifer Rogers, of the American Chamber of Commerce in Japan, on 27 May to welcome guests and distinguished speakers to a healthcare meeting entitled, Appreciation of Healthcare Workers in Japan. In preparing for the online event,

I noted the role of America's first professionally trained nurse, Linda Richards, in setting up one of Japan's first nursing schools at Kyoto's Doshisha Hospital in the late 1880s. It was pleasing to learn, too, that Richards had trained in the UK under Florence Nightingale (1820-1910).

Although Nightingale was a prominent statistician, she is best remembered as the founder of modern nursing. In the UK, this aspect of her career is cemented in popular culture by her image, as the Lady with the Lamp, featured on £10 banknotes between 1975 and 1991. More recently, the temporary National Health Service (NHS) hospitals constructed to look after the UK's Covid-19 patients have been named after her.

Public contribution

The NHS itself is a source of UK national pride, and many will recall it being celebrated during the opening ceremony of the 2012 London Olympic and Paralympic Games. In 2020 and 2021, we have seen people gather on their doorsteps during the Covid-19 lockdowns to applaud NHS workers as part of the Clap for Carers campaign.

With the dedication of those workers at the forefront of national consciousness, we saw the public seeking tangible ways to connect with this outpouring of appreciation. Some turned to fundraising, none more spectacularly than

The NHS itself is a source of UK national pride.

Captain Sir Thomas Moore (1920-2021)—the British Army officer more widely known as Captain Tom—who set out before his 100th birthday to raise £1,000 for NHS charities, and closed his campaign with almost £40 million.

The popularity of fundraising and gestures of support reflects a collective desire to show appreciation for the extraordinary sacrifice and service that healthcare workers provide. It is important, though, that we focus not only on what these dedicated individuals do, but also on who they are. As husbands and wives, mothers and fathers, sisters and brothers, friends and neighbours in our communities they, like the rest of us, have good days and bad days. Days when they are fuelled with energy, and days when they are running on empty.

So, whilst healthcare workers in Japan and around the world may appear superhuman, let us never forget the reality that, to continue delivering their miracles, they need and deserve not just our gratitude, but also our most sincere and genuine support. From both government and society at large. Not just now, during a pandemic, but always. 🇬🇧



Covid-19 Updates from Governor Yuriko Koike

In partnership with the Tokyo Metropolitan Government, Custom Media's In Japan TV video channel is presenting weekly updates in English from Tokyo Governor Yuriko Koike on the Covid-19 situation.

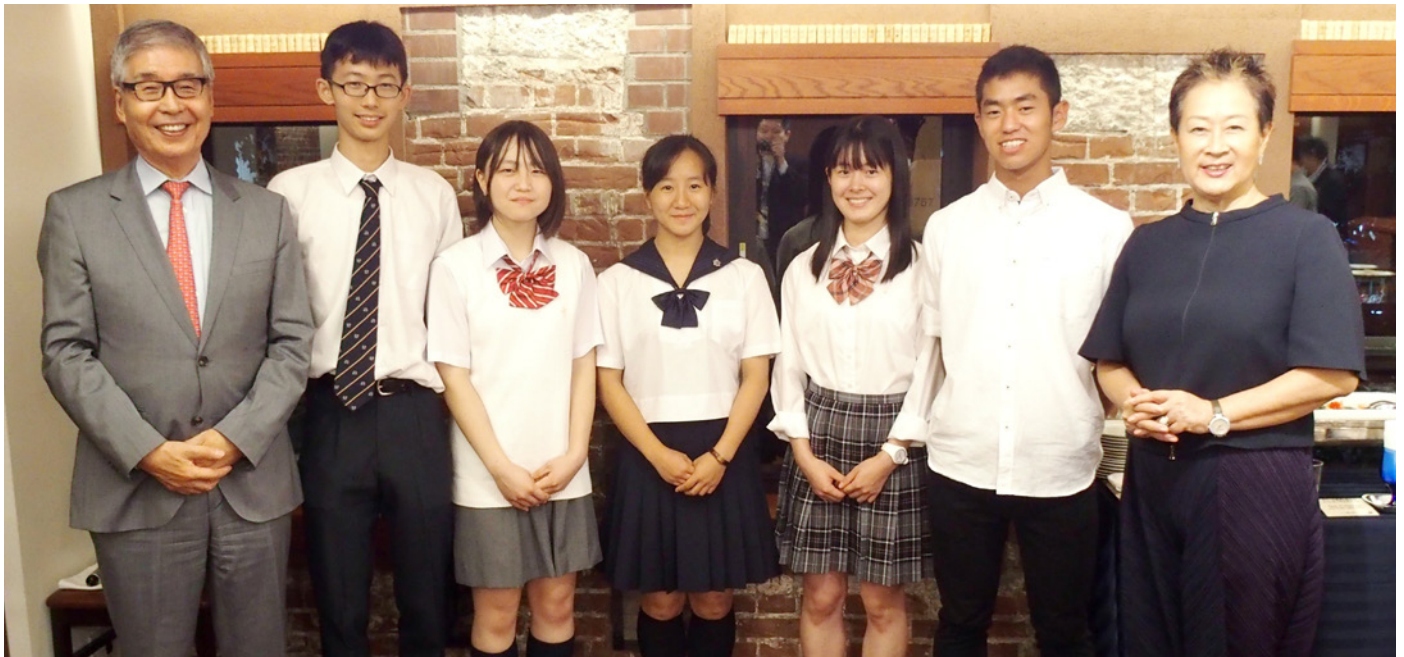


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LAND OF FAIR PLAY AND FREEDOM

Japan's future leaders learn diversity and equality in the UK

BY SIMON FARRELL



From left: Tadayoshi Tazaki with his foundation's first scholarship students and his wife Hiromi, Chairman and CEO of JAC Group

The Tazaki Foundation was created in 2016 to support Japanese students wishing to pursue studies in the United Kingdom, where top schools continue to enjoy a leading position in international academia and education. We spoke with founder and President Tadayoshi Tazaki, who was also the prime mover, director and chief adviser in setting up the Japan Agency and Consultancy (JAC) Recruitment Co., Ltd.

What is the Tazaki Foundation and what does it do?

The Tazaki Foundation, as a charitable trust, aims to facilitate the development of Japanese youth by providing support for their pursuit of studying in the UK. They start with two years at a UK public school, starting at the age of 16, with a view to gaining admis-

sion to Oxford, Cambridge or another prestigious UK university, where we also support them. The hope is that these young people might eventually become truly global leaders.

Each scholarship, amounting to ¥40 million in total, is repayment-free and to be used to undertake their studies in the UK over five years.

It differs greatly from the system in Japan, where most aspiring to study overseas tend to do so immediately after graduation from junior high or high school.

In Japan, on finishing high school, a student receives a diploma recognised exclusively in Japan. But a student who passes the UK's General Certificate of Education Advanced Level examinations—subsequent to completion of the UK's sixth form curriculum—has a qualification recognised by uni-

Young women account for some 80% of Tazaki Foundation study abroad candidates and roughly half of our scholarship recipients.

versities worldwide. For this reason, I am convinced that providing young people with an opportunity to study at an overseas university sets the stage for them to become global leaders.

Why did you choose the UK?

For one, I admire the UK's well-established approach of encouraging British nationals to develop a sense of

I find that British people embrace a deeprooted culture of charity and mutual aid, with the nation being home to charitable organisations that take meaningful action.

freedom and discipline, while focusing on instilling respect for individuality and developing students' potential and talents.

This aligns with the principles of JAC Recruitment and its philosophy that every employee should exhibit freedom of thought, high aspirations, and stringent self-discipline.

Another factor in having chosen the UK involves the notion of diversity and inclusion. I embrace the nation's approach of treating everyone equally without showing favouritism based on constructs, such as race, nationality, or gender. This reflects the deep-rooted spirit of fair play prevalent among British people.

Further, I wish to give something back to the UK to show my appreciation for the country having enabled me to become a global leader, and the proprietor of a recruitment consultancy operating in 11 countries.

Tell us about your memories of life in the UK.

My parents initially financed my studies overseas, but I ended up running out of funds whilst at the University of Cambridge after completing public school studies. Given my lack of funds, I turned to a university bursar who felt I ought to stay at Cambridge. He recognised that I had been studying in the UK in the hope of benefitting Japan as a result of my university studies. The bursar offered me loans to cover tuition and residence until graduation. Furthermore, he told me that I wouldn't have to start making repayments until after joining the workforce. Having been deeply moved by the bursar's understanding of my situation, I have a deep affection for, and am grateful to, the UK and its spirit of freedom and discipline.

On another occasion, I ended up declining an invitation from my friends to join them at a pub. Although I gave the excuse that I needed to study, my refusal was actually due to concerns regarding

my finances and poor English. On waking up the next morning, I found that my friends had set a beer out for me as a gesture of kindness, obviously having known my situation.

I also held numerous part-time jobs enabling me to interact with many British people. I was treated with dignity, as a fellow human being and without discrimination during that time in the 1960s, which was not that long after the end of WWII. I remain grateful to the people of the UK for that.

Did you experience, observe or hear about any culture clashes?

The adage "foul is fair" comes to mind. For instance, Japan enlists an approach deemed fair whereby students take exams derived from textbook content and graded based on objectively right or wrong answers.

In contrast, the UK's approach relies less on textbooks, with evaluation hinging on teacher assessment. British education essentially involves instilling knowledge and competence necessary for survival as an adult, in a world ripe with irrationality and inequality. In that respect, I feel that clashes of culture experienced nowadays are not dissimilar to those I encountered some 60 years ago.

Are you doing anything special to help Japanese women study in the UK?

Young women account for some 80% of Tazaki Foundation study abroad candidates and roughly half of our scholarship recipients. We are pleased that many of today's young women aspire to study in the UK, and we seek to actively support them.

What careers do your beneficiaries choose?

We hope Tazaki Foundation scholarship recipients go on to perform active societal roles across all

fields of expertise. One of our scholars, for example, developed a talent at public school as a musician, and went on to the Royal College of Music as a scholarship student, achieving top grades. Others have pursued majors that include mathematics, computer science, economics, business management, linguistics, philosophy, politics and economics. We hope these students eventually play active roles in their respective fields of study.

What is the biggest lesson you learned there?

I find that British people embrace a deep-rooted culture of charity and mutual aid, with the nation being home to charitable organisations that take meaningful action. Having internalised that sort of culture and mindset, I went on to create the foundation in order to help Japanese youth develop into international leaders.

How are JAC and the recruitment industry doing, especially during Covid?

My wife, the co-founder, chairman and chief executive officer of the JAC Group, Hiromi Tazaki, has been spearheading business expansion efforts. Meanwhile, the recruitment market in 2021 seems to be mounting a recovery—albeit depending on the national market—after a brief phase of contraction in 2020 due to Covid-19.

Is there anything else you would like to share with BCCJ ACUMEN readers?

