

The magazine of the
British Chamber of
Commerce in Japan

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Finance Seminar 2018

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On mad cats and
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Epsom Cup in Japan?

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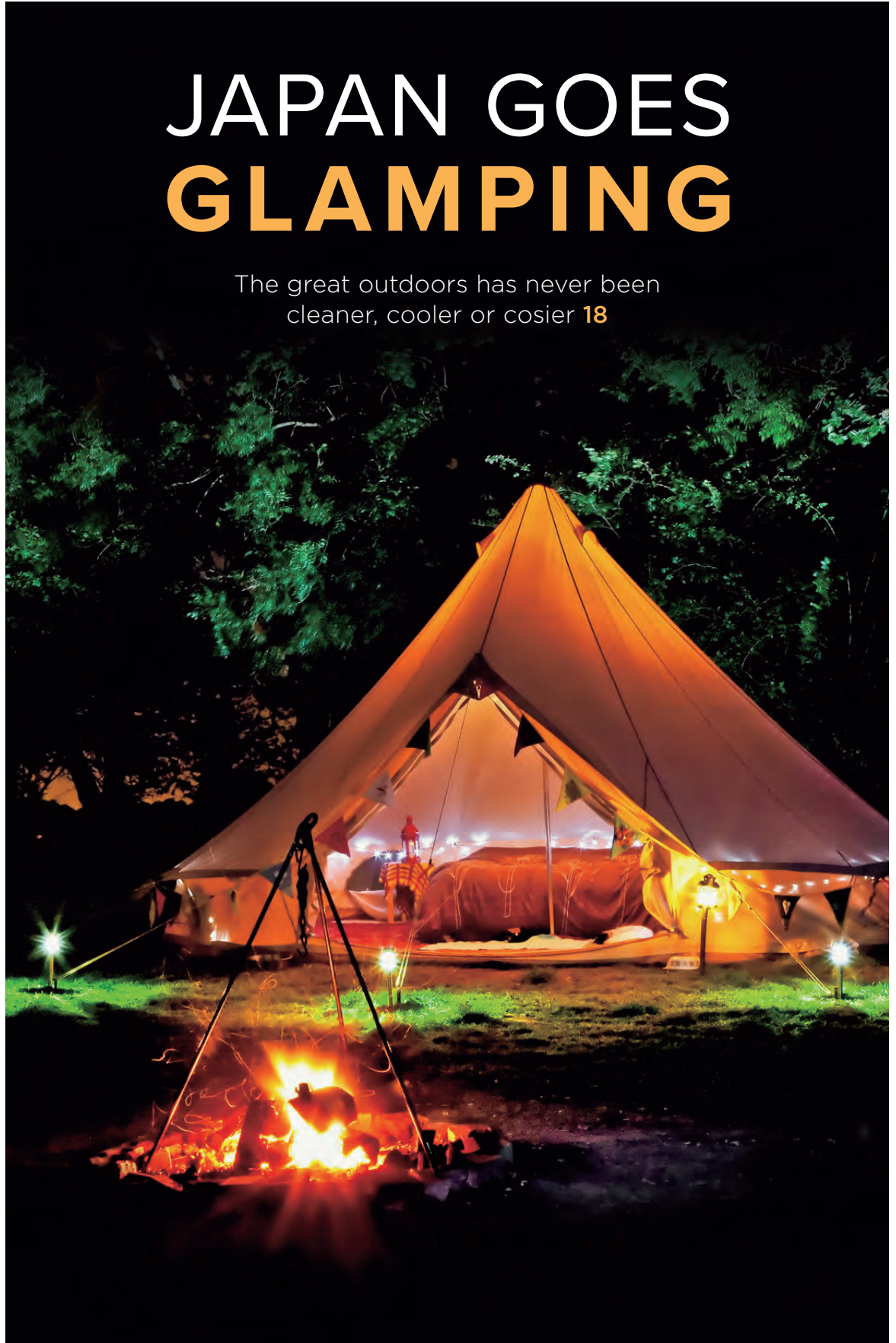
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JAPAN GOES GLAMPING

The great outdoors has never been
cleaner, cooler or cosier **18**





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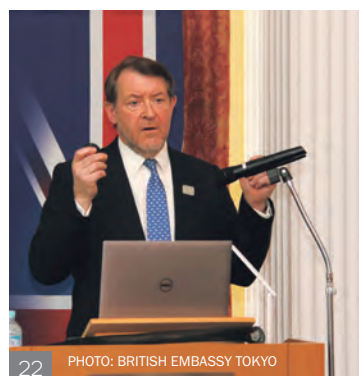
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The British Chamber of Commerce in Japan

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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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Executive Director: Lori Henderson MBE
Operations Manager: Sanae Samata
Membership and Marketing: Sam Maddicott

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Chris Heffer | British Embassy Tokyo
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BCCJ ACUMEN

Editor in Chief: Simon Farrell

HONORARY INDIVIDUAL MEMBERS

Hiroaki Fujii
Sadayuki Hayashi GCVO
Kazuko Kon MBE
Robin J Maynard MBE
Masaki Orita

British Chamber of Commerce in Japan
Ark Hills Front Tower RoP
2-23-1 Akasaka, Minato-ku, Tokyo 107-0052
Tel: 03-6426-5739 | Fax: 03-6426-5749
info@bccjapan.com | www.bccjapan.com

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Daiwa Azabudai Bldg. 6F
2-3-3 Azabudai, Minato-ku, Tokyo 106-0041
(03) 4540-7730
www.custom-media.com

PUBLISHER
Simon Farrell

PRESIDENT
Robert Heldt

ART DIRECTOR
Ximena Criales

SENIOR EDITOR
Jordan Allen

GRAPHIC DESIGNERS
Michael Pfeffer, Alex Sanson

ADVERTISING
SALES MANAGER
Edvard Vondra

ACCOUNT MANAGERS
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BUSINESS
DEVELOPMENT
DIRECTORS

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WEB DEVELOPERS
Brian Susantio
Devin Surya Putra

MEDIA COORDINATOR
Kiyoko Morita

PROJECT COORDINATORS
Yoshiki Tatezaki
Ayako Nakamura

To advertise or order *BCCJ ACUMEN*: inquiries@custom-media.com

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CONTRIBUTORS

BCCJ members and writers are welcome to submit ideas for content, which will be reviewed by the publisher.
simon@custom-media.com



Paul Madden CMG
United Kingdom Ambassador to Japan since January 2017 (page 6).



David Bickle
A tax partner with Deloitte Tohmatsu Tax Co. and president of the British Chamber of Commerce in Japan (page 17).



Lori Henderson MBE
Appointed executive director of the British Chamber of Commerce in Japan in February 2011 (page 13).



Simon Farrell
Publisher and editor-in-chief of *BCCJ ACUMEN* and co-founder of Custom Media (page 9).



Julian Ryall
Japan correspondent for *The Daily Telegraph* (pages 18, 22, 41).



Noriko Hama
Professor at Doshisha University Graduate School of Business in Kyoto (page 27).



Khaldon Azhari
President at the Foreign Correspondents' Club of Japan since 2016 and reports for Arab media outlets (page 9).



Peter Bacon MBE
Worked with British electronics firms dealing with Japan from the 1980s to the 2000s (page 29).



Mark Schreiber
Author and translator based in Tokyo since 1966, Schreiber is a former media analyst in market research (page 14).



Kiyoko Morita
Office manager and media coordinator at Custom Media, she handles distribution and the Arts section (page 36).



Saya Hatton
Editorial intern at Custom Media, publisher of *BCCJ ACUMEN* (page 33).



Michael Nevans
Clinical director for TELL (page 25).

TALKING JAPAN IN LONDON

BY PAUL MADDEN CMG
BRITISH AMBASSADOR TO JAPAN



I was back in the UK for a couple of weeks in May, mainly to attend the annual conference of our ambassadors from around the world. There will soon be a few more of us at these meetings, as the foreign secretary recently announced we will be opening 10 new embassies, including three in the Asia-Pacific region—in Vanuatu, Tonga and Samoa—bringing the total to 178 embassies.

In addition to Foreign Secretary Boris Johnson and other senior government figures, BBC nature presenter David Attenborough—still remarkably sprightly at 92—also addressed us. He spoke on the illegal wildlife trade and in support of the Foreign & Commonwealth Office’s work on climate change.

I addressed the All Party Parliamentary Group on Japan over lunch at the House of Commons, where I sat next to Lord (Menzies) Campbell, former head of the Liberal Democrats, who reminisced about having competed in the 1964 Tokyo Olympic Games before becoming a politician.

I had a number of meetings with companies interested in Japan, from financial services to aerospace concerns. In addition, I visited Twickenham Stadium and met representatives of the Rugby Football Union to talk about their preparations for the Rugby World Cup Japan 2019, to which they are very much looking forward.

It was great to be back in Britain for the royal wedding—every small town high street seemed to be emblazoned with red, white and blue bunting and photos of Prince Harry and Meghan Markle.

