

The magazine of the British Chamber of Commerce in Japan

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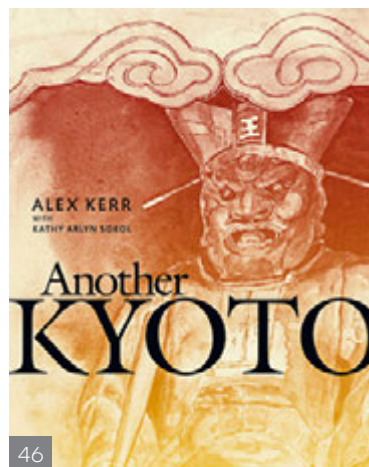
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The British Chamber of Commerce in Japan

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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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NAVIGATING THE INTERSECTION OF BUSINESS, POLITICS AND POLICY

# Celebrating the Queen's Birthday

Message from British Ambassador to Japan Paul Madden CMG

I am delighted to send a message to the readers of *BCCJ ACUMEN* to mark the official birthday of Her Majesty Queen Elizabeth II.

We celebrated the monarch's official birthday in June because, as sovereign, she has two birthdays. The real birthday was on 21 April, when the queen turned 91. She is Britain's longest serving monarch.

In Britain, the official birthday is celebrated with the Trooping of the Colour ceremony on Horseguards Parade in central London. This year, the event took place on Saturday, 17 June. It is a splendid spectacle—of military, horses and bands—that draws many visitors. I used to enjoy listening to the bands rehearsing their music, while sitting at my desk in the Foreign Office.

Earlier this year, Her Majesty's husband and consort, HRH Prince Philip, who recently turned 96, announced that he



would be stepping down from public duties in the autumn. Prince Philip has been a patron, president or member of some 780 organisations. The most famous of these is the Duke of Edinburgh awards, through which some 5mn young people in Britain, and another 3mn around the world, have achieved success in activities

including voluntary work and expeditions.

The very warm relations between the British royal family and the Japanese imperial family, many members of whom have studied in the UK, are a fitting symbol of the close bilateral ties: political, economic, cultural and educational.

Following the recent general election, the queen invited Theresa May, as leader of the largest party in the House of Commons, to form a government. The Queen's Speech to Parliament on 21 June set out the new government's priorities. These will include delivering Brexit. We look forward to the Brexit negotiations producing an outcome that will benefit both the UK and the EU, and the many British firms who work in and with Japan. We are similarly confident that Britain will remain a very attractive base for Japanese business.

Earlier this year, I was present when Prime Minister Shinzo Abe met May at Chequers, her country residence. The two leaders discussed a wide range of areas of cooperation, and it was clear that there is a strong commitment to working even more closely together, as two countries that share so many values. 🇬🇧

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# New starts

Looking to the past and future

CHRIS RUSSELL | russell@custom-media.com

In a city such as Tokyo, with its seemingly unrelenting focus on the new and the novel, it is sometimes easy to forget that there is history all around us, often hidden in plain sight. Even the British Embassy Tokyo, which clearly exudes a sense of history, has many things waiting to be rediscovered.

Such was the case when Kate Fahie, an account director at a brand activation agency, met with British Ambassador to Japan Paul Madden CMG and his wife Sarah. That's because Fahie, who moved to Tokyo last year, is a descendant of Sir Claude MacDonald, the first British Ambassador to Japan. Her arrival in the city has cast a light on this colourful figure once again, and led Sarah Madden to rediscover some of the traces he left at the embassy. Turn to page 18 to find out more about this fascinating tale.

## New presence

Elsewhere in the magazine we look to the future, with several individuals and firms opening up new chapters in their lives and operations.

On page 21, we speak with Joanna Roper, who earlier this year took up her new role as the first Foreign & Commonwealth Office's (FCO) special envoy for gender equality. As she starts the

process of defining and establishing this new position, Roper tells us how the FCO works to advance the cause of gender equality around the world and how it relates to Japan.

It has been just over one year since Standard Life Investments (Japan) Limited established itself in the country. It has been an eventful 12 months capped off by the recent announcement of a merger between Standard Life plc and Aberdeen Asset Management PLC, which will go through in August.

Overseeing the new operation is Neil Slater, who on page 25 explains what these events have meant for his firm and the industry at large. He also tells us how Japan is looking to the UK for lessons in reforming corporate governance, and how Standard Life is using its experiences in Japan to help clients in the rest of the world.

## Great honour

As noted previously in *BCCJ ACUMEN*, two distinguished members of the British community in Japan were recognised for their great achievements in the queen's 2017 New Year Honours list.

Marianne Black MBE was honoured for her contributions to British education in Japan, and on page 31 the outgoing chair of trustees at the

British School in Tokyo tells us about her experience with school governance over the past few years.

Then on page 34, Guy Perryman MBE takes a different tack in his regular "Behind the Mic" column by giving us an insight into what it is like to experience an investiture ceremony at Buckingham Palace. The article is packed with lots of fascinating little details, and I'm sure you will greatly enjoy reading it. 🍷

## KI NO BI Kyoto Dry Gin winner

Congratulations to the latest lucky winner of our competition for a bottle of botanical KI NO BI Kyoto Dry Gin.

**Question:** KI NO BI Kyoto Dry Gin is made using the water of which area of the city?

**Answer:** Fushimi

## Nicola Sawaki, Ernst & Young

"I like *BCCJ ACUMEN* because it covers a wide range of topics and always has something new and interesting on Japan and related topics. Not just news, but fun!"

And winner of the June book competition for *Goodbye, Things* by Fumio Sasaki:

**Jean-Pierre Stainnack, Airbus Japan**

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# MEDIA

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## Leicester firm signs deal to import must-have toy



PHOTO: MOKURU

Peterkin UK Ltd. is taking on the recent British craze for fidget spinners—flat, three-lobed toys—after having secured an exclusive licence to import the Japanese toy Mokuru to the UK market, *Toy News* reported on 19 June.

The Mokuru can be flipped and rolled, and purportedly tests dexterity, balance and focus, while advanced users can control multiple Mokuru at a time. Andrew Moulsher, Peterkin’s managing director, said the firm had been aware of Mokuru for some time and knew of its popularity through their Hong Kong office.

“Spinners are so last month”, said Moulsher.

## Abe seeks early trade talks

Tokyo is seeking to hold early trade talks with the UK in anticipation of the country’s expected withdrawal from the European single market, *The Guardian* reported on 26 June.

The overtures from Japanese Prime Minister Shinzo Abe are an attempt to protect bilateral commercial ties and reinforce the strong bond the countries share at a time when Britain’s international standing might be adversely affected.

The UK is prevented by European Union rules from negotiating trade deals formally before it leaves the bloc.

## Dentsu bags top stake in London digital talent firm

Dentsu Aegis Network Ltd. has taken a 90% stake in the London-headquartered digital talent management agency Gleam Futures for an undisclosed fee, Dentsu Inc. announced in a press release on 20 June.

Gleam Futures manages more than 40 influential figures on social media whose YouTube channels have a total subscriber count of more than 60mn. The firm also offers publishing, content production, branding and product launch services.

Gleam Futures will retain its name, and will pursue synergies with Dentsu Aegis’s content division The Story Lab.

## Monarch tries out new Hitachi train

Queen Elizabeth II took a test ride between Slough and Paddington on a new Hitachi-built, high-speed train, the *Asahi Shimbun* reported on 14 June. The journey was a recreation of Queen Victoria’s first train trip in 1842.

The train, which will go into service in the autumn, was built at Hitachi’s Kasado factory in Kudamatsu, Yamaguchi Prefecture. The first car of the train has been named after the monarch.

After arriving at Paddington, the queen and the Duke of Edinburgh attended an unveiling ceremony. “I enjoyed it very much”, the queen said of the journey.



PHOTO: HITACHI RAIL EUROPE

## Welsh trainees in Shimane to learn from nuclear power firm

Apprentices from Hitachi-owned Horizon Nuclear Power Services Limited visited Japan for a two-week training course, Hitachi announced in a press release on 13 June. The apprentices were hosted by Hitachi-GE Nuclear Energy, Ltd., a joint venture of Hitachi, Ltd. and General Electric.

The apprentices, who work at the Wylfa Newydd nuclear power station in Anglesey, Wales, visited the Shimane Nuclear Power Plant as part of their itinerary.