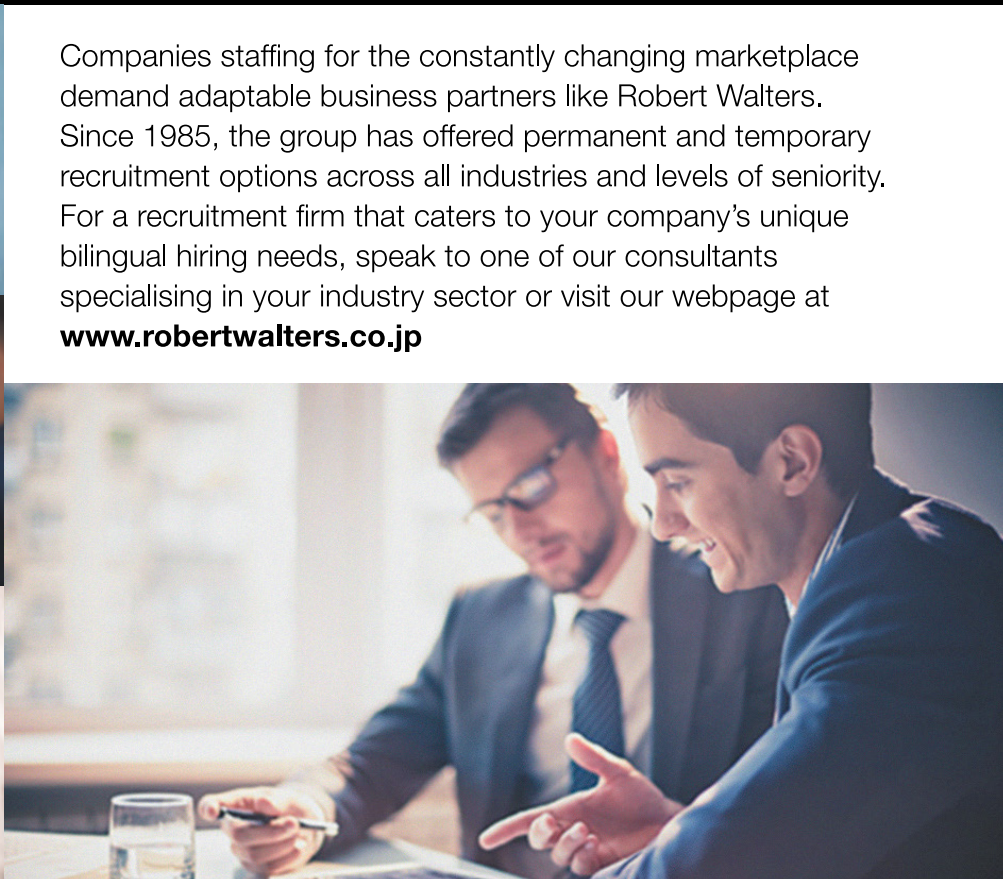
There are many similarities between Japan and the UK, such as both being island nations, having long-standing monarchies, and driving on the left. Given our similarities, I hope to see bilateral relations grow stronger in a post-Brexit landscape, albeit nearly a century since the 1923 official termination of the Anglo-Japanese Alliance, particularly now that Japan is poised to join the Five Eyes intelligence alliance comprising Australia, Canada, New Zealand, the US and the UK.

At a time when many companies are facing challenges due to Covid-19, I would like our firm and other BCCJ member enterprises to help promote business, as well as economic and social growth, while at the same time spurring on further Japanese development on the international stage. 🌸



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THE NIKKEI ASIA STORY

How a financial weekly is leading media's digital transition—thanks to the FT

BY MEGAN CASSON

Nikkei, Inc. bought the *Financial Times* (FT) from Pearson plc in 2015 for a reported £844 million.

The British Chamber of Commerce in Japan (BCCJ) held a virtual event on 22 April, in which Chris Grimes, executive editor at *Nikkei Asia*, and Francesca Regalado, staff writer at *Nikkei Asia*, discussed the implications of the acquisition, the evolution of *Nikkei Asia*, and how journalism continues to evolve.

Graham Davis, senior adviser to the BCCJ, moderated the event.



Nikkei going digital

Grimes began by addressing the digitalisation of *Nikkei Asia*, and how the FT helped in the transition. “One of the things that I think they wanted to do at Nikkei was for the *Financial Times* to transfer some of its experience building a digital-first subscription business, which is something that we’ve been working on for over 20 years. *The Nikkei Asian Review* has become a laboratory for a bigger transition into digital publishing.

“We’d always had a pretty good website, but the newspapers still dictated everything that we did, and around 2015, we started to flip this upside down. We realised we’ve been publishing stories according to the newspapers schedule, which went online around 10 o’clock, which is exactly when our readers were not there.”

Noting an increase in readership due to this change, Grimes affirmed, “We really like what we see in regard to our daily readership; on average, it’s more than five times what it was three years ago”.



Chris Grimes
Nikkei Asia
Executive editor



Francesca Regalado
Nikkei Asia
Staff writer

Diverse readers

Regalado commented on *Nikkei Asia*'s global readership growth and how she considers this when writing a story. “Our readership, as far as our marketing team tells us, is really growing in South-East Asia, and holds the greatest promise for us in terms of potential readers. So, when I’m sitting down to write a story, I think of the reader in South-East Asia.

“I grew up in the Philippines, and when I think about my friends or relatives, and what topics might be relevant to them, and how to write about those subjects in an engaging manner, I recognize that there is a tendency, sometimes, to become a little hyper local and focus too much on Japan. I’m prone to that. When I write about the Olympics, for example, it seems like a very Japanese story, but it’s also a business story, and an international relations story”.

Style influence

Grimes spoke about readership influence when it comes to the style used at *Nikkei Asia*. “Since we are trying to reach an English-reading audience, we are going into the Anglo-American style”, he stated.

“I think the idea of a ‘voice’ is really interesting”, he continued, “and it goes back to the idea of an

Asian perspective. We have a core of Japanese reporters who are writing in English, but we also have people from Indonesia, the Philippines, Vietnam, Hong Kong, China and Korea. I think in a way, at least in terms of perspective, it is unique”.

Choosing the right story

“What’s a good story?” Grimes pondered. “I think we are still trying to put out a story that we feel is important, newsworthy and interesting. The higher truth question doesn’t pop into my head very often, but every now and then you really do feel it”.

“When we were covering Hong Kong last year”, he went on to explain, “you really felt like you were doing something that was incredibly important”.

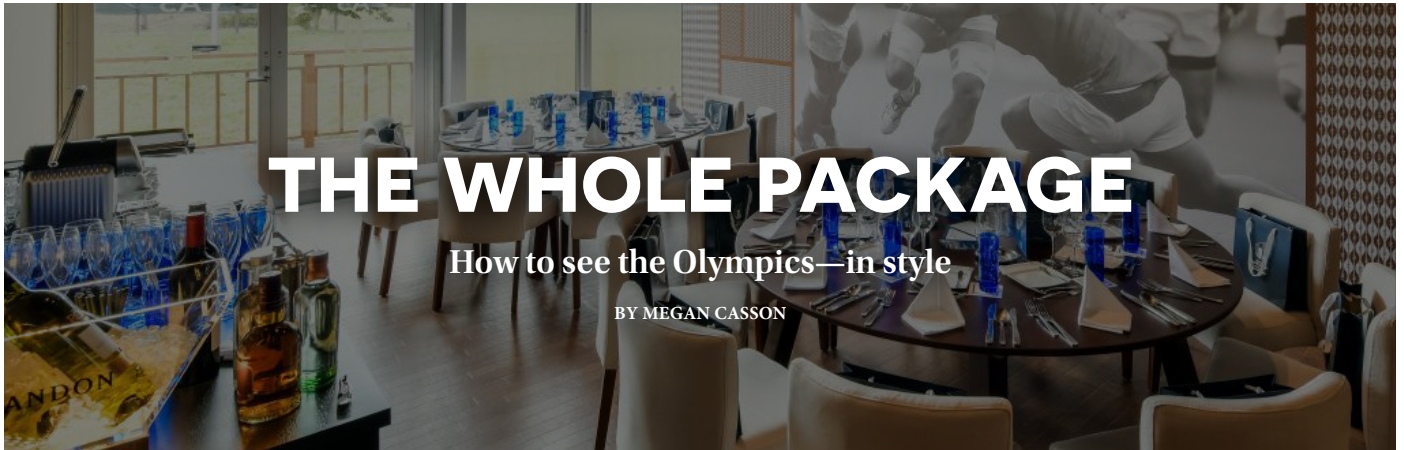
On the subject of inspiration, Regalado remarks, “When people ask me, ‘How do you come up with your stories?’ I always say, ‘They don’t come from my imagination. I observe things, I write down how I see it in my notebook, and then I transfer what’s in my notebook to a story.”

On her personal perspective in journalism, she shared: “There are some stories that were close to me, where I had to pull myself back and try to see it in a less personal light. There was one recent example of that. I wrote about how the Japanese state of emergency and border restrictions were affecting foreign students. As a former international student, someone who’s also had to deal with immigration issues, myself, I definitely felt for them.

“When I look back in my stories”, Regalado continued, “the ones that I feel most proud of aren’t the ones that got the most clicks for page views. They’re the ones that held up. Where I look back six months later, pick out a line and say, ‘Oh, that’s still true today.” 🇬🇧



“We really like what we see in regard to our daily readership; on average, it’s more than five times what it was three years ago”.



THE WHOLE PACKAGE

How to see the Olympics—in style

BY MEGAN CASSON

Global sporting events continue to encourage thousands of sports fans to travel far and wide, excited to see their home country’s team take a stab at winning an international competition. One firm, Sports, Travel and Hospitality (STH) Japan, has become a leading provider of sports hospitality and premium spectator experiences in Japan. The firm provides high-quality packages with, rolled into one, everything you might need: top-category tickets, food and drink to be enjoyed before the event, and support from dedicated staff from arrival to departure.

Established in 2017, STH Japan is a joint venture between the STH Group, headquartered in London, and Japan’s largest travel agency, JTB Corporation. Having enjoyed great success since its inception, the Japanese firm shows no signs of slowing down. *BCCJ ACUMEN* sat down with David MacCallum, commercial director at STH Japan, to talk about the British Chamber of Commerce member company’s road to Japan, the Tokyo 2020 Olympic Games, and what the future may hold.

Back to the beginning

STH Group was initially a joint venture between Sodexo UK and British entertainment services provider Mike Burton Group Ltd. MacCallum explained how this took off. “STH Group was the global rights holder for the official hospitality and travel programmes for the 2019 Rugby World Cup”, he said. “They created unique corporate entertainment packages for rugby fans travelling to the event from around the world.

“In 2017, STH Group and JTB Corporation had established STH Japan as a joint venture, with the aim to design and build corporate hospitality experiences at each of the 12 2019 Rugby World Cup venues across Japan”, he explained.

“Our mission was not only to plan, sell and operate the official hospitality programmes, but also to introduce sports hospitality and VIP experiences as a new form of sports spectating in Japan”.

Road to Japan

The 2019 Rugby World Cup (RWC) was hugely successful, with a record 99.3 percent venue capacity and 1.84 million tickets sold. Countries all over the world were celebrating, and it put Japan in the global spotlight.

MacCallum shared how successful the hospitality packages had been, revealing that the programme had sold more than 130,000 tickets—all bundled into 63,809 hospitality packages.

“Seventy percent of customers came from Japan, and the remaining 30 percent were from the rest of the world”, MacCallum explained.

However, while the tournament was a success, challenges remained.

“The sports hospitality concept is still relatively new in Japan and, therefore, stadiums do not have extensive hospitality capabilities. However, our team of experts tackled the challenge face on and created the hospitality facilities by either building them from scratch or sourcing facilities which wouldn’t normally hold hospitality events.

“With 10 types of packages made available for fans, this meant we needed 47 venues across the country to cater for all, totalling 233 hospitality sessions to take place over six weeks”.