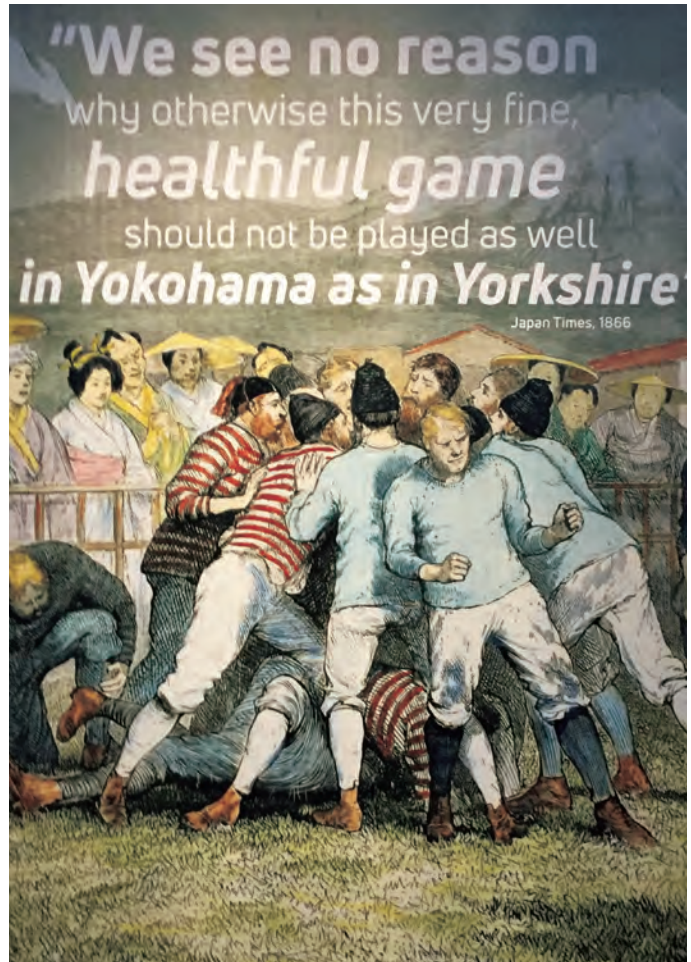
On 14 June, I hosted, at my residence, the annual Queen’s birthday party, our biggest event of the year. We welcomed some 400 guests, drawn from government, business and culture circles, as well as the media. With music provided by the Scots Guards and the British School in Tokyo, it was a great event. I’m grateful to those British companies who have sponsored it.



Attending a festival in Otari, Nagano Prefecture. • PHOTO: BRITISH EMBASSY TOKYO



The Innovation is GREAT campaign is now featured on the exterior of the embassy. PHOTO: BRITISH EMBASSY TOKYO



This poster, displayed at Twickenham Stadium, depicts an early rugby match in Japan. PHOTO: BRITISH EMBASSY TOKYO



David Attenborough spoke about climate change and the illegal wildlife trade. PHOTO: FCO/CROWN COPYRIGHT



Boris Johnson also spoke at the event. • PHOTO: FCO/CROWN COPYRIGHT

It was great to be back in Britain for the royal wedding—every small town high street seemed to be emblazoned with red, white and blue bunting

We are also using the Queen’s birthday party to promote our new Innovation is GREAT campaign, focusing on British strengths in artificial intelligence. Britain is a world leader in fields such as machine learning and natural language processing. But, since this isn’t always well recognised in Japan, we are using the campaign to promote opportunities to collaborate with Japanese business and academics.

I just celebrated my 500th day in Japan and have been enjoying making a video series to mark the event on my @PaulMaddenUK Twitter account. A quick calculation revealed that I have now visited 23 of the 47 prefectures. This includes official visits to meet local politicians and business people, give speeches, as well as participate in conferences and local *matsuri*. My wife Sarah and I have also enjoyed chances to reconnect with the Japanese coast and countryside, including a memorable tour of Shikoku island at Easter and the Japanese Alps in Golden Week.

We’ve been able to see Japan in a new light through the eyes of our 21-year-old daughter Francesca, who is just completing the ninth month of her gap year here. It’s clear that Tokyo is a really cool destination for young Brits. In a month of hitchhiking around Japan—where, apparently, she never waited more than five minutes for a lift—Francesca got to places that we have yet to visit, such as remote islands off Okinawa. 🇬🇧

CONGRATULATIONS

Best wishes to Her Majesty Queen Elizabeth II on her official 92nd birthday!

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Spend THE SUMMER WITH HILTON TOKYO

This summer, seize the opportunity to enjoy one of Tokyo's hidden gems – The Hilton Tokyo beer garden. Tucked away on the hotel's 7th floor, this year enjoy a Japanese themed garden and nightly entertainment while enjoying the great views of Tokyo.

Also throughout June and July enjoy football viewing at ZATTA bar, open for all the games with food and drink promotions.





Be prepared ...

2p, or not 2p

SIMON FARRELL | simon@custom-media.com

Our cover story this month brought back bittersweet memories of sleeping under canvas in England, Africa and Australia. Like many boys, I earned prized scout badges for prowess in campfire cooking (baked beans and jacket potatoes), survival skills (always carry a 2p coin for an urgent phone call), and, naturally, tying loads of fiddly knots.

Today's scout badges, meanwhile, feature such engaging themes as dietary requirements, global issues and even—wait for it—media relations. Anglers must safely return fish to the water and mobile phones have edged out most metal coins and hard-copy maps.

My scout skills proved very useful later, however, helping me endure a dawn drenching and high winds on an Outward Bound winter course; vicious little monkeys ransacking my tent; territorial hippos snorting and staring us

down as we barbecued and set up camp; and sudden ice-cold overnight desert conditions.

Like many things, however, camping is different now. Safer, cleaner, with more comfort and diversity and with a new name—glamping—which includes tents and huts. Less challenging, perhaps, but no less fun or rewarding, I'm told.

I hope our glamping story nudges you to visit, this summer, one of the newest members of the British Chamber of Commerce in Japan: Camping With Soul, in Saitama Prefecture, or one of the other unique glamping spots around Japan, featured on page 18.

Mad dogs

Thanks for the great response to our exclusive "Mad Dogs and Englishmen (and Women)" cover story in the May issue of *BCCJ ACUMEN*. Thanks to our close contacts and quick action, we scooped the highly competitive UK motor-

ing media, which has now picked up the story. We have passed on your best of British, congratulations, advice, warnings and other helpful comments to the two brave or crazy teams who plan to drive their classic vehicles from the UK to Japan in time for the 2019 Rugby World Cup.

Tim Hitchens knighted

Congratulations to former UK Ambassador to Japan Sir Tim Hitchens (2012-2016) CMG LVO for being appointed Knight Commander of the Royal Victorian Order (KCVO) in the Queen's Birthday Honours List 2018. The award recognises distinguished personal service to the Queen. Sir Tim said: "I'm really delighted. It's a lovely way to cap 35 years working in the public service and working for the Queen. And a nice recognition of the work done in one phase of my life, as I start work in this new phase [as president] at Wolfson [College, Oxford]" 🇬🇧

Charles Smith

Gifted, cool and calm with pen and cello

BY KHALDON AZHARI
PRESIDENT
THE FOREIGN CORRESPONDENTS' CLUB OF JAPAN

It is with great regret that I report the demise of Charles Smith, one of our longest-serving regular members, who passed away of acute respiratory failure on 18 May. He had been suffering from malignant lymphoma since early 2015.

A classics scholar from Magdalen College, Oxford, Smith developed a taste for reporting from abroad when he worked on the staff of an English-language magazine in Argentina. In 1973 he was posted to Tokyo as *Financial Times* bureau chief, a position he held until 1984. That year, he joined the *Far Eastern Economic Review (FEER)*, which he served until 1995 as Tokyo bureau chief and as regional editor based in Hong Kong.

During his reporting career, which focused on Japan's politics, economy and

business, Smith set the standard for calm, cool analysis. He was superb at his craft and widely respected by his peers and by the many Japanese he encountered during his reporting activities.

After leaving *FEER*, he wrote for several financial publications, notably *Institutional Investor*, until he retired from day-to-day journalism. He recently finished writing his memoirs.

Smith was a gifted musician and, despite his illness, continued to play the cello. His musician friends played in his memory at his funeral, held at Waseda University, on 22 May.

He is survived by his wife, their two daughters, his three older children and seven grandchildren. 🇬🇧

In 1973 he was posted to Tokyo as *Financial Times* bureau chief, a position he held until 1984.



PHOTO: FCCJ

MEDIA

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Deal sought to build two nuclear power plants

The UK government Hitachi Ltd. are continuing talks to reach a deal for two new nuclear power plants in Wales, *The Japan Times* reported on 28 May. The Wylfa Newydd complex would help fill the UK's nuclear energy gap, as most of the country's 15 reactors are set to be retired by 2030.

Hitachi, through its British nuclear arm Horizon Nuclear Power Ltd., aims to start operating the facility in the first half of the 2020s, if approval is given, the report said.

Meanwhile, in late May a group of anti-nuclear protestors travelled from Wales to Japan to hand a petition against Wylfa Newydd to the Ministry of International Trade and Industry, according to a BBC report.



A computerised rendition of the proposed Wylfa Newydd complex • PHOTO: HORIZON NUCLEAR POWER

Bilateral pressure on NK

After Japanese Foreign Minister Taro Kono met with UK Foreign Secretary Boris Johnson, both agreed to keep pressure on North Korea, according to *The Mainichi* on 22 May.

The politicians' stated aim is to rid the country of its nuclear and other weapons, the report said.

The talks took place on the sidelines of the G20 foreign ministers' meeting in Buenos Aires on 21 May. Kono reached similar agreements with the foreign ministers of the Netherlands and Australia.

Tsunami book wins top prize

Richard Lloyd Parry's *Ghosts of the Tsunami*, a non-fiction book detailing the journalist's years covering 2011's Great East Japan Earthquake and subsequent tsunami, has won the UK's Rathbones Folio literature prize, *The Guardian* reported on 8 May.

The book, in which an assortment of bereaved residents of north-east Japan detail their experience of the disaster and its impact, beat competition from two other non-fiction works and several books of fiction.

The author spent six years covering the aftermath of the tsunami, which claimed more than 18,000 lives.



Old Natsume postcards found

Postcards written by Japanese author Soseki Natsume while he was studying in the UK have been found more than 100 years on, *The Japan Times* reported on 23 May.

The three cards detail the writer's time in the UK at the turn of the 20th century, and were sent to Japanese friends studying in Germany, the report said. Writing a month after arriving in London, Natsume described his loneliness in the UK, where he was to stay for two years.

The discovery of the postcards was announced by the Fukui Prefectural Government.

Memorial to Japanese killed on WWI ship to be unveiled in Wales

A memorial to victims of a Japanese merchant ship sunk in the closing days of World War I will be established in Wales, *The Japan Times* reported on 13 May.

