

The magazine of the
British Chamber of
Commerce in Japan

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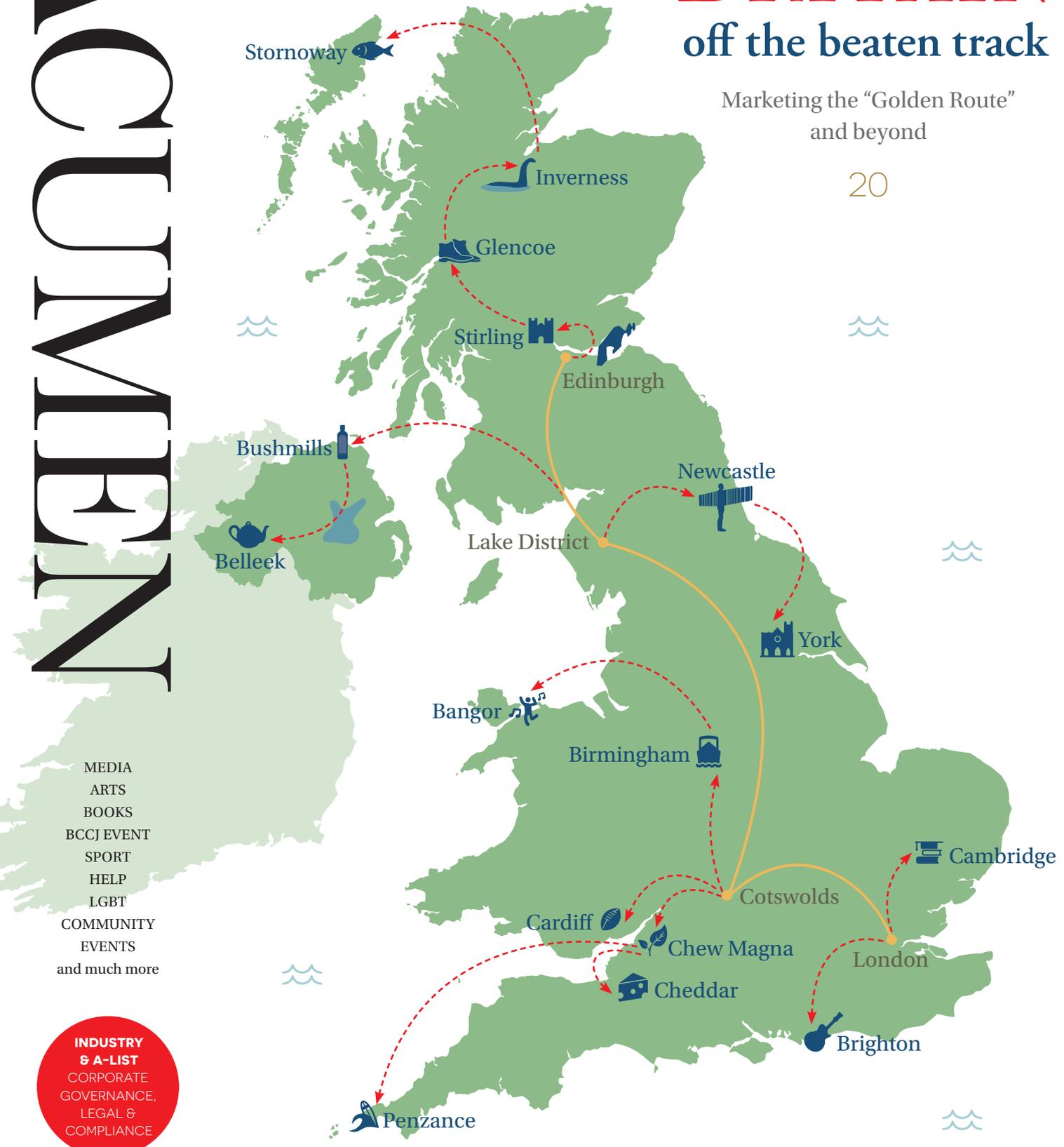
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of the Googly

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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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Given the success of the London 2012 Olympic and Paralympic Games, it is not surprising that those tasked with promoting the UK as a tourist destination are on cloud nine.

Breaking records

Largely attributed to the promotion of the Games, Britain recorded an increase in overseas tourists from 2011–12, rather than the dip experienced by other host nations. Numbers have continued to rise, with the provisional 2014 figure currently at 34.8mn visitors, who spent a total of £21.7bn.

The capital, a huge draw at the time for visitors, continues to be so, as indicated by the special feature on London in a recent issue of the Japanese-language magazine *BRUTUS* (page 14).

Hidden gems

But since the Games, tourists have also been flocking to the regions—a trend that VisitBritain wants to see continue. Earlier this year, the UK tourism board launched its flagship event ExploreGB, designed to benefit tourism suppliers and destinations. I had the privilege of attending with a Japan delegation. We were encouraged to experience the best of what the UK has to offer, from the Shetland archipelago in



Regional economic spread

Tourism plan to help local firms

KATHRYN WORTLEY

kathryn@custom-media.com

the north to the Cornwall peninsula in the south, and the Norfolk broads in the east to County Fermanagh in the west—and many places in between (page 20).

Japanese tourists consider the UK a top holiday destination, but many visit only a limited number of well-known places. Were they to step off the beaten track, however, they would leave with a deeper

impression of the country's history, culture, sport, music, shopping scene and cuisine. Meanwhile, from a British perspective, the economic and resultant social benefits would be felt by a greater number of firms across the country, including small and medium-sized businesses.

One man who can attest to the tangible positive value of

tourism is Koji Nakao, chairman of Terumo Corporation. Driven by his passion for art and a chance connection with a famous artist, Nakao has helped set up a modern art project on a remote island off the Hiroshima Prefecture coast. Although marginalised and depopulated, the community there has been energised by the effect of the tourists who now visit the island (page 29).

A “new” sport

While rugby has drawn the UK and Japan together to cooperate in tourism-related activities for the forthcoming world cups in 2015 and 2019, respectively, another sport that is fusing ties is cricket. Sportsmen from the home of the game have been instrumental in promoting it in schools, and in training current players to a professional level (page 36).

Best wishes

On behalf of the *BCCJ ACUMEN* team, I would like to congratulate The Duke and Duchess of Cambridge on the birth of their daughter, Princess Charlotte Elizabeth Diana. In honour of the occasion, this issue features a special message from British Ambassador to Japan Tim Hitchens CMG LVO (page 9). 🇬🇧

FREE! CHAMPAGNE FOR *BCCJ ACUMEN* READERS!

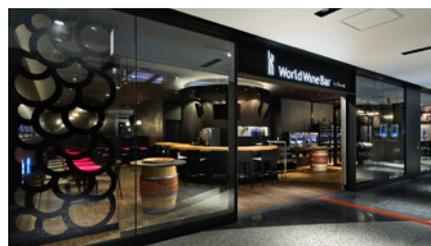
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These companies congratulate
The Duke and Duchess of Cambridge
on the birth of their daughter Princess Charlotte.



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A Princess is born

Special message from
British Ambassador Tim Hitchens CMG LVO

I am delighted to send a message to readers of *BCCJACUMEN* on the happy occasion of the birth of The Duke and Duchess of Cambridge's second child, Princess Charlotte Elizabeth Diana.

As happened during the Royal Wedding in 2011 and the birth of Prince George in 2013, we have been overwhelmed by kind messages from all over Japan: an expression of the great affection in which the Japanese people hold the British Royal Family. This warm feeling, I think, also reflects the deep and abiding relationship between the United Kingdom and Japan.

May I thank those Japanese friends who have taken the time to contact the British Embassy Tokyo and the British Consulate-General, Osaka to offer messages of congratulation. I will be passing those messages on to Kensington Palace.

But perhaps I should not be surprised by such a warm reaction. We were all touched by the large number of Japanese people, from all walks of life, who came out to welcome the duke when, for the first time, he visited Japan earlier this year. The crowds who met him in their hundreds at sites across Tokyo, at Koriyama Station in Fukushima Prefecture,

and in Ishinomaki and Onagawa in Miyagi Prefecture, were generous and enthusiastic. Sadly the duchess, then expectant with Princess Charlotte, was unable to travel with her husband.

The duke's visit to Japan was a symbolic one, making connections between the Royal and Imperial families, and guaranteeing the continuation of that relationship for several generations. We tried to showcase not only the importance of UK-Japan cultural and commercial exchange, but also the way tradition and innovation fuse together productively in both modern Japan and modern Britain. I know the duke and duchess would want me to thank all those who have been kind enough to congratulate them in welcoming Princess Charlotte into the world.

Speculation over whether the duke and duchess's second child would be a boy or girl is over; but now, for the first time, this will not affect Princess Charlotte's position as fourth in line to the throne as the line of succession is regulated not only through descent, but also by parliamentary statute. The Succession to the Crown Act was amended in March, in keeping



with the UK's commitment to equality. The changes mean that the line of succession is no longer based on gender.

Similarly, in keeping with the times, news of the royal birth broke on the Royal Household's social media channels before the traditional paper announcement was placed on an easel outside Buckingham Palace. Well-wishers in Japan can join others from around the world in sharing their personal messages of congratulations via these online channels.

Kensington Palace will be updating content on the duke and duchess's official website (www.dukeandduchessofcambridge.org), Twitter @KensingtonRoyal and the British Monarchy Facebook page (www.facebook.com/thebritishmonarchy) using #RoyalBaby. We will also be sharing content on the British Embassy Tokyo's Facebook page (www.facebook.com/UKinJapan), Twitter @UKinJapan and my Twitter @UKAmbTim. 🇬🇧



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MEDIA

Best fish 'n' chips to sell at Hankyu fair



Hankyu representatives visit Frankie's in Shetland.

A fish and chip shop in Shetland, Scotland, is to set up a pop-up shop at Hankyu Department Stores' British Fair, according to a press release dated 13 April.

Frankie's, which won the 2015 National Fish & Chip Awards, will transport the ingredients in a freezer container to Hakata and Osaka this autumn and serve the dish in specially made boxes featuring Japanese information.

Keiji Hayashi, a representative of Hankyu, said the firm always likes to have the best of British at the fair, adding that "Japanese people are enthusiastic about this kind of food and in past years have bought a lot of fish and chips".

Cash boost for car plant

Honda Motor Co., Ltd. is to turn its Swindon factory in western England into a global production hub for its five-door Civic compact, *Japan Today* reported on 1 April.

The car manufacturer will spend £200mn to improve the plant's efficiency and increase the number of cars that it can produce annually from its current figure of 250,000.

Although 340 jobs were lost at the factory last year due to weak European demand, a spokesperson said Honda is looking forward to making the most of the opportunity to export the model to key global markets.

Deal allows sale of super material

Graphene Platform Corporation has struck a deal with a British graphene producer, enabling it to make commercial quantities of the material, the *Financial Times* reported on 13 April.

Discovered by scientists at The University of Manchester, graphene is strong, flexible and conducts electricity, but, until now, its application as a commercial material has been hindered by the cost and difficulty of large-scale production.

The memorandum of understanding between Perpetuus Advanced Materials and the Japanese firm will pave the way for the first export sale of Perpetuus' DBD Plasma Reactor.

Appeal seeks PoWs for tribute

The POW (Prisoner of War) Research Network Japan is working to trace former servicemen from Britain who were held at a camp in Nagasaki Prefecture during World War II, *The Telegraph* reported on 14 April.

Officials hope the survivors and their relatives will be able to attend an unveiling ceremony, organised by the Memorial Building Committee, at the site of the former No. 2 PoW camp.

A member of the research network, Yoshiko Tamura received an MBE for her efforts to document the camps and help former prisoners come to terms with their experiences. For more information, visit www.powresearch.jp/en/



Prisoners of War in Nagasaki Prefecture
PHOTO: POW RESEARCH NETWORK

False labels on food may pose health risk

Experts say there is a risk that food produced in areas around the Fukushima nuclear disaster site may be on sale in British shops, *The Independent* reported on 14 April.

The warning came after the discovery in Taiwan of over 100 radioactive food products produced in Fukushima but falsely packaged to give their origin as Tokyo.

While products made around the Fukushima nuclear disaster site are checked for radiation before leaving Japan, and again on entering the UK, the system relies on honest certification of package labels.

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Demand for luxury shoes

Manufacturers in Northamptonshire are exporting £20mn worth of footwear to Japan every year, *Northampton Herald & Post* reported on 8 April.

According to the British Footwear Association, more than 300,000 pairs of footwear are sent annually. Their value has risen 45% over five years, thanks to the high demand for luxury and the strong pound.

Once the shoemaking capital of the world, the area is home to brands such as Church, Cheaney and Grenson, which have a reputation for making quality, handmade shoes, thereby helping to maintain the area's excellent reputation for shoemaking.

British brands are increasingly in demand.
 PHOTO: CHEANEY SHOES LIMITED



Firm picks Tokyo for first global shop

Dyson has opened its first directly run shop in the world in Omotesando, Minato Ward, *Nikkei Asian Review* reported on 17 April.