Programmes

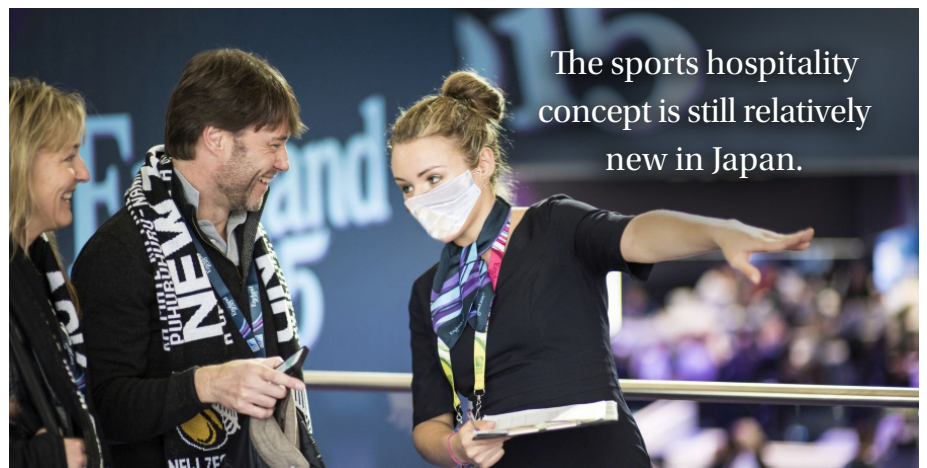
The 2019 RWC was atmospheric, electric and exciting, and MacCallum related just how STH Japan’s luxury hospitality packages had added to that.

“Our packages ranged from private suites to contemporary lounges. The most popular package was our flagship structure, The Webb Ellis Pavilion and Suites.

“The package hosted just under 9,000 guests throughout the seven rugby matches played in Yokohama. The pavilion accommodated 1,300 guests and included 18 private suites, and a shared restaurant for International Stadium Yokohama hospitality clients”, MacCallum said, adding that the structure was located adjacent to the International Stadium Yokohama. The pavilion had stretched to about 3,850m², standing 7.4m at its highest point.

“This was one of the largest temporary structures of its kind to be built in Japan, and it required the combined work of local and international experts to build.

“Construction began on 1 June 2019, and it took approximately 120 days to erect the pavilion and finish the interiors”.



The sports hospitality concept is still relatively new in Japan.



The Webb Ellis Pavilion in Yokohama built for the 2019 Rugby World Cup

Sun and games

With the success of the 2019 RWC under STH Japan's belt, the firm is now looking to the future, as the Tokyo 2020 Olympic Games rapidly approach. MacCallum spoke about the highly anticipated global event, and what STH is offering spectators.

"If you want the best seats available, a delicious private meal before the event—the majority at an amazing off-site location—and first-class service throughout, a hospitality package is the way to go".

MacCallum explained how STH Japan will be offering Official Hospitality packages to those who are looking for more of an overall experience. "Think about how much you would spend on a fine dining meal, drinks before and after the event, and the best available seats in the stadium. For those with a little more to spend on a ticket, Official Hospitality packages will offer a first-class experience. You can watch one of the world's best athletes from the comfort of an incredible seat, all while creating a once in a lifetime experience".

MacCallum revealed that there are eight unique packages on offer, across 15 different sport sessions, all at different prices.

"Depending on the package of choice, you can expect to receive a wonderful experience", MacCallum explained.

"Purchasing an official hospitality package guarantees you and your guests the best available seats, gourmet dining menus—prepared by top chefs—and complementing drinks. You can also purchase packages that include exciting entertainment, some of which is provided in the hospitality

The programme had sold more than 130,000 tickets— all bundled into 63,809 hospitality packages.

venue itself, with some selected packages including a dedicated event host and special guest appearances to ensure your day is truly unforgettable".

MacCallum touched on how these packages are designed to cater not only to individuals, but also to corporate guests. "Entertaining key contacts in a relaxed and informal setting, such as a sporting event, is extremely important for business. Dedicated hosts ensure your event runs smoothly so you can concentrate on impressing clients—all against the backdrop of world-class sport". This can also be utilised as a reward for employees. "Relaxing in a more informal setting allows colleagues the opportunity to bond over a unique experience, thereby strengthening the team and boosting morale.

"Those who purchase hospitality packages also receive an elegant, commemorative souvenir VIP access pass and lanyard".

While the coronavirus and the Tokyo 2020 Olympic Games have been subject to plenty of discourse over the past year, MacCallum emphasised the hygiene and safety measures that are to be taken by STH Japan to ensure those who purchase packages are able to enjoy themselves safely.

"Our enhanced hygiene and safety measures at Tokyo 2020 Olympic Official Hospitality spaces are designed to keep guests as safe as possible, whilst still providing a world-class experience.

"We will conduct meticulous hygiene measures when providing food and drink, and safety measures to avoid overcrowding and control social distancing", MacCallum stressed.

Future plans

STH Japan is looking forward to plenty of thrilling events after the Tokyo 2020 Olympic Games. They recently launched the Rugby World Cup 2023 official travel packages for the event to be held in France.

"We have various exciting travel options, each offering a unique experience for fans, including guaranteed match tickets, as well as accommodation and travel services", MacCallum enthused.

"We have also been appointed the official distributor for the Formula One Paddock Club, the exclusive VIP hospitality for the Japanese Grand Prix at the Suzuka Circuit, Mie Prefecture, to be held in October".

There are many more exciting opportunities that STH Japan is working on, across various sports. These will be announced in the coming months.

"Since it started operations here, STH Japan has grown in ambition to secure a reputation for excellence in Japan", MacCallum said.

As the world again opens up to travel, and large-scale events are hosted once more, the business opportunities for STH Japan can only continue to expand. 🇬🇧

If you are interested in buying a package for the Tokyo 2020 Olympic Games, please visit: <https://officialhospitality.tokyo2020.org>
Or contact: info@officialhospitality.tokyo2020.org

To find out when other packages go on sale, and to hear about the latest news and offers, sign up to the mailing list: www.sthjapan.com/en/early-access-sign-up



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The hospitality package descriptions and package linkage options may be subject to change.
Only residents of Japan can submit an enquiry for Tokyo 2020 Olympic Official Hospitality.

Tokyo 2020 Olympic Official Hospitality Office (STH Japan K.K.)

Tokyo 2020 Olympic Official Hospitality Packages provide official hospitality within the ticketed perimeter of venues hosting events during the Olympic Games Tokyo 2020. Tokyo 2020 has appointed a consortium of STH Japan, JTB, Sodexo as the global, exclusive provider of Production, Sales and Fulfilment services for this programme.



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Getting Results Without Authority	1 hr
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Overcoming Workplace Negativity with Enthusiasm	2 hrs
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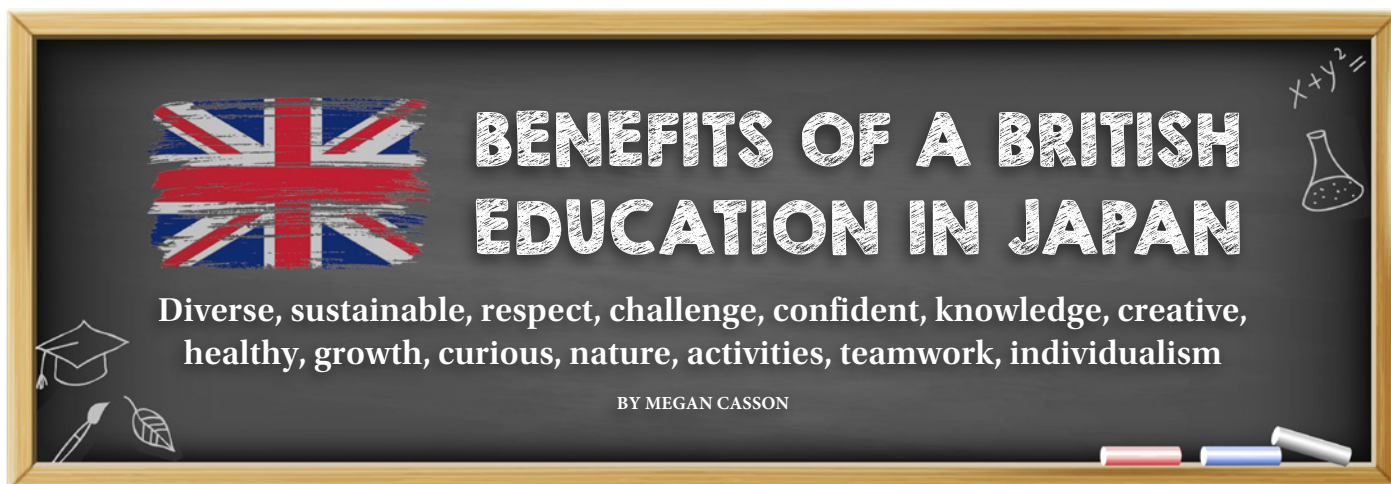
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For expatriate families who cannot speak Japanese, and want to keep their children's education and curriculum steady, international schools in Japan share a footing that also provides comfort, familiarity and security.

With a variety of curricula on offer in Japan, families from abroad have a number of options when it comes to choosing schools for their children.

While the presence of the British curriculum in Japan is notable, there are several new schools preparing to open their doors in the near future. *BCCJ ACUMEN* spoke with these, as well as with schools that already enjoy a favourable reputation in the community. We asked how the institutions plan to educate future generations, and how the British-inspired curriculum will help them do so.

Seamless transition

The British School in Tokyo (BST) was established in 1989 and is at the heart of the British expat community. It has expanded to two campuses with a total of more than 200 members of staff and 1,000 students. Recently, it was confirmed that a new primary school campus has been launched in partnership with Mori Building Corporation. Scheduled to open in 2023, the school will welcome children from nursery to year six, and will be replacing the current primary school facilities at the Shibuya and Showa locations. The new campus will include outdoor areas, an indoor pool, a gym and a library and will be located in the Toranomon-Azabudai Project building, designed by architects at the London-based design and architecture studio, Thomas Heatherwick Studio.

Paul Tough, principal at BST, spoke about the school's origins. "The school was set up as a charitable trust in 1988 by a group of parents who wanted their children to have a British style education in Tokyo.

"In the early years of the school, the majority of founding families were British, and would inevitably need to move back to the UK. The curriculum at BST provided their children with a seamless transition back into the British schooling system.

"Early on, when the students were aged between five and 10, the majority were British. Today, the school provides education to children aged three to 18—representing more than 65 nationalities—over a third of whom are neither British or Japanese."

The school's curriculum is based on the national curriculum for England and has been tailored to support its international students. "The curriculum helps students develop a range of essential thinking skills, knowledge of critical concepts and, crucially, an aptitude for continuous learning," said Tough.

Rich and structured

In 2004, Clarence Education Asia (CEA) was co-founded by Fei-Fei Hu, a British-Chinese entrepreneur. Kirsten O'Connor, senior education advisor at Clarence Education Asia, said: "The Clarence Education Asia Group has been devel-

oping and operating British international schools and paving the way for prestigious British public schools to provide the highest quality education to children."

The most notable CEA school in Japan is Clarence International School (CIS), which was established in 2016, and is located in Omotesando, Tokyo.

"Established in partnership with The Prince's Foundation for Children & the Arts—now known as Children & the Arts—a charity founded in 2002 by The Prince of Wales, CIS now educates 65 children, with a focus on the arts, underpinned by the Early Years foundation stage."

Speaking on the Early Years foundation stage (EYFS), O'Connor said, "It is a rich and structured curriculum, well matched to children's early development stages. The programme is enhanced by an art-based approach to enable children to develop, enrich and extend their creativity.

"The founders of CIS were keen to make sure the children enjoyed a practical and creative learning environment. Developmental activities



The British School in Tokyo's curriculum is based on the national curriculum for England and has been tailored to support its international students.

embedded within play—as well as plenty of opportunity to explore the performing and visual arts—form the basis of the school.

“The EYFS curriculum offers excellent structure, while also being conscious of the age of children and their physical developmental needs.”

Another open door

Clarence International School will no longer be the only institution that CEA operate in Japan. Set to open in central Tokyo and Hokkaido in August is Phoenix House International School.

“Phoenix House is within walking distance of the Imperial Palace and the British Embassy Tokyo. As a language-rich international school, based on the national curriculum of England, we will welcome children between the ages of five and 11,” said O’Connor.