“This is another great example of Japan and North Wales working closely together”, said Tadashi Kume, president and representative director of Hitachi-GE.

## Japan-inspired gin set to be sold across the UK

A Japan-inspired London dry gin has sealed an exclusive UK distribution deal with specialists' spirits agency Mangrove, *Drink International* reported on 22 June.

The deal will allow Kokoro Gin to use Mangrove's network to reach a larger market, including on- and off-trade, wholesalers, independent outlets and supermarkets.

Launched in September 2016, the gin is made using *sansho* berries as a main ingredient. These berries are imported to the UK from the Afan Woodland, a sustainable forest in Nagano Prefecture.

## Mobile payment firm expands

Cambridge-based Bango.net Limited, a platform for mobile payments, has announced a new payment method for Amazon customers in Japan with KDDI or NTT DOCOMO mobile phone accounts, the firm announced in a 6 June press release.

Customers are now able to pay for physical goods bought from Amazon without registering any bank cards by instead charging the purchase to their mobile phone bill. Users simply select the relevant option when checking out.

Carrier billing has long been popular in Japan, particularly with young consumers.

## Tablets finished in Cardiff



PHOTO: PANASONIC

The latest model in Panasonic Corporation's Toughbook range will be produced at the company's Petwyn factory in Cardiff, *Wales Online* reported on 27 June.

Panasonic expects to produce about 10,000 Toughbooks at the Petwyn site in the first 12 months. The devices will be assembled in Japan, with the final configuration for the European market carried out in Petwyn.

The model is designed for business and public-sector organisations, and is a convertible device, the screen of which can be detached from the laptop base and used as a tablet.

## Angola mine project gets bilateral funds

Japan and the UK will collaborate on mine clearing in Angola after London signed a contract with the non-governmental organisation the Halo Trust, the Ministry of Foreign Affairs of Japan announced on 16 June.

Both countries are providing funding for a Huambo Province demining project, to be implemented by the Halo Trust. The work is part of the collaboration agreed at the second UK-Japan Foreign and Defence Ministers' Meeting in January 2016.

Thirty-five percent of Angola's landmass is contaminated by landmines, despite the fact that its civil war ended in 2002.



PHOTO: HALO TRUST

## Jockey treks across 3 islands for charity

Richard Dunwoody MBE, the two-time Grand National winner, has completed a 3,219km trek across Japan, *Horse & Hound* reported on 6 June.

By walking across three of the country's main islands, Dunwoody raised more than £14,000 for the cancer charity Sarcoma UK. He was moved to support the charity because his 21-year-old nephew suffers from the disease.

"It has been an incredible and, at times, gruelling experience", said Dunwoody. "It has also been a humbling experience and I will never forget the kindness and generosity of the Japanese".



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## Jewel in the crown

BBA marks 10 years

EMMA HICKINBOTHAM | [emma@bccjapan.com](mailto:emma@bccjapan.com)

The countdown has begun—the 10th British Business Awards (BBA) is just over three months away and plans are well under way. The BBA is the jewel in the crown of the British Chamber of Commerce in Japan's (BCCJ) event calendar and a highlight for the international business community in Tokyo. With this year being the 10th anniversary of the awards, we promise to deliver the best edition yet.

The mission of the BCCJ is to strengthen business ties between the UK and Japan, and the BBA helps do this by identifying and celebrating organisations, entrepreneurs and individuals who have made a successful contribution to the cause. This year there will be five categories up for grabs and we welcome nominations from chamber members and non-members alike.

Five judges from the worlds of business, sport and government will judge each category, and British Ambassador to Japan Paul Madden CMG will present the winners with BBA trophies designed specifically for the occasion.

All the information you need regarding nominations is available on our website. If you are considering putting your business forward, or nominating someone else for an award, I urge you to do so. Entry is simple, costs nothing and all nominees receive pre-event and on-the-night exposure.

Winning a BBA trophy is a prestigious endorsement of an organisation's projects, initiatives, results and achievements. Recognition within the international business community for excellence and achievement—be it for innovation, commitment to diversity, sustainability or market growth—is great publicity, and previous winners have reported tangible benefits to their business, as well as increased morale and motivation among staff.

### Red carpet glamour

Attending the BBA is a great night out. I think it's safe to say the BCCJ is well known for throwing a good party, and the BBA is certainly no exception. On 2 November, expect to see

the Grand Hyatt Tokyo's revamped ballroom transformed for a luxury, red carpet experience. More than 300 guests will enjoy an evening to remember.

You'll be greeted with welcoming drinks and music, before moving to the ballroom for a delicious, five-course British-themed meal with accompanying fine wines from BBR Limited (Berry Bros. and Rudd) and the finest scotch whisky to round off the meal.

After the awards ceremony, there will be time to hit the dance floor and enjoy some top-quality live music. Although the official proceedings end at 10:30pm, there will be an optional after party in the lobby bar right outside the ballroom. The next day being a national holiday and the start of a long weekend, there's really no excuse not to come along.

Treat staff, impress clients, bring friends. Tickets are limited and on sale now; you have until 28 July to take advantage of the early-bird discount. I will dust off my dancing shoes and look forward to seeing you there! 🍷

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# MEDIA

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## LOCKERS HELP HOME DELIVERIES

A Ministry of Economy, Trade and Industry (METI) survey notes that e-commerce transactions grew 9.9% in 2016 to reach ¥15.1tn. Meanwhile, the number of parcel deliveries had grown 16% over the five years up to 2015, having reached 3.7bn items.

This heady growth has stretched parcel delivery drivers to the limits of physical endurance. Transport firms consequently are said to be mulling adding an extra charge for making a second call if a householder is not home to receive a delivery.

One way to avoid this would be to have a locker in which parcels could be securely kept until the recipient returns home. The *Shukan Asahi* of 16 June reported that manufacturers of such containers, which can range in price from tens of thousands of yen to upwards of ¥1mn, are being flooded with orders.

The more expensive containers are refrigerated, allowing for the receipt of chilled goods.

“I suppose these *takuhai* lockers will also find use with service industries,” said Shuhei Hara, vice president of Full Time System Co., Ltd., who added that the lockers can be expected to invigorate businesses and eventually become recognised as part of the infrastructure of firms.



PHOTO: PANASONIC

Demand by residents of freestanding homes is said to be particularly healthy. The Kombo model offered by Panasonic, for example, can be secured to a house's gatepost or wall. It requires no power source and can be easily installed.

The need for second deliveries of parcels was reduced from 49% to 8%, according to a mid-term report on a test of Kombo lockers conducted at 100 homes in Awara City, Fukui Prefecture, between December and March.

In response to an unexpectedly large number of orders, Panasonic delayed the release of its new locker series from April until June.

Mailbox manufacturer Nasta Co., Ltd. has tied up with Japan Post to offer a multifunctional device that integrates such features as a nameplate and interphone. Selling for ¥250,000–300,000, they are typically installed in newly built homes. As the lockers become larger, however, it is likely that a greater effort will be made to prevent them from becoming eyesores by integrating them into the building design.

For thrifty-minded consumers, do-it-yourself shops have been offering less expensive containers that people can assemble and install themselves.



## REVEALED: FIRST HALF OF 2017'S HIT ITEMS

At the midway point in 2017, what consumer trends have stood out? The *Nikkei Marketing Journal (NMJ)* dated 7 June issued its famous *Hitto Shohin Banzuke* (listing of hit products) in traditional sumo-style calligraphy and ranked, as are wrestlers, on east and west sides in descending order.

At the top of the east was Kisenosato, the first Japan-born grappler in 19 years to reach the exalted rank of *yokozuna* (grand champion). Admission tickets to all 15 days of the summer tournament, one of six held annually, were sold out within 90 minutes of going on sale.

Top-ranked item on the west side was the Nintendo Switch, a game system that can be played both on home consoles and mobile phones. Over 2.7mn were sold during their first month on the market, and sales are forecast to exceed 12.7mn by year end.

Moving down the list was an impending price increase by the Yamato Transport Co., Ltd., its first in 27 years. This was followed by the new Ginza Six shopping complex. Built on the site of the former Matsuzakaya department store, it boasts 214 outlets, making it the largest in the neighbourhood. Some 1.5mn people turned out during its first 18 days of business.