One month before the armistice was signed, a German U-boat in the Irish Sea torpedoed the *Hirano Maru*, with the loss of more than 200 sailors and passengers. A number of bodies washed ashore in Pembrokeshire.

The memorial in Angle will be unveiled on 4 October, and representatives of Nippon Yusen K.K., the vessel's shipping company, and the Embassy of Japan in London will attend.

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Visa-free pact sought

Japanese firms are seeking visa exemptions for employees as part of a future trade deal with the UK post-Brexit, the *Financial Times* reported on 20 May.

The report quoted a senior executive of a large Japanese trading house as saying that bringing Japanese staff into the UK has become more difficult, and that there are fears the situation could become worse during the transition period.

It went on to say that Tokyo will push for a tougher trade deal with the UK than that it will sign with the EU.

Japan passport said most powerful

The Japanese passport has been declared the world's most powerful travel document by the Henley Passport Index, *The Express* announced on 22 May.

The index looks at how many destinations a bearer can travel to without needing a visa, and examines 199 different passports.

While Japan topped the list with 189 visa-free destinations, the UK came in joint fourth place, with bearers of a British passport able to travel to 186 countries without the need for a visa.

Scottish exhibition feting “mother of Japanese whisky”

An exhibition on the life of a woman dubbed the “mother of Japanese whisky” has opened in East Dunbartonshire, Scotland, the BBC reported on 28 May.

Rita Cowan married Japanese Masataka Taketsuru in 1920, when the latter was studying at the University of Glasgow. He later opened a distillery in Yoichi, on Japan's northernmost island of Hokkaido.

The article said Cowan provided moral and financial support to her husband in helping him produce his first whisky in 1940, and the exhibition includes such items as her kimono and obi sash.



PHOTO: EAST DUNBARTONSHIRE LEISURE & CULTURE TRUST

More visitors to cross border

A visit to north-east Scotland by a delegation of high-ranking officials is expected to give a boost to visitor numbers to the region, *The Press and Herald* suggested on 19 May.

A visit by Japan's Ambassador to the UK, Koji Tsuruoka, and the country's tourism minister, Jotaro Horiuchi, to the region involved a tour of places such as the Queen's residence of Balmoral Castle and the Longmorn Distillery south of Elgin, both in Scotland.

The group also included a number of tour operators and representatives of the Japanese tourist board, who were looking to strengthen tourism links.

The delegation also visited attractions linked to Japan by Scottish-born Thomas Blake Glover, a merchant involved in the growth of Japan's economy and whose house in Nagasaki attracts millions of visitors each year.

McLaren Senna supercar launched in Tokyo

British carmaker McLaren launched its Senna supercar in Japan with an event at Tokyo's Zojoji temple, *Forbes* reported on 25 May.

The car, named after racing legend Ayrton Senna, is a “track-focused, limited edition, street-legal hypercar”, the article says, adding that a Noh percussionist had been chosen to provide a musical introduction to the launch.

Ayrton Senna is revered by Japanese racing fans, it goes on to say, with McLaren having been partnered with Honda during the racer's heyday.



PHOTO: MCLAREN AUTOMOTIVE LIMITED

Boxing: Jamie McDonnell defeated by Naoya Inoue

Doncaster boxer Jamie McDonnell lost his WBA world bantamweight title in Tokyo after being defeated by Japan's Naoya Inoue in a single round, *The Mirror* reported on 25 May.

Inoue, known as “The Monster”, has become a three-weight world champion in 16 fights, and will go on to enter the bantamweight tournament in the World Boxing Super Series, according to the report.

McDonnell was quoted as saying, “I take my hat off to Inoue, he's a great champion”.



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Beyond events

Community, cooperation, change—and a values-driven organisation

LORI HENDERSON MBE

Shifting through boxes of photographs at the British Chamber of Commerce in Japan (BCCJ) office as part of our 70th anniversary archival project, I am struck by just how much the business events landscape has changed over the past few decades. Bobby Charlton enjoying a half pint of beer at the BCCJ lectern is certainly nothing like anything I have witnessed during my time as executive director!

Still, we continue to strive to create situations and offer experiences that members cannot gain through their day jobs or on client sites.

Values driven

A hub for more than 200 member firms, our business exchange and networking platform presents in excess of 40 events per year where our members can learn new things, and build alliances with fellow BCCJ members across a range of industries. From monthly gatherings to major annual events such as the British Business Awards, there is something to suit everyone's schedule—whether you are working for a start-up or multinational corporation.

The BCCJ is more than just a networking organisation, though. Our events planning is driven by chamber values, such as diversity and inclusion, innovation and good governance—all

designed to boost business and invigorate our community as a whole.

Hacking it out

Last month we welcomed members and external stakeholders to the BCCJ office for our inaugural hackathon events. In the hackathon spirit we asked attendees to come up with tangible solutions that will help guide BCCJ operations over the coming years.

The ambiance was positive and collaborative, with attendees returning excellent ideas that the BCCJ team now will work hard to realise.

At our Rugby Scrum Hackathon on 24 May, it was decided that the BCCJ will enter into an agreement with the chambers of commerce of Rugby World Cup 2019 nations to best support Japan's delivery of the major event next year.

At our Diversity Drill Down Hackathon on 30 May, attendees thrashed out what could be included in our 2020 Vision charter to help drive diversity and inclusion outcomes throughout our member firms on the road to 2020 and beyond.

BCCJ Cup

On the horizon is our golf day on 24 June. This year, we have revived the BCCJ's golf trophy—named The Chamber Pot in 1951. We recently

purchased a new silver trophy, to be engraved with the BCCJ's 70th anniversary logo and the names of BCCJ golf day winners over the past seven decades. I look forward to seeing a woman's name on that trophy someday.

Change-making

On 10 May, we held an away day for our Executive Committee (Excom) at the House of Aston Martin. Excom members participated in lively breakout sessions to chart our course in the 2018–19 financial year for membership, events and our 2020 Vision. Through the collective efforts of Excom and many other individual volunteers—some of the most capable professional people in our community—the BCCJ fosters a business climate conducive to growth, prosperity and wellness.

For those firms and individuals taking advantage of the chamber's progressive networking platform and community opportunities, the benefits far exceed the investment of membership dues.

In 2018 your annual BCCJ dues buy far more than just a membership. They contribute to shaping our business landscape and making our community a better place in which to live and work as a whole. 🇬🇧

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MEDIA

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Hamleys comes to Japan

Bandai Namco Amusement Inc. on 25 May announced a tie-up with Hamleys (Franchising) Limited of the UK. Details of the store location and opening date have yet to be announced, but media sources have said its opening will be in 2018 and the store, in greater Tokyo, will boast a sales area of 3,000m².

Hamleys, founded in London in 1760, claims to be the oldest and one of the largest toy shops in the world. It operates 133 outlets in 19 countries. In South-East Asia it operates two shops in Singapore. The tie-up with Bandai Namco represents its first venture in Japan.

The announcement follows on the heels of the Japanese firm's reorganisation. Effective 1 April this year, Namco Limited and the

Amusement Machine division of Bandai Namco Entertainment Inc. merged to become Bandai Namco Amusement Inc.

Hamleys CEO, Ralph Cunningham, said: "We are thrilled to be launching the Hamleys brand in Japan this year and delighted to be partnering with Bandai Namco. With its extensive experience in the entertainment sector and its in-depth knowledge of the Japanese market, Bandai Namco is the perfect strategic partner. Japan represents an exciting and important market and is key to Hamleys' continued international growth strategy. We look forward to bringing smiles to the faces of children and families all over Japan and delivering the unique Hamleys in-store experience to this fantastic market".



Hamleys, shown here in the UK, is set to open in Japan.
PHOTO: THE HAMLEYS GROUP LIMITED

Driving away smokers

Kushikatsu Tanaka, a popular nationwide chain of *izakaya* (Japanese-style pubs), specialising in deep-fried tidbits served on skewers, has banned smoking, effective 1 June. Smoking has been banned in its more than 180 outlets nationwide, the *Nikkei Business* (28 May) reported. The ban extends to smokeless tobacco products, and the outlets will not be providing a smokers' corner.

As Keiji Nuki, the firm's president, explained, "We've received numerous complaints from customers. While the trend has been to restrict smoking, our thinking has been that it will be necessary to come up with ways to meet customer needs in the future".

On 9 March, Japan's Cabinet decided to require businesses and public organisations to deal with secondary smoke; the proposal was submitted to the Diet. Eating and drinking

establishments are expected to be the most affected by the new law, which essentially bans indoor smoking and penalises offenders. The government plans full implementation by April 2020, three months before the start of the 2020 Olympic and Paralympic Games.

Some members of the ruling Liberal Democratic Party with interests in the business sector, however, are trying to weaken the law, by diluting the provisions to exempt small and medium-sized businesses capitalised at less than ¥50 million, or existing restaurants with a customer seating area of less than 100m²—which are said to account for some 55% of the total.

Bars and restaurants are in agreement that banning smoking will cut into their revenues. One operator of a restaurant chain, however, noted that trends have changed over the past several years,

and the percentage of smokers is declining. According to a recent survey by Japan Tobacco Inc., 18.2% of Japanese adults (people aged 18 or over) are smokers.

McDonald's Japan took the initiative to ban smoking completely at some 3,000 of its outlets in 2014, and such chains as Denny's and KFC Japan are currently said to be in the process of banning smoking. Even among operators of pubs, the perception exists that, as one *izakaya* president puts it, "If we ban smoking, sales may temporarily drop, but more people will bring their families and the overall result will be positive." The writer pointed out that staff at the restaurants should find that a smoking ban improves their work environment and, in turn, makes it easier for such establishments to recruit new workers.

Focus on Tokyo's night-time economy

The *Nikkei Marketing Journal* (9 May) has reported the results of an Internet survey regarding “economic activities at night”, defined as the hours between sundown and sunrise.

The survey, conducted by Macromill Inc., a leading marketing research company in Japan, received valid replies from 1,000 men and women between the ages of 20 and 59 residing in Tokyo's 23 wards. In addition to frequency and amount of outlays, the questions also differentiated between personal out-of-pocket expenditures as opposed to business-related entertainment.