“Offering a well-structured learning programme, the national curriculum of England has excellent provision for the development of core reading, writing and maths skills—not to mention the flexibility to adapt other subjects to a local and global context”.

O’Connor explained how the curriculum also offers the teachers at the school a firm basis to build engaging and relevant learning experiences.

When it came to the recruitment process for teaching positions at Phoenix House, she enthused, the response was impressive, with more than 1,000 applicants. “We are delighted with the Phoenix House teaching team. All are qualified teachers, experienced in teaching and assessing the national curriculum in England”.

Many of the teachers will be joining the school directly from the UK, with others coming from British schools in Asia and the Middle East.

Another aspect of Phoenix House that heavily resembles a traditional British school is the intended house system. All children and members of staff will be members of one of four houses: Oak House, Rothesay House, Windsor House or Snowdon House.

“The houses will be mixed age, which enables our youngest children to learn from their older role models, and also provides a chance for older children to take on leadership responsibilities,” explained O’Connor.

Learning through nature

The goal of Phoenix House is to offer an excellent academic environment, while helping the pupils

“CEA is proud to be partnering with Rugby School in the UK to establish Rugby School Japan, which will open in 2023”.

to develop self-confidence and character. The structure of the curriculum will support this, along with the opportunities to be offered by the school’s North Peak enrichment campus in Hokkaido.

“While being at school in such a wonderful central Tokyo location is convenient”, O’Connor explained, “it means we truly are an urban school, with all the outdoor space challenges that brings”.

The North Peak enrichment campus provides an excellent opportunity for children to escape the city and learn in a natural environment. It has an accommodation lodge with a dining room and baths, as well as classroom teaching areas and a lecture theatre.

“The children will be travelling with their classmates and teachers from Tokyo to Hokkaido twice a year. While they will continue the curriculum and explore things that are challenging to teach in the city—such as animal habits—they will also be able enjoy plenty of outdoor and creative pursuits,” O’Connor said.

Horse riding, cheese making and kayaking are some of the interesting activities on offer to pupils at Phoenix House. Additionally, optional summer programmes will be available at the campus from the summer of 2022.

Phoenix House will also encourage pupils to develop a global perspective. By offering Mandarin Chinese and Japanese language programmes, they will enable pupils to develop a valuable bilingual skillset.

O’Connor mentioned the next school currently being planned. It will accommodate day pupils and boarders in the Tokyo area. “CEA is proud to be partnering with Rugby School in the UK to establish Rugby School Japan, which will open in 2023”, she said.

British title

Based on the values and heritage of the world-famous Harrow School, in London, Harrow International (Asia International School Limited) has been providing primary and secondary international education since the 1990s and operates Harrow International Schools,

Harrow Innovation Leadership Academies, as well as Harrow Little Lions Early Years Centres, in several locations in East Asia.

Harrow International School Appi will open in the Appi Ski Resort, in Japan’s Iwate Prefecture, in August 2022. The school will be co-educational and full-time boarding in the natural setting of the Tohoku mountains. Comparable to the Swiss mountain schools, Harrow Appi will be unique in Asia.

Located a Shinkansen ride from Tokyo, and close to Iwate-Hanamaki Airport, it is a prime option for families both in Japan and across the region.

Mick Farley, director of Group Operations at Harrow International (and ex-Head Master of both Harrow Bangkok and BST), explained that the school will utilise Harrow’s British international curriculum, which already holds a robust track record in Asia. “The rigorous core curriculum is strongly enriched with super curricular activities that intellectually stretch our students, plus we have a deep commitment to a holistic approach to education to develop the character, values and leadership attributes of our students through our extensive co-curricular programmes. Importantly, our individualised approach to university counselling is supported by Harrow’s strong connections to top colleges and universities, meaning our graduates get to their university of choice”.

One of the benefits of opening a new school in the mountains is the opportunity and space to build a campus that reflects the best in school design. The use of digital technologies is a particular priority at Harrow Appi, according to Farley. “Harrow Appi will be a digital campus”, he explained. “Integral will be our Innovation Hub. You have all heard of STEM or STEAM education, a blend of science, technology, engineering, maths, and sometimes art. Our Hub is modelled on the tech centre of Harrow School, in London, providing for a multi-disciplinary approach to problem solving and design”.



Kirsten O’Connor, senior education advisor at Clarence Education Asia

Another valuable part of Harrow Appi's education will be language. "The language of inclusion will be English. However, we will run a very strong Japanese programme. There will be five slots in the pupils' timetables for the Japanese language. The cultural element will also be very strong. Whether it's the tea ceremony, or pounding mochi and celebrating the appropriate festivals.

"We will have a very strong Chinese programme as well— also focusing both on the language and culture. If a student wanted, they could be trilingual on graduation", said Farley.

After class

Harrow International School, Phoenix House and Rugby School Japan are set to become academically strong British international schools, joining BST and Clarence in reputation.

However, for these schools, it is not solely about academic success. Not overlooked are co-curricular activities, which allow children a chance to learn more about themselves as people, interact with their peers, and challenge their minds outside the classroom.

Tough, Farley and O'Connor expressed a deep concern for the personal growth and self-awareness of their pupils.

Tough spoke about the different co-curricular activities available for pupils at BST.

"Primary children can attend a variety of sports clubs, music clubs and lessons, and the external clubs run by BST-endorsed external groups. These include everything from Chinese language to hip hop and street dance programmes".

For the secondary school children in years seven to 10, pupils have the opportunity to do BST Electives. "An elective is a nine-week course in a new activity", explained Tough. Pupils have the ability to choose from photography or an introduction to Korean, to brain training or dance cardio.

Students at BST have a large number of co-curricular activities from which to choose. These prepare them well for their further education and careers, and include work experience opportunities, taking part in a visiting lecture programme, or volunteering as part of The Duke of Edinburgh's Award programme. Additionally, some students occasionally attend British Chamber of Commerce in Japan seminars, or even British Embassy Tokyo events.

O'Connor described the after-school activities that will be offered to children at Phoenix House.



Mick Farley, director of Group Operations at Asia International School Limited

"We can have students in the mountains, on bikes or skis or observing nature as often as possible, really learning from the experience"

"We will offer a range of after school activities for children, ranging from sports, dance, drama, music and arts, to public speaking, debate and broadcasting. Coding and science, technology, engineering and mathematics will also feature".

Similar to BST, Phoenix House will provide access to onsite independent clubs, operated by external specialists. "Ballet, mandarin and aikido will be available. We have designed our dance studio with advice from professional ballet and contemporary dancers from the UK, and will be offering a range of dance and martial arts activities in these wonderful facilities", she explained.

Creating lifestyle

Farley discussed the positive impact that full-time boarding can have on co-curricular activity schedules, as well as pupils.

"We can programme our educational co-curricular offerings right the way through the seven-day week, and we have a great opportunity at Appi.

"We can have students in the mountains, on bikes or skis or observing nature as often as possible, really learning from the experience, developing characteristics such as resilience, teamwork and problem solving".

However, the activities are not all on the slopes. "We will have a music school and specialisms in drama and visual arts. Additionally, Innovation, Entrepreneurship and languages are all features of the co-curricular programme".

Farley also spoke on the extensive sports opportunities that are available to the students of Harrow Appi. Making the most of the school's

location, there will be the Harrow Ski Academy.

"In the winter, students can be skiing or snowboarding up to four times a week. The programme will include advanced race training; practising the technique of skiing through race gates. All students will also be trained in avalanche rescue and mountain survival techniques and will trek and ski mountaineer with increasing skill and independence as they mature. There also will be traditional sports clubs such as football, rugby and basketball.

"In the summer we'll run three academies—golf, tennis and cycling, which will include mountain biking and road riding—on top of the year-round Swimming Academy".

Farley explained that a range of super-curricular activities will be key to the programme, such as an Engineering Society, Model United Nations, public speaking and coding competitions.

Harrow has a deep commitment to service learning; students working to serve their community and learning transferable valuable life skills and values in the process. Volunteering at retirement homes and getting involved in local businesses to build international perspectives, for example, allows Harrow students to better understand the importance of serving, a habit that they will take into their adult life.

As the new schools gear up to open their doors, the existing schools are excited to see the expanding application of the British curriculum.

Global interest in Japan has been on the rise. The increase in the number of British international schools can only serve to further encourage the influx of expatriate families coming to Japan. 🇯🇵



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INTERNATIONALISATION OF JAPANESE UNIVERSITIES

Educators, government and students prepare for a new world

BY C BRYAN JONES

In the global race to attract students and create world-class higher educational institutions, Japan has made some real progress—but a great deal more could be done. On 12 May, the British Chamber of Commerce in Japan (BCCJ) welcomed a panel that brought together academia and government at an event entitled Internationalisation of Japanese Universities. During the 90-minute virtual session, the panel discussed policy, practice and performance to see what students, employers, universities and policymakers can do to further develop the educational experience. Alison Beale, director of the University of Oxford Japan Office and BCCJ vice president moderated the event. Here are the highlights:

Tohoku University

Professor Kazuko Suematsu, special advisor to the president and deputy director of the Global Learning Center at Tohoku University, began the discussion. In her role, she helps develop international curricula and foster inclusivity within the campus community.

“When I first came to the university, about 17 years ago, my impression was that the school was academically strong but very conservative and rigid,” she said.

Fast forward to today and Tohoku University, founded in 1907 and located in Sendai, Miyagi Prefecture, has placed first in the *Times Higher Education* Japan University Rankings in consecutive years (2020–21). Home to more than 14,000 international students, the school was also selected as one of the first three institutions to receive designated university status from the Ministry of Education, Culture, Sports, Science and Technology (MEXT). Suematsu explained that this allows them to go beyond the structure of a national university and become more internationally competitive.

It’s quite a transformation since her arrival almost two decades ago. How did that change happen?

We’ve been not only promoting the acceptance of international students, but actually changing the system internally.

“It’s governmental planning for sure. Through the Global 30 Project, we were able to develop many international undergraduate and graduate programmes,” she explained, referring to the MEXT initiative launched in 2009 that aims to promote internationalisation of the academic environment of Japanese universities and acceptance of international students.

“We established overseas offices to recruit talented international students, and we have dorms where we intentionally mix international and domestic students on campus,” she added. “And with selection to the Go Global Japan Human Resource Development Project we were able to triple the number of outgoing students.”

Okinawa Institute of Science and Technology

In contrast is the Okinawa Institute of Science and Technology (OIST).

“Internationalism was part of the design in creating OIST,” explained Graduate School Vice Dean Misaki Takabayashi. “There was a decision made to create OIST on the concept of internationalisation. And because we did not go through the growing pains of becoming international, we are, in a way, an experiment of what it would look like if every university began as an international university.”

The OIST student body comprises 45 nationalities, and when faculty and staff are included the number of countries represented is more than 50.

OIST’s standard language of business is English, and courses are delivered in English.



Kuniaki Sato

Director of the Office for International Planning
Ministry of Education, Culture, Sports, Science and Technology



Misaki Takabayashi

Vice dean of the Graduate School
Okinawa Institute of Science and Technology



Kazuko Suematsu

Special advisor to the president
Tohoku University



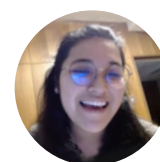
Professor Peter G R Smith

Pro-vice chancellor for international projects
University of Southampton



Guy Perring

Regional director
i-graduate Asia



Elizabeth Gamarra

PhD candidate
International Christian University



Alison Beale (Moderator)

Director
University of Oxford Japan Office
BCCJ vice president



Hartley Library at the University of Southampton

“Eighty percent of our students come from outside Japan, so they are, by definition, international,” Takabayashi said. “But having come from another country doesn’t make you necessarily multiculturally aware, instantly. So, swimming in the soup of our global community at OIST for five years at least gives you that training on a daily basis.”