Next is Toyota Motor Corporation's new SUV, the C-HR. Up to the end of April, it had sold 117,000 units worldwide. This was followed by the reduction, starting in January, of Tokyo's minimum taxi fare, which was cut from ¥730 to ¥410 for the first 1.052km. The use of taxis is said to have increased around 30%.

Among 2017's other hits: a novel by Haruki Murakami and a series of books designed to help children in the first six years of primary school to learn Sino-Japanese characters. The books use the theme of *unko* (faeces) as a learning aid. Sales of



PHOTO: NINTENDO

the latter have already blasted past the 2.27mn mark.

Analysing the leading items in this summer's list, the *NMJ's* editor observed that the emphasis on people and services may indicate that this is a period during which it is difficult for marketers to score megahit products. Not a single fashion-related item, for example, was included on the current list. Just to make sure they weren't

missing something important, a second review of sales data was conducted, but the result was unchanged.

"Perhaps," the editor wrote, "this lack of [fashion-related] winners signifies that, in relation to lifestyles, there has been a decline in the priority of garments". Which, he added, are being supplanted by services, such as restaurant dining and travel.

## ARE YOU STILL SAVING POWER?

The summer following the disaster at the Fukushima Daiichi Nuclear Power Plant in March 2011 was an uneasy time for Japan. With all its nuclear power plants shut down, the country was forced to rely on thermal energy generation and, on days when the mercury soared, factories shut down machinery and people at home turned off their air conditioners or switched over to less power-hungry devices, such as electric fans.

Six years later, the weekly "be between" online survey featured in the *Asahi Shimbun* dated 10 June asked readers, "Are you still conserving electricity?" Of 1,777 respondents, an overwhelming 87% replied that they were, as opposed to the remaining 13%, who said they were not.

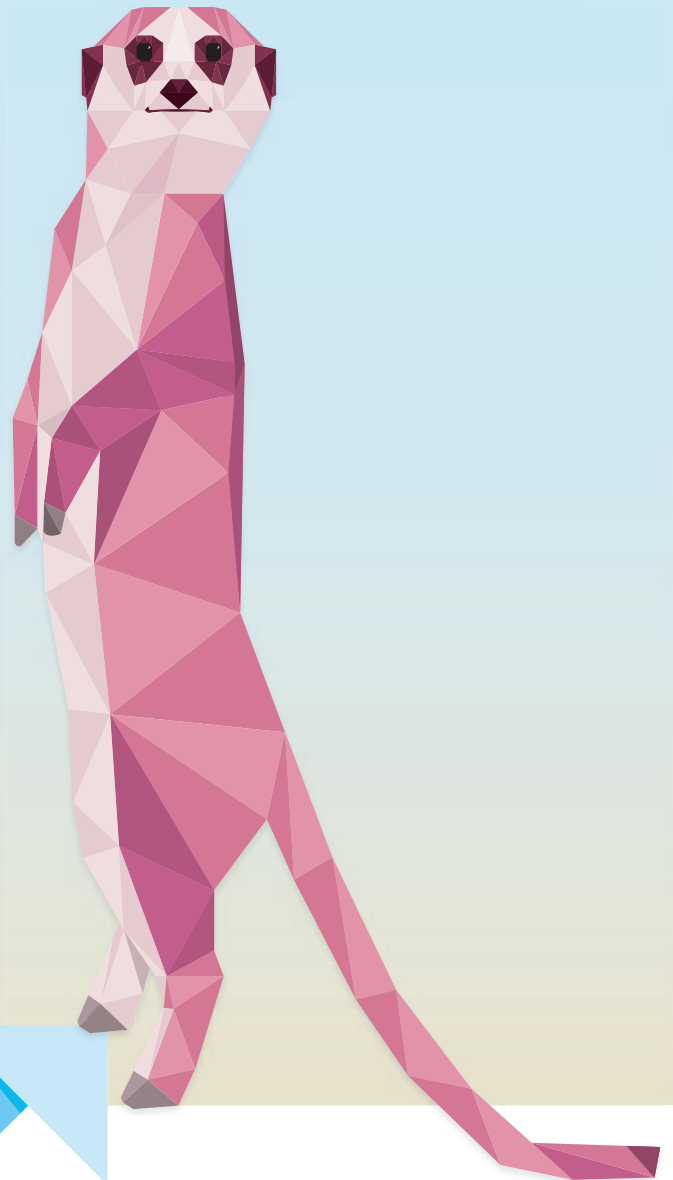
Quite a few respondents objected to the "still" in the question, insisting they have always been conservative in their use of electricity. Conservation efforts included turning off appliance switches when

not needed (as stated by 1,351 people); adjusting the thermostat (868); changing from incandescent to LED lighting (720); purchasing devices that consume less power (318); and unplugging appliances so that they would not consume power when not in use (256).

In descending order, respondents named as "essential" such appliances as the refrigerator (1,199 responses); washing machine (1,190); television set (697); air conditioner (565); microwave oven (403); toilet seat warmer (308); rice cooker (307); radio (141); *kotatsu*, Japanese electric foot warmer (105); and audio system (70).

Those with an eye on future conservation efforts expressed interest in homes featuring special insulation and solar power generation. These were followed by devices that indicate how much power is being consumed, and wind power generation. 🇯🇵

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# Sport and values

## Lessons for Brexit

DAVID BICKLE | @BCCJ\_President

Missing in the British press on the recent British & Irish Lions rugby tour to New Zealand, former New Zealand All Blacks rugby Captain Sean Fitzpatrick commented that, “this tour is what rugby is all about”. For players and supporters alike, the concept of touring is ingrained in rugby culture at all levels, and the stories that emerge become part of the lore of the game.

My favourite story from the current tour is of the Lions fan who arrived at Ponsonby Rugby Club in Auckland without a roof for the night. On hearing of his plight, the club manager invited him to stay at the family home where her rugby playing sons still live—one of whom just happened to be 20-year-old Rieko Ioane, the current All Blacks winger.

This confirms the legendary nature of New Zealand hospitality, and members of the British Chamber of Commerce in Japan who attended the live screening of the second test match at the New Zealand Embassy, Tokyo (see page 45) will certainly attest to that as well. The event was made possible thanks to our

partners at the Australian and New Zealand Chamber of Commerce in Japan and the Ireland Japan Chamber of Commerce, and I would like to thank their executive teams for the effort they put into organising the day.

As a warm-up for the game itself, we were fortunate to hear insights into the place of sports sponsorship in business from Neil Slater, CEO of Standard Life Investments (Japan) Limited (see page 25), who sponsor the Lions, and representatives of AIG Japan Holdings and adidas Japan K.K. (sponsors of the All Blacks). For me, Slater’s observations on the importance of shared values are of wide application and fundamental to successful collaboration across all types of commercial relationship. Values

and purpose define who we are; they are the source of the passion and motivation that drives performance in pursuit of organisational goals.

This is something worth bearing in mind as Brexit negotiations get underway. For firms with a presence in the UK and those that do business with them, an evaluation of Brexit risks and opportunities is a bespoke challenge. While there are key themes of near universal importance, such access to talent, the impact of such issues as cross-border trade and regulation is more nuanced and dependent on the nature of a particular business model.

As progress is made in shaping Britain’s future relationship with the European Union, we hope for an outcome based on values that have long made the UK an outstanding place to do business. These values include openness to trade, investment and ambition, as well as fairness regarding rights and regulation.

Openness and fairness—these are two of Britain’s core values. As long as they endure to shape the country’s commercial identity, Britain will continue to be a great location for business. 🇬🇧

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## Women in Business Roundtable

The voices of women in business are growing louder in Japan, and Prime Minister Shinzo Abe has thrown his weight behind this with his “womenomics” agenda. But how far are initiatives to empower women actually being implemented?

To be featured on BIJ.TV, please contact: Anthony Head • [anthony@custom-media.com](mailto:anthony@custom-media.com) • 03-4540-7730

# Full circle

How a 5th-generation scion of the first British ambassador to Japan traced her family tree back to Tokyo.

BY CHRIS RUSSELL

For many Brits embarking on a life in Japan, arriving in the country creates a distance from family back in the UK, even in this era of digital connectivity. But for Kate Fahie, account director at brand activation agency Geometry Global, moving to Tokyo has seen her draw closer to a side of her family in a way that previously she never would have imagined.