Part of a campaign to boost the UK firm's presence in the Japan market—its second-largest in the world with 20% of overall sales—the 100m² showroom will display some 20 products. It will offer customers a chance to try its vacuum cleaners on four different flooring samples, including tatami matting.

Nobuhiro Asano, chief of Dyson's Japanese arm, said: "We want our customers to experience directly how our high prices are justified by the performance".

UK model to help co-ops

An academic from Komazawa University in Tokyo has been studying the UK's cooperative sector in the hope it will lead to the development of workers cooperatives in Japan, *Co-operative News* reported on 14 April.

Part of the project has involved translating the Worker Co-operative Code of Governance—updated in 2012 by Co-operatives UK Limited—which outlines the tools and techniques utilised in some of the UK's most successful co-ops.

According to the researcher, Noriko Matsumoto, "It is important for [those] Japanese entrepreneurs who now choose to form workers' cooperatives to know that there is the same movement in the UK".

Naked statue divides Oita locals

A work of art by Sir Antony Gormley OBE—the British sculptor who created the "Angel of the North" in Tyne and Wear—on one of Japan's ancient pilgrimage routes has divided a community, *The Telegraph* reported on 30 March.

Titled "Another Time XX", the cast iron statue of a naked man was placed in Kunisaki, Oita Prefecture, ahead of the city's art festival in 2014.

While residents and priests have complained it is too modern in comparison to ancient stone statues in the area, and immoral, the head priest of Sentoji Temple, Goko Imakuma, is a fan of the piece.



Goko Imakuma with the statue
 PHOTO: JULIAN RYALL

Kids win award for Japan project

The only primary school in the UK shortlisted for the Japan Foundation Awards has been awarded third prize, the *Wiltshire Times* reported on 2 April.

Children at Holbrook Primary School in southwest England accepted the award in recognition of their project on Japan, which includes learning the language, before giving a drama presentation to guests from the British Council, the Association of Language Learning and the Japan Foundation.

Head teacher Roger Whitewick said the children are planning to make 1,000 paper cranes to give to Hitachi, Ltd., which has an office in the town.



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Into The Zone
POTENZA

The results of the 2015–16 BCCJ Executive Committee (Excom) elections were announced at our Annual General Meeting (AGM) on the evening of April 27 (see page 42).

Held at the Shangri-La Hotel, Tokyo, the AGM was opened by British Ambassador to Japan Tim Hitchens CMG LVO. He spoke of the success of the UK–Japan relationship over the past year, and said that the British embassy team was particularly delighted to be working with the BCCJ on projects related to the Rugby World Cup (RWC) 2019 and the Tokyo 2020 Olympic and Paralympic Games.

2014–15 BCCJ highlights

President David Bickle then presented his annual report, outlining how the BCCJ has increased business and networking opportunities for all members during the 2014–15 chamber year. This has included hosting a record-breaking number of 39 high-value events and welcoming around 2,000 attendees, with a higher proportion of non-members attending than ever before.

David said that membership numbers have continued to grow year on year, and that the chamber remains committed to connecting members with opportunities



New chamber year begins

Excom elected for 2015–16

LORI HENDERSON MBE

surrounding RWC 2019 and Tokyo 2020. He also highlighted the BCCJ's community activities, including the Books for Smiles programme, which has raised over ¥8.6mn to help support young Japanese leaving social welfare facilities to enter higher education and employment; a BCCJ Community Hub event powered by PechaKucha that

provided a platform for seven non-profit organisations; and career development events for young people from across Japan.

Finally, he paid tribute to Excom members who stood down this year: Phil Gibb OBE (Canning), Anna Pinsky (individual member and vice-president for the past year), Haruno Yoshida (BT Japan

Corporation) and Jim Weeks (Kreab). He gave particular thanks to Phil and Jim for their long-standing contribution to the chamber—over 11 and 10 years, respectively.

Election results

Over 40% of members voted—a record turnout. David was elected for a second term as chairman of Excom and BCCJ president.

Sue Kinoshita, director of UK Trade & Investment at the British Embassy Tokyo, and Jeff Streeter, head of the British Council in Japan, will continue to sit as ex officio members.

Excom taskforce heads will be decided over the coming weeks.

The election of Excom, statement of accounts and appointment of auditors (Okamoto & Company, Inc.) were all approved by majority.

Thank you very much to nominees, voters and attendees. We look forward to serving you throughout another exciting chamber year ahead (see page four for the Excom 2015–16 list).

Updates on the outcomes of the UK's general election—including an open letter to Prime Minister David Cameron from the British Chambers of Commerce—can be found at www.bccjapan.com 🇬🇧

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MEDIA

MAG SPECIAL ON LONDON SHOWS TOP SPOTS FOR TOURISTS

“London boasts a history dating back to the Roman Empire. But, with its having hosted the 2012 Olympic and Paralympic Games, this city has displayed its continuing hunger to pursue change. New trends are being spawned on a daily basis and, with restaurants that capture the public’s interest springing up here and there, they belie the old stereotype that ‘London’s grub is tasteless.’ Armed with overwhelming pride in its traditions and the passions of the people who flock there from around the world, London continues to grow”.

So reads the introduction to the special March 2015 issue of the Japanese-language magazine *BRUTUS*, which is devoted to London. The English title on its cover, with the Japanese translation barely in sight, is “101 Things to Do in London”. And, at ¥680, it is an indisputable bargain.



The March 2015 cover of *BRUTUS*

With *BRUTUS*' readership mainly being young adult males, the selection featured is clearly intended to give a very strong impression of London as a place where they can revel in the hedonism the city affords—in a way not so different from the free-spirited urban lifestyles many of them enjoy in Japan. Nearly half of the special issue's content, covering 42 pages, is devoted in part or entirely to food and drink. That is not to say that London's historical and cultural attractions are glossed over, but the emphasis is clearly on eating, drinking and making merry.

Traditional English fare is mentioned, of course, but there are also plenty of concessions to ethnic cuisine, including Israeli, Vietnamese, Turkish and Peruvian food.

There are also numerous other attractions: items 13–19 on the list offer a potpourri of information about weekend markets, from Alfies

Antique Market in Marylebone to the Columbia Road Flower Market near Shoreditch. Item 21 introduces four celebrated tonsorial establishments where one may receive a trim and a shave. One is the Rocket Barber Shop on Stoke Newington High Street, which features 1950s American graffiti-style décor, complete with a functioning jukebox.

For the most panoramic view of the city, item 26 suggests that readers spend a night in the Shangri-La Hotel at The Shard, where they can luxuriate in a bath while gazing out the window on the 45th storey. It won't come cheap—a suite can cost from £1,250 a night—but to those who can afford it, the outlay may seem well worth it.

In preparing the special issue, *BRUTUS* recruited 14 people (11 of whom appear to

be Japanese who are familiar with London) and invited each of them to name their three favourite London destinations. One contributor was TV personality Harry Sugiyama, son of veteran newsman Henry Scott Stokes, whose recommendations are the Fortnum & Mason department store in Piccadilly; the Royal Botanic Gardens, Kew; and the Beagle restaurant in Hoxton.

To introduce parts of the city, a “London Area Story” section provides short profiles of 15 areas from Soho and Marylebone to Brixton and Shoreditch. In addition, there is a pull-out “to do” map that identifies 26 areas of interest, with their nearest tube stations clearly marked.

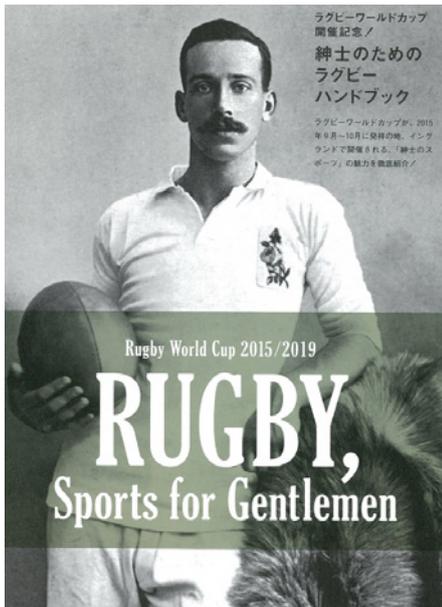
Brighton and Rye in East Sussex are featured prominently in item 84, titled “Short trips you can take within two hours”. Turn the page to item 85 and there are “Take-out lunches recommended by taxi drivers”. It seems that fish and chips wins the day here.

Items 54–60 provide an imaginative listing of “places to go when the weather is bad”. Not surprisingly, the first suggestion is to purchase an umbrella at the city's oldest umbrella shop, James Smith & Sons on New Oxford Street.

Items 73–79 are devoted to services and goods, from firms belonging to the Royal Warrant Holders Association, similar to, albeit somewhat more commercialised than the Japanese warrant system, *goyotashi*. Among the seven vendors introduced are Farlows on Pall Mall for outdoor and sporting goods; the supermarket chain Waitrose in Marylebone for groceries; and H.R. Higgins on Duke Street for coffee.

For further perusal before boarding the plane in Japan or after arrival in London, the editors have thoughtfully included the URLs for most of the establishments introduced in the articles.

Certainly inbound tourism promotes mutual understanding and contributes to a country's international balance of payments. On another



BRUTUS included details on the Rugby World Cup 2015.

level, however, one cannot disregard the fact that the efforts by the contributors and editors of this issue of BRUTUS may underscore the potential for short-term travellers to absorb culture and attempt to transplant it upon returning home.

Certainly not all the Japanese who visit the UK are anglophiles in search of new business ideas to take home with them. But some do travel abroad with that purpose in mind, while others may be inspired by an unexpected encounter or experience.

For example, there is a page and a half devoted to Bootstrap Company Ltd., a home to 300 creative businesses that “aims to unlock local potential”. Located on Ashwin Street, the building complex is eco-friendly and filled to the brim with new-age concepts, creative studios and dining spots.

While scant content of the issue was devoted to sport, a separate, 12-page pull-out booklet is devoted entirely to rugby, specifically the Rugby World Cup scheduled this year at venues in London and elsewhere and, four years hence, in Japan which will play host in 2019.

UK BRANDS’ RATINGS JUMP IN ANNUAL CONSUMER SURVEY

Nikkei Business (13 April) ran the results of its annual consumer survey, rating corporate brands engaged in both business-to-consumer (B2C) and business-to-business (B2B) activities. The surveys were conducted at the end of 2014 under the auspices of Nikkei BP Consulting, Inc. The results of the B2C survey are based on 32,000 responses from people over 18 years of age, while the B2B survey, with total choices limited to 500 corporate brands, is based on responses from 22,001 employed people over 18 years of age.

In 2014, the top-rated brand was 7-Eleven, which rose 10 places from the previous year, when it was rated 11th. Other brands among the top 10—in descending order with the previous year’s rating shown in parentheses—are YouTube (seventh); Nissin Foods (17th); Studio Ghibli (third); Amazon (fourth); Häagen-Dazs (15th); Google (20th); Disney (first); Apple (sixth); and Kewpie (29th).

The magazine also compiled a separate list to indicate which brands had risen most sharply in the ratings over the past year. At the top was Universal Studios Japan, which soared from 147th place to 12th. It was followed by 7-Eleven (11th to first); the iMac desktop computer (not rated to 227th); Co-op Seikyo (322nd to 88th); LoFt (294th to 82nd); mont-bell (not listed to 237th); Japan Railways (179th to 50th); iPad (59th to 16th); Nissin Foods (17th to third); and JR Kyushu (427th to 152nd). Two UK brands also registered impressive gains since the preceding year: Burberry (236th to 80th) and Dyson (76th to 25th).

A 45-year-old male customer at an in-store Seven Café in Tokyo’s central business district explained why he liked 7-Eleven: “I tried an iced coffee, and was pleasantly surprised, thinking ‘This is a good deal for just ¥100’”.

Nikkei Business quoted Toshifumi Suzuki, chairman and chief executive officer of Seven & I Holdings Co., Ltd., as saying, “Even if we feel we have produced something good, customers’ preferences are changing increasingly rapidly. As we constantly have to juxtapose our product development with customer needs, it’s all we can do to devote relentless efforts to find out what those needs are”.

In a separate survey, rating the B2B performance of brands, Toyota was in first place for the fourth consecutive year. Second was 7-Eleven (previously 14th), followed by All Nippon Airways (previously 12th), Google (previously 24th) and Panasonic (previously 27th). 🇯🇵



7-Eleven’s Seven Café proves popular.



Life.
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Read beyond the expected

FT WEEKEND
Experience a different world

The Annual General Meeting (AGM) of the British Chamber of Commerce in Japan (BCCJ) held on 27 April marked a turning point. Firstly, I had the pleasure of reporting on the achievements of what has been a tremendous year for the chamber. Following the announcement of the election results for the 2015-16 Executive Committee (Excom), I then had the honour, as chairman of the newly elected Excom, of talking about our plans for the year ahead.