Going out “almost every evening” (6%) and “once a week”, together accounted for a total of 41% of the answers.

The largest segment of respondents (30%) said they spend ¥3,000–5,000 per month, with two thirds of respondents spending less than ¥10,000 per month. On average, the respondents' outlay comes to ¥14,519, with 6% saying their monthly spending exceeds ¥50,000.

In reply to a question about whether they agreed that the service and infrastructure for night business in Tokyo should be

increased, 26% of respondents answered in the affirmative, and 27% in the negative. The remaining 47% were noncommittal.

Rather than thinking about night-time entertainment, however, 67% of the respondents stated their desire that night-time service be available at hospitals, 61% that trains run all night and 47% that more supermarkets be open all night. Of all those surveyed, 72% said they did not expect any major changes.

A sidebar to the article adds that, to promote the night-time economy, more efforts are being directed to attracting overseas visitors by such means as the Shibuya Night Tour, which commenced in April. After a group photo is taken at Shibuya's famous scramble intersection, the tour makes its way along Dogenzaka and through Maruyama-cho, where participants are invited to partake of *takoyaki* (balls of minced octopus) and eat sushi standing up at a counter. The cost for the two-hour tour is ¥3,000 (extra for the food and drink consumed). On a different tack, by 2020 the Tokyo metropolis plans to have night illuminations in 58 city locations—about double the current number.

Will part-timers move to long-time?

Why aren't more part-time workers taking advantage of new rules that would secure their positions long-term? The “J-Cast Bulletin”, in the *Yukan Fuji* newspaper (27 May), reviews a rule that came into effect in April, and enables part-time or non-regular contract workers to apply for indefinite tenure at their place of work.

So far, according to a survey of the job-hunting service Hatarako Net, only 3% of eligible workers are said to have submitted the relevant requests to their employers.

The system in question, promulgated in 2013, was set up to enable workers who had spent five years with the same employer to have the right to change their status to that of regular company staffer. The low number of applicants for indefinite tenure may be due to a general lack of familiarity with the system. A survey of workers, with 1,369 valid replies, finds that only 9% of respondents said they were familiar with the rule. A further 22% said they “know a little” about it.

According to a PR employee at a retailer in Tokyo's Minato Ward, “it appears that not many workers know about the rule”. But, he added, “as more of them come to understand it, we expect more will request a change to indefinite employment status”.

One possible answer to the question may be the prospect of instant rewards for part-time workers. *The Nikkei Marketing Journal* (28 May) reports that Persol Process and Technology, an affiliate of Persol Holdings Co., Ltd., will introduce a service that can be used by retailers or food service industries. For a set service charge billed to the corporate client, the system enables applicants for part-time jobs to receive an advance on wages via Persol. The client then reimburses Persol, which earns a service charge of ¥900 per applicant. The larger the sum paid to the worker, the cheaper it is for the client, since the service fee is fixed.

With part-time workers apparently preferring early remuneration, there are already 1.6 times more workers paid weekly than monthly. 🇯🇵



The scramble intersection in Shibuya, Tokyo



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Embracing technology

But creativity must be nurtured too

DAVID BICKLE | @BCCJ_President

As the pace of technological change continues to accelerate, a steady stream of new terms has entered the layman's lexicon. From cloud computing to cognitive technology, analytics to artificial intelligence, robotics and blockchain, they are becoming common expressions.

Yet, although increasingly familiar to many of us, they often are little understood buzzwords, signalling the entry points into an uncharted world of digital disruption.

However, for younger generations—so-called millennials and Gen Z—they are more likely to serve as signposts indicating the direction of social change, and the sandbox of future employment opportunities.

The benefits of an exponential increase in digital connectivity are well documented. Rewards, however, are shadowed by attendant risks to security and prosperity.

The UK is fortunate, though, to be home to a flourishing cyber security sector, with the

The comparative advantage that we enjoy over machines is our innate capacity for creativity

Department for International Trade predicting that exports of such services could reach £2.6bn by 2021, with Japan, it is hoped, becoming a key market.

Carving out a niche

Financial technology is another area of strength. Evidence of this came in February, with the announcement by Citigroup of plans to establish a new innovation centre in London. The continued availability of skilled workers is of course key to attracting such investment, with Citi's chief executive for Europe, the Middle East and Africa recognising London as "a key hub for cutting-edge technological talent".

Such ability is demanded not only by the service sector, but also by businesses in manufacturing and engineering. This reflects the range of British firms that are successfully carving out a niche in the development of advanced technologies.

Included is innovation in the area of mobility, with *The Telegraph* newspaper recently reporting that a UK delegation took up the largest single exhibition space at last month's Society of Automotive Engineers of Japan spring congress in Yokohama—showcasing capabilities in connected and autonomous vehicle technology and advanced lightweight composite materials.

A true global icon

So how should people of the younger generation prepare themselves for the world of technological change that we can barely dream about, let alone fully comprehend?

Policy-makers rightly point to the need to strengthen education in science, technology, engineering and mathematics (the so-called STEM subjects). It is important, though, that this should not be to the exclusion of the arts. Through advances in computing and cognitive technologies, machines have become far superior to humans in searching for, screening and analysing data. That said, the comparative advantage that we enjoy over machines is our innate capacity for creativity—and long may that be nurtured among young and old alike.

For a timely reminder of the UK's own historical strengths in the realm of creativity, and design in particular, I was pleased last month to see that the Issigonis Trophy had been awarded to President Akio Toyoda for the much acclaimed automotive engineering achievements of Toyota Motor Corporation. The prize is named after the great British visionary, Sir Alec Issigonis (1906–1988), celebrated designer of a true global icon launched in 1959: the Mini. 🇬🇧

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JAPAN ■ INDIA ■ HONG KONG

JAPAN GOES GLAMPING

The great outdoors has never been cleaner, cooler or cosier

BY JULIAN RYALL



PHOTO: HOSHINO RESORTS

You get fully pampered with modern comforts while enjoying outdoor activities surrounded by dynamic nature.

If you go down to the woods today, you're sure of a big surprise—because a nation that loves camping nearly as much as it loves luxury is embracing glamping.

The modern concept of luxurious outdoor holidays, and the term glamping, first appeared in the UK in 2005, and at least a dozen sites that are an amalgamation of glamour and camping have popped up across Japan over the past couple of years.

British glampers can now stay in yurts in Snowdonia, wigwams in Yorkshire or treehouses in the Cotswolds. And Japanese campers want similar experiences.

“Glamping is the best mixture of two worlds,” said Akira Segawa, president and CEO of Fujita Kanko Inc., which recently opened its first site with a panoramic view of Mount Fuji.

“You get fully pampered with modern comforts while enjoying outdoor activities surrounded by dynamic nature,” he told *BCCJACUMEN*. “It can be active or relaxing. You can take your parents and kids glamping and three generations can enjoy it effortlessly.”

Glamping is an ideal new vacation option for several generations of families. Segawa believes that rising numbers of foreign visitors are seeking “more authentic and unique experiences” and are looking to get away from traditional tourist hotspots. Glamping fills the bill.

Here's a roundup of some of the best glamping facilities from around Japan.

Camping With Soul

Started out in the UK in 2007, when founder Toby Cleeves and his new wife needed somewhere to stay that would be unforgettable and unique for their wedding night. Several guests subsequently said they also wanted to spend a night or two in Bell Tents that used to serve as accommodation for the British military.

The business took off after being featured in *The Sunday Times* and grew to include bespoke vacations and accessories.

In March 2018, Camping With Soul Japan became an Entrepreneur Member of the BCCJ. Its tents are becoming a fixture at events across the country, including the Hanno Bierfest and the Tokyo Garden Terrace Kioicho.

www.cwsjapan.co.jp

Fujino Kirameki Fuji Gotemba

Only opened in late April, the Fujino Kirameki Fuji Gotemba glamping site is a 90-minute drive from central Tokyo and has stunning views of Japan's most iconic mountain.

The venue combines the best of two worlds: a large open-air space with plenty of outdoor activities, along with all the sophisticated comforts that a traveller would expect of a high-end hotel.

Spread over more than 16,000m², the site has 20 thoughtfully designed cabins, ranging in size from 54m² to 153m². Each unit is air-conditioned, comfortably fitted out and equipped with toilet, shower, hammock, outdoor jet bath as well as a deck with a grill and a fireplace.



Some locations offer spectacular views of Mt Fuji. • PHOTO: HOSHINO RESORTS



Food and drink are a key part of the glamping experience. • PHOTO: FUJITA KANKO



Camping with Soul uses Bell Tents. • PHOTO: CAMPING WITH SOUL



Bell Tents have been used by the British military. • PHOTO: CAMPING WITH SOUL



Some locations offer space for recreation and cooking. • PHOTO: FUJITA KANKO

The property delivers gourmet meals to each cabin or can provide the raw materials for a meal so that guests may cook for themselves.

The site has a play area for children, a dog run, an event space and a shop, while there are plenty of opportunities for enjoying the surrounding wide open space, ranging from hiking to fishing, horse riding and trying your hand at arts and crafts.

Or you could just relax on the deck in front of a blazing fire, watching the sun bathe Mt Fuji in its glow as it sets.

www.fu-ji-no.jp/kirameki/en/index.html

Niseko Cottage Bongo Square

Few places in Japan revel in the great outdoors as much as Hokkaido, with the curiously named Niseko Cottage Bongo Square offering accommodation in log cabins, cottages or spacious tents close to the centre of the town.

With views of Mt Yotei and the Niseko mountain range, the site has tents that are luxuriously fitted out. The beds are large, and each tent has a sofa, oil stove and an outside area for barbecues. And while the bathing facilities might be a little more rudimentary than elsewhere, the owners recommend that guests take the opportunity to enjoy the neighbouring *onsen*.

www.bongoniseko.com

Hoshinoya Fuji

Mt Fuji is, inevitably, a big draw for outdoor enthusiasts, so it was no surprise when Hoshino Resorts Inc. identified the area as the place for the nation's first five-star glamping experience.