That's because Fahie's great, great grandfather is Sir Claude MacDonald, the first British ambassador to Japan. Based in Tokyo from 1900 to 1912 with his wife Lady Ethel, Sir Claude was in his post throughout a particularly warm period in UK-Japan relations. And his presence can still be felt today at the ambassador's residence.

After being put in touch with Sarah Madden, the wife of current British Ambassador to Japan Paul Madden CMG, Fahie was able to visit the embassy and see some of the traces her relative had left. That is her latest step in researching her ancestor and her family's connection to Tokyo since she moved to the city last year.

Then, at a welcome reception hosted by The Japan-British Society for Ambassador Madden



Sarah Madden, wife of the British Ambassador to Japan Paul Madden CMG, and the stone laid by Sir Claude MacDonald in the embassy's grounds. The inscription says: "Seedlings of 1904, the year of the Russo-Japanese war. Presented to H.E. Sir Claude MacDonald British Ambassador from Viscount Masando Inata Master of the Ceremonies". PHOTO: ANTONY TRAN/LIFE.14

in March, Sarah happened to mention to *BCCJ ACUMEN* Publisher Simon Farrell the intriguing tale of Sir Claude and his modern-day descendent, which led to this story being featured.

## Family tales

Fahie had some awareness of who her great, great grandfather was, not least because of the array of magnificent paintings and ornaments he had collected in Asia, which have been passed down through the family.

"I knew about him being here, I knew that he was a diplomat, I knew that he had been a part of the Japan-British Alliance at a very important time in Japanese history," said Fahie.

"I knew about his time in Beijing, probably more than I knew about Japan, because it's obviously easier to tell children that your ancestor was part of a film—*55 Days at Peking* was one of the regulars in the house, but obviously there's a certain amount of Hollywood embellishment that goes on," she added.

The film is based on the real life 1900 siege of the international legations in Beijing

by an anti-Christian, anti-foreign movement backed by the Qing government as part of the Boxer Rebellion, and a part based on Sir Claude was performed by English actor David Niven (1910–83).

Due to his military background, Sir Claude played a leading role in the defence of the Legation Quarter during the 55-day siege. Such were the odds stacked against them that obituaries for Sir Claude and Lady Ethel were published and preparations for their funerals were put in motion.

Following the siege, Lord Salisbury, the prime minister, offered Sir Claude a period of leave ahead of being reposted to Japan.

"The solicitude of Her Majesty and your Lordship with regard to my health calls for deep gratitude. The anxieties and hardships of the siege do not, however, appear in any way to have caused my health to suffer," he replied.

It was during this time in Beijing that Sir Claude developed a friendship with Goro Shiba, a samurai from what is now Fukushima Prefecture who later became a member of the Imperial Japanese Army. As military attaché to the Japanese legation, he played a leading role in the siege. Indeed, the bond between the two men played a role in the establishment of the good bilateral relations that were blossoming.

## Gone fishing

Although two of Fahie's aunts were a constant source of family stories, one in particular about Sir Claude has come to the fore.

"It turns out that when Sir Claude and Lady Ethel were here, they were to make a gift to the Emperor. But what does one give a living god? He came up with the idea of giving wild brook



Kate Fahie presented Ambassador Madden with a copy of a PhD thesis (left) written on Sir Claude's life. PHOTO: ANTONY TRAN/LIFE.14

trout eggs from Colorado and bringing them over and releasing them into Lake Chuzenji in Nikko, where the British Embassy had a villa", Fahie explained.

"So they released the eggs and they survived, so all of the trout up in Chuzenji today are the descendants of the fish that were there thanks to my ancestors, which is quite entertaining".

In fact, Sir Claude's contribution to Lake Chuzenji provided a springboard for Fahie's attempts to connect with her past.

As a member of a fishing club in France, Fahie's father was invited to go fishing in Japan in 2008 by one of his fellow members, who was Japanese. That, in turn, brought back memories of Sir Claude's gift a century earlier.

"My father went up there to go fishing and he caught one, he says, and he also went and saw the crates in which the eggs were imported at the former Imperial Hatchery near the villa", said Fahie.

While in Japan, Fahie's father was able to visit the British Embassy Tokyo following correspondence with Sir Graham Fry KCMG, then the ambassador. That visit would later prove fortuitous, as it would enable Sarah Madden to track down a stone laid by

Sir Claude in the embassy's gardens using a detailed description supplied by Fahie's father. Positioned next to some cedrus deodara trees, the inscription on the stone reads:

"Seedlings of 1904, the year of the Russo-Japanese war.

Presented to H.E. Sir Claude MacDonald British Ambassador from Viscount Masando Inata Master of the Ceremonies".

During her visit, Kate Fahie presented Paul Madden with a copy of *Imperial Servant: The Life and Times of Sir Claude MacDonald* by Sylvia H Siegler. Written as a PhD thesis at Claremont Graduate University in the United States, that copy is now held in the embassy's library. And the light now being cast on Sir Claude's life has piqued Sarah Madden's interest in the embassy's history.

"I had seen the wall of photographs of previous ambassadors in the library, but not really taken note of the names of the very early ones. But once you meet their descendants, it reminds you they were real people, not just sepia faces with fine whiskers", she said. "Since Kate's visit to the residence and tracking down the engraved stone in the garden with Sir Claude's name on it, it has certainly made



Kate Fahie; Sir Claude's great, great granddaughter  
PHOTO: CHRIS EVANS PHOTOGRAPHY

me wonder if there are many more hidden treasures around".

### Playing detective

Fahie said that she is still developing a sense of Sir Claude's character, but she continues to work towards a better understanding of him, even if a heavy workload often gets in the way.

"It is still slightly abstract, but little by little I am starting to see things around me that randomly pop up—print works, or if I visit a museum I go, 'Ah, that's the same year as my ancestors were here'", said Fahie.

"In this modern age where we're used to recording everything and everything is documented, it's quite fun putting the pieces together, doing a bit of detective work—a lot of it is there, I just need to find it and read it". 🇬🇧

## SIR CLAUDE MACDONALD

Born in 1852 in India to a major general in the British Army, Sir Claude was educated at Uppingham School and the Royal Military Academy Sandhurst, and joined the army in 1872. Stints in Afghanistan, Egypt and Sudan followed, before Sir Claude retired from the army in 1887 according to an edition of *The San Francisco Call* published in June, 1901.

It was then that he began his career in the Diplomatic Service, with a posting first at Zanzibar in east Africa and then at the Oil Rivers Protectorate (later known as the Niger Coast Protectorate) in present day Nigeria—the latter posting was widely considered to be the most uncomfortable and unhealthy in the whole of the British Empire. In 1892 he was knighted, and in the same year married Lady Ethel.

Sir Claude's Asia career began in 1896, first as minister in Beijing where, in addition to his role in the siege of the foreign legations, he also secured the lease of Weihaiwei in eastern China, and obtained contracts for British firms.

He also played an important part in the Second Convention of Peking, which was forced on China following its further weakening as a result of the First Sino-Japanese War. This granted Britain the 99-year lease of the New Territories of Hong Kong. While MacDonald considered the length of the lease as good as forever, according to Diana Preston in her book *The Boxer Rebellion*, it later caused complications when the British and Chinese governments began negotiating the handover of Hong Kong in the late 1970s. He also proposed a border between British India and China, which now serves as the basis for the border between China and Pakistan.



In 1900 he took up the post of consul general for Japan, swapping positions with the eminent Japanologist Sir Ernest Satow in the process. He would become the first British ambassador to Japan in 1905 after both countries raised the status of their respective legations to that of embassy, and held the position until 1912, when he retired.

Sir Claude's tenure coincided with warm relations between Britain and Japan, with the first Anglo-Japanese Alliance being signed in 1902. Two further alliances were signed in 1905 and 1911 but, although Sir Claude was made a member of the Privy Council in 1906, he did not play a significant role in their negotiation, according to *British Envoys in Japan 1859-1972*. Nevertheless, he came to be seen as a symbol of the alliance in the eyes of the Japanese, a fact that partly explains the length of his tenure.

In addition, his military background—for which he was viewed with suspicion by diplomatic service colleagues—made him well suited to the role in Tokyo, due to the significant part the military played in Japanese political life at the time. The embassy would also become an important place in the Tokyo social scene, with frequent visits from cabinet members, admirals and generals, and Lady Ethel was a popular figure.