The AGM also marked the appointment of five new members to Excom who bring tremendous business experience, energy and a fresh perspective that will contribute greatly to our collective capabilities.

Leveraging the network

Combined with an active membership base and increasing interest in our events developing outside the chamber, the BCCJ will strive to be at the heart of efforts to facilitate commercial opportunities in relation to the UK-Japan business relationship.

Our mission is to strengthen these bilateral business ties, promote and support the business interests of our members, and actively encourage both new



BCCJ brings you people who matter

Plans for business, CSR, events in 2015-16

DAVID BICKLE
@BCCJ_President

British business into the Japan market as well as Japanese investment into the UK. In considering the chamber's goals for the year ahead though, I am moved to think more fundamentally about the purpose that defines what the chamber is, and the reason for its existence. Essentially, we bring you the people who matter.

Whether you are a BCCJ member, or a non-member stakeholder in the UK-Japan business relationship, the people who matter to you will depend on your particular business and position within the market in Japan. The BCCJ will leverage its network in government and business to provide you with high quality events and a media platform.

This will enable you to connect more easily with a larger number of potential customers, peers, enthusiasts, partners, advisors and thought-leaders, as well as demonstrate your commitment to enhancing UK-Japan ties.

An effective platform

We will continue to provide a more effective platform for business exchange and networking, and to enable members to understand the commercial and community-related opportunities around the Rugby World Cup 2019 and the Tokyo 2020 Olympic and Paralympic Games.

The recent visit to Japan of The Duke of Cambridge also highlighted a number of causes in Japan that can benefit greatly from the continued support of the business community. The chamber, therefore, will continue to provide opportunities for members to enhance their corporate social responsibility activities.

Over 2015-16, the BCCJ will be bringing you the people who matter. To do so, we rely on the participation of our members at BCCJ events and in our initiatives. I urge you to contribute; it is that commitment which makes the BCCJ the dynamic and successful organisation it is today. 🇬🇧

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Japan Sales Director

Our client is a global printing manufacturer that offers printing products that are environmentally responsible and engineered to streamline print production processes, making it easier and more profitable for print providers to meet increasing demands for high-quality and fast turnaround printing. Reporting to the Director of Global Sales & Marketing in the US, they are looking for a Sales Director who will seek new business opportunities in Japan, which is the highest priority market for the company within APAC. The successful candidate would have at least 10 years experience in the print and graphics sector.

Please contact Yu Matsuda quoting ref:H2702260 or visit our website.

Vice President Japan & Representative Director

Our client is the world's largest provider of independent testing services to the PCB manufacturing industry. For over 25 years they have been the testing and service company of choice for leading PCB manufacturers worldwide. Reporting to the Corporate COO, the Vice President Japan is the national representative for the company and the highest local authority. Responsibilities include running the operations, generating sales, and managing customer relationships. The successful candidate would have experience in a technical sales environment, and understanding and experience of both Japanese and western business culture and requirements.

Please contact Emily Le Roux quoting ref:H2619270 or visit our website.

Trade Mark Attorney

Our client is one of the most established legal practices in Japan, having over two decades of experience in representing both Japanese clients with overseas interests and international companies with commercial interests in Japan. This is an exciting opportunity to work on famous Japanese brands all over the world, as well as a chance to be part of an international working environment at a world-leading UK law firm. The successful candidate would be a foreign qualified attorney (preference toward those who are European or US qualified) with native-level English and fluent Japanese with 2 to 5 years experience dealing with trademark work outside of Japan.

Please contact Byron Sato quoting ref:H2193870 or visit our website.

Finance & Accounting Director, Japan

Our client is one of the world's largest manufacturers in its field, and is represented with over 150 production sites across 20 countries worldwide. Through the strength of its market leading brand and key strategic investments, the company has an enviable track record of growth. The company is looking for a strong finance leader to drive integration, and consolidate the structure within the finance team. The Finance and Accounting Director would manage a diverse team responsible for ensuring best practice processes for Corporate Accounting, Taxation and Treasury. You will be given the opportunity to act as a "change agent" and be the right hand to the Regional CFO, leading decision making in Japan.

Please contact Lalita Mosorin quoting ref:H2749240 or visit our website.

Marketing Manager

Our client is an award winning entertainment company with the most anime and music brands in Japan. They are looking for a Marketing Manager responsible for developing and implementing the marketing plan including key strategies, consumer target setting, P&L, marketing cost allocation, SKU, pricing, packaging, media, digital, consumer promotion, tie-in, event, PR and nationwide sales kit for the assigned genre across both NR and catalogue. The successful candidate would have at least 5 to 7 years experience in product marketing, preferably in the content and entertainment industry.

Please contact Tom McMahon quoting ref:H2749020 or visit our website.

Sales Manager, Japan

Our client is one of the fastest growing global exhibition organisers in Asia. To maximise their potential, the Sales Manager will establish the business in Japan and take responsibility for building and maximising sales from Japan into their global portfolio of trade shows and exhibitions. The successful candidate must be a self-driven and independent sales professional who is comfortable working alone. They must have experience of dealing with international sales agency networks, preferably with exhibitions background, or in an industry where conceptual sales skills are commonplace.

Please contact Emily Le Roux quoting ref:H2652000 or visit our website.

To apply for any of the above positions, please go to www.michaelpage.co.jp quoting the reference number, or contact the relevant consultant on +813 5733 7166 for a confidential discussion.

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- Membership application can be started online
- Plans to widen eligibility criteria and ports that may be used

Government launches new scheme

Border Force, part of the Home Office responsible for frontline border control operations at air, sea and rail ports in the UK, has launched a new service called Registered Traveller. Membership of this initiative allows frequent travellers from Japan, the United States, Australia, Canada and New Zealand to get faster and more convenient entry to the UK through London Heathrow Airport, Gatwick Airport and rail terminals at Paris and Lille in France, as well as Brussels in Belgium.

Since its launch in November 2014, the Registered Traveller initiative has received positive feedback. One member said that “The Registered Traveller scheme is a life saver. For someone who travels to the UK a great deal, it simply makes my life easier”.

Member benefits

- Access to ePassport gates with a biometric passport at major border ports in the UK and EU
- Access to the UK/EU queue at border control
- Landing cards do not need to be filled out
- No credibility interview
- No need to provide fingerprints for visa holders on each arrival

All of this helps registered travellers to save time. One member said: “It adds a lot of convenience and improves the



experience of entering the UK”, adding that it “makes me feel a bit welcome knowing I can use the ePassport gates”.

Becoming a member

Before you apply, check whether you are eligible on www.gov.uk/registered-traveller.

Application process

Applying to become a Registered Traveller can be done quickly and easily by filling in an online form. Border Force uses this information to register you on the system. The next time you arrive at a UK border,

officers will complete your full membership enrolment that allows you to access all the benefits of being a Registered Traveller.

To apply to become a Registered Traveller for 12 months costs £20, which is non refundable, and the annual membership fee (not paid unless application is successful) is £50.

Participating ports and future plans

Registered Traveller is currently available at the UK Border Ports at London Heathrow, London Gatwick, London City

and the Eurostar terminals in Paris, Brussels and Lille, as well as Edinburgh, Glasgow, Manchester and Stansted where you will be able to use the EU/UK channel or ePassport gates if you have a biometric passport. Further airports will be added throughout 2015.

If you are interested in finding out more or if you think Registered Traveller could benefit you or your staff, please contact rtinbox@homeoffice.gsi.gov.uk



Britain off the beaten track

Japan travel reps join *BCCJ ACUMEN* on UK fact-finding trip

BY KATHRYN WORTLEY

There is no doubt that Japan can be considered a mature market for the United Kingdom tourism industry. First visiting there in large numbers in the 1980s, the Japanese soon developed a love of the country and its brand, with many places becoming so popular they have been firmly established as “must see” destinations.

“A golden route is Edinburgh, the Lake District, the Cotswolds and London,” Yuko Inoue of Kuoni Travel (Japan) Ltd. told *BCCJ ACUMEN*.

Yet, not content with the familiarity of the Japanese—as well as of tourists from the rest of the world—with just some of the UK’s wonders, VisitBritain, the UK tourism board, has launched a new business-to-business event to showcase the best of the entire country.

On 23 February, 10 Japan delegates from the travel trade, accompanied by VisitBritain Japan



Britain is marketing itself as a destination for experiences such as concerts.
©VISITBRITAIN/PAUL UNDERHILL

Manager Ashley Harvey and I, departed Japan for this two-day event.

Harvey said the visit is a very important way to enable the travel trade to experience the country first hand. “The feedback so far has been positive and we are keen to see new itineraries and ideas to inspire both first time and repeat travel to the UK”, he said.

Held at Ascot Racecourse in Berkshire, ExploreGB connected 251 international buyers and 21 media representatives from 40 key markets with 320 British and Irish tourism firms. Designed to give businesses a route to market and help overseas trade sell the UK, the event featured pre-scheduled appointments, networking opportunities and a wide variety of British culinary fare.

“We are focusing on the entire country”, said Sally Balcombe, chief executive of VisitBritain, at the inaugural event, adding that suppliers

in attendance hailed from the length and breadth of the UK and included lots of smaller businesses. Following the event, delegates and media representatives went on familiarisation trips to destinations across England, Scotland, Wales and Northern Ireland.

“It’s not just come and meet; it’s go and see, as well”, Balcombe said.

While the UK was ranked 3rd overall as a nation brand in the Anholt *2014 Nation Brand Index*—a survey of 50 countries which determines their perception of each other—Balcombe said there was more work to be done. During 2015–16, this will include further promotion of three pillars of the government’s multi-million pound GREAT campaign: culture, heritage and countryside.

She is keen to focus on customer-led tourism and the segmentation of customers on a global basis, in order to deliver what they want. The aim is to attract 40mn visitors annually by 2020. Last year, the UK had its best year yet for inbound tourism, having welcomed 34.8mn visitors who spent £21.7bn.

Secretary of State for Culture, Media and Sport Sajid Javid MP believes efforts to promote the whole of the UK through initiatives like the GREAT campaign, in connection with the legacy work of the London 2012 Olympic and Paralympic Games, is already bearing fruit.

“Numbers [visiting the regions] have increased considerably, especially to Scotland, the Lake District and Cornwall”, he told *BCCJACUMEN*. “That’s very important, because London itself is a big magnet for tourists from around the world for lots of reasons—for our heritage, our history, our culture—and we want to make sure that people realise just what else Britain has to offer”.

Citing the success of Stratford-upon-Avon in promoting its history and plays, rather than solely its location as the birthplace of William Shakespeare, Javid said: “What we have done in the UK is focus not just on marketing the destinations but also on the experiences of visiting certain areas”.

Success is important; as one of the largest industries in Britain, tourism is currently worth £127bn annually. In 2013, it accounted for 9.6% of employment nationwide—3mn jobs—and is expected to support 3.7mn jobs by 2025.

Demand from Japan

So what are Japanese visitors currently looking for in a trip to the UK? According to travel operator JTB’s online survey of women—56% of whom have never visited the UK and 44% of whom have visited once—83% of respondents cited sightseeing as their purpose, followed by 17% who said to enjoy fine food. Of those who chose sightseeing, many wanted to enjoy the atmosphere of places as well as see famous spots. Visiting film locations was also popular.

This interest seems to be a growing trend. According to VisitScotland, four in 10 travellers had been inspired to visit a destination because of having seen it on TV. Visitors to Rosslyn Chapel in East Lothian rose from some 28,000 in 2003 to over 176,000 in 2006 following *The Da Vinci Code*, while Glencoe in the Highlands, which can be seen in *Skyfall*, is now part of a James Bond tour. VisitScotland is now making film maps for various regions.

Northern Ireland has also gained tourists keen to visit the sets of *Game of Thrones* in County Antrim and County Down, while tours around Cardiff in Wales, showing the locations of TV programmes *Torchwood* and *Sherlock*, are popular. This same trend can be seen in England, too.

Speaking of the Culture is GREAT campaign planned for autumn 2015, Balcombe said, “We want to link culture not just to the classic arts and musical theatre, but film and TV as well. Work on film and TV tourism is something we see as a huge driver for the future. We have just seen the impact of certain films and certain TV programmes and we know that we are keen to do more”.

Downton Abbey may be one such example that appeals to the Japanese market. Although the Japanese delegates—whose familiarisation

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Popular locations have signs translated into Japanese.
PHOTO: WWW.COTSWOLDS.COM

trip included a visit to the drama's filming locations of Cogges Manor and Bampton in the Cotswolds, England—were largely unfamiliar with it, interest is building, according to one UK firm.

“For Japanese customers, our fastest growing product is *Downton Abbey* tours”, Jimmy Greene, director of International Friends, told *BCCJACUMEN*. “These locations are only 20 minutes away from the sites they have always loved, so adding this [tour] on, together with the popularity of *Downton Abbey*, is a fairly easy sell to that market”.