She explained that there are two types of students at OIST:

- Those from outside Japan who would like to work here
- Japanese students who see a stepping-stone to working abroad

For the former group, a challenge arises because many do not speak Japanese—or at least not business-level Japanese—when they graduate.

For the latter group, she sees cultural aspects that must be overcome. “If I were to choose one strength that they need to gain to become international global assets for human resources, it is a shift in how they view themselves, gaining the mindset of ‘I can do this’ instead of being timid and humble—just recognising their own strengths and their own talents and their own capacity”.

University of Southampton

Back in England, the University of Southampton has undergone its own global transformation in recent decades. Professor Peter G R Smith, pro-vice chancellor for international projects, explained that a push in the 1990s to internationalise UK higher education benefitted the school and today about 20% of the student body comes from abroad each year, representing more than 87 countries. And of the university’s £600mn annual turnover, some £100mn comes from international fees.

Business connections are especially important to the research-intensive school which hosts the UK’s National Oceanography Centre.

“If you look at the companies that work with universities, they tend to be the big multinationals. We’ve got very strong links with companies such as Rolls-Royce and Lloyd’s Register. Lloyd’s look after the insurance and certification of shipping. They’ve got a technical services centre within the university in Southampton and one in Singapore. So, we’re working with a lot of international organisations”.

Smith also mentioned an element not often considered by native English speakers.

“We conduct our education in English, because we’re in the UK, and I think that’s one of the big

advantages that UK universities have. But there’s also a disadvantage, because most of our students don’t speak other languages. So, the incoming international students are very important to us in terms of internationalising our curriculum”.

Southampton is also building global connections through activities abroad, such as teaching collaborations with Nanyang Technology University in Singapore and an undergraduate curriculum with a focus on engineering which mirrors that offered in the UK taught on a 600-acre campus in Johor, Malaysia.

Smith also sees internationalisation of universities as critically important to the collaboration required for research.

“A very large number of collaborative projects, often funding schemes, are collaborative, and many of my colleagues in areas around, for example, social science, work very much with developing parts of the world”, he explained. “And when you look at the way we do scholarship, then everything’s international. International conferences are very highly regarded—we would normally be travelling to those—and if I think just about my corridor, I’ve got Greeks, Russians, Indians, Italians, I mean it’s just incredible. We’ve become very used to this very internationally diverse cohort of colleagues and students”.

i-graduate Asia

Joining from Kuala Lumpur, Malaysia, was Guy Perring, regional director of i-graduate Asia, which proposed this BCCJ session. He talked about the group’s signature survey, the International Student Barometer. Established in 2005, this global benchmark for the international student experience is applied in more than 1,400 institutions globally and has garnered feedback from over 3mn students in 33 countries.

“Institutions such as Oxford and Cambridge use our data annually to get benchmark insights into what makes their students happy and satisfied, and how likely will they be to recommend an institution to their peers”, Perring explained. “We know that this positive word of mouth about an institution, and indeed a country, is actually vital in ensuring international students continue to come to your shores. I’m really passionate about the student voice and ensuring student views are included in government and international strategies and initiatives.

We’ve got very strong links with companies such as
Rolls-Royce and Lloyd’s Register

“I think all institutions need to understand why students make that very tough decision to study overseas, and also who influences that decision—be it parents, friends, teachers or a combination of them,” he continued. “I was looking at some of our global data this week in preparation for the webinar, and looking at the current international student makeup in Japan, 80% of your students are drawn from China, Vietnam, Nepal, South Korea and Taiwan. So, proximity plays a key role.”

Perring said that i-graduate Asia’s global data shows that the key motivations to study overseas are:

- Impact of the qualification on a future career
- Reputation of the institution and the country’s educational system
- Personal safety and security

“I do think institutions across Japan, and indeed globally, need to build future employability into everything they do—and I would argue that it’s even more important now, given the current situation.”

Perring recommends:

- Career advice from academics who are actually teaching the students
- A careers office that caters to international as well as local students
- Relevant, up-to-date curricula for a future global career
- Building a range of internship opportunities for international students

“We also know from the data that the ability for students to work part time while studying, and having the opportunity to work post-graduation, is a key motivation for certain nationalities,” he added. “This is, to a large extent, dependent on government policy. But certainly, the UK has benefitted enor-

I think all institutions need to understand why students make that very tough decision to study overseas, and also who influences that decision.

ously from clear rules about post-graduation work opportunities and I’ve been urging governments across Asia who are looking to increase international student numbers to change some of their laws to allow this.”

Student perspective

After discussion of how universities approach international students and build communities, Elizabeth Gamarra, a PhD candidate at the International Christian University (ICU) in the west Tokyo city of Mitaka, shared her own experiences.

Born in Peru and raised in the United States, Gamarra had the opportunity to come to Japan through the Rotary International Peace Fellowship. ICU hosts the only peace centre for graduate studies in Asia. She now continues her studies in Japan as a MEXT fellow.

“For me, internationalism goes hand in hand with diversity, but it’s also the university’s willingness to hold this space for students,” Gamarra said. “Before coming to Japan, I thought it was homogeneous—and you could argue that it is in some ways—but after arriving in this particular space, you realise the diversity in Japan”.

She explained the many nationalities represented at ICU, as well as the many returnees—Japanese students who have lived abroad and have come back—and those who are half-Japanese. “I’ve been able to tap into groups that are very strong with the Hispanic and Latino communities,

as well as the South Asian community, but also have that Japanese perspective to them. I feel very privileged to call them my friends and I think that embodies internationalism”.

MEXT steps

To share the Japanese government’s aspirations and strategies, Kuniaki Sato, director of the Office for International Planning at MEXT, joined the panel.

“We have been thinking in Japan that internationalisation is a very key and very important factor for our Japanese institutions of higher education, for our future,” he said. “As we all know, no country can live alone without linkage with international society. And talking about Japan itself, we are facing an ageing society. To maintain not only economic activities but also the activities in our society, we really need to be connected with international society”.

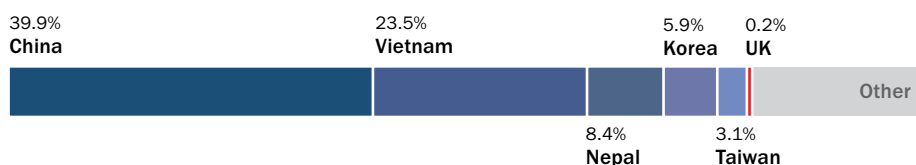
To promote internationalisation, higher education plays a very important role, he said, because not only do they deliver education, but they also conduct much of the country’s research. “For institutions of higher education, being more harmonised with international society and getting used to internationalisation itself is quite important”.

Sato explained the steps that MEXT has been taking to transform Japan’s system, starting with the Global 30 Project, which Tohoku University’s Suematsu mentioned.

“Global 30 focused on inbound—students coming to Japan—but it was only a five-year subsidy programme. Selected universities did a great job in terms of the acceptance of international students, but these efforts were limited,” he said. “Then we started our Top Global University Project. This is for 10 years, and we are now in the seventh year. We’ve been not only promoting the acceptance of international students, but actually changing the system internally so that universities get used to international ways”.

For the Top Global University Project, MEXT selected 37 universities which collectively account for 20% of university students and 20% of faculty members and staff in Japan. “This means we have a kind of critical mass,” Sato said, “so we really hope that these 37 select universities are going to play a very important role to lead the internationalisation of Japan’s higher education system.” 🌸

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As we begin to shift into a post-virus world, perspectives are rapidly changing. Many institutions are absorbing lessons from the past as they look to the future, and Aoba-Japan International School (Aoba) is among them.

Aoba acknowledges that the future generation of leaders have spent the past year of their education in a worldwide pandemic. Supporting these students to ensure their education is of utmost importance, requiring a rich and diverse program of instruction.

Core values

Aoba's Core Values are central to everything at the school, from lesson planning to professional development. These values reflect Aoba's aim to help students develop and grow to become global leaders, entrepreneurs, innovators, effective communicators, wise risk takers and effective problem solvers.

Director of Admissions, Marketing and Communications Ae Kimura spoke to *BCCJACUMEN* about how the school achieves these goals, starting with entrepreneurship as an example. "Entrepreneurship is a disposition in which any individual or team sees opportunity where others see obstacles. As with any skill, some are more naturally able than others, but we can develop this ability to a certain extent. At Aoba, we do so through our coaching, mentoring and facilitating model that all teachers employ with their students. Instead of asking 'why,' we encourage students to ask, 'why not?'"

Wise risk taking is another skill that Aoba encourages its students to acquire. While many view risks from a negative perspective, Kimura



"Instead of asking 'why,' we encourage students to ask, 'why not?'"

explained that this need not be the case. "Risk taking is fundamental to human nature. The International Baccalaureate philosophy and, more importantly, our core values encourage wise risk taking. This involves an assessment of probable consequences or outcomes, and evaluating cost and benefit ratios".

Aoba strives to provide opportunities to develop these skills in a safe environment, encouraging students to develop the ability to think through likely consequences of their actions. Embracing failure as a learning opportunity encourages reflection and growth within students of all ages, and sharpens their analytical skills.

Real-world links

Another outstanding component of the Aoba experience is the Global Leadership Diploma program (GLD), which inspires students to learn in a different way. Along with the International Baccalaureate Diploma (IBDP), the GLD is offered to senior students. The international qualification high school diploma is certified by the Council of International Schools and the New England Association of Schools and Colleges. The curriculum is focused on creating lessons that connect to real-world situations and give students the opportunity to reach conclusions collaboratively and communicate them effectively.

Kimura said that this approach is important today. "The world is constantly facing a range of challenges. Currently it's Covid-19, and other challenges include political instability, distrust of leadership around the world, climate change and so on. Business leaders are always faced with decisions based on profitability and responsibility to their community.

"We therefore believe that leaders must embrace the concept of leading positive change in the world.

This sometimes involves unpopular decisions like losing profitability. Having the confidence of moral standing to make those decisions is something we stress at Aoba," she said.

The GLD program has led to outstanding success stories. "In the past, we have had students who are particularly strong in certain areas, and decided to pursue the GLD instead of the IBDP. One student was highly knowledgeable in physics, mathematics and computer science — so much so that we connected him with a university professor for his physics class. He also had an internship with a Japanese company in the field of artificial intelligence and autonomous cars, which all counted as credits towards graduation. He currently attends Southern University of Science and Technology [in China] with a full-ride scholarship".

Student agency

In all age groups, Aoba encourages students to take responsibility for their own learning. Kimura explained that this begins with preparation. "Students are brought into the planning process through the use of big questions. After being presented with these questions, the student teams are encouraged and enabled to establish their own lines of inquiry.

"There is emphasis on open-ended assessments, rather than right or wrong test questions. It's important that [students] demonstrate their learning not only with answers, but with evidence and logic behind those answers," she said. Further, Aoba students are required to present their answers in a variety of forms, to demonstrate the freedom of expression that will serve them as they prepare for university education and the successful careers of tomorrow. 🌸



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NORTHERN IRISH EYES SMILE ON JAPAN

Private and public sectors discuss opportunities for Irish firms to enter and expand in Japan

BY MEGAN CASSON

As UK-Japan business ties strengthen, the number of firms looking to enter the Japanese market is increasing. On 12 March, Northern Ireland’s regional economic development agency, Invest Northern Ireland, partnered with the British Embassy Tokyo to host a webinar titled Spotlight on Japan.

Pandemic trade

Speaking on the effects the Covid-19 pandemic has had on Japan-UK trade, Mark Graham, regional director of Trade and Investment, North East Asia, Invest Northern Ireland, said: “Something that hasn’t changed is the pace of industry and commerce in Japan. Auto hospitality and luxury have been badly hit due to low demand and restrictions on entertainment. But largely speaking, the Japanese economic machine has kept churning.