But by the time Sir Claude was preparing to leave Japan in 1912, the relationship had begun to turn to one of suspicion. That year was also a traumatic one for the country, due to the death of the Meiji Emperor.

Sir Claude passed away from heart failure in London in 1915.



# FT Weekend

World-class writing

# Fair play for females

UK's first special envoy for gender equality

BY MAXINE CHEYNEY



**W**hen it comes to the issue of gender equality, government policy plays a vital role in shaping debate, shifting attitudes and ensuring that discriminatory practices are reduced. But the ways in which governments are engaging with the issue can go much further, and increasingly it is coming to inform foreign policy for some countries.

On 28 February, Joanna Roper was appointed by Foreign Secretary Boris Johnson to be the Foreign & Commonwealth Office's (FCO) special envoy for gender equality, and she officially took up her post in April. Roper spoke to *BCCJACUMEN* about her position, her time in Japan—including as part of the Japan Exchange and Teaching (JET) Programme—and the efforts by the UK government regarding gender equality issues.

## **How does the government ensure that gender equality is a part of policy?**

The FCO leads the way in initiatives to prevent sexual violence. The Preventing Sexual Violence Initiative that William Hague and Angelina Jolie launched in 2012—with a conference in 2014—put sexual violence and conflict much higher on the world's agenda.

In particular we are looking at the associated stigma and how it affects women—and children born of sexual violence. We want to take that to the United Nations later this year.

Our Ministry of Defence works on the women, peace and security agenda, training many thousands of not only our own, but overseas forces. They are trained in how to recognise the role of women in conflict resolution, but also how conflict could affect women and girls.

Then there's Justine Greening, secretary of state for education, who sits on the High-Level

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Japanese society is changing as much as British society, and it's a journey for everyone, but we can all learn from each other and support each other.

Roper with Tokyo Governor  
Yuriko Koike at a BCCJ  
event on 6 April.

PHOTO: ANTONY TRAN/LIFE.14



Panel on Women's Economic Empowerment, a UN panel, set up by Ban Ki-moon, now former UN secretary-general.

**As the first special envoy for gender equality, how do you see the role and its scope?**

The role looks to ensure that gender equality is woven through the UK's foreign policy and programme work. I want to hear from our network of posts about how I can support them, the work that they are already doing, and where our partnerships and collaborations can lie. It's also about making that step-change internationally and demonstrating UK leadership and commitment in this very important field.

My role will focus on three areas. First, we want to support other government departments and look at how we can work on the education agenda. This means supporting the work being done to help girls receive education and stay in school. The Department for International Development has a number of very good programmes that help girls receive their education. While not a panacea, it's certainly the cornerstone of our gender policy.

We know that girls who complete their education, marry later, have fewer children, live longer, are healthier, and have more access to economic opportunity, which benefits their families, communities and society.

Second involves women's participation. We'll look at access to economic opportunity and how we can support women in different parts of the world. Enabling women to enter the workforce, supporting efforts to provide microfinance for entrepreneurs and seeing more women at senior levels in companies and business is an important element of our work.

The economic argument for this is really powerful. A report done by McKinsey back

in September 2015 said that, if women took their equal role in the economy, anything between \$12 and \$28tn would be added to the global economy.

The second area also covers women's political participation and their involvement in conflict resolution and mediation, as we know that when women participate in negotiations, the results are stronger and more sustainable.

Third is a broad portfolio of work, which I am calling women in fragile environments. So that could be violence against women and girls, women in conflict situations, forced marriage and female genital mutilation.

**How do you go about having a conversation with countries when it comes to gender equality?**

A key skill and part of diplomacy is about understanding how you can start a dialogue and try and find where you can agree.

Japanese society is changing as much as British society, and it's a journey for everyone, but we can all learn from each other and support each other. Part of my role is to exchange best practices.

But we want to work in a way that is constructive and works for other countries as well. This isn't about imposing one way of working; it's about understanding and how we can work together on a bilateral basis. Key to diplomacy is understanding the environment in which you are operating, and adjusting and adapting to that.

**How do you feel your time in Japan shaped your career?**

I used to work in Japan as head of press and public affairs at the British Embassy Tokyo, but I also taught English in the 1990s as a JET participant in Gifu Prefecture, and my master's degree was in Japanese studies.

We supported the 2005 Aichi Expo and worked very closely with the British Chamber of Commerce in Japan (BCCJ), the British Council, Visit Britain and our then-colleagues at UK Trade & Investment, and that was really good fun. It was about the time when the announcement was made that London got the Olympics, which was really exciting. So it's great to be back here at a time when Tokyo itself is preparing for its own Olympics and Paralympics—for the second time.

**What do you believe are the most pressing gender equality issues in Japan?**

[At the BCCJ's event in April with Tokyo Governor Yuriko Koike] we talked about having that very powerful economic argument, and having better economic performance and prosperity by getting women into the workplace—making best use of their skills, but also creating an environment that enables them to stay there.

The work Prime Minister Shinzo Abe is doing in expanding childcare is key. Encouraging the public and private sector to lead by example, men to champion and support and sponsor women through different stages of their careers, and gaining support from the Keidanren is all contributing to this change.

**What are some of the issues you see with gender equality in the UK?**

From April this year, organisations of over 250 people are being asked to publish the gender pay differential, and what actions they are taking to address that.

There is a big push to get girls and young women into science, technology, engineering and maths careers, because we want to see women represented in all sectors. 🇬🇧



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# MUTUAL LESSONS

## Standard Life Investments Japan boss on Brexit, governance and starting a new business in Japan

BY CHRIS RUSSELL

**G**lobal Investment management company Standard Life plc can trace its history in Japan back to the 19th century, when it underwrote insurance in Yokohama. But it was only in June last year that the firm moved into its new office in Otemachi, Tokyo, having secured a licence from Japan's Financial Services Authority (FSA) two months earlier.

Heading the new operation—Standard Life Investments (Japan) Limited—is Chief Executive Officer Neil Slater. With a background in law and fund management covering a variety of asset classes, Slater has been asked to build the new entity pretty much from scratch. It is an opportunity that he has relished.

“Japan is at a really exciting crossroads right now”, he said. “It is a privileged time to be here”.

### Sum of its parts

At the time Slater sat down to speak with *BCCJACUMEN*, news had recently emerged regarding the proposed merger of Standard Life and Aberdeen Asset Management PLC. Approval has since been given by shareholders and regulators, allowing the merger to go through in mid-August.

“You've got two very strong asset management brands with complementary capabilities”, said Slater. “Aberdeen is very strong in emerging markets, for example, and have very good quantitative capability; and Standard Life is very strong in credit, private markets, European equity and multi-asset solutions”.

The hope is that this will extend to Japan.

“We are both relatively small businesses here. By working together as a team and leveraging those investment combinations, local expertise and our global platform, you have the potential to create something really special. I am really excited about the joint team we could have in Japan”, said Slater. “It will create more solutions and options for clients at a time when the industry is evolving in Japan. The FSA is encouraging foreign asset managers to be here and many Japanese institutions continue to diversify their asset allocation [abroad] ... the proposed combined business will allow us to really work closer, I think, with those companies”.

The looming merger caps off what has been a “manic” 20 months for Slater, given his task establishing Standard Life's presence and office in Japan. That has involved taking steps

to understand the local industry and develop relationships, as well as the crafting of a five-year strategy. Slater has also overseen a rapid increase in staff.

“We've gone from three people to 12 in the space of 20 months. That doesn't sound like a lot, but a fourfold increase is a heck of a lot when you're building a team from scratch, you're moving office, you're getting regulatory licences, you're dealing with the FSA and you're trying to listen to clients—there is a lot to do there”.

Preceding the establishment of Standard Life's Japan office was the firm's relationship with Sumitomo Mitsui Trust Bank, Limited, which dates back to 2010. That alliance was reaffirmed in June of last year when the two firms signed a new memorandum of understanding in London; they have swapped both equities and staff as part of a secondment programme.

“I think what it has brought for both entities is an understanding of each other's cultures”, said Slater. “[The secondees help] embed a cultural understanding and it has probably helped our organisation think longer term about Japan.

“It clearly has been helpful as part of our investment process, having an alliance with someone who has studied and managed Japanese equities for so long. I think we have also delivered a lot for them in terms of multi-asset capability”.