Responding to requests from the US market, the firm's tour was launched two years ago, with demand from the Japanese market beginning 12 months ago. Testament to the drama's popularity, a presentation on *Downton Abbey* at VisitBritain's “British Market” event—held to showcase food and goods from the UK—in Minato Ward on 18–19 April was fully booked.

ExploreGB also provided an opportunity for me and other media representatives to visit Blenheim Palace, the birthplace of Sir Winston Churchill, former prime minister, and one



The maze at Blenheim Palace in Woodstock, the Cotswolds

of the most famous examples of the work of gardener Lancelot “Capability” Brown. Located in Woodstock, in the heart of the Cotswolds, Blenheim embodies what much of Japan's travel trade say Japanese want to see in Britain: history, culture and gardens.

Miki Bartley, a Blue Badge Tourist Guide—the official, professional tourist guides of the UK—says her most requested destination after London is the Cotswolds, including a visit to a manor house. In fact, such is the popularity of Blenheim Palace that two Japanese guides are available for tours when booked in advance, and resources are available in Japanese.

Blenheim is expected to benefit further from an increase in visitors thanks to VisitBritain's promotion of events and anniversaries related to key sites across the country. This year is the

50th anniversary of the death of Churchill, while the Year of the English Garden in 2016 coincides with the 300th anniversary of the birth of Brown, who created more than 170 gardens in Britain.

Other anniversaries this year include the 125th anniversary of the birth of crime writer Agatha Christie, and 2016 marks the 150th anniversary of the birth of Beatrix Potter, who penned *The Tale of Peter Rabbit*.

Making an impact

The Japanese delegates said the most interesting and useful excursion of the trip had been a walking tour of Southbank, London, led by Bartley.

Keen to show not only famous landmarks, but also the background and history of the area, Bartley provided information on famous



More tourists are visiting the beaches of Cornwall. • ©VISITBRITAIN/ DANIEL BOSWORTH



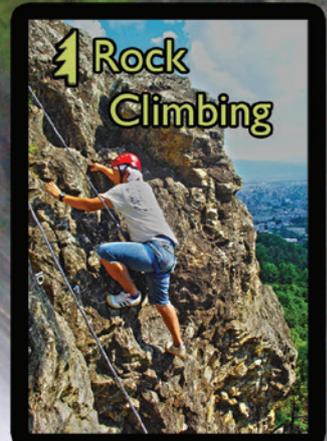
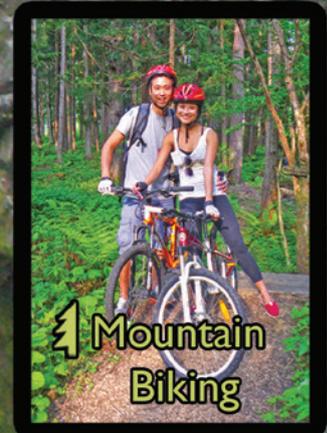
Edinburgh Castle is a top attraction.
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Shopping facilities and canal paths are attracting visitors to Birmingham. • ©VISITBRITAIN/PAWEL LIBERA

people who once lived in the locality, such as Shakespeare, Geoffrey Chaucer and Charles Dickens, referencing the blue plaque scheme. Currently run by English Heritage, it is thought to be the oldest of its kind in the world, having been founded in 1866.

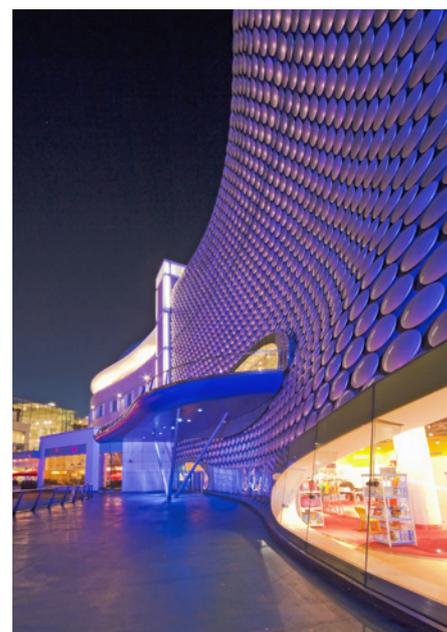
Iconic British items, such as the pillar-box letter box, traditional phone box and double-decker bus were highlighted, as well as a local market, shared office space and communal garden.

Many travel operators said visitors would appreciate this cultural information. An optional walking tour is attractive to their typical customer, namely couples in their sixties and seventies, and ladies in their thirties and forties, who want all-inclusive tours. Some operators added that, while more people in their twenties

wish to travel independently, most opt for tours as they are unsure of where to go or what to do on arrival.

Similarly, delegates spoke highly of their experience in Birmingham, another destination on the trip. They took a guided walking tour of the canal network and historic jewellery quarter, before spending time in the centre looking at some of the city's iconic buildings. Some expressed interest in the fact that Birmingham is home to the largest Christmas market in Britain, and at least one operator is making plans to create a tour incorporating this event.

Through a joint campaign with Turkish Airlines planned in Tokyo this year to promote the Narita International Airport to Birmingham via Istanbul route, VisitBirmingham hopes to



Birmingham has many modern buildings. ©VISITBRITAIN/PAWEL LIBERA

build on the city's 12% increase in visitors over the past six years and welcome more visitors from Japan.

Promoting culinary delights

Although enjoying fine food was ranked second in JTB's online survey of women, there is a lack of awareness of the quality and variety of British cuisine. While delegates praised the dishes they ate during the trip, it is fair to say they were pleasantly surprised.

"The image of English food is still limited in Japan," said Inoue.

VisitBritain is working hard to change that. Under the Food is GREAT campaign banner, the organisation promotes the gastronomic renaissance the nation has been experiencing over the past couple of decades. Among those endorsed are Michelin-starred restaurants and gastropubs, farmers' markets and food festivals, as well as local, seasonal produce.

It seems the message is getting through to consumers. Jill and Simon Coombe of Three Ways House Hotel—Home of the Pudding Club—in Mickleton, Gloucestershire, say their business has established a Japanese following, in part thanks to their traditional desserts. Simon has hosted club meetings in Japan, exhibited at the British Fair in Hankyu Department Store in Osaka (see page 10) and sold hundreds of puddings.

"The Pudding Club is a big attraction; we still find it surprising what a sweet tooth the



Japanese tour guide Miki Bartley explains the British character Sherlock Holmes.



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Japanese tourists enjoy afternoon tea in the Lake District.
PHOTO: THE WORLD OF BEATRIX POTTER ATTRACTION



Japanese have”, Jill said, adding that guests love the pudding-theme bedrooms.

In Japan, celebrity chef Gary Rhodes lent his expertise to VisitBritain for the “Rhodes Returns to Tokyo” event on 20–24 April, where seats to sample his fare sold out (see page 43). Speaking of his last year’s offering of afternoon tea, Rhodes said “the response was incredible”. When guests told him they did not realise how good British cookery is, he encouraged them to visit Britain and see what it has to offer.

“I think [the UK] has become recognised, certainly in Europe, as probably one of the best countries for food right now”, he told *BCCJACUMEN*.

Certainly, the country’s reputation for “tea time” is well established. Also in the JTB survey, 44% of respondents said they most wanted to purchase tea in the UK, while 22% said sweets. According to Bartley, having afternoon tea is one of the most popular activities for her Japanese customers. Recent publications of Japanese biweekly magazine for young women, *Hanako*, has included many highlights of London that cater for a sweet tooth. Meanwhile, *BRUTUS*, a biweekly publication tailored to men’s tastes, has featured a range of the city’s cafés and restaurants (see page 14).

Looking ahead

In the spirit of learning from the success of London 2012, work is underway to use the Rugby World Cup (RWC) 2015 to promote tourism. Special packages will be offered with tour operators and others in Japan to give fans a chance to go to the UK.

“We want to make sure that, when people visit Britain to watch the rugby games, they actually get to see different parts of the UK as well”, Javid told *BCCJACUMEN*. “We also hope that when [the RWC goes] to Japan in 2019, we can work for our mutual benefit: get people to come over to Britain [this year] for rugby, and then vice versa in 2019”.

And, it is not just promotion of the UK that is set to have an impact on visitor numbers.

Following the signing of a Memorandum of Understanding, the European Tourism Association and the Japan Association of Travel Agents are cooperating to lobby Tokyo to change the terms and conditions for travel groups from Japan.

According to the current rules, Japanese groups are not required to pay anything until 30 days before their reserved trip, enabling them to make cancellations at a late stage. What is more, they have to be compensated a percentage of the entire package if they receive a room that is not of the standard they reserved.

“The industry framework is now a hindrance rather than a help”, said Harvey, adding that hoteliers often charge more to protect themselves from these risks. He hopes for a relaxation of the terms and conditions that will make it easier for both hoteliers and the Japanese consumer.

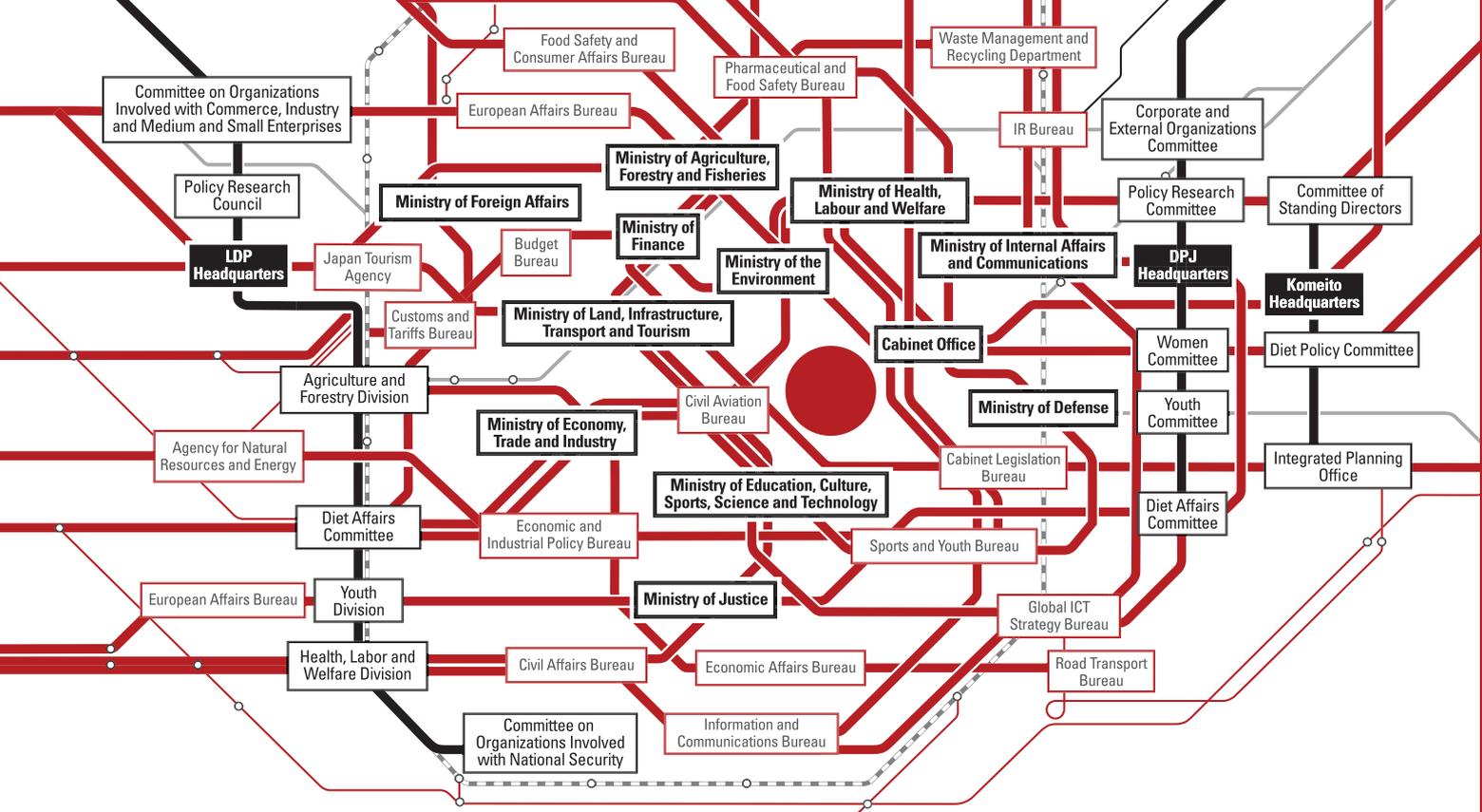
While VisitBritain is working to increase the numbers of tourists to the UK—provisional figure for 2014 about 214,000—the Japan National Tourism Organization reported 220,000 British visitors in 2014, a 14.7% increase on the previous year.