“The UK has an excellent trading relationship with Japan—£15bn per year, making it the largest

“Out of 190 countries, Japan is ranked 29th in terms of ease of doing business”

export market for the UK, outside the EU, US and China. Northern Ireland annual exports to Japan are just over £63mn, but that’s less than 0.5 percent of what the UK as a whole exports to Japan. Considering Northern Ireland represents 2.7 percent of the UK population, and 1.8 percent of the UK economy, there’s a gap there”.

Graham also spoke on digitalisation, suggesting that while Japan has been lagging, it is in the process of changing, largely thanks to the pandemic. “Along with a push from commerce, the Japanese government has gotten behind the push for an integrated digital society, with the creation of a new digital agency, which will bring together a large number of government departments and processes”.

When speaking on potential business opportunities for Northern Ireland in Japan, Graham stated that doing business in Japan is not simple. “Out of 190 countries, Japan is ranked 29th in terms of ease of doing business. Cultural barriers are massive. The regulatory framework gets in the way in sectors such as pharmaceuticals, and dominance of major Japanese institutions gets in the way in sectors such as finance. And the business etiquette is something that’s not easy for foreigners to understand and very easy to get wrong. It takes a long time to get results, and a lot of companies either don’t understand this or get impatient”.

Japan-UK relations

Marie-Claire Joyce, head of trade at the British Embassy Tokyo, discussed the growth of Japan-UK trade.

“Japan is now a major export market for UK companies,” she said, adding that, “In fact, in 2019,



Mark Graham
Regional director of Trade and Investment, North East Asia, Invest Northern Ireland



Marie-Claire Joyce
Head of trade at the British Embassy Tokyo



Nick Shindo
Director of sales and business development at First Derivatives



Steve Crane OBE
Chief executive officer of Business Link Japan at First Derivatives



Factory workers in Belfast prepare aircraft parts

“It is also going to be much easier for financial companies to operate in Japan, and patent applications are going to be much smoother to make”

trade between the UK and Japan amounted to £30bn. There are currently 1,000 Japanese companies invested in the UK, providing 150,000 jobs”

This means that the recent UK-Japan Comprehensive Economic Partnership Agreement (CEPA) is significant. “We want to drive trade even further, and it’s estimated that this agreement will boost trade between our two countries by as much as over £15bn. It really is seen as a new and dynamic capture in our trading relations”

Joyce also touched on the effects of another trade agreement to which the UK recently requested accession—the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

“It is one of the world’s biggest free trade areas,” she noted, “covering over 13 percent of global GDP and accounted for £96 billion worth of UK trade in 2018 (7 percent of total UK trade). This agreement is really going to help the UK to strengthen trade ties between us and the 11 Pacific countries involved, and set new standards of global trade.

“The next significant improvement with CEPA is that it’s going to make the free flow of data much easier. There will be no restrictions on access to

algorithms and no localization of data, which will save companies the cost and time of setting up servers in Japan. It is also going to be much easier for financial companies to operate in Japan, and patent applications are going to be much smoother to make. There’s going to be an increase in mobility, so companies who want to send their staff abroad will find it is going to be much easier to apply for visas, and to stay in Japan for much longer periods of time”

Entering the market

Nick Shindo, director of sales and business development at First Derivatives, explained that for Northern Irish firms looking to enter the market, dedication is vital to success.

“The Japanese are very much into partnerships, collaborations, and understanding new tech and being strategic and non-transactional. So, if you can invest the time and can understand the local business differences, there is a lot of fun to be had”

Steve Crane OBE, chief executive officer of Business Link Japan, echoed similar sentiments when he spoke about the Japanese market.

“Japan is one of those markets where you cannot expect to get a quick win. You definitely have to have a long-term thought process and a long-term strategy. But, of course, you get your payback over time. So, the points to really think about—and for you guys out there thinking about the Japanese market—ask yourself this question: are you prepared to take some of the pain of those balance points in order to get those benefits?”

Crane also touched on the mistakes that can be made when entering the Japanese market.

“One of the biggest mistakes people make is rushing in without learning the business culture. Do not come in with the thought that the way we currently do business in the UK will automatically work in Japan. I can guarantee it probably will not.

“Don’t swim against the tide, swim with the tide. In order to swim with the tide, you’ve got to learn the local business culture, and there are loads of great ways to pick it up, but it does need some time and effort to get your head around that”.

“You’re dealing with one language and one culture throughout the entire country. It is one huge, lucrative market. Once you’ve understood that, once you’ve got your head around that, you can relate that to the entire market. It is, of course, an incredibly stable market with incredibly good business ethics. Understanding the culture is a complex thing, it is very different from the way we do business and the way we think, and it takes time to learn the culture. You have to invest time and energy and get support in learning it”.



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TEACH THE UNREACHED

The British School in Tokyo partners with UK-based charity to provide education in remote communities

When the British School in Tokyo (BST) first partnered with United World Schools (UWS) in 2014 to help “teach the unreached”, we could barely have imagined the impact it would have on the village of Dor in Cambodia. With the opening of our second UWS partner school last year in Nepal, we have been instrumental in transforming the lives of hundreds of students who previously had no opportunity to access education.

Over the past seven years, we have seen numerous groups of our older students journey from Tokyo to the school in Cambodia, and have witnessed first-hand the transformation that a school can bring to such a remote community.

UWS, a UK-based charity, works in remote communities in Cambodia, Nepal and Myanmar, and seeks to give all children access to free and inclusive education. With the assistance of partner schools, such as BST, they are able to help communities break the restrictive cycle of poverty and illiteracy.

Through the recruitment and training of local teachers, they can ensure that each and every school meets the needs of the community it serves. An agreement is made that all children in the village can attend, including girls who would not normally be given such an opportunity.



UWS has provided education to more than 43,000 children in more than 250 schools. The impact of this will change the lives of generations of children.

Open doors

Our most recent partner school in Batase, Nepal, opened its doors in the early months of 2020, and students were able to attend until its unfortunate closure due to the pandemic. We have, however, continued to support the school during this time with the BST community rallying to provide additional financial aid. Our senior UWS Student Ambassadors have recently taken it upon themselves to organise a range of fundraising events, culminating in our first, week-long charity event. The support that we have received has allowed us to aid UWS in providing distance-learning programmes, via radio broadcasts.

Yukina Kasai, one of our UWS Student Ambassadors, had the opportunity to visit our partner school in Cambodia.

“As I look back on my time at Dor village, I remember the energy of the children during free play time, their concentration as they solved logical puzzles, their proud faces as they eagerly showed us their arithmetic skills, and the joyous sounds of youthful cheekiness. Perhaps my description above sounds familiar to you. Just like any primary school, the students from Dor village thrived at school. However, I am also reminded that many of the children would not have had the same opportunity if UWS had not built a school in their village and that, as I plan for further education, there are children younger than me selling fruit juice for 25 yen to help provide for their families.

“As UWS ambassadors at BST, we work to raise money for United World Schools and spread awareness of their tireless efforts in delivering education.”



To find out more about the work of UWS and their current Happily Ever Smarter appeal, please visit their website on www.unitedworldschools.org.

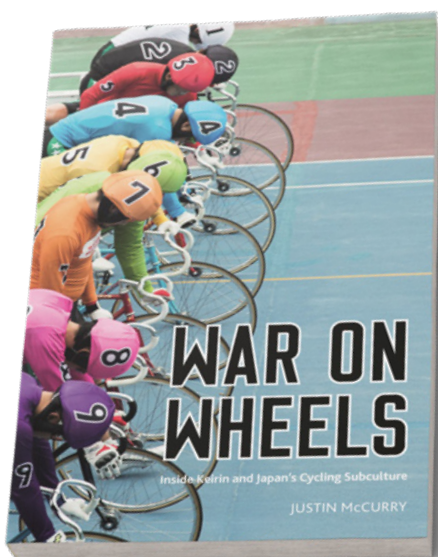
BOXING ON BIKES!

New book offers historical insights into the tough sport of cycle racing and reveals how it exemplifies Japanese society and culture—warts and all

BY PHIL ROBERTSON

W*ar on Wheels*, the new book by Japan correspondent for *The Guardian* and *Observer* Justin McCurry about the uniquely Japanese version of the sport of keirin (bicycle sprint racing on a steeply banked circuit track just a few hundred metres long), is a tour de force that is as fast-moving and powerful as the highly trained riders it describes.

Throughout the book, the author brilliantly interweaves his description of one climactic end-of-season Grand Prix race—for a million-dollar first-place prize—into a fascinating survey of modern Japanese history. He places the development of the sport (and cycling in general) in Japan within the context of the nation's tumultuous development over the past 150 years.



The author brilliantly ties in the fluctuating fortunes and development of the sport with key periods and events in Japan's post-war evolution.

Japanese history

Bicycles first appeared in Japan in the early years following the Meiji Restoration in 1868, as the nation emerged from feudalism and quickly modernised to become an industrial and military powerhouse. When World War I curtailed European imports, the fledgling Japanese bicycle manufacturing industry swiftly adapted to meet growing demand.

Amid the urban devastation in the aftermath of World War II, *keirin* was conceived as a means of philanthropically raising money to aid destitute survivors. It also enabled municipalities to raise much-needed funds for rebuilding local communities by making use of proceeds from gambling receipts at the tracks. Despite initial opposition—and a rocky start that saw occasional crowd violence—the idea soon proved its worth after legislation had quickly been enacted to circumvent Japan's official legal prohibition on gambling. Velodromes were soon constructed throughout the country, and blue-collar fans flocked to the new venues.

Contact sport

Due to its association with gambling, however, and the concomitant suspicion of *yakuza* (organised crime) involvement, the sport has long suffered in terms of public perception. It has never attained the

widespread respect and acceptance accorded to baseball, football, sumo wrestling, or even universal approval in government circles.

Although the sport is not unique to Japan, having originated in Denmark, the Japanese version has several distinct characteristics that distinguish it from the international version:

- Competitors ride fixed-wheel (single-gear), steel-framed bikes with no brakes
- Within the nine-man race field, riders form ad-hoc 2-to-4 member teams, or “lines” (usually based on regional affiliation) and collaborate in the initial stages, before going it alone over the final lap and a half
- There is a strict hierarchy consisting of six classes of rider, with promotion and demotion determined by performance during the season
- For ease of identification, riders wear uniform jerseys in prescribed and vividly contrasting colours, with insignia on their shorts denoting the rider's status within the sport
- *Keirin's* funding and very existence are dependent on gambling, with proceeds helping to fund public works and relief programs
- There is often significant physical contact, even head-butting, between riders jockeying for position late in the race, such that star Australian competitor Shane Perkins (one of very few foreign riders invited to compete in Japan) has dubbed Japanese *keirin* “boxing on bikes”.

Tellingly, in Japan the name of the international version of the sport is written in nondescript katakana ケイリン, while the kanji 競輪 (implying intense competition on two wheels) are used to denote the Japanese version.

Highs and lows

The author brilliantly ties in the fluctuating fortunes and development of the sport with key periods and events in Japan's post-war evolution: economic reconstruction; the bubble era of the latter half of the 1980s; the subsequent lost decades of economic stagnation; the aftermath of the 2011 earthquake, tsunami and nuclear meltdown at the Fukushima Daiichi power plant; and the demographic time bomb facing Japan with its shrinking and ageing population.

This meticulously researched book features interviews with key figures, including top competitors past and present, leading coaches, and revered bicycle-building craftsmen. The author peppers his writing with astute observations on Japanese mores and society, throws in illuminating comparisons to Western frames of reference, such as football and gangster movies, and includes such humorous trivia as the fact that *keirin* legend and 10-times world champion Koichi Nakano, whom he interviews in-depth, once featured in a 1990s TV commercial for men's wigs.