### Political risk

Arguably adding to the workload was the UK's Brexit vote just over a year ago, but Slater insists the impact for his firm shouldn't be overstated.

“We are in the business of risk management, and we are in the business of investing across different assets and countries, so from an asset



### A DAY IN THE LIFE: NEIL SLATER

- 5:30–6am:** Wake up, have Scottish porridge, fruit and strong coffee for breakfast
- 7am:** Running, swimming or at the gym
- 8–11:30am:** External meetings with Japanese financial institutions
- 12pm:** Networking lunch with someone in the industry
- 1–4pm:** Internal meetings
- 4pm:** Calls with the UK
- 8:30pm:** Try to get home for dinner
- 9:30pm:** Management calls



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management perspective, it's been less of an issue, certainly in terms of business", he said. "We are headquartered in Edinburgh and we have a big operation in London, but we have operations in Ireland, Paris, Frankfurt, Luxembourg, Milan, etc. The biggest issue for our industry is the impact on passporting rights, and whether companies are able to service clients appropriately. Having a broad presence across Europe negates many of the passporting and servicing issues.

"From a Japan perspective, it doesn't impact our business model in the slightest, it doesn't impact how we service Japanese clients and we will continue to do that as normal", he continued. "But obviously what I've been doing is listening to Japanese leaders—to their concerns and what they have been thinking about from an investment, political and operational risk perspective in light of the referendum".

Nonetheless, the Brexit vote and the election of US President Donald Trump, along with jitters in the run up to recent European elections, has brought home the importance of factoring in political risk. Although asset management firms have been doing that for a number of years, for clients it has become even more important.

"If I have a large exposure, for example as an insurance company, to some of those jurisdictions, how can I think about protecting myself on the downside, both from a short-term and a long-term perspective? How do I think about asset allocation in the light of political risk and social change, in addition to economic parameters? What will be the impact of FX risk? What about the economic impact? There are many more conversations around that aspect than ever before", said Slater. "I also think that means the industry has shifted ... it's become the norm to analyse and stress test political and social aspects as opposed to being a 'nice to have'".

#### Lessons to learn

Another important feature of Slater's time in Japan has been the ongoing discussion around Japan's corporate governance and stewardship codes. Although some are sceptical of the depth of these reforms, Slater says that Japan has made "great strides" in this area although, of course, progress remains to be made.

"People have been questioning Toshiba, does that mean that corporate governance has failed? No, that is complete nonsense",



Sir Gerry Grimstone, chairman of Standard Life plc, spoke at the firm's Japan office opening event in October 2016. PHOTO: STANDARD LIFE INVESTMENTS

said Slater. "If you look at the UK, we went through Polly Peck, we went through BCCI, we went through Enron, we went through the Robert Maxwell scandal—all of which affected corporate or pension governance.

"These things happen as part of a journey, and what happens is you learn from these lessons—you pick yourself up and you say, 'Ok what else can we do to make this even better?' And from where I am sitting, we are very keen to get really involved in this to help and to make sure that Japan continues its wonderful journey".

According to Slater, some of the main areas that need to be addressed now include continuing diversification of annual general meeting dates, transparency of voting, focus on the diversity and support for independent directors, and the opportunity for external director training. The independent audit process and how auditors are regarded and rewarded is another aspect to consider.

**The biggest issue for our industry is the impact on passporting rights, and whether companies are able to service clients appropriately.**

"This is a cultural change, an investment cultural change that will take 10 years, 15 years—they've made a brilliant start", Slater added.

And the lessons the UK has learnt over the past few decades in corporate governance are now shaping Japan's journey.

"Fundamentally, the corporate governance code and the stewardship code have many aspects from the UK's approach", said Slater, noting that there are, nevertheless, some nuances and differences.

Areas where Japan is learning from the UK and other jurisdictions include transparency of voting by asset owners, board committee structures, diversity and independent directors, in addition to being able to assess the success of the retail distribution review, which seeks to introduce more transparency and fairness in the investment industry. But for Slater, the lessons aren't just one way. Indeed, Standard Life has conducted an insurance survey in Japan and the Asia-Pacific region, the results of which are about to be shared with clients globally.

"Part of the rationale for having an office here is that we can create a long-term business in Japan ... but we can also learn a lot.

"Japan has just gone through 20 years of deflation. We have clients, pension fund and insurance clients who are going through a very difficult environment in terms of interest rates in Europe—they are interested in knowing how has Japan managed". 🇯🇵

# TAKE TIME

Watchmaker Arnold & Son opens  
first ever boutique in Ginza Six

BY JULIAN RYALL



The Tourbillon Chronometer No.36  
PHOTO: ARNOLD & SON

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In 1764, British watchmaker John Arnold presented King George III with the smallest repeating watch that had ever been created, enchanting the monarch and cementing the growing reputation of the Cornwall-born designer. His fame and clientele grew and, in the intervening centuries, the Arnold & Son brand has become synonymous with precision, the very highest levels of workmanship and some unique takes on styling.

Those qualities have helped to make the brand a firm favourite among watch connoisseurs and enabled it to develop a following in Japan, which was one of the reasons that the world's only standalone Arnold & Son boutique opened in Tokyo's Ginza Six commercial complex in April.

"These watches really are unique and of the highest quality, and that makes them very attractive to people who value those qualities and are looking for something new and interesting", said Hiroyuki Baba, head of the multi-brand sales department for Citizen Watch Co., Ltd., which acquired the Arnold & Son brand in 2012.

"Buyers of the brand are wealthy—they are typically business owners, doctors or lawyers—and may already have four or five very expensive watches in their collection. But they buy an Arnold & Son watch because of the heritage and because it is different", he told *BCCJ ACUMEN*.

That typical type of consumer makes sense—anyone who covets one of these timepieces will need deep pockets. The Ginza shop stocks 30 of the brand's 50 models, with the top of the range watch going for a cool ¥22.2mn. In 2016, a John Arnold 23/78 Chronometer was auctioned by Sotheby's in London and went for a record £577,000, several times its original estimated sale price.

The Arnold & Son boutique is adjacent to the new Citizen flagship store in Ginza Six, but clearly differentiates itself from the parent firm. While Citizen aims to cater to every taste and price range, Arnold & Son knows precisely who its customers are.

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“Buyers of the brand are wealthy—they are typically business owners, doctors or lawyers—and may already have four or five very expensive watches in their collection”

The brand produces two ranges: the Royal Collection is in recognition of its historic links to the British royal family and incorporates design elements that hark back to Arnold’s earliest watches, such as cases that replicate those of early pocket watches. Many of the line are limited edition pieces and utilise a tourbillon, a mechanism to protect the internal mechanism from the effects of gravity by mounting the escapement and balance wheel in a rotating cage. A tourbillon is still considered a mark of watch-making excellence in high-end pieces.

The second range is the Instrument Collection, which is inspired by Arnold’s work producing marine chronometers. Working with other watchmakers of the day, Arnold addressed the problem of determining longitude and won grants and awards from parliament for his achievements. Arnold’s chronometers helped the East India Company establish its empire, and Napoleon Bonaparte presented an Arnold timepiece to the Brera Observatory in Milan in 1802, three years after the designer’s death.

And while the Royal Collection uses images of Buckingham Palace and the Palace of Westminster’s Elizabeth Tower in its promotional material, the Instrument Collection is backed by rugged British coastlines and high seas.

Despite their British heritage, all Arnold & Son watches are today designed and manufactured in Switzerland, with three or four new products added to the ranges each year. Traditionally, one is unveiled at Baselworld, the watch and jewellery show that is the highlight of the industry calendar and is held in the Swiss city each spring.

This year Arnold & Son unveiled the 18-karat red gold Tourbillon Chronometer No. 36 at the event. The tourbillon in each watch takes two weeks to manufacture and assemble, while slightly less than two months are required to complete each piece.

A single craftsman puts each timepiece together, while designers are working on future editions as much as two years ahead of their



Hiroyuki Baba heads Citizen Watch sales department

release date. And Arnold & Son prides itself on not cutting corners. While other manufacturers may place a previously used mechanism into a newly designed case and call it a completely new watch, Arnold & Son enhances and refines the mechanism for each new release.

The store sold two watches in the first two weeks after it opened—a response that Baba described as “excellent”—but he accepts that

more needs to be done in the Japanese market to raise the profile of the brand.