Such was the success of ExploreGB that VisitBritain has decided it will be held again in spring 2016, in Liverpool. 🇬🇧



Rugby may become a greater draw for tourists because of the rugby world cups in 2015 and 2019.
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British Airways and partner Japan Airlines fly to London Heathrow three times a day from Tokyo Haneda and Narita.



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SAVING RURAL LIFE

Chairman helps island through art project

BY JULIAN RYALL



Visitors enjoy an exhibition on the island. • PHOTO COURTESY OF ART BASE MOMOSHIMA

Koji Nakao has taken his abiding fascination with contemporary art and given it a place to flourish. That makes him a distinctly atypical chairman of a Japanese corporation.

In the waters of the Inland Sea south of Hiroshima Prefecture, Momoshima has a coastline of just 11km and a population of 550. And that figure was falling each year as young people moved to the mainland in search of better work opportunities.

But in 2012, Yukinori Yanagi and a group of like-minded artists banded together to give the island a new purpose, taking a number of derelict facilities on the island—including the former premises of the junior high school and cinema—and turning them into venues for a new community initiative.

Art Base Momoshima has gone from strength to strength in the intervening years,

with artists from the United States, Austria, Switzerland and Germany invited to take part in artist-in-residence programmes that are held for four weeks, twice a year.

Funding for the project has been a constant concern, however, which is where Nakao—chairman of medical devices manufacturer Terumo Corporation—brings his particular skills to the table.

“The local people did not really comprehend what modern art is,” Nakao told those attending a British Chamber of Commerce in Japan luncheon at the ANA InterContinental Tokyo on 15 April (see page 43). “But they are pleased and excited that there is a lot more traffic to the island”.

With open arms, Momoshima’s residents have welcomed the artists, who, in turn, have become part of the community. In time, Nakao hopes the art project will help the local economy and attract yet more people, both as visitors and residents.

- Support will enable project to be self-sustaining
- Derelict facilities are being used as art venues
- Local people are pleased to welcome tourists

The island incorporates works by Yukinori Yanagi, who studied at Yale University and is famous for a series of works in which ants are encouraged to crawl across images—of bank notes or national flags for example—made in sand, to break down the design. Works by Yanagi are on display worldwide, including at the Tate Modern in London.

Other pieces on display at Art Base include pieces by internationally renowned Japanese artists Noriyuki Haraguchi and Takashi Murakami—one of whose works, titled “My Lonesome Cowboy” sold at auction for the equivalent of £8.7mn in 2008. Pieces created by the late Bruce Conner, who won widespread acclaim for art pieces that utilise images of atomic explosions, are also on display.

Dotted around the island are further examples of the artists’ work: the tailfin of a Phantom fighter jet from the Vietnam war is an art installation; the interior of the art centre’s café has a view of the island from out at sea; and grime on the sea wall has been scrubbed off to create another work of art.

“Good contemporary art should be thought-provoking,” said Nakao. “Contemporary art should puzzle you and please you at the same time”.

As a collector and lover of modern art, Nakao has taken it upon himself to provide support, including in the shape of financial assistance, to enable the entire project to be self-sustaining.

Asked about the state of contemporary art in Japan today, Nakao says that little is known of the genre, particularly outside the country.

“People from abroad know about sushi and kabuki when they think about traditional Japan, and about manga as modern art, but there is so much more beyond just traditional Japan or ‘Cool Japan,’” he said. 🌸



The Hyper LPG Truck was shown to members of the British Chamber of Commerce in Japan in Kita Ward on 2 February.

New eco truck created to reduce logistics costs

LPG and diesel fuel mix a first in Japan

BY JULIAN RYALL
PHOTOS: DARUMA ENERGY

An energy firm set up by a family with a proud tradition of looking overseas for best-practice opportunities for Japan has launched the first domestically developed light truck to be powered by a combination of liquefied petroleum gas (LPG) and diesel.

The innovative use of the two fuels together means the vehicle—the Hyper LPG Truck—is more economical and can be driven for longer distances without requiring refuelling, according to Daruma Energy Co., Ltd.

The business was set up in July 2013 by Yoji Furuta, whose wife is a direct descendant of Korekiyo Takahashi—himself something of an innovator.

Born in July 1854, Takahashi was adopted into a low-ranking samurai family but rose to serve as Japan's 20th prime minister and was minister of finance for five terms. He also was the first agriculture minister, the first minister of commerce and industry and the seventh governor of the Bank of Japan.

Takahashi is perhaps most famous for the drastic financial policies he introduced at the height of the global Great Depression in the 1930s. Although painful, the reforms served to get Japan's economy back on track five years ahead of the United States.

Committed throughout his life to building better ties with other countries, Takahashi

studied English under Clarissa Hepburn, the wife of US medical missionary James Hepburn, whose surname was used to name one of Japan's three main systems for transcribing Japanese, namely, the Hepburn romanisation system. He also worked at a British bank in Yokohama.

After a spell in the US, where he perfected his language skills, Takahashi set out on a career in government. He found time to teach English and translate foreign regulations that served as the basis for many of Japan's laws.

Known affectionately as the Daruma Minister or Daruma Saisho—from where the

By having two fuel tanks, the aggregate fuel load is increased and the driving range of the truck is extended.



LPG and diesel are compressed in the combustion chamber to create energy.

firm takes its name—he was assassinated in 1936 at his home in Akasaka in an attempted coup d'état that has gone down in Japanese history as the 26 February Incident.

As Takahashi did, Daruma Energy wants to make a difference.

“There are roughly 60,000 logistics companies nationwide, about 90% of them small or medium-sized companies that operate less than 50 trucks,” said River Furuta, project manager for the LPG-diesel dual truck and Takahashi’s great-granddaughter.

“These companies spend between 17% and 38% of their yearly budgets on diesel fuel,” she said. “While petroleum prices are falling at the moment, they will not stay low”.

The majority of Japan’s logistics firms have been in the red for a number of years and had little hope of getting back into the black—until fuel prices fell recently. It is this sector that Daruma Energy particularly wants to assist.

LPG has developed a solid following in Japan, in part due to its low cost, its positive environmental performance, and the fact that it does not degrade over time. An added bonus, which became apparent in the aftermath of the

Great East Japan Earthquake and tsunami of March 2011, is that the strict laws on the storage of high-pressure gas at LPG filling stations meant that they withstood the destruction wrought on the Tohoku region.

Despite the clear advantages, Nissan Motor Co., Ltd. and Toyota Motor Corporation have announced plans to halt output of LPG-powered taxis within the next three years. This move will inevitably contract the autogas market.

To prevent the disappearance of LPG vehicles from Japan’s roads, the Daruma project—carried out by Daruma Energy in conjunction with Joto Garage K.K.—has received a grant from the Ministry of Economy, Trade and Industry to cover half of the ¥27.3mn cost of developing a vehicle that cuts fuel costs while offering improved performance.

Based on the Mitsubishi Fuso Canter—a line of light-duty commercial vehicles built by Mitsubishi Fuso Truck and Bus Corporation and fitted with the latest clean diesel engine—the vehicle has been adapted to incorporate an LPG tank. The two fuels are compressed in the combustion chamber to create the energy that powers the engine.

With diesel currently costing around ¥107 per litre and LPG around ¥70 per litre, replacing a portion of the diesel that the vehicle consumes with LPG cuts costs. By having two fuel tanks, the aggregate fuel load is increased and the driving range of the truck is extended.

The developers also quickly learned that mixing the fuels increased the engine torque dramatically, to a point at which the engine can be damaged, Furuta said. Engineers have therefore reduced the torque so that it matches the durability levels recommended by the manufacturer.

Yet another benefit, she pointed out, is that should the truck run out of LPG in its dual-fuel mode, the system can be manually switched back to the original diesel engine and continue to operate as a mono-fuel vehicle.

The truck meets all vehicle and emissions standards set by the Japanese government, while it is also seen as meeting the needs of firms’ business continuity plans for times of crisis. Conventional fuel was in desperately short supply in Tohoku after the March 2011 disasters, Furuta said, but LPG was still relatively easy to obtain. 🇯🇵

Chinese Tourism Tsunami Stress

By Dr. Greg Story
President, Dale Carnegie Training Japan



You know you have adjusted to being in Japan when you get totally annoyed by the behaviour of visiting Chinese tourists. This is the latest incarnation of the phenomenon of the 1950s “Ugly American” and the bubble era “Ugly Japanese”. The nouveau riche Chinese are now spreading around the globe, busily devouring the sights, sounds and tastes of different worlds.

In 2009, the Organisation for Economic Co-operation and Development calculated there to be 157mn middle class Chinese. They predict this number will grow to over one billion over the next 15 years. Multiply the number of Chinese tourists visiting Japan by at least a factor of six and we will “live in interesting times”.

Shop entry points are favourite gathering spots for multitudes of wheeled luggage-bearing continental tourists, especially when it is raining. On nicer days, they sprawl out on the pavement in front of gorgeous Ginza boutiques—it may seem natural when you are so tired from all that vigorous shopping. Get used to your calm

conversation with the shop clerk being overridden by calls of “34, 34, 34” as a determined shopper yells out the size they want in the item they are brandishing in front of your face. Speaking of yelling, get used to lots and lots of yelling.

Japan went through the same tourism growth spurt as well thanks to the 1985 Plaza Accord driving the yen to stratospheric strength, meaning the rest of the world was one big tourist bargain. The difference this time is probably the sheer number of people coming from China.

Last winter, I was amazed to see so many Chinese tourists enjoying the deep snow at UNESCO World Heritage Site Shirakawa-go, way up in the remote part of Gifu Prefecture. Any place you care to name, with the exception of the Senkaku Islands, is on the tourist trail now and we can expect to be bumping into this tourist horde more often.

You will most likely get annoyed, because like me, you are used to dealing with considerate, reserved, polite, quietly spoken Japanese

who are refinement personified. But is the tourist tsunami situation going to change anytime soon? No. Money talks and Chinese tourists really spend—and in big amounts. They will keep coming in waves, as more of the wealthy get out and see the world.

So, we had better change our mindset. Here is your handy stress management guide to dealing with visitors from the Middle Kingdom in your backyard.

Cooperate with the inevitable

The Chinese government are educating their tourists to behave better. This will take decades though, so simply observe the phenomenon and don't expect any relief any time soon.

Decide how much anxiety something deserves and refuse to give it more

Yes, there will be regular annoyances, but don't let them pile up and keep bugging you. Give yourself a time limit on how long you are going to allow these tourists to upset you and then mentally move on.

Expect ingratitude

Assume that the product of such dense urban living, in recently rediscovering capitalism, will be a bit flummoxed by universal values. The moral compass is now missing for many in modern China, so our own assumptions about how things are supposed to work have to go out the window. The language factor will reduce subtleties to the most basic, which by the way, won't include “please”, “after you” “thank you” or “I am sorry”—in any language.

Count your blessings—not your troubles

Yes, rude tourist behaviour is annoying, but remember, we have so much going for us in living in Japan. The focus should be on enjoying those great things and dealing with the few moments when we meet the upwardly mobile proletarian masses face to face.

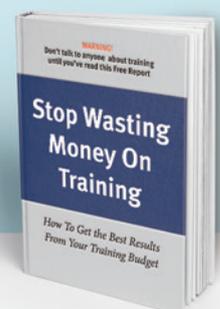
Dale Carnegie's classic text *How To Stop Worrying and Start Living* is probably more useful in these situations than a Mandarin phrase book, so look for more stress management principles in there if it all gets too much. Good luck!

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EXPERT SLAMS UN REPORT ON FUKUSHIMA NUCLEAR DISASTER

British scientist accuses “cranks” of “downplaying danger”

BY JULIAN RYALL

A British scientist is taking issue with the United Nations’ most recent report on the impact of radiation resulting from the disaster at the Fukushima Daiichi Nuclear Power Plant in March 2011, describing the account as little more than propaganda for the global atomic energy industry.

Dr Keith Baverstock, former regional advisor for radiation and public health at the World Health Organization’s Europe office, is deeply concerned about the report released by the United Nations Scientific Committee on the Effects of Atomic Radiation (UNSCEAR).

Speaking at a press conference in Tokyo, Baverstock said the UNSCEAR report cannot be considered a scientific appraisal of the second-worst nuclear accident in history and its aftermath.

Given the importance of full public disclosure regarding a major nuclear incident—and how failing to do so has been shown to destroy public trust, as when the Soviet Union tried to cover up the disaster at Chernobyl in 1986—UNSCEAR had “a special obligation to be timely, transparent, comprehensive, independent and truly scientific”, he said. “My criticism is that it has been none of those things”.

It took UNSCEAR until April 2014 to publish its report, and even now it is incomplete, he claimed,

meaning that the authorities have failed to assuage public concerns.

He also pointed out that the report fails to mention the fact that the internationally agreed public health protection framework was not implemented until four days after the Fukushima crisis—on the grounds that the disaster is a political issue.