Describing the official *keirin* riders' school at Shuzenji, Shizuoka Prefecture, McCurry paints



Keirin race on the Omiya Velodrome in Tokyo

a vivid picture of the spartan 11-month training period that Japanese would-be riders must undergo to obtain their *keirin* licence, in an austere and gruelling environment more akin to that of a traditional martial arts school.

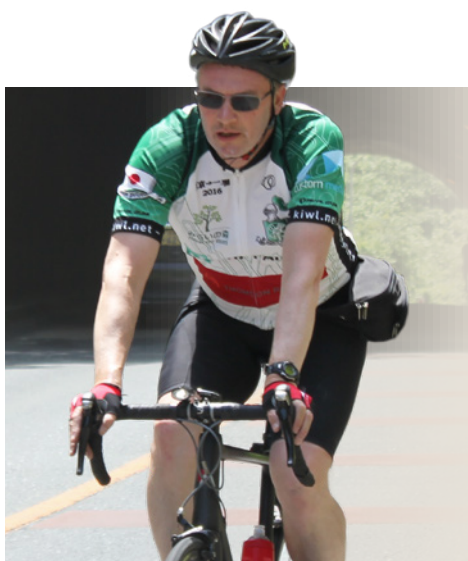
Indeed, the description of *keirin* serves as an allegory for Japanese society overall. Its more noble aspects exemplified by the sacrifices younger riders

make to help more established senior teammates in the line, while the pointed sexism regarding women's involvement in *keirin* and resistance to encroachment by foreign riders underscore less palatable aspects of the Japanese condition.

Like Japan itself, the sport of *keirin* faces a highly uncertain future. Can it adapt, re-invent itself and thrive—or will it sink into irrelevance and terminal decline, a shadow of its glorious former self?

If you love Japan, cycling, sport in general, or modern history, you will certainly enjoy this highly informative and vastly entertaining book. 🇯🇵

This meticulously researched book features interviews with key figures, including top competitors past and present.



Phil Robertson is a keen cyclist and regularly participates in the annual Knights in White Lycra fundraising event: a four-day, 500km cycle ride ending up in northeastern Japan. This year, 43 amateur cyclists of all ages and abilities, from 13 countries, will participate to raise funds and awareness for the non-profit organisation YouMeWe.

The charity helps marginalised children living in institutional care to learn essential career skills, such as creative problem-solving through coding and design challenges, all well

suited to working in the digital age. Together with their employable skills, they also gain new levels of confidence.

The ride was cancelled in 2020 due to the coronavirus, and this year there are plans for the ride—which usually takes place in June—to be held in October, if the pandemic permits.

Social distancing measures would be employed, with the riders split into small groups, and each participant required to show a negative PCR test before the event.



1 The William Adams Club portrait of the first Briton in Japan, William Adams (1564–1620)—known as Miura Anjin by the Japanese—by Nicola Farrell, was displayed for the first time at the annual memorial event held at the William Adams Memorial Park on Sakigata Hill, at Hirado in Nagasaki Prefecture. The recently discovered final resting place of Adams is near the long-established memorial depicted.

2 On 22 April the British Chamber of Commerce (BCCJ) held a virtual event titled The Nikkei Asia Story (page 17). *Nikkei Asia* staff writer Francesca Regalado and Executive Editor Chris Grimes spoke and the event was moderated by Senior Adviser to the BCCJ, Graham Davis.

3 The Mori Art Museum unveiled an exhibition titled *Another Energy: Power to Continue Challenging*. It focuses on 16 female artists aged 71–105 from 14 countries. Pictured is work from Briton Phyllida Barlow.

ARTWORK: UNTITLED; CANVASRACKS; 2018-2019, PHYLLIDA BARLOW
 PHOTO: DAMIAN GRIFFITHS, COURTESY OF CROSS STEELE COLLECTION

4 British School in Tokyo nursery children invited all pupils to join "Going Green" for Earth Day. The non-uniform day had them bring a donation for the Ocean Family NPO and wear something green.

BCCJ ACUMEN readers are welcome to email recent UK–Japan event photos with captions and credits for the editor to consider: publisher@custom-media.com

ARTS

UK CULTURE IN JAPAN

COMPILED BY:

MISA YASHIRO

coordinator@custom-media.com

ENDS 13 JUNE

Romeo and Juliet

Shakespeare's iconic tale of *Romeo and Juliet*, has returned to the stage at the TBS Akasaka ACT Theater, Tokyo and the Umeda Arts Theater, Osaka. After a two-year hiatus, the highly successful musical is back to celebrate the 10th anniversary of the play's first performance in Japan.

TBS Akasaka ACT Theater

5-3-2 Akasaka, Minato-ku, Tokyo, 107-8006 | 0570-077-039

Umeda Arts Theater

19-1 Chayamachi, Kita Ward, Osaka, 530-0013 | 06-6377-3800

¥5,500-13,500

www.rj-2021.com



PHOTO BY LESLIE KEE (SIGNO)

ENDS 24 JUNE

Collection Exhibition curated by Ryan Gander

UK artist Ryan Gander has made a considerable mark on the international art scene. Recently, he teamed up with the Tokyo Opera City Art Gallery to curate two concurrent exhibitions. One is titled *Colours of the Imagination* and pays tribute to the late Kotaro Terada. The second is an interactive exhibition called *All Our Stories are Incomplete...*, which focuses on light, or a lack of it. Should this pique your interest, make sure you visit the gallery.

Tokyo Opera City Art Gallery

3-20-2 Nishi-shinjuku, Shinjuku-ku, 163-1403 Tokyo

¥1,000

050-5541-8600

www.operacity.jp/ag/exh239/e/exh.php

◎ **FREE TICKETS:** We have **five pairs of tickets** for this event.



ARTWORK: TEISUO MIZU, JOHANN SEBASTIAN BACH, 1990

14 JUNE-11 JULY

Barakura English Garden

The Barakura English Garden always has plenty of beautiful events. Coming up are the Rose Weeks. Celebrating the national flower of England, varieties of different species of rose, shrub rose and climbing rose will be in bloom, complementing the other plants flowering around them.

Barakura English Garden

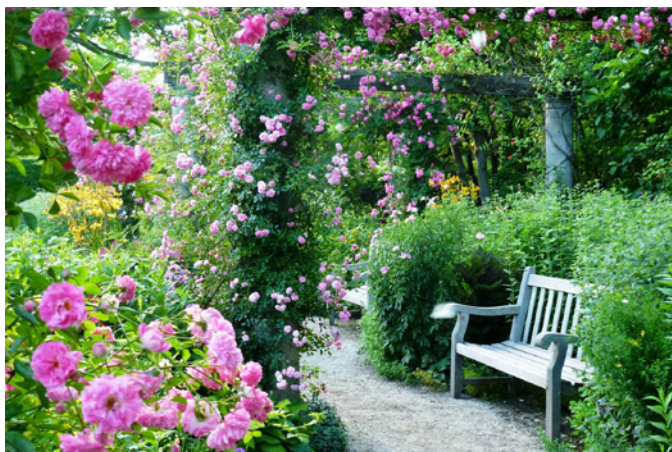
5047 Kuridaira, Kitayama, Chino-shi, Nagano-ken, 391-0301

Day tickets ¥1,200

0266-77-2019

http://en.barakura.co.jp/events

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UK vs JAPAN

In digits, charts and graphs



GREENNESS OF STIMULUS INDEX

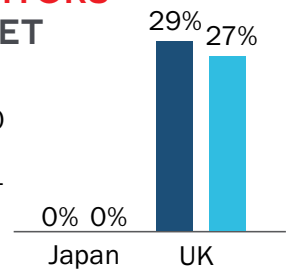
Environmental impact of relief packages



SOURCE: VIVID ECONOMICS USING A VARIETY OF SOURCES, CONSULT ANNEX II FOR THE ENTIRE LIST OF SOURCES, FEB 2021

FEMALE TOP EDITORS IN EVERY MARKET

Percentage in 2020
Percentage in 2021



SOURCE: DATA COLLECTED BY REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM ON GENDER OF TOP EDITORS AT 200 NEWS OUTLETS IN 2020 AND 240 NEWS OUTLETS IN 2021



31%

Japanese students who say their teachers or professors know **how to teach effectively online**, the lowest of any country polled.

UK students surveyed who agreed with the statement "My education is **preparing me well for the job market**", compared with less than half of Japanese (49%)

68%



SOURCE: CHEGG.ORG GLOBAL STUDENT SURVEY, 2021



BEST PLACES TO BE AS THE WORLD BATTLES COVID-19

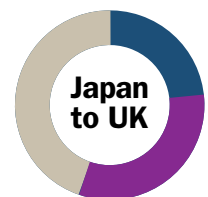
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|---|-------------|----|-------------|
| 1 | Singapore | 6 | South Korea |
| 2 | New Zealand | 7 | Japan |
| 3 | Australia | 8 | U.A.E. |
| 4 | Israel | | |
| 5 | Taiwan | 18 | UK |

SOURCE: BLOOMBERG'S COVID RESILIENCE RANKING, 28 APRIL 2021

CONSIDERING UTILISING THE JAPAN-UK EPA

Firms based in the UK

Planning to utilise
Considering utilising
Not planning to utilise



SOURCE: JETRO SURVEY ON BUSINESS CONDITIONS OF JAPANESE COMPANIES IN EUROPE, MARCH 2021



LEADING EXPORT COUNTRIES WORLDWIDE LAST YEAR

#5 



Japan: £453.83 B

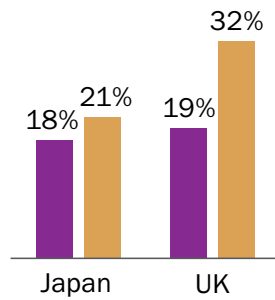
#12 

UK: £285.49 B

SOURCE: STATISTA, 2021

INTENTION TO UPGRADE TO 5G

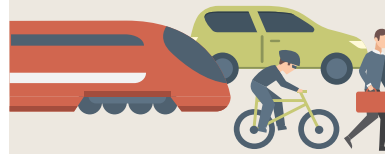
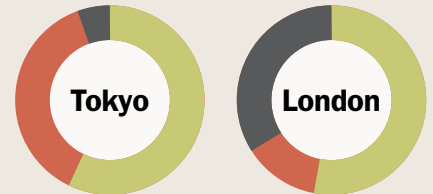
 Percentage in 2020
 Percentage in 2021






SOURCE: FUTURE OF DEVICES: 5G AND SERVICES SHAPE NEW MARKET FRONTIERS, 2021

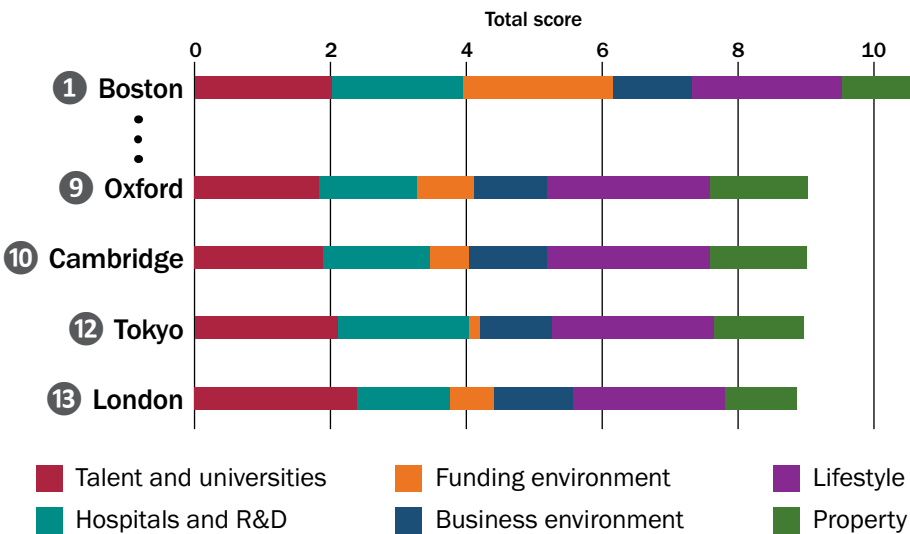
COMMUTING METHODS

SOURCE: CENSUS DATA/JLL
 *Tokyo cycling data includes motorbikes



 Public transportation
 Walking and cycling
 Driving

TOP SCIENCE CITIES



City of Oxford

SOURCE: SAVILLS RESEARCH, FEB 2021



Antique Map of Japan, Joan Blaeu, c 1655

400 YEARS LATER

William Adams makes new headlines in Japan

BY ROBIN JAMES MAYNARD MBE
FOUNDER & PRESIDENT, THE WILLIAM ADAMS CLUB

In April 1600, a Dutch ship, *De Liefde*, appeared off the coast of Kyushu. The pilot, William Adams (1564–1620), became the first Englishman to set foot in Japan. Until this time, Jesuit missionaries had asserted the religious and political unity of Europe. Adams’ presence proved this a lie, so he was summoned to Osaka Castle for lengthy interrogation by the most powerful lord in the land, Tokugawa Ieyasu.