The other obstacle that all manufacturers face in Japan today is the declining importance of watches, as young people rely increasingly on their mobile phones.

“Younger people today don’t think they need a watch, but when it comes to business, a good watch is still a mark of professionalism,” Baba said. 🍀

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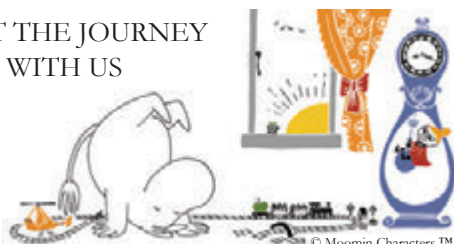
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## 21st-century education begins in Chiyoda April 2018

Chiyoda International School Tokyo (CHIST) will be established in Chiyoda-ku, the heart of Japan. CHIST will provide state-of-the-art education, including UbT (Understanding by Technology) and high-literacy education.



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# THE NEXT LEVEL

## BST chair of trustees on governance and her MBE

BY CHRIS RUSSELL

**A**cross the British community in Tokyo, many people give back to those around them through work for a variety of institutions, be they charities, educational establishments or professional bodies. And often this is in spite of substantial work and family commitments.

A long-term contributor in this regard is Marianne Black MBE, the chair of trustees at the British School in Tokyo (BST) from 2012 until her departure from the city this month. It was for this work that she was recognised in the queen's 2017 New Year Honours list.

Having moved to Tokyo from Shanghai in 2011, Black wanted to continue her longstanding commitment to voluntary work, but the birth of her third child shortly after arriving in Japan complicated the situation.

"I was desperate to do something, but obviously with three very young children I needed to find something that I could fit around them," said Black.

Upon seeing the BST's advert for a trustee, Black felt it "ticked all the boxes," but she actually suggested her husband apply instead, on the basis that he would be better qualified. But in the end, she went for the post.

"I have prior board experience—I was a trustee, or board member, and chaired a board of an organisation in Shanghai called Lifeline Shanghai, so I have a background in governance," she explained.

She stepped into the role in October 2011 and, less than a year later, Black had taken up the role of chair of the trustees after a newly appointed chair had to relocate in July.

"I thought about it quite carefully because it's quite a big responsibility, especially when you have a school in an earthquake zone, and just having had [the Great East Japan Earthquake and Tsunami] the year before gave me quite a lot of food for thought," Black said.

### Head of the table

Black admits that the experience was a learning curve, but that has been one of the things that has made it so enjoyable. It enabled her to greatly expand her knowledge of education, management and governance. She also made a point of praising her board colleagues, who assist the school's leadership in areas such as law, accountancy, human resources and marketing.

"They're very committed to the school and have its best interests at heart," she said.

Over the course of her chairpersonship, Black saw a number of improvements in the work of the board in terms of achieving best practices. This was particularly in terms of the accountability of senior leadership, as well as the board itself, both of which are now subject to regular performance reviews.

"It was a well-managed, professional board when I started, but I think I just brought it to another level," she said. "One of the initiatives was having a more coherent governance policy, and we developed that.

"Actually it's being reviewed again as we speak. It needs constant involvement to reflect the work of the board and the relationship of the board with the school. That wasn't really quite in place before".

In addition, Black has worked hard to ensure that the board has kept its focus on the bigger picture, rather than involving itself in the minutiae of the school. That extended to the two subcommittees—education and strategy—that Black also chaired. In both roles she oversaw strategies and plans for the school and worked to ensure that there was consistency between the different levels of planning in the school.

"It's about accountability—ensuring that what the principal and the heads are trying to do for the school fits into the strategy.

- Trustee of the British School in Tokyo since 2011
- Worked to improve school governance
- Accountability of school leadership is key



Marianne Black MBE, outgoing chair of trustees at the British School in Tokyo PHOTO: BRITISH SCHOOL IN TOKYO

"And you have to be very clear that our role is not to get involved in the operations," Black added. "It's at a much higher level, though you've got to have an understanding of the next level down to ensure it fits with where we're going, and also our values".

### Trip to the palace

With 2017 already set to be an eventful year for Black, following the decision to leave Tokyo, it became even more memorable after she found out she was due to be awarded an MBE. Although a firm date has not yet been set, the investiture will take place after Black arrives back in the UK following a family adventure around Asia.

"It was just utter shock, it was completely out of the blue," said Black. "I had a call from [former British Ambassador to Japan] Tim Hitchens's secretary saying he wanted to call me and to set up a time, and I thought, 'Why does Tim Hitchens want to speak with me?'

"I thought because his deputy head of mission, Julia Longbottom, sat on our board, and he was very supportive of the school, that was the reason for the call. Because he was leaving I thought, 'Maybe he just wants to wish me and the school well as he's saying goodbye.' So I just really did not expect it." 🌸

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## SKILLS AND TOOLS

JMEC gives platform to new business leaders

BY MAXINE CHEYNEY

Team Kokorozashi, who won first prize. • PHOTO: ANTONY TRAN/LIFE.14

On 7 June, the 23rd Japan Market Expansion Competition (JMEC) came to its conclusion, representing another year in which talented young people have been able to hone and expand their skills under the guidance of senior figures in the Tokyo business community.

“We’re here tonight to celebrate the success of our 65 JMEC Participants”, JMEC Executive Committee Chairman Tom Whitson told those attending the event at the Tokyo American Club. “You join an alumni group of over 1,152 who have successfully completed the JMEC programme”.

The programme is designed to encourage entrants to work in teams to build their executive skills, while simultaneously assisting foreign firms—called Project Clients—by developing a high-quality business plan tailored to the Japanese market.

Whitson also recognised the years of dedication of one member in particular. “We want to recognise Mitsuhiro Honda who has retired from Hewlett Packard, and thank him for his support for JMEC for so many years,” Whitson said.

The competition was founded by the Australian and New Zealand Chamber of Commerce in Japan in 1993, and is supported by 18 foreign chambers of commerce, including the British Chamber of Commerce in Japan (BCCJ).

Participants took two months of lectures, more often than not on topics that were entirely new to them. The remaining five months were spent applying this knowledge to writing business plans.

“They’ve given up a lot during the last seven months: social life, family, friends, sleep, but I would hope that they would all say that the

learning experience and the camaraderie has been worth the effort and the sacrifice”, Whitson said. “We expect that your JMEC training is going to expand your future opportunities, and we really hope your employers appreciate and value your JMEC experience”.

With guidance from a mentor and a business consultant, the plan covered business strategy, marketing, distribution, finance, organisation, human resources and legal issues. Mentors and consultants from BCCJ member firms, including PwC, Ogilvy & Mather and Bloomberg, were among those offering their expertise.

### Judges: hard task

Betsy Rogers, JMEC assistant programme director, introduced this year’s judges, emphasising the momentous task they had faced. “Our judges give up not just two whole days, but they have two weeks to read 13 business plans that are no less than 50 pages on 13 different industries”.

Judge Rike Wootten highlighted how close the appraisal of the winning teams had been.

“I’ve been doing this for 12 years, and this is the most plans we have ever had,” he said. “The top three were within 2.5% of each other—the oral presentation was the key factor in deciding the outcome”.

On average, 1,071 hours were spent on the plan by each team, and 200 hours by each Participant. Among the awards presented were one each for best presentation, best fighting spirit, and for thinking outside of the box.

### And the winners are ...

Team Kokorozashi won first prize with the business plan devised for a new personalised

nutrition project to be conducted by Royal DSM, a global science-based Dutch firm active in the areas of health, nutrition and materials.

Awarded second prize was Team Spectacular’s market entry plan for DOCOsoft, an insurance and financial services firm that has a strong presence in the UK.

Team Saber took third prize with a business plan for the Swedish Chamber of Commerce in Japan.

Whitson praised the teams for their hard work: “You showed dedication and creativity to provide your project clients with tailored business plans addressing their objectives in the Japanese business market”.

### Put into practice

BCCJ ACUMEN spoke with Rieko Whitfield, part of the winning team and a graduate of Central Saint Martins, the University of Arts London. “I’m speechless right now, and really proud of my team”, she said.

Talking about the benefits of the programme, Whitfield explained that, “I wanted to have the skills and tools to be able to back my ideas, and make a business case out of it.