“Others may regard that attitude as being protective of the interests of other organisations that they might otherwise have to criticise”, Baverstock said.

However, without the initiation of the radiation risk assessment protocols, it became difficult to determine the doses of radiation that were released in the early hours of the accident, the route of the plumes of radioactivity, as well as the locations and number of people they affected.

The report fails the autonomy test, as it is not “independent of those who might have a vested interest in the outcome”, Baverstock said. Rather, its members are “overwhelmingly” nominated by national governments that have nuclear power programmes of significant economic importance. Those same governments also fund the agency.

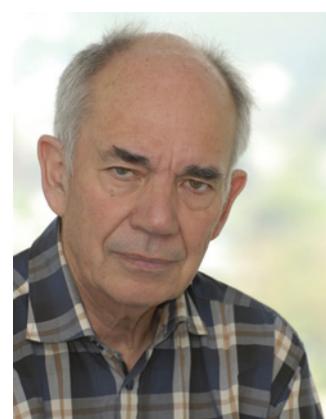
He also said the CVs of the members who produced the report should have been made public. The visible information should include their experience in the field of nuclear risk assessment,

as well as details of any potential conflict of interest.

It is significant, Baverstock contended, that the agency chose to use statistics on the amount of radioactivity from different isotopes released from the three stricken reactors at Fukushima Daiichi over a period of one week. These statistics were provided by the Japan Atomic Energy Agency (JAEA).

It is no coincidence, he added, that of the several estimates UNSCEAR selected, the JAEA figures were by far the lowest. For example, the Japanese estimate of the amount of Caesium-137 that had been released into the atmosphere was one-sixth the amount that had been estimated by another group.

“The report has many features that can be interpreted as downplaying the importance of the accident from a public health perspective”, he said. He used the example of an UNSCEAR press release that was headlined “Increase in cancer unlikely following Fukushima exposure, says UN report”. Despite the headline, he pointed out, the release goes on to state that there are likely to be 50 additional cases of cancer among the 10,000 staff who worked at the site during the crisis and took part in the containment efforts over the subsequent 18 months. For the rest of the people living in Japan,



Dr Keith Baverstock

the exposure could result in 2,500–3,800 additional cases of cancer during their lifetimes.

“This is on the basis of our best knowledge of the risk of exposure to radiation”, Baverstock said. “These are not unlikely cancers, but cancers that are to be expected. They may never be identified in specific individuals as Fukushima-caused cancers—but they will occur”.

Baverstock was also highly critical of commentators who have dismissed the impact of low doses of radiation on the grounds that the human body has adapted over millennia to the naturally occurring radiation that is already in the environment around us.

Literature that fails to take into account the impact of radiation on biology, and ignores epidemiological studies is “dangerous” and the work of “cranks”, he added. 🇬🇧

TIME FOR DIFFERENTIATION IN THE RELOCATION SECTOR

UniGroup Relocation chooses innovation and a human approach for better service

BY MILENA OSIKA

After a few years of decline, the number of non-Japanese living in Japan has almost recovered to the level it was in 2010, with more than 2.3mn currently in residence.

This is due to not only the great quality of life offered in the country and the upcoming Tokyo 2020 Olympic and Paralympic Games, but also to the joint efforts of the Japanese government. It is determined to attract foreign direct investment, while large Japanese firms seek to improve their results in foreign markets.

Why is Japan's relocation sector doing well?

Among the government initiatives, we can see the effects of the Ministry of Economy, Trade and Industry's Subsidy Program for Projects Promoting Asian Site Location in Japan. The scheme offers numerous fiscal advantages to foreign firms that set up their Asian headquarters or R&D department in Japan.

Moreover, international business desks providing information in English have been set up to make it easier to comply with requisite procedures. In addition, the low yen and the great appeal of some sectors—for example healthcare, thanks to the ageing population—have spurred a growing interest in coming to work and/or invest in Japan.

In order to familiarise themselves with foreign markets, Japanese businesses are increasingly favouring the hiring of non-Japanese, helped by government initiatives to ease the work visa application process.

A 2013 study by management consulting firm Accenture shows that 90% of the responding Japanese firms were committed to continuing their overseas expansion. Among them, 46% said that they were sending expatriates from their headquarters to staff overseas operations and transfer their business culture.

These factors have led to an influx of expatriates, whose moving is often managed by relocation service providers, making the process not only trouble free but also quicker and less costly for firms and individuals. Offering similar pricing, conditions and door-to-door services, relocation firms in Japan are competing fiercely for market share.

Differentiating UniGroup

In this context, finding a way to highlight the exceptional aspects of our firm enables our clients to distinguish between us and our competitors, and then to decide which company would be the most appropriate to use for relocation.

With our regional headquarters in Asia, UniGroup Relocation Japan benefits from a very large network in logistics and in relocation. Our core business is door-to-door moving, property protection and storage in our own warehouses.

UniGroup Relocation, born in 1947 from an alliance of United Van Lines and Mayflower Transit, is building its singularity in Japan in two ways: through innovation and by adopting a more human approach.

At UniGroup Relocation Japan, we believe that it is time to embrace the future of relocation in order to better assist our customers in a timely and efficient manner, while also being able to focus on human relations with them. To do this, we are investigating new technologies to ease our technical processing.

In the *RES Forum Annual Report 2014—Key Trends in Global Mobility*, Paul Bernardt, managing director of the UniGroup Relocation Network, explains this strategy: "On a small scale, our own company

has started with an application whereby the transferee is 100% self-serving. They do their own survey, determine [what their shipment will be and what will be excluded], plan dates / transit time, and subsequent price. There is no interaction with a move manager or a surveyor, meaning direct cost saving of several hundred euro".

In the relocation sector, UniGroup Japan has the chance to be connected with people from all over the world: suppliers, partners, colleagues and clients. We believe that customers who trust us deserve to benefit from our local and international network—in order to find a new residence, a school for their children, and associations of which they could be a part—that is, any kind of introduction we can offer. For this reason, UniGroup recently acquired Sterling Relocation Limited, a well known UK-based relocation firm.

In addition to the links UniGroup Relocation Japan can already offer, we are planning to organise our first networking event in the coming months, to allow newly relocated families to build their first connections in Japan. Our next step is to meet new partners in order to expand our local network. 🌸

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Its European roots are still evident under the leadership of Managing Partner and Patent Attorney Felix-Reinhard Einsel. Sonderhoff & Einsel's legal practice has recently been strengthened by the addition of Managing Partner Keiji Isaji, an attorney-at-law with 33 years of experience in advising international clients on litigation, finance and regulatory affairs.

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Sharing secrets of the Googly

English cricketers build support for fledgling sport

BY JULIAN RYALL

A Japan player bats in the 2014 Pepsi ICC East Asia Pacific Women's tournament. • PHOTO: INTERNATIONAL CRICKET COUNCIL



Players of the Cook Islands' team celebrate a win.
PHOTO: INTERNATIONAL CRICKET COUNCIL

Alan Curr is in the curious position of attempting to do such a good job that he is making himself redundant.

The project manager for the Cricket Blast programme is tasked with training local officers to take a sport, still in its infancy here, into elementary schools and show children just how much fun the game can be. From there, youngsters will be encouraged to join fledgling clubs or even set up their own one and, ultimately, form a team that can do Japan proud in international tournaments.

And that is not such a far-fetched ambition, given that Japan's men's team is presently ranked 43rd in the world in the 50-overs game, while the women are impressively in the 13th spot globally for the T20 format.

But, with only two colleagues and an entire country to educate in this quintessentially English game, Curr's job is probably safe for a little while yet.

"Team sports here are dominated by baseball, football and rugby, with many youngsters not even finding out about cricket until they get to university, and by that stage

it's a little late," said 33-year-old Curr, who is originally from Cornwall.

"We need to get them playing the game when they're eight or nine years old—if not even younger—and that's what we're trying to achieve."

Designed for children under the age of 13, Cricket Blast teaches them the basics of holding the bat, bowling at stumps, as well as catching and fielding—all in a fun environment. The aim is then to have players move onto a pathway with the Japan Cricket Association (JCA) that is designed to develop teenage players into professional athletes.

Curr said so far he has had no problems in convincing the children that the game of cricket is fun to play.

"As soon as they get to play it, they just love it," he said. "If you come to one of our sessions, you'll see just how much enjoyment and excitement they get out of playing, and we're hoping for that to catch on with a wider audience.

"I genuinely believe that the potential for cricket in Japan is massive," he added. "Not everyone wants to play the sports



Cricket teams of Japan and Papua New Guinea met in a qualifying match for the ICC Women's Cricket World Cup final. PHOTO: INTERNATIONAL CRICKET COUNCIL

that are popular here, and the passion that I have already seen for the game here tells me that this country can fall in love with cricket”.

Development of the game among children here is being conducted on three levels, Curr said, starting with clinics in schools, during which kids see the basics of the game and are encouraged to start wielding a bat and throwing a ball. The School Cup will be staged in Sano and Tokyo twice a year, giving schools an opportunity to enter teams in a limited-over, six-a-side tournament. The third element is Cricket Blast, which is designed to get parents and children involved in different elements of the game.

A keen player and follower of cricket, Curr was in the travel industry in the UK before

coming to Japan. In 2009, he was the driving force behind a charity cricket match that was played at Mount Everest base camp, at an altitude of 5,165 metres above sea level, that holds the Guinness World Record for the highest match ever played.

He was leading an adventure travel group in Iraq when he learned that he had landed the job in Sano City, Tochigi Prefecture, which is regarded as the spiritual home of the sport here. It was also the venue for the 2014 Pepsi ICC East Asia Pacific Women's Trophy.

The five-nation tournament brought together Japan, Papua New Guinea, Samoa, Vanuatu and the Cook Islands in a qualifying tournament for the ICC Women's Cricket World Cup, in which Japan's women lost the nail-biting final to Papua New Guinea by a mere 11 runs.

Dhugal Bedingfield, the national coach and community cricket manager for the JCA, was disappointed at the result, but said Japan can take many positives out of the tournament.

“They are a fantastic team to coach because they have such incredible discipline, energy and they get on well as a group”, Bedingfield said. “There's a good work ethic in there, and the senior players, in particular, are driven to see the team succeed”.

The Japan women's team has benefitted from a number of the players spending a season training with professional teams in Australia. Bedingfield believes continued exposure at that level of the game will bear fruit sooner rather than later in the rest of the team.

Curr agrees there are some hurdles that need to be overcome for cricket to thrive



Children learn the basics of cricket. PHOTO: INTERNATIONAL CRICKET COUNCIL



Marylebone Cricket Club visit a school on their tour.

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“Cricket is still a relatively small sport in Japan, so any publicity that we can generate from a club that dates back to 1787 and is based at Lord’s Cricket Ground is good”.



Members of the Marylebone Cricket Club visit the British Embassy Tokyo.

here, not least of which is convincing local authorities to let games go ahead on community sports fields.

“We are trying to get across the message that this is a good summer sport for kids, that it will get them away from their computers or mobile phones and teach them key skills, such as teamwork and leadership, as well as motor skills, hand-eye coordination, and improve reaction speeds,” he added.

“Give it time and I’m confident the game can take off here”.

Tour supports spread of game

The scarlet-and-gold stripes of members of the Marylebone Cricket Club (MCC) in London were much in evidence across the Kanto region in November, when a team from the spiritual home of the game played a series of eight matches against local opposition, helping to raise its profile in Japan.

The 13-strong team was managed by John Emburey, the legendary spin bowler who captained England, representing his country in 64 test matches.

Speaking at a reception at the British Embassy Tokyo, Emburey said it was a “great honour to have been invited to come and play in Japan and to help develop the game here.

“We have been playing in a number of schools today, and the players and myself have all had a great time”, he said. “We are all looking forward to the matches in Japan and we see this

as a very positive way to develop the spirit of cricket here and around the world”.

Speaking to *BCCJ ACUMEN*, Emburey said Japanese players have very good technical skills, adding that “it would be really good for the Japan team to play in the Cricket World Cup because it would help the game enormously here”.

The gathering was also addressed by Makoto Yamada, a professor at Kobe City University of Foreign Studies, who is credited with reviving the game in Japan by starting a university team and helping to set up the Japan Cricket Association (JCA) in 1984.

“The MCC has had a great impact on the development of the game in Japan”, he said. “Your first tour here in 1998 inspired our association and took the game to a whole new level, also helping us to establish the association as an NPO”.

Subsequent tours have helped to raise the profile of the sport here, giving the association access to an increasing number of schools and around 2,500 children every year.

The MCC’s visit marks their fourth tour of Japan—the previous visit being in 2009—which comes one year after the national team played at the Lord’s Nursery Ground in London. It also coincided with the first year of the Cricket Blast programme, launched in Japan in conjunction with the International Cricket Council with the aim of promoting the game at the grassroots level.

The MCC squad included Daryl Mitchell, the captain of Worcestershire, and Ben Scott, who has played for Middlesex and Worcestershire.