Hoshinoya Fuji is set among red pine trees overlooking Lake Kawaguchi and with Mt Fuji rising majestically beyond. New arrivals are issued with a backpack containing a pair of binoculars for seeking out the local wildlife, a head torch, a map of the hotel's expansive grounds, a steel bottle for hot drinks, insect repellent, and even an inflatable cushion for delicate behinds.

The Cloud Terrace is at the top of the hill and has a campfire where guests can toast marshmallows or sip coffee. Decks at different levels have beanbags and loungers. One section has a canvas cover, with a classic black-and-white film playing on the roof.

The accommodation may be described as "cabins," but they are a long way from rudimentary log shacks. Set into the hillside below the restaurant, each of the 40 luxurious units has an en-suite bathroom with a large window and a deck fitted with a lounging sofa. The bedroom has a vast floor-to-ceiling window overlooking the lake and Mt Fuji.

Guests are able to make their own pizzas in the forest, can chop their own wood or take an early morning canoe trip on the lake. The hotel can also arrange horse riding on private trails, has classes on how to smoke food with chips from old whisky barrels, and can take guests searching for flora and fauna with a guide. Keep an eye out for deer, hawks and flying squirrels.

<https://hoshinoya.com/fuji/en>

Grax Premium Camp Resort

In the mountains to the west of Kyoto, the Grax Premium Camp Resort has a selection of cabins, bungalows, tipis, trailer houses and tents set on decks with all the mod-cons (that do not require electricity). You can relax in a hammock on the deck or get the barbecue going for dinner.

Guests are able to take advantage of the nearby *onsen*, as well as take part in a number of activities that include golf, fishing on the Toden Hummingbird Lake and hiking on mountain trails.

www.grax.jp

There are plenty of opportunities for enjoying
the surrounding wide open space

Nordisk Village Goto Islands

The very latest addition to Japan’s glamping scene will be Nordisk Village Goto Islands, on remote islands off Nagasaki Prefecture. A collaboration between Fujita Kanko and Nordisk, a Danish manufacturer of outdoor equipment, the venue will be Nordisk’s second high-end camping venue, following the opening of a site just outside Venice, Italy in 2017.

The Goto Islands are a 40-minute flight from Fukuoka or a ferry journey from Nagasaki. Famous for their beautiful, unspoiled beaches and abundant greenery, they are also an important part of Japan’s heritage, in the 16th century having been the location of one of its first Christian settlements.

Built on the site of a former elementary school, what was the wooden school building is now being renovated to serve as reception, café and restaurant, while the distinctive round Nordisk tents will be dotted around the grounds, each comfortably fitted out with two to four beds. 🏕️

What is glamping?

While “Glamorous Camping” was believed to have been first googled in 2007—mostly in the UK and Ireland—the concept goes back at least to the Turkish Ottomans (14-20th century) who used extravagant mobile tent cities for their sultans. European colonials, meanwhile, enjoyed tented safaris in Africa and Asia with armies of staff to carry them from around the 1800s, while wealthy Americans added personal chefs to hunting trips in the early 1990s.

Glampers get:

- Direct access to the great outdoors
- Marshmallows and stories at the campfire
- The sound of rain on your tent or hut
- Nature’s peaceful soundtrack
- Time with family and friends
- Fresh air

But without:

- Carrying all that equipment
- Sleeping on the lumpy ground
- Shivering or sweating
- That half-deflated air mattress
- Sleeping bags, in general
- That not-so waterproof tent when it rains

SOURCE: GLAMPING.COM



At Hoshinoya Fuji, accommodation units come with en suite bathrooms and floor-to-ceiling windows. • PHOTO: HOSHINO RESORTS

TOKYO-LONDON GREEN FINANCE SEMINAR 2018

How the UK and Japan can work together to achieve clean growth

BY JULIAN RYALL

PHOTOS BY THE BRITISH EMBASSY TOKYO

The day is coming when all investment will simultaneously promote environmental, social and governance causes. Investment that does not take into account the need to be green simply will not thrive, believes Sir Roger Gifford, chairman of the City of London Corporation's Green Finance Initiative.

And for the past decade, initiatives by the British government and businesses have put the UK in the driving seat when it comes to achieving clean growth—growing the national economy at the same time as reducing greenhouse gas emissions.

“We tend to see managing the issue of how we manage the world’s water and soil in terms of the cost of climate change, we do not see it in terms of risk and opportunity”, Sir Roger said at the Tokyo-London Green Finance Seminar 2018, held at the British Embassy Tokyo on 25 April.

“We need to look at how to take advantage of risk and we need to invest in climate risk”, he

said, adding that the scale of the capital required to solve the world’s climate change problems is so large that it will require cooperation between the private and public sectors, but also “an international alignment of initiatives and alliances.”

And, given the long history of collaboration between the financial powerhouses of London and Tokyo, Sir Roger suggested Tokyo would be an excellent place to promote green finance initiatives.

The two cities have a long history of working together across many sectors to contribute to the economic development and prosperity of the two nations, with the Tokyo Metropolitan Government and UK Foreign & Commonwealth Office working on an agenda to revitalise the city’s financial sector.

In December, Tokyo Governor Yuriko Koike and Charles Bowman, the Lord Mayor of London representing the City of London Corp., signed a memorandum of understanding. It is designed to deepen exchanges and collaboration in the financial services sector and focus efforts on a number of areas—including working together to promote environmental, social and governance investment and green finance.

Alderman Bowman will return to Japan in July to further enhance collaboration in green finance and other issues, and to be guest speaker at “Lunch with the Lord Mayor of London” for the British Chamber of Commerce in Japan.

Carbon budgets

The British government’s Department for Business, Energy and Industrial Strategy in October released a white paper detailing the clean growth strategy, which is a key component of the national industrial strategy to “increase our productivity, create good jobs, boost earning power for people right across the country and help to protect the climate and environment upon which we and future generations depend”.

The UK was one of the first nations to recognise the economic and security threats posed by

\$13.5tn

of public and private investment required in the global energy sector between 2015 and 2030

195

countries are signed up to the 2015 Paris Agreement

climate change and to act on them. The Climate Change Act, passed in 2008, commits the UK to reducing—by 2080—greenhouse gas emissions by at least 80% compared with 1990 levels. This is to be achieved by setting carbon budgets, a series of five-year caps on greenhouse gas emissions. The approach has been used as a model for action around the world, and is incorporated in the United Nations’ Paris Agreement on climate change.

Committing to the environment does not, however, need to cost the economy.

Since 1990, the UK has reduced emissions 42%, far faster than any other Group of Seven nation. The other countries have averaged cuts of just 3% over the same period, while the UK’s GDP is up 67% on 1990, better than the average of 61% for the rest of the G7 nations.

Since 1990, the UK has reduced emissions 42%, far faster than any other Group of Seven nation.



Sir Roger Gifford: Tokyo great for green finance.



The seminar was held at the British Embassy Tokyo on 25 April.



The event included a lively panel discussion.

As a consequence of the UK's policies, 47% of its electricity now comes from low-carbon sources, double the level of just six years ago, while the nation has the largest installed offshore wind capacity in the world. Homes and commercial buildings have become more efficient, with the average household energy consumption having fallen 17% since 1990, while vehicle engine technology has driven down emissions 16% per kilometre. England also recycles nearly four times more than it did in 2002.

Sir Roger pointed out that the UK played a central role in the 2015 Paris Agreement, under which 195 countries—representing more than 90% of all global economic activity—agreed to stretch national targets to keep the global temperature rise below 2 degrees Centigrade.

The actions and investments required to meet those commitments will ensure that the shift to clean growth will be at the forefront of policy and economic decisions made by governments and businesses in the coming decades.

And that, in turn, creates an enormous potential economic opportunity, with an estimated \$13.5tn of public and private investment required in the global energy sector between 2015 and 2030 if the signatories to the Paris climate deal are to meet their national targets.

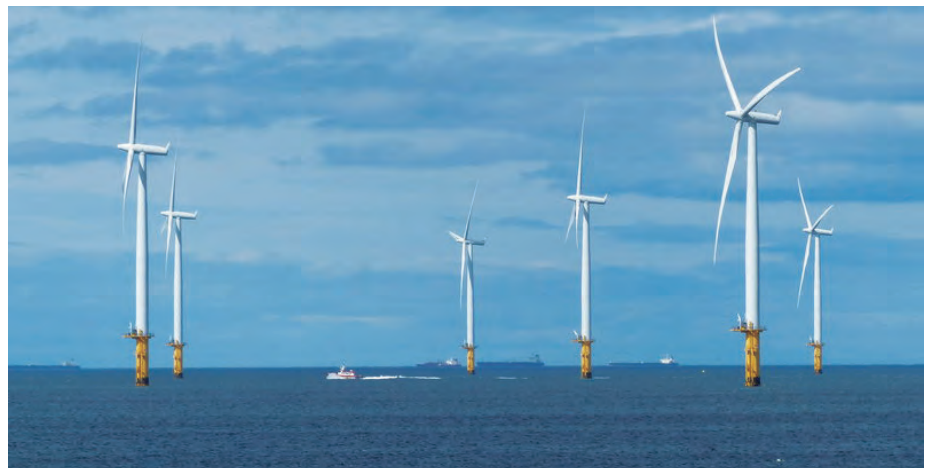
Societal benefits

The UK government intends to build on its leadership in the green finance sector and set up the Green Finance Task Force, chaired by Sir Roger, to help deliver the investment required and maximise the opportunities for British companies.

The task force, which brings together senior officials from the London Stock Exchange, the Bank of England, other leading financial institutions and academics, completed a report outlining 30 primary recommendations for the government. A response is due in summer.

“Green finance can help deliver low-carbon economic growth and tangible societal benefits”, Sir Roger said. “And there are opportunities for the UK to work on green finance initiatives worldwide, which would help to make London the centre of global green finance.