Ieyasu, who became the Shogun, or hereditary military dictator, shortly after, used Adams extensively, granting him rank, a fief, and a wife—honours unprecedented for a foreigner. As his command of the language improved, the polyglot Englishman came to act as an interpreter and counsel on overseas affairs.

His life is well documented, but recently four new letters were discovered relating to his relationship with the Dutch East India Company, Ieyasu, his son Hidetada (who was to be the next Shogun), and Spain. The missives made national news in Japan, where Adams is still remembered and revered.

In the box below are translated extracts from a recent article published by the national daily *Sankei Shimbun*.

Ieyasu's British Diplomatic Adviser

Sankei Shimbun 18 February

“Four letters have been discovered by Professor Frederick Cryns of the International Research Center for Japanese Studies, Kyoto, and members of his team, working in collaboration with scholars from the University of Leyden. The letters clarify a largely unknown part of Adams’ life, during 1611 and 1612.

“The letters reveal that Adams accompanied the chief Dutch merchant to meet Ieyasu at Sunpu (now Shizuoka City), and also to meet the Shogun, Hidetada, at Edo (now Tokyo), before taking him on to Hirado [now in Nagasaki Prefecture and where the Dutch trading post was located].

Dutch presence

The letters show just how involved Adams was in facilitating Dutch trade, and also how much he was favoured by Ieyasu, who seemed to have ignored the argument with a foreign ambassador in his presence—a normally unforgivable breach of etiquette.

The legacy of Adams’ actions, as detailed in these letters, stretches down through the centuries. The Dutch East India Company factors were eventually the only Europeans permitted to reside in Japan throughout the years during which maritime restrictions were imposed on trade—the *sakoku* period—which ran from 1633 until 1868. The Dutch presence fostered extensive mutual transfers of technology, culture and general knowledge, with ramifications that have lasted until this very day.

In 1641, the Dutch East India Company was compulsorily relocated from Hirado to the man-made island of Dejima, in Nagasaki Bay, and there it remained for more than 200 years.

It is important that Adams arrived in Japan aboard a Dutch ship, and spoke Dutch, too. Soon, he also learnt to speak Japanese. It is not surprising, therefore, that he was enthusiastically employed by the Dutch as a polyglot business consultant.

Adams then undertook work as a company agent for silk and woollen cloth in the Kamigata (now Kansai) region, before returning to Sunpu.

“The relations that England and the Dutch Republic had with Spain were tense, and the letters say that in Ieyasu’s presence, Adams argued acrimoniously with the Spanish ambassador after having been accused of lying about the Dutch struggle for independence from Spain. At the time, the Spanish were trying to have the shogunate ban the Dutch from trade. In the view of Professor Cryns, “Adams was favourably disposed toward the Dutch and worked to promote their commerce with Japan”.

Had Adams lived longer, Japan these days would surely be different, if not even better than now.

English arrival

When the English arrived in 1613 and established the East India Company trading post at Hirado, they naturally turned to Adams for informed guidance. But Adams died in 1620 at Hirado. Inexplicably, after having operated for 10 years, the business was closed down in 1623, with the clear plan of returning later when better trading conditions prevailed.

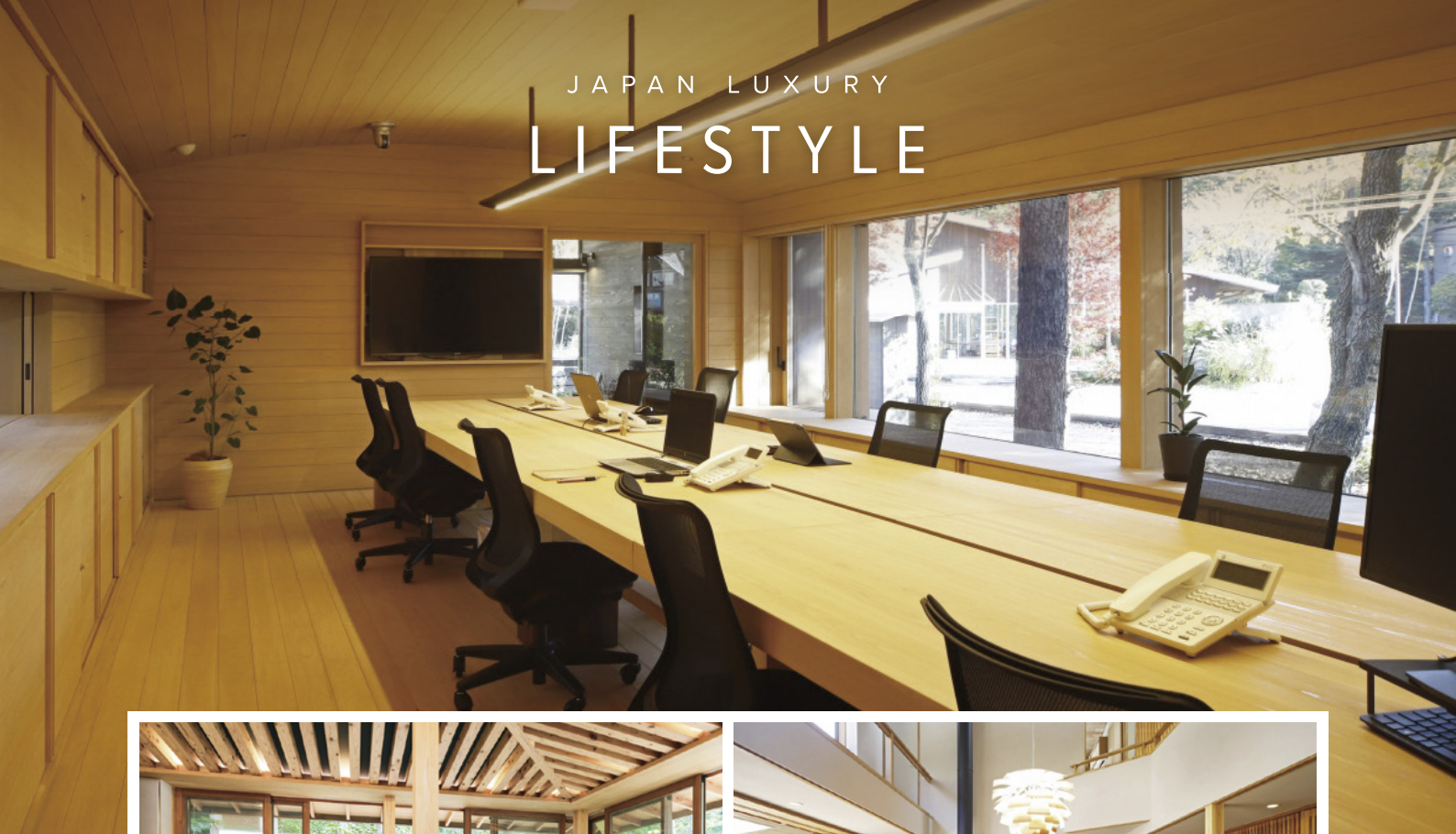
However, when the firm attempted this, the *sakoku* period was well underway, and the original trading privileges were not restored by the Shogunate. Had the influential and experienced Adams survived beyond his 56 years, he doubtless would have prevented this calamitous mistake. Indeed, it is reasonable to assume that the Dutch and English would have been treated equally, as had been the case in the past.

So, what happened clearly changed the course of history in Japan, leaving just the Dutch as the informational filter between Japan and Europe. Had it been otherwise, the evolving UK could have contributed different values and perspectives for more than 200 years.

Had Adams lived longer, Japan these days would surely be different, if not even better than now. 🇬🇧



JAPAN LUXURY
LIFESTYLE



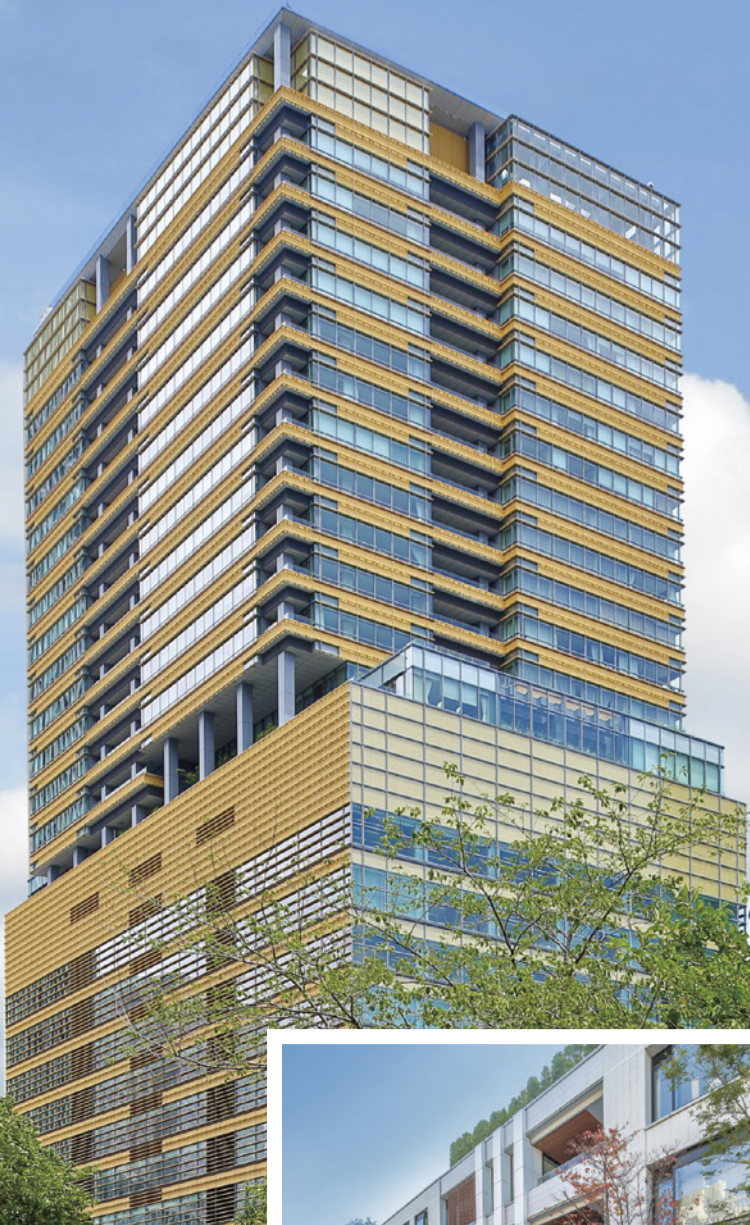
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