The tour took in all four members of the JCA in the Kanto region in 20-, 40- or 50-over formats, and included three matches against the Japan national team.

“Cricket is still a relatively small sport in Japan, so any publicity that we can generate from a club that dates back to 1787 and is based at Lord’s Cricket Ground is good”, Alex Miyaji, chief executive of the JCA, told *BCCJ ACUMEN*.

“Having a team of this magnitude coming to Japan makes it easier for us to go to local authorities and schools to explain what we are trying to do and to get them on-side”, he said.

“It is all about raising awareness of the game here, but it’s also about meeting new people with a love of the game and doing it all in a fun and friendly way”, added Miyaji, who is half-Scottish and half-Japanese and who was recognised by the Scottish Parliament in 2013 for his efforts to promote the game here.

“We have been quite ambitious with this tour and have been able to get all four of our regional associations in Kanto to host matches, as well as to get into a lot of schools”, he said.

“It’s very possible that we will see an immediate, positive impact on the game here because of this tour, but, thinking more in the long-term, this will be a very important experience and learning opportunity for all the Japanese players”. 🌸

ARTS

UK EVENTS IN JAPAN

COMPILED BY
KANA SHIMOYOSHI

1 UNTIL 31 MAY

Orpheus Descending

This play, which explores the idea of unanswered questions through the tale of a wild-spirited boy, is directed by Liverpool-born and world-renowned director Philip Breen. It will be performed in Japanese and star Shinobu Otake (top left), winner of Japan Academy Awards, and film and TV drama actor Haruma Miura (top right).

© T. MINAMOTO

Bunkamura, Theatre Cocoon

2-24-1 Dogenzaka,
Shibuya-ku, Tokyo
Various show times
Adults: from ¥5,000
»www.bunkamura.co.jp/cocoon/
lineup/15_orpheus/index.html
03-3477-3244

2 UNTIL 28 JUNE

"Coffee and tea time"

About 800 postal stamps from around the world, including a selection from the UK, will be showcased at this special exhibition on the theme of coffee and tea. Depictions of coffee and tea lovers, as well as cafés and teahouses will also be on display in ukiyo-e woodblock prints, paintings and other pieces of art.

Philatelic Museum

1-4-23 Mejiro
Toshima-ku, Tokyo
10:30am-5pm (closed Mondays)
Adults: ¥200

»www.yushu.or.jp/museum/
kikaku/
03-5951-3331

◉ **Free tickets**

We are giving away five pairs of tickets to this event.

3 UNTIL 6 SEPTEMBER

"The story of photos: development of camera and photo representation"

A number of British works, including a reprint of the world's first photographic collection by inventor Henry Fox Talbot, titled *The Pencil of Nature*, will be exhibited. Cameras, lenses, books and photographs held by the JCII Camera Museum and the Japan Camera Industry Institute's photo salon and library will show how photography has changed over the years.

IMAGE: Sliding box camera
PHOTO: JCII CAMERA MUSEUM

JCII Camera Museum

JCII Ichiban-cho Bldg.,
25 Ichiban-cho
Chiyoda-ku, Tokyo
10am-5pm (closed Mondays)
If Monday is a national holiday,
the museum will be open, and be
closed the following day.
Adults: ¥300
»www.jcii-cameramuseum.jp/
03-3263-7110

◉ **Free tickets**

We are giving away five pairs of tickets to this event.



◦ To apply for free tickets or gifts, please send an email with your name, address and telephone number by 31 May to: coordinator@custom-media.com.
Winners will be picked at random.



4
FROM 9 MAY

Tiny Giants 3D

Inspired by the BBC television series Hidden Kingdoms, this 44-minute film narrated in Japanese uses specialist 3D cameras to reveal battles of the smallest of animals to survive.
© BBC 2014

TOHO CINEMAS Shinjuku

(among other locations)
Shinjuku Toho Bldg. 3F, 1-19-1 Kabukicho, Shinjuku-ku, Tokyo
Various show times
Adults: ¥1,100
»www.wonderland.gaga.ne.jp/
050-5810-1357 (GAGA)



5
30 MAY–20 JUNE

Le Corsaire

This fantasy ballet follows the pirate Conrad, performed by English dancer Stuart Cassidy, on a journey to save the girl he loves. *Le Corsaire* marks the 15th anniversary of K-ballet Company, which was established by Tetsuya Kumakawa after he left The Royal Ballet in the UK.
© AYUMU GOMBI

May 30, 31; June 13, 14
Bunkamura, Orchard Hall
2-24-1 Dogenzaka
Shibuya-ku, Tokyo

20 June
Kanagawa Kenmin Hall
3-1 Yamashita-cho
Naka-ku, Yokohama
Various show times
Adults: from ¥6,000
»www.k-ballet.co.jp/performances/2015-corsaire
03-3234-9999

◦ **Free gift**
We are giving away three eco bags related to this production.

6
16 JUNE

The Tallis Scholars

Founded in 1973, the UK's Tallis Scholars perform Renaissance sacred music worldwide under director and conductor Peter Phillips. This performance is their 15th in Japan.
PHOTO: ERIC RICHMOND

Tokyo Opera City Concert Hall
3-20-2 Nishi-shinjuku
Shinjuku-ku, Tokyo
7pm (doors open 6:30pm)
Adults: from ¥5,000
»www.allegromusic.co.jp/TheTallisScholars2015.html
03-5216-7131

◦ **Free tickets**
We are giving away one pair of tickets to this event.



BCCJ AGM

1
David Bickle was elected president of the British Chamber of Commerce in Japan (BCCJ) and chairman of its Executive Committee at the BCCJ Annual General Meeting in the Shangri-La Hotel, Tokyo on 27 April.



2
British Ambassador to Japan Tim Hitchens CMG LVO welcomed BCCJ members.



3
Trevor Webber received an award from BCCJ Executive Director Lori Henderson MBE for being the BCCJ member who most attended BCCJ events in 2014-15.



4
BCCJ members enjoyed networking before and after the official business of the AGM.



5
Some 60 BCCJ members attended.





UK-Japan events

1 | BCCJ EVENT

Jean Tomlin OBE, chief executive officer of Tomlin&Co, spoke at the BCCJ event “HR and The Olympics—Meeting the Workforce Challenge” at the Shangri-La Hotel, Tokyo on 13 April.

2 | COMMERCE

VisitBritain, Watanabe & Co., Ltd. and RSVP Butlers Ltd. held a market event to showcase British goods, culture, food and drink, at Watanabe & Co., Ltd. in Minami Aoyama, Minato Ward, on 18-19 April (see page 20).

PHOTO: VISITBRITAIN/KIYOSHI SAKASAI

3 | BCCJ EVENT

Koji Nakao, chairman of Terumo Corporation, spoke at the BCCJ event “Medical devices to modern art: inside the Japanese boardroom” at ANA InterContinental Tokyo on 15 April (see page 29).

4 | FOOD

Gary Rhodes spoke at a press event on 20 April to launch a series of culinary events, entitled “Rhodes Returns to Tokyo”, in association with VisitBritain and Cathay Pacific at the Shangri-La Hotel, Tokyo (see page 20).

PHOTO: VISITBRITAIN/KIYOSHI SAKASAI

5 | DIVERSITY

Volunteers supported the British Embassy Tokyo’s booth at Tokyo Rainbow Pride in Yoyogi Park, Shibuya Ward, on 25-26 April (see page 45).

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Magnificent Gay Weddings



EVERYONE WELCOME!

Strong British contingent at Tokyo Rainbow Pride

BY KATHRYN WORTLEY

Among the array of colours represented in the flags and banners at Tokyo's largest lesbian, gay, bisexual and transgender (LGBT) event were those of the Union Flag. And it was not only the colours of the UK that were represented at this year's Tokyo Rainbow Pride on 25-26 April in Yoyogi Park, Shibuya Ward.

Having previously demonstrated at the event the UK government's support for the LGBT community worldwide and its commitment to battling discrimination, the British Embassy Tokyo once again organised an attractive booth (see page 43).

Supported by VisitBritain and British Airways, this year's contribution featured a red double-decker bus and a cut out of a Buckingham Palace guard for photo opportunities, as well as a range of literature on LGBT issues. The embassy taiko team gave a lively performance and British Ambassador to Japan Tim Hitchens CMG LVO addressed event attendees—thought to be about 30,000.

"The UK has become a society that accepts diversity, and we want to continue our efforts in this area in the future too," Hitchens told the audience in Japanese. He added that the legalisation of same-sex marriage in England, Scotland and Wales in 2014 "is proof that the UK is a nation that respects the values of dignity, tolerance and equality".

With Shibuya Ward's recognition, in April 2015, of same-sex partnerships as being equivalent to marriage, experts believe the issue of diversity in Japan will be increasingly discussed. One couple who is hoping to spur on this discussion is from the embassy's own staff: Diplomat Tim Johnson and his husband Ryan Parkins of UK Trade & Investment.

The couple, who have spent many years volunteering for LGBT charities in the UK, married at the embassy on 24 April; their aim being to coincide with Tokyo Rainbow Pride to show the UK's support for inclusion and promote LGBT equality and diversity in Japan. 🇬🇧

- Embassy shows UK government support for LGBT community
- Features included an iconic red double-decker bus
- Diversity and inclusion expected to become key issues in Japan



1. Rachel Ferguson, Noritaka Takezawa and Lori Henderson MBE at the UK booth
2. Participants get ready to take part in the parade.
3. Members of the British Embassy Tokyo taiko team
4. Embassy staff Tim Johnson (left) and Ryan Parkins married on 24 April. • PHOTO: RICHARD BUTTREY
5. The torch of the London Olympic and Paralympic Games was represented.

RIJ Palace Loop Run

Sunday 7 June 2015

Prizes sponsored by



Get involved, give back and stay fit!

Many refugees have had to run for their lives to find a place of safety. Now you can run in support of them. Your efforts can bring hope to thousands and put smiles back on children's faces. Sign up for this event and get your friends and family to sponsor you—a little money can go a long way to supporting people as they rebuild their lives and regain their dignity. You can make a big difference starting today!



Details

Palace Relay Marathon

Teams of three will compete in a three-hour relay marathon around the Imperial Palace (5km loop) in central Tokyo. The team that completes the most laps within three hours is the winner.

Individuals are welcome to sign-up and will be placed on a team accordingly.

Preregistration:

minimum donation ¥13,000 for a team of three

Race Day Registration:

minimum donation ¥15,000 for a team of three

Company sponsorship: +¥30,000

(with special recognition on social media)

*T-shirt provided for all participants

All proceeds after costs go directly to Refugees International Japan.

How to get sponsored

Sign up quickly and easily with JapanGiving. Simply go to www.japangiving.jp/npo/946 to create a sponsorship page. Share this page via email and social media with your friends and family to start your fundraising today.

Venue

Imperial Palace Outer Moat
(meet in front of Sakuradamon Gate)
Please note there are no parking facilities.

Sunday, 7 June 2015
Reception starts at 8:00
Run starts at 9:00

Access

Three minutes from Sakuradamon Station, Exit 3 on the Yurakucho Line

Five minutes from Kasumigaseki Station, Exit A2 on the Hibiya, Chiyoda and Marunouchi lines



Map data ©2015 Google, ZENRIN

Registration

To register for the event, please e-mail: running@refugeesinternationaljapan.org

To learn more or to download a sponsorship form, please visit:
www.refugeesinternationaljapan.org/running



RIJ
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Building a
Future for
Refugees

THE RISE OF CYBER BULLIES



How to tackle the problem, support your child

Adolescence can be a challenging time for parents, as children make their first push for independence and try to figure out exactly who they are. At this time, peers play an increasingly important role in their lives, as does social media. Unlike previous generations, young people today communicate with their friends, without their exchanges being seen or heard, using smartphones and social media sites. Currently Facebook, Instagram, Snapchat, Twitter, Tumblr and Vine are some of the more popular choices. Through these sites, young people are encouraged to get to know each other by sharing information, photos and other details of their personal lives.

A 2012 study by the United Nations reports that, globally, 45% of Internet users are under 25 years of age. Among young people aged 12–17, 50% own a mobile phone and 43% use text messaging. Numerous studies show that over 90% of teenagers are online daily. While most of these communications are positive, many young people worldwide are increasingly experiencing online negative antisocial behaviour: cyberbullying. The bullying involves the use of technology, such as mobile phones, instant messaging, email, chat rooms and social networking sites, with the intent to harass, threaten or

intimidate someone on a repetitive basis. This behaviour includes:

- Abusive texts and emails
- Hurtful messages, images or videos
- Imitating others online
- Excluding others online
- Nasty online gossip and chat

Research suggests that 20–30% of students will experience cyberbullying, while 10–20% of students at some point will become cyber bullies. Unlike traditional forms of bullying, cyberbullying can occur 24 hours a day, seven days a week. Messages and images can be posted anonymously and distributed quickly to a very wide audience. In addition, it can be

very difficult to trace the source, while deleting inappropriate or harassing messages, texts and pictures is extremely difficult.