“This is a very attractive form of responsible capitalism because it connects climate science with finance and society and, at a time when capitalism is not a popular term, green finance can do good for our environment and people at the same time as earning returns.” 🇬🇧



This 27-turbine 62 MW capacity offshore wind farm off Coatham Sands, North Yorkshire, powers all homes in Redcar, Marske and Saltburn • PHOTO: MAT FASCIONE VIA GEOGRAPH

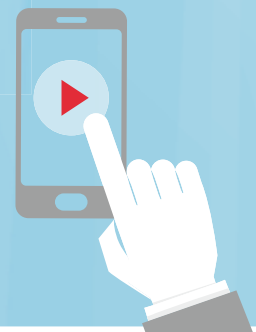
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TOXIC MASCULINITY

- Men are 66% more likely to kill themselves than women.
- In 2017, some 14,693 men died by suicide in Japan.
- The likeliest causes were health, financial problems, family issues.

Keeping your mind healthy during Men's Health Month

BY MICHAEL NEVANS
CLINICAL DIRECTOR

Speaking of mental health in any context can be challenging. Nearly everyone has been touched by a mental health issue in some way, and were it affecting a family member, work colleague or friend, problems related to mental health are pervasive in our society.

One of the greatest challenges someone faces in a mental health context is finding help. Many people live for years before they get connected to services that address their needs in this area, and that can be many years after they have come to realise and admit that they need support.

Know the signs and symptoms of what your loved one is going through, and listen to them

The issues are compounded for men since, statistically, they are much less likely to seek the help they feel they need.

So why are men so reticent about reaching out and seeking help?

There are a myriad of reasons, many of which, no doubt, are occurring to you as you read this. They include fear of vulnerability, a perceived need to be seen as being strong (whatever that term might mean), and pressure to push through obstacles and succeed.

These reasons reflect something that we as a society have created and fostered: a toxic masculinity. Accordingly, men have to be seen as tough and strong, meaning there should be no emotional expression or display of pain, and they should be entirely self-sufficient. This is the code that allows men to be hyper-violent, sexualised, and isolated in ways that, ultimately, exacerbate all other health and relational issues men experience.

It is this code that keeps men from feeling sufficiently vulnerable—or weak—to seek help. In short, men are being held hostage by society's and their own warped perceptions of masculinity, and it is literally killing them.

Suffering in silence

Men's mental health truly is a silent crisis, with four out of five suicides being committed by men. But mental health is about much more than suicide or the tendency to commit suicide; two of the most prevalent mental health conditions are depression and anxiety disorder.

The statistically higher rate of substance abuse and lower rate of mental health service utilisation among men show that, rather than reaching out for help, men are more likely to suffer in silence.

How can you help someone who is in denial about needing support, or who believes that the very act of reaching out is contradictory to their identity? This is the question that I, as a mental health professional, am asked the most. It usually comes from a concerned partner, family member or workplace manager. Typically, these are the people who observe behavioural changes in an individual long before the individual is aware that there are issues.

My general advice is simple—know the signs and symptoms of what your loved one is going through, and listen to them without an agenda or judgement.

This requires two things. The first is education. No one expects you to be a mental health professional and know dozens of terms and diagnostic criteria. Just think of the person about whom you are concerned. Note the things they are doing or saying that concern you. Are they talking more about death? Have they started drinking more often? Have they lost a lot of weight? Maybe they seem less energetic and often cancel their plans with you and others. These things may not be related to anything

more serious, but they could be symptoms of depression, anxiety and other health issues.

If something concerns you, talk about it. If you are afraid of how to talk about the issue, remember, you are coming from a place of love and concern, not criticism.

This leads to the second point—how do we listen? Often, people hear with the intention of answering, not with the intention of listening and understanding.

I often recommend the 70-30 principle when talking to someone about serious personal matters. Listen and let them speak for 70% of the conversation. For the other 30% of the time, use it to paraphrase what they said and to make sure you understand them correctly, before asking an open-ended question. This allows the person to be open about their experience and share in a deeper way. For a person who has been conditioned to bottle up everything or to just “get on with it”, opening up can be extremely hard. Patience and compassion are required.

If you are a man and wondering what you can do to look out for yourself, my advice is the same. Educate yourself around the symptoms of common mental health conditions, and listen to yourself. Suffering with mental health can be exhausting and painful, but it needn't be. If you believe you could benefit from support, talk to someone you trust, or access the professional mental health services that are readily available.

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TOKYO HONG KONG SHANGHAI SINGAPORE

ON MAD CATS AND JAPANESE PEOPLE

BY NORIKO HAMA

“This person is so good to me. This person must be God.” This is the way a dog thinks. “This person is so good to me. I must be God.” This is the way a cat thinks. So I have been told. Is this right? I am no judge since I have never lived with either a cat or a dog. But a colleague of mine at Doshisha University has just published a book (alas, only in Japanese for the moment) which does not quite say the above two things but comes very close. Since he has had a lifetime of experience co-habiting with both cats and dogs, there must be some validity to the above statements.

In his book, my friend and colleague tells us that the coming of the cat people age is nigh in Japan. Japan used to be a nation of dog people. Dog-like devotion has been the norm in all manner of organisations. Taking orders and following them to the letter is the way to go in Japanese society. Yours not to think but to obey. Blessed are they who can obey with dogged determination.

Having just written the foregoing few sentences I am starting to feel rather frightened. It all sounds so precisely like what seems to have been going on in the American football team at Nihon University. A student belonging to that team tackled his opponent long after the opponent had released the ball in a match with Kwansei Gakuin University. The player who was taken down suffered serious injuries. The player who carried out the rough tackle confessed to the press that he was following orders from his head coach. The head coach has since resigned and has also been expelled from the Kantoh Collegiate Football Association.

Playfulness

A dog's life sounds a lot nicer than university sport life in Japan. But perhaps not all university sport life. According to my colleague's book, the department of athletics at Aoyama Gakuin University is apparently managed on cat people principles. No dog-like devotion required. No need to obey without asking questions. Ask away. Suggest away. Enjoy away. Aoyama's head coach is now actually very much in media demand because he does things so differently from the alleged Nihon University way.

My colleague's book states that the essence of a cat is playfulness. I play therefore I am a cat. This immediately reminds me of the well-known book *Homo Ludens* by the 19th century Dutch historian Johan Huizinga. It discusses the importance of the element of play in culture and society. Indeed the book's subtitle is *A Study of the Play-Element in Culture*.

People are people because they play. Human culture cannot be culture without the play element. If that is the case, then by definition we are all cat people. Maybe this is why we get on so well with dogs. A dog is the ultimate help mate. Faithful, reliable, attentive, supportive. Playful cats need watchful dogs to help them keep it together.

Identity crisis

I am beginning to see things very clearly. My understanding of the cat/dog complex is approaching completion. However, there is one complication. All my life so far I have been totally convinced that I am a dog person. This total devotion. This unquestioning loyalty. This

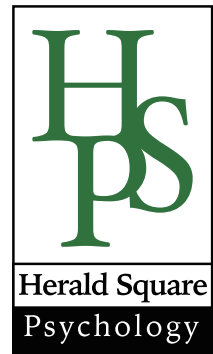
Playful cats need watchful dogs to help them keep it together.

relentless amiability. This caring. In fact I own a dog T-shirt. It sets out all the elements that make a dog a dog, and includes tick boxes. “I don't like to stay alone”, “I cannot hide joy”, “I will never abandon my pet”, “I wanna be with you”, and so on. I can tick all the boxes.

Yet having been exposed to my colleague's book and the Nihon University vs Aoyama Gakuin comparison, I am starting to have doubts. This may be the onset of an identity crisis. Too much in my colleague's book concerning the essence of cat people rings too many bells. I can see so clearly why the Aoyama approach would work where the Nihon way would not. So what am I actually? Have I been undergoing a metamorphosis without realising it? Or could it be that I have really been a cat in dog's clothing all this time. This needs sorting out.

Meanwhile, I have another problem. I have fallen into the habit of constantly dividing people into cats and dogs. Sumo wrestlers, baseball players, fellow economists, my own students in class. This is distracting. It is disturbing. It is too much fun. However, there is one thing that I know I simply must not do. That is to sort politicians into cats and dogs. It would be an insult to both cats and dogs. Especially with regard to some of those in power in Japan at the moment. They are neither cat people nor dog people. They are just bad people. ❌

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COALS TO NEWCASTLE ...

... or selling electronics to Japan (Part I).

TEXT AND PHOTOS BY PETER BACON MBE



First Japan Electronics Business Association mission to Japan in Osaka, 1994

The Japanese electronics companies with whom we dealt eventually lost market share to other Asian countries, British companies who had used our services set up their own offices and business needs changed. The company was accordingly wound up in 2012. Some limited consultancy work still takes place but on a reducing scale.

Working with JEBA

Sir Ivor Cohen has described in Part I [*Britain & Japan: Biographical Portraits Volume X — Part I: Selling to Japanese manufacturers investing in Britain*] the establishment of JEBA and its 'design-in' missions. A key aim was to persuade British suppliers to learn from the Japanese companies and in doing so, to develop long-term business relationships. It would have been fruitless to insist on more local content, when many of the UK suppliers were not in a position to supply parts of the quality needed.

We started in 1993 by visiting the Japanese electronic companies investing in Britain. They told us bluntly that British suppliers just weren't up to the job, and did not understand the Japanese insistence on maintaining the quality of their products. I recall being whisked to one major Japanese mobile phone headquarters to meet four identically grey-suited corporate executives, who took turns to tell us that we had little chance, stressing that their quality must not be compromised by using overseas suppliers.

Several British and Japanese managing directors of Japanese companies in the UK who wanted to increase local content encouraged us to persist. So in 1994 we assembled our first mission of 10 companies.

In one exchange with Mitsubishi Electric (MEI) in Scotland we were told that they had looked for British suppliers but they were "all bad". We responded by telling them that we wanted to work with their design staff in Nagaoka-kyo, Kyoto, and would introduce 10 good British suppliers to them. The challenge was taken up and when we visited them in Kyoto on our first mission in 1994, we met all their design section heads. One British company at

As we carry on with our series looking at the history of the BCCJ and UK-Japan ties, we bring you an article written by Peter Bacon MBE and commissioned by Sir Hugh Cortazzi GCMG for the 2016 book *Britain & Japan: Biographical Portraits Volume X*, which he compiled and edited. It was published by Renaissance Books.

The article looks at how, in the 1990s, British electronic component manufacturers sought to sell their products to Japanese companies in Japan, the lessons they learned and successes they had.

We would like to thank Sir Hugh and the Japan Society in London, owners of the book's copyright, for allowing us to reproduce the following article and for supporting our project. The following is the first part of the piece. The second part will be featured in the July issue of *BCCJ ACUMEN*.

Selling to Japanese companies in Japan

The Department of Trade and Industry (DTI) over many years sponsored various programmes focussing on Japan including 'Opportunity Japan', 'Priority Japan' and 'Action Japan' campaigns. In 1993 Michael Heseltine, then secretary of state and president of the Board of Trade launched the Export Promoter (EP)

Japanese companies began to recognise our enthusiasm to do business and willingness to learn.

Initiative. Ten out of the 100 budgeted EPs were allocated to the Exports to Japan Unit (EJU), which was backed by Richard Needham, the minister of trade who had longstanding links with Japan.

I was the 13th businessman seconded to the unit to follow up on the Japan Electronics Business Association (JEBA) initiative and build business links between Japanese inward investors and the UK supply base. I was closely involved with the missions sponsored by JEBA and was then encouraged to set up a company to carry this work forward.

Electronics Link Asia Ltd (ELA) was established in 1996, at the end of my secondment to EJU, and continued until 2012, working closely with the British Embassy Tokyo and the British Consulate-General in Osaka. The office rental was initially covered by DTI, but British companies who used its services soon wholly funded the costs of the venture.

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least developed business relations with MEI as a result of that first meeting. The members of our first team were all enthusiastic and a good impression of the UK supply base was created, but this was only a beginning and real business had yet to be done.

One particular supplier who showed the persistence needed to succeed in Japan was visiting Panasonic Kadoma. When he was told that the (key) person he needed to meet was unavailable that day he replied that he must meet someone that day, as otherwise his whole visit to Japan, including travelling to Panasonic Kadoma, would be fruitless. He waited patiently for an answer. Eventually he was asked if he was ready to miss lunch and take a taxi to another office where the key person he needed to meet now became available after all.

These two stories from our first mission explain how the Japanese companies began to recognise our enthusiasm to do business and willingness to learn.

Better suppliers

The mission's visits to Japanese factories started with group presentations to the company. One to one meetings followed these presentations. As each company explained what they had to offer in front of one another as well as the Japanese customer, several had to smarten up their stories. We soon learnt what worked, and what didn't.

The Japanese companies were impressed by the fact that we visited them as a group in places often far away from Tokyo involving demanding travel schedules. We did, of course, have embassy receptions and displays, but the key to success lay in the meetings which we had with decision-makers often deep in the Japanese countryside. For a meeting to be successful it needed thorough preparation in advance, so that the Japanese side could collect the relevant



Sir Michael Heseltine speaking to Nobuo Kanoi, chairman of Aiwa Co., Ltd., in 1995.



First meeting of initial JEBA mission to Japan in 1994

people together who would make the necessary collective decision.

The Japan External Trade Organization (JETRO), noting the support given to us by DTI, started to give us their enthusiastic backing, firstly by funding interpreters, but then also offering to fund senior Japanese executives to travel from Japan to the UK. These senior executives spoke to us in the JEBA seminars in the UK chaired by Sir Ivor Cohen and we asked JETRO to arrange speakers who would teach us about Japanese business and how to be better suppliers. This was industry-to-industry support facilitated by the DTI and funded by JETRO.

Our first speaker was Kanoi Nobuo, who was at that time chairman of Aiwa Ltd. but had been the executive vice-president of Sony Corporation TV division, and with whom, when [working] in Philips, I had had several discussions, as we needed to learn how to become better suppliers. Following Kanoi Nobuo, we had other senior executives, including Dr Sekimoto, president of NEC Corporation, Mr Kataoka, the president of Alps Ltd. who was very supportive, and Mr Sakurai, president of Ricoh Corporation, who had opened the firm's factory at Telford. This further raised our profile in Japan and opened more and more companies' design centres to us. Several executives from the UK operations of Japanese companies went on to higher things in their companies, and stayed in contact.

We were told that rather than see complaints as a negative, we should see silence as the real negative

In total there were eight so-called design-in and high technology missions as the programme evolved into supporting technology exports to Japan. An interesting new challenge emerged in the UK, namely how to persuade high technology companies to work together on a mission with companies whom some considered to have inferior technology. The managing director of one Cambridge company initially declined to participate as he thought he would be "polluted" by association with other companies with humbler technology than his. But his wiser fellow director explained that we had the ear of senior Japanese management thanks to the JEBA brand, and embassy support at a high level; so they had nothing to lose. The senior contacts made at one Japanese company on that mission led to business worth millions for this Cambridge company (This was the same company that told us we had no chance!).

The embassy and the consulate-general gave enthusiastic support to companies on our missions. Tsukatani Akiko at the consulate-general was particularly supportive in promoting the companies, and said that their strenuous efforts had generally raised the UK industry profile in Japan. We visited the headquarters of Makita Corporation in Anjo, Aichi-ken in 1995. The Japanese managing director of its Telford factory had explained to his management that a mission organised by the British government was coming to their factory, and urged them to look after us. When we got to the factory the entire top management team of the company was seated before us in proper status order, with scores of staff seated behind. 🇬🇧

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DESIRED DRESSES

Princess Diana's formal clothes return to the UK from Tokyo

BY SAYA HATTON

PHOTOS BY MEJIRO FASHION & ART COLLEGE



Three of Princess Diana's dresses have temporarily returned to the UK after having inspired hundreds of students at Mejiro Fashion & Art College (MFAC) in Tokyo for more than 20 years.

On 26 April, Kensington Palace re-launched its "Diana: Her Fashion Story" exhibit, showcasing the princess's iconic outfits, including some that have never been shown before. For the occasion, Akihiko Kojima, principal of the MFAC, sent three of Diana's dresses from Tokyo back to their homeland.

James Kojima, a New York art dealer and Akihiko's cousin, acquired the three pieces of her couture on Akihiko's behalf on 25 June, 1997, at Princess Diana's charity auction in Manhattan, New York, where he was living at the time. The princess gathered nearly 80 of her dresses at Christie's auction house, and the proceeds were donated to charities supporting the fights against cancer and HIV. The event, attended by more than 1,000 people, was fully booked and had James not been a customer of Christie's and an art dealer, he would have never had the chance to attend.

The same year happened to be the MFAC's 60th anniversary, so with direction from an aunt and previous principal, Reiko Kojima, James attended the auction with a mission to send Diana's dresses to Tokyo.

While James was provided with a list of five or six dresses to bid for, he was informed that three were of particular interest and were worth bidding for to a much higher price than the estimate. Despite the highly competitive nature of the auction, he successfully obtained the most desired dresses.

Grand examples

The three are an emerald green dress designed by Victor Edelstein, a red and black Katherine Walker creation, and a royal blue number by Japanese designer Gnyuki "Yuki" Torimaru.



Diana's emerald green dress, designed by Victor Edelstein

While for students the dresses all stand as grand examples of fashion design, Torimaru's dress is particularly special. Chieko Kojima, Akihiko's wife and faculty member of the MFAC, said, "I picked this one because it is evidence of UK-Japan friendship ... when the [Japanese] media wants to talk about Diana, this is the most famous dress because of its Japanese designer."

Torimaru came to be the designer of Princess Diana's dress through a good friend who knew of the princess and knew about her visit to Japan in 1986. The designer proceeded to create a dress for Diana, and presented it to her in red, blue and white, out of which she chose blue.

Chieko recollected that, in his design, Torimaru expressed consideration for Diana's preference for generous coverage in clothing.

During her time in Japan in May 1986, Torimaru kept an eye out for the Princess of Wales appearing in his dress. When the visit was passing by

PERSONAL REWARD

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BY SARAH ONISHI, TALENT ACQUISITION,
RGF PROFESSIONAL RECRUITMENT JAPAN



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The dresses have been an inspiration to students at Mejiro Fashion & Art College.



This dress was worn by Princess Diana to a banquet with Emperor Hirohito.

without her appearing in the dress, the designer assumed she had had a change of heart about his design. But to his surprise and glee, she had saved the outfit for the final and most special engagement: a banquet with Emperor Hirohito.

In the months following Diana's death in August 1997, the dresses and their story were shared in exhibitions, TV programmes and papers such as *Nikkan Sports*, *Sunday Mainichi*, and *Asahi Shimbun*. The following October, the story was featured by Fuji TV and TV Asahi. In December 2006, TV Tokyo dedicated a two-hour special to Diana. To this day, Diana's story is relevant and significant to Japanese people, and continues to be featured on TV programmes.

Optimal conditions

Since Diana's death, the Kojima family has taken even better care of the dresses and paid special attention to the lending and displaying of the pieces.

According to Akihiko, the dresses are displayed on the first day of school and on 10-year anniversaries for students to admire, but are normally kept in a climate-controlled room. While "media, designers and teachers at national art universities" commonly request to

view or even borrow the treasures, the value of the dresses makes their keepers selective about the kind of interaction the items encounter, to preserve their optimal conditions.

However, when Kensington Palace contacted principal Kojima about borrowing the dresses for "Diana: Her Fashion Story", he was more than happy to send them over. "Kensington Palace is used to this kind of thing. They wouldn't let anybody wear it", he said, expressing his trust in the expertise of the Royal Palace and in its returning the dresses with the colouring, beading and condition just as when the dresses had been sent.