In 2013, Japan's Ministry of Education, Culture, Sports, Science and Technology reported nearly 200,000 cases of school bullying, which resulted in 196 suicides. Cyberbullying made up 4.7% of all cases reported, which represents a 12% increase from 2012. The government also reported that, on average, students aged 10–17 spent 107 minutes per day on mobile devices and more than two hours a day online.

No parent wants to learn that their child has become a victim of cyberbullying. Many may be

unaware that it is happening. Some of the signs that your child might be a victim of cyberbullying are:

- Changes in personality, such as withdrawal, anxiety, sadness or anger
- Appearing more lonely or distressed
- Unexpected changes in friendship groups
- Decline in quality of school work
- Change in sleep patterns
- Avoidance of school and/or clubs
- A decline in physical health

If you suspect your child may be a victim of cyberbullying, it is important to talk to them in a supportive manner and listen to them without judgment, apportioning blame or attempting to jump in and “solve” it. Finding ways to rebuild their confidence will be important. Spending time together, doing activities that do not involve technology and talking about their feelings, as well as ways of handling stress, can help. For further information and resources visit www.telljp.com/more/resources/children

On 24 May, TELL will hold its annual charity walk and run, which this year focuses on preventing bullying. We hope that schools, families, businesses and other organisations will join to help make schools and our community safe places for youth. 🇯🇵

ACTION STEPS

- » Ask how long the bullying has been occurring and the form it is taking
- » Determine whether evidence can be collected and documented
- » If there are threats of harm or sexual content, involve the police
- » Contact the Internet service provider and the site owner so that material can be preserved, but removed from public view
- » Report the cyberbullying to your child's school, ask what support they can provide during school hours, and if you are not happy with their actions, make this clear to the relevant local education authorities
- » Block the bully's email address and mobile phone number, and delete them from your child's social media contacts
- » If your child becomes distressed or withdrawn, consider professional support for them
- » Do not reply to or delete the messages
- » Do not agree to meet the cyber bully in person
- » Do not remove all technology from your child or tell them to just ignore the problem

PARTNERING SECURES TALENT

Specialist profile: Angela Pham

ROBERT WALTERS

BY MIYUKI SEGUCHI
SENIOR PR & COMMUNICATIONS EXECUTIVE

Last month Angela Pham became a manager at the global recruitment firm Robert Walters, leading the legal, compliance and risk team.

Pham's team of five specialist consultants works with law firms and businesses across all industries, sourcing qualified lawyers and other in-house legal professionals, compliance experts and risk managers.

Originally from Vietnam, Pham has spent the last decade in Japan, where she obtained her degree in business management from

Ritsumeikan Asia Pacific University in Oita Prefecture. Fluent in Japanese and English, she leads a diverse and accomplished team, with members from Taiwan, the United States and Japan.

Joshua Bryan, director of the financial services, HR and legal division believes Pham really delivers for clients.

"Angela makes full use of her resourcefulness and natural charisma, always ensuring that she leaves no stone unturned when it comes to her clients' business-critical search assignments," he said.

Pham says the positive economic backdrop, and an increasing need for bilingual in-house legal professionals within the pharmaceutical, solar and consumer industries, has led to more competitive packages for candidates.

"There is significant competition now among both Japanese and multinational corporations to secure the best legal talent in the Tokyo market," she said. "With demand exceeding supply, my team has found the most success when partnering closely with



Angela Pham, manager

organisations on their recruitment strategies: helping them to implement streamlined processes and better showcase the attractive careers they have on offer".

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OUT OF GEAR



The role of public broadcasters

BY IAN DE STAINS OBE

I have never understood the appeal of Jeremy Clarkson, the “star” of BBC television’s *Top Gear* programme on everything automotive. He has always appeared to me to be an arrogant boor, who happens also to be a particularly bad television presenter. His vapid comments and couched inflections, in addition to his sometimes dubious remarks, have always struck me as questionable. That he should be paid an obscene amount of money to boot was also a puzzle: how could anyone justify such payment for boys playing with toys?

Public debate

It has been reported that more than a million people have signed a petition deploring Clarkson’s suspension from the programme—after he verbally and physically abused a producer—and demanding his reinstatement. What does that tell us about the state of the UK or, at any rate, about the sort of people who habitually watch *Top Gear*? Surely we are not a nation of philistines and bowver boys?

Why there is such a fuss in the UK right now about his subsequent dismissal from the programme is quite beyond me. Aside from the latest incident, he has consistently over-stepped the rules for presenters: using the N-word and making other racist slurs. And, I repeat, he is such

On the scale of irritation, [Clarkson] ranks right up there with the appalling Richard Quest: both individuals propel me to the remote to change channels or switch off the TV.

a dreadful presenter: the Max Bygraves of automotive journalism. On the scale of irritation, he ranks right up there with the appalling Richard Quest: both individuals propel me to the remote to change channels or switch off the TV.

When all around the world people are living in fear for their lives, when women and children are being raped and killed in the name of something utterly godless, when hostages are being beheaded or set alight by the barbarians who call themselves Islamic State, some people in the UK are howling about injustice over the departure of a man who has spent his career essentially demonstrating what penis envy is all about.

The decision to sack Clarkson could not have been an easy one for BBC Director-General Tony Hall, Lord Hall of Birkenhead. But he really didn’t have a choice if he was to stay true to

his responsibilities to uphold the standards of the corporation. As he himself put it: “A line has been crossed”.

Serving the state

Public broadcasting is always something of a challenge. The BBC and its Japanese equivalent, NHK, both exist by government fiat and both are funded (at least theoretically) by the viewership they serve. In the case of the UK, holding a licence is a legal requirement, and there are quite severe penalties for those who do not comply. In Japan, too, it is necessary to pay a monthly fee to receive the broadcasts, though there appears to be a far less stringent control on those who demur.

Nonetheless, NHK is still criticised by the public when they consider NHK has neglected its duty or has transgressed.

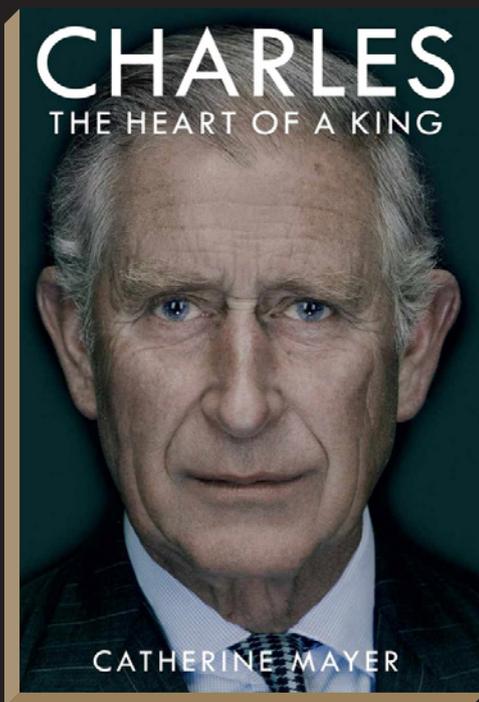
Recently, the broadcaster has been embroiled in a scandal over allegations that the producers of social affairs programme *Close-up Gendai* had asked someone to pose as a broker involved in a fraud scheme. NHK is reputedly conducting an internal investigation into the allegations.

The Clarkson fiasco is hardly the first controversy the BBC has faced, and it will no doubt not be the last. In the early 1970s, as a BBC One announcer, I recall reading a public apology to Prime Minister Harold Wilson KG OBE, who had taken exception to a programme titled *Yesterday’s Men*. His complaint resulted in the BBC being ordered to make the apology which I had to read live immediately ahead of the *Nine O’Clock News*. Given the importance of the announcement’s accuracy, I never understood why we were not allowed to prerecord it; perhaps that was part of the legal agreement.

Public broadcasters are in the mire of damned if you do, and damned if you don’t. Not only is it not possible to please all of the people all of the time; it is equally impossible to please most of them most of the time.

For the BBC, the dilemma now is whether to try to save the programme without the involvement of its “star” presenter. 🇬🇧

BCCJ ACUMEN has one copy of this book to give away. To apply, please send an email by 31 May to: editor@custom-media.com. The winner will be picked at random.



WH Allen
£20.00

A prince re-visited

Personal search for a role

I have had the honour and pleasure of meeting Charles, The Prince of Wales, on a number of occasions in both the UK and in Japan. I find him an interesting and interested interlocutor.

Though we obviously come from extremely different backgrounds, there is a sense in which I identify with him. We are the same age—he is just a week or so older than me—and, as a small child, I was dressed as closely as possible in likeness to the young prince, though my parents could never have afforded the designer styles of today sported by young Prince George. Post-war British austerity and rationing played their part, of course, but camelhair topcoats did feature.

As a boy, I read stories of the prince's time at Gordonstoun, the somewhat spartan public school in Moray, Scotland, where cold baths and punishing routines were thought to build character. And I felt for him: how I would have hated it! It turns out those were bleak years for the prince himself and yet he has built much of the Gordonstoun philosophy into the various schemes that make up the UK charity he founded: the Prince's Trust. Notably, however, he has not subjected his sons to the same educational fate.

It is well known that the prince has struggled to find a role for himself as he waits to inherit the throne; that inheritance a poisoned chalice as it almost certainly means the demise of his mother, whom he loves and reveres. In the volume under

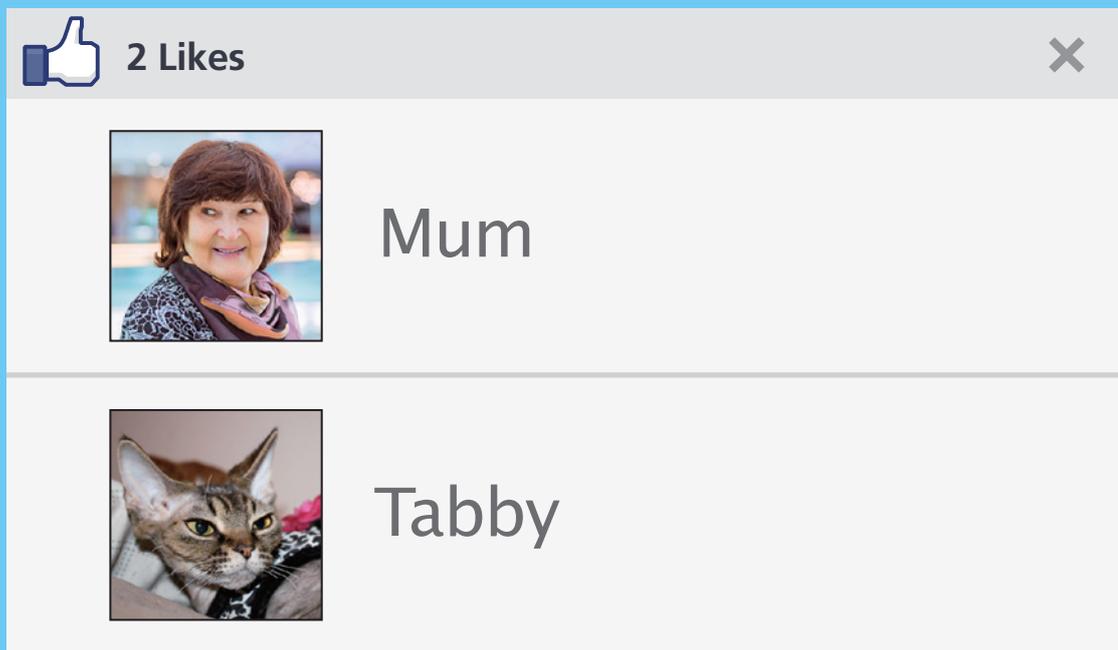
review, the prince reveals that he is devastated at the thought of his parents' passing, just as he grieved greatly the passing of his grandmother, the Queen Mother.

Catherine Mayer's book explores this dilemma in sensitive and affecting detail. Throughout, she quotes the prince's closest friends and his courtiers in telling his story. "The Firm"—a nickname by which the British Royal Family is collectively known—has been quick to point out that this is neither an official nor an authorised biography. Nevertheless, it has a ring of authenticity about it.

Mayer, who is editor at large for *Time* presents a balanced, well-written account of a life that has attracted most intense scrutiny. There is nothing "sensational" about the book; she does not attempt to shed new light on the Diana years, for example, but, equally, her approach is not in the least bit sycophantic. On the contrary, she is highly professional in her approach, her research is meticulous and she writes with a fluency that is easy to read.

As author of an earlier book on the prince, *Born to Be King*, it is hard to escape the thought that Mayer is somewhat fixated on him as a subject for exploration. While I have not read the earlier volume and cannot compare the two, just how much differentiation can there be? That said, the prince is a complex man, and one who is much misunderstood. Books such as the one under review go a long way to help us understand the man who will be king. 🇬🇧

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