The principal, who spent five years growing up in London, added, "I also feel special about it spiritually, how the dresses she once wore are back in England and facing British people."

James agreed: "This is something she wore and this is the closest you can get to the person." He said that any kind of tie between the UK and Japan, such as Diana's three dresses, is valuable for maintaining the cross-cultural relationship.

The family's extensive efforts to care for the dresses also reflects on the great impact that Princess Diana had on Japanese people and on their hopes to pass her legacy on to the next generation. "I think that all the generations like myself or older might be inspired by Princess Diana", Akihiko said.

James added that Diana was well respected for selling her dresses to raise money for charity, and that the image of her visiting African minefields in protective vest and headgear had cemented her status as an icon for his generation.

The exhibition is being held at Kensington Palace, London. The palace is open daily (except 24-26 December). Entry costs £19.50 for adults and £9.70 for children. ❀



A number of Diana's dresses were auctioned in 1997.

"I also feel special about it spiritually, how the dresses she once wore are back in England and facing British people"

ARTS

UK EVENTS IN JAPAN

COMPILED BY
KIYOKO MORITA

1 21 APRIL–16 JULY

William Morris — the History of Design

William Morris was one of the most prominent British artists and thinkers of the 19th century. This exhibition will display major works by Morris and other designers of the period, highlighting his life and the history of his designs.

William Morris
«Strawberry Thief» 1883
photo ©Brain Trust Inc.

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2 24 APRIL–1 JULY

Turner and the Poetics of Landscape

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HARROGATE BOROUGH COUNCIL

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4
11 JUNE-11 JULY

The Secret Garden

This musical is based on the 1911 novel of the same name by Frances Hodgson Burnett. The story is set in the early years of the 20th century. Mary Lennox, a young English girl, born and raised in the British Raj, is orphaned by a cholera outbreak when she is 10 years old. She is sent away from India to Yorkshire, England, to live with relatives whom she has never met.

by Vincenzo Bellini, and *Roméo et Juliette*, composed by Charles Gounod. Both of the operas are based on the famous tragedy, *Romeo and Juliet*.

The PIT

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5

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6
FROM 23 JUNE

Art on Screen

Executive Producer and Director Phil Grabsky, the British documentary film-maker behind *Art on Screen*, is the originator and pioneer of bringing exhibition-based art films to the cinema. *Michelangelo: Love and Death, I, Claude Monet and Vincent van Gogh: A New Way of Seeing* will be screened this year.

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5
30 JUNE-1 JULY

NNT Opera Studio
"Two x 'Romeo and Juliet'"

The New National Theatre Opera Studio, generally known simply as the NNT Opera Studio, was founded in April 1998 as Japan's first theatre-affiliated training institute for those seeking a career in opera.

Trainee singers are given a chance to appear on the stage of the New National Theatre Tokyo from the studio's first semester, in order to acquire the skill to perform as opera singers. This year, trainee singers who entered the studio in 2016, 2017 and 2018 present this version of two operas: *I Capuleti e i Montecchi*, composed



6



UK-JAPAN EVENTS

PHOTOS: YOKO SAZAKI

1 | ROYAL WEDDING VIEWING PARTY

On 19 May, the British Chamber of Commerce in Japan held a royal wedding viewing party at the Conrad Tokyo hotel's China Blue restaurant. Guests gathered to eat, drink and celebrate the marriage of Prince Harry and Meghan Markle. The event proved so popular that a second viewing party was organised at the hotel's Twenty Eight Bar and Lounge.

2

Guests donned masks as the celebrations got under way.

3

BCCJ President David Bickle addressed the guests, resplendent in patriotic outfit.

4

There were smiles aplenty as people ate, drank and watched the wedding in Windsor.

5

Those attending the event were able to view the wedding live on a large screen, thanks to the BBC.

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



6 The BCCJ's Golf Taskforce, William Ramsay and Richard Straughn, pictured at the Rosetta Stone office on 15 May. The BCCJ's annual golf day will take place on 24 June.

7 Tania Coke, RSA Japan Connector for new BCCJ member Royal Society of Arts, with BCCJ Executive Director Lori Henderson MBE on 15 May.

8 British Ambassador to Japan Paul Madden CMG and Intralink CEO Greg Sutch open the firm's new offices in Shimbashi.

PHOTO: INTRALINK

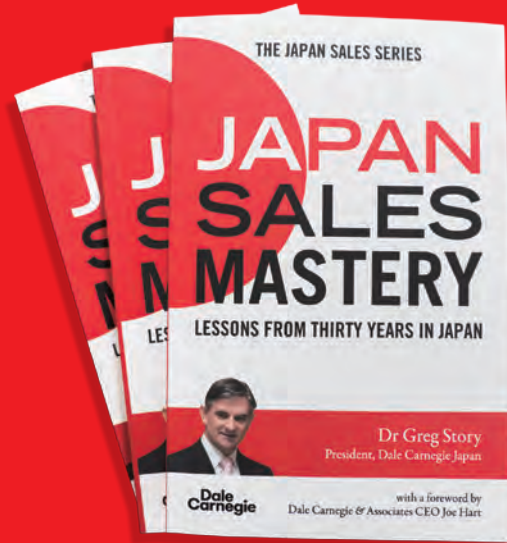
10 The participants of Executive Fight Night VIII helped to raise nearly ¥16mn for Shine On! Kids through donations, an auction and sponsorship.

PHOTO: ANTONY TRAN

9 | CHARITY

Guests of Executive Fight Night VIII watched the action as boxers went head-to-head in the ring on 25 May at the Grand Hyatt hotel. The event raised funds for the charity Shine On! Kids, which supports children with cancer and other serious illnesses in Japan and their families.

PHOTO: ANTONY TRAN



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THE EPSOM CUP IN JAPAN?

BY JULIAN RYALL
PHOTOS BY THE JAPAN RACING ASSOCIATION



Dashing Blaze wins the 2017 Epsom Cup at the Tokyo Racecourse.

True to his name, Dashing Blaze put in an impressive sprint out of the final turn at the Tokyo Racecourse to lift the 2017 Epsom Cup. The race is held annually in June to mark the collaboration between the British and Japanese racing worlds and serves to underline our shared love of the sport of kings.

The five-year-old colt, owned by Kenneth and Sarah Ramsey of Kentucky, was ridden to victory in the fiercely contested race by Suguru Hamanaka, wearing the distinctive racing silks of pink with a diagonal green stripe and yellow arm bands.

A field of 18 horses entered the 1,800-metre race on 11 June, with Dashing Blaze winning his owners a cool ¥41mn. In all, nearly ¥88mn was up

for grabs in prize money, with Astra Emblem placing second ahead of Meiner Honey.

And with well over 34,000 spectators at the track, the Epsom Cup has become a firm favourite on Japan's racing calendar.

"We started our 'sister racecourse' agreement with the Epsom Downs Racecourse in May 1983, the year that marked the 50th anniversary of the first running of the Japanese Derby", said Kiyohiko Kakita, general manager of the Tokyo Racecourse.

Thoroughbred horse racing

Famously home of The Derby, Epsom has a lofty reputation among Japanese race fans, Kakita agreed.

"Britain is the birthplace of thoroughbred horse racing and The Derby is recognised as a race that symbolises that brilliant history and tradition", he told *BCCJ Acumen*.

"And I think that we Japanese are sensitive to the traditions and cultures of other countries and have inherited some of those traditions."

There are as many as 21,000 races held at 10 courses across Japan each year, with the Japan Cup the pinnacle of the sport here and, with a purse of ¥476mn, the richest turf race in the world. This year's race was watched by 123,700 people.

The first horse race in Japan that adopted a clearly European format was held on drained marshland in Yokohama in the spring of 1862.

The race was organised—unsurprisingly—by British residents of the port city, which had recently been opened to foreigners.

Four years later, the Negishi Racecourse was constructed as a more permanent venue for the sport, which was growing rapidly in popularity. Emperor Meiji attended races at Negishi—where the stadium still stands—on no fewer than 14 occasions. A second track was built in Kobe, another treaty port, in 1870.

The British royal family are also keen racegoers and the Queen's horses have won more than 1,600 races, including all of the five British Classic Races bar one. Ironically, the one race her horses have never triumphed in is the Epsom Derby.

"There is no doubt that the noble image of 'the entertainment of royalty and the aristocracy' plays a very positive role in the reputation of horse racing in Japan", Kakita said.

In Japan, the sport expanded again in the post-war boom years and The Japan Racing Association was established in 1954.

The Tokyo track's alliance with Epsom is designed to "promote horse racing more globally

The major races have also benefited from successfully crossing over into popular culture from being purely sporting events

through international exchanges to contribute to international goodwill", Kakita noted.

And the relationship was warmly reciprocated, said Tessa Day, a spokesperson for The Jockey Club in the UK.

"For many years, Epsom has run a Tokyo Trophy, initially at the Derby Meeting but more latterly in August", she explained, adding that a small rose garden has been planted at the Tokyo course as a symbol of the two tracks' close ties, while Jockey Club representatives have attended races in Tokyo in the past.

High hopes

Today, racing is going from strength to strength, Kakita said, with sales of betting tickets here

having outstripped sales everywhere else in the world for many years. The major races have also benefited from successfully crossing over into popular culture from being purely sporting events, in much the same way as The Derby in the UK attracts punters on that one day of the year.

Globally, Japanese trainers have earned a firm reputation for being among the best in the business—with Dashing Blaze an example of that, as he was trained by Keiji Yoshimura despite being based in the US.

"The degree of activity on the world stage has a big impact on the popularity of the sport at home and I believe that the level of Japanese horses in recent years and their successes in high-profile events have been recognised", said Kakita.

"And that means that I have very high hopes for more Japanese horses to be taking part in more big-name events in the near future, and that includes at Epsom and Royal Ascot", he added.

The 2018 Epsom Cup race, held on 10 June, at the Tokyo Racecourse, was won by Japanese horse Satono Arthur. 🇯🇵



Dashing Blaze and his jockey pictured after the 2017 race.



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