“Now I have more confidence. If there is an idea I want to put into practice, or make something into reality, I have more confidence to back my ideas and not let my own self-doubt hold me back. Even if you’re not an expert, it doesn’t mean that your ideas aren’t valid”.

The JMEC 24 programme starts in August 2017 with information sessions for potential participants, and is attended by JMEC alumni and staff. 🇬🇧

# TEARS AND FEARS

My proud day at Buckingham Palace

BY GUY PERRYMAN MBE



Waking up on the morning of 16 June was a feeling like no other—anticipation, excitement and nervousness enveloped in thoughts of, “Is this really happening, or is it a dream?” It was the day of my investiture at Buckingham Palace to receive an MBE for services to British music in Japan.

The pink invitation said entry at the palace from 10am for an 11am start. My mother and my partner were my invited guests for the ceremony. Up early, we all dressed—me in a brand-spanking-new three-piece suit—and ran between rooms to help each other. A final check, a group hug and ready to go.

Seven months after receiving the news of the honour via a telephone call from then-British Ambassador to Japan Tim Hitchens CMG LVO, this really was happening. I made a pact with myself to just enjoy the day and be in the moment. In fact Hitchens gave me the best advice: “Be authentic”.

Jaguar had very generously loaned me a car for the occasion and we drove through the London traffic and down the Mall. The Royal Standard was flying over Buckingham Palace. The queen is in! But would she be hosting the investiture? No one is ever told until the start of proceedings on the day.

We arrived at the assigned gate and, guided by the police, drove at walking pace through the crowds of tourists—waiting for the Changing of the Guard—who clicked their cameras and peered through the car windows to see if it was a member of the royal family arriving.

I’m sorry to have disappointed them, but my mum has sometimes been told she looks a bit like the queen, so we giggled that maybe we had just made someone’s day! I have to admit driving a smart car through the gates of Buckingham Palace with hundreds of people taking photos of you is quite a feeling.

Other honour recipients and their guests were also arriving as we entered the palace foyer. Everyone sparkling, but some perhaps not feeling comfortable. “Be authentic”, I reminded myself.

## A few ladies rehearsed their moves—one lady's hat fell off.

My first impression continued throughout the morning—big ornate rooms with thick red carpets and huge paintings in gold frames, the luxurious aromas of polished furniture and perfumed guests. Life Guards of the Household Cavalry in uniforms of red and gold splendour lined the stairs not moving a muscle.

At 10:45am, we were briefed and told today's investiture would be hosted by HRH The Prince of Wales. We were told to walk up to the prince, for gentlemen to bow and ladies to curtsy, and that there will be a short private conversation with him as he attaches our medal. We were to address the prince as Your Royal Highness once, and thereafter as Sir. When he shakes your hand it is the signal that your time is up, take three steps back, bow or curtsy once again, and head off to the right.

Everyone in the room murmured, "Will I remember all that?" A few ladies rehearsed their moves—one lady's hat fell off.

Over the years I have witnessed many shows backstage, and this was very similar. We had the performers, the script, the costumes, choreographed moves, spectacular sets, an audience and pre-show nerves. We even had the music, with a small orchestra on the balcony at the back of the ballroom playing classical and popular tunes softly throughout the ceremony. I heard the *Skyfall* theme at one point. A James Bond moment in Buckingham Palace—now that was quite cool!

On the dot of 11am, the music stopped, everyone in the ballroom stood and Prince Charles entered escorted by two Gurkha Officers. He took his place on the dais with five Yeoman of the Guard officers and the orchestra played *God Save the Queen*.

This was followed by one minute's silence to honour the victims of the Grenfell Tower fire, which had occurred three days prior. We all waited quietly as we watched others receiving their honours and wondered what Prince Charles might ask us.

Then it was my turn. This is the moment. My heart pounded. I rehearsed it all one more time



in my head. I was escorted to a spot in the wings at the front of the ballroom and there was the Prince of Wales just a few steps away. My few steps away.

### Walk of fame

My name was called, I walked, faced the prince, bowed and stepped up to him. He smiled and immediately started to talk in a very soft, gentle voice, commending me on my work. He said how wonderful it must be living and broadcasting in Japan. I agreed.

I cheekily told him I had DJ'd for his son the Duke of Cambridge a couple of years ago in Tokyo. He looked a little concerned for a moment. I added that it was not cause for scandal but took place at a reception at the British Embassy. He laughed.

The prince congratulated me and shook my hand. I said thank you Sir, took my three steps back, we locked eyes for a moment, I bowed, turned right and walked away.

My head was swimming. I was "off stage" in another room where the medal was unclipped and placed inside its handsome case. The staff shook my hand and congratulated me again.

### Private moment

And then suddenly all of the emotion, anticipation, nerves, thoughts of my family and the meaning of all of this caught up with me and I promptly shed tears. The staff were amazing and let me have my moment in private—they

said it happens to a lot of people. I composed myself, was taken to my seat in the ballroom and saw my mum and my partner up on the left—they were beaming smiles. I could now just sit, take it all in and enjoy.

The medal ceremony lasted about another 20min. Then we all stood and Prince Charles was escorted out by the Gurkhas.

Walking down the grand staircase as we made our way back to the entrance foyer, my mum whispered a flirty compliment to one of the silently standing Household Cavalry: "I may not be allowed to tell you this but you look beautiful!" He blushed.

After gathering our goods from the cloakrooms, my mum came back with a gold Buckingham Palace bag—only the ladies restrooms have these. In fact, these bags became a secret form of identification when later in the day, while walking through Hyde Park, I spotted a well-dressed couple holding the same bag. They spotted ours, we had a laugh, introduced ourselves and shared more moments from our very special day at Buckingham Palace.

Driving back out through the gates of Buckingham Palace to meet my sisters for a celebratory lunch, we were once again faced with crowds of tourists looking and clicking cameras. There was still no member of the royal family in the car, but this time there was a proud man who had just shaken the hand of the future King of England. 🇬🇧



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# THE MADNESS OF MOODS

Why bosses need to stay in control



BY DR GREG STORY  
PRESIDENT, DALE CARNEGIE TRAINING JAPAN

**A**re you moody? You might say no. You probably see yourself as an upbeat individual, smoothly navigating your way through the workday. Good, but the workplace is roiling with confirmed, card carrying boss watchers. They have their antennae out every time you appear, gauging the risk level of any interaction with you today.

Should I raise that project possibility, talk about the budget, have that revenue results discussion, etc., they think. They have been studying your body language, your gait, face and voice with such intensity that they can easily distinguish your mood on any given day and throughout the day.

So if you are troubled, have you been a sufficiently skilled actor to mask the emotions coursing under that bespoke suit? We radiate information to our team regardless, but do we maintain our equilibrium when everyone around us is losing theirs? When everyone is panicking, are we an amplifier or a suppressor?

We are the boss, so we set the tone for the day. If we are up, we have a much better chance of taking everyone else up with us. Conversely, if we are worried, concerned, down, then we drag the entire crew towards the bottom. The scary part is how hard it is to draw them up and how quickly we can sink their boat.

## Keep control

Are we circumspect in what we say? If we awake in the morning and the look of the sky determines our mood, how much control are we exercising? The sombre rain clouds, driving sleet or ice-cold snow may encourage us to whine about what a “lousy” day it is.

Alternatively, crisp blue skies and lovely fluffy white clouds under a gorgeous warm sun might make us comment, “What a beautiful day”. Both are dangerous statements. Both tell



everyone that it is acceptable for our mood to be randomly controlled by the weather.

We have to be the sunny boss every day, regardless of meteorological conditions. We don't discuss the weather at work with any judgmental comments. We might note it is raining, so we need to take our broly, but that is as far as we are allowed to stray.

There are other moods we need to be vigilant about. If the mood doesn't grab you, are you procrastinating on doing certain unpalatable tasks? Especially those you find difficult, boring and time consuming, or that require you to really think hard? When you scan your well considered priority list for today's assault on the workload, and you find that a certain item has crept to the upper reaches of the to-do pile, do you inwardly wince?

Are you frantically looking for an escape route? Maybe a quick diversionary attack on the email, social media, papers scattered on the desk or that phone call you need to make. In other words, every possible thing other than the irksome burden in front of you. Do you feel your spirited, happy mood start to fade as the reality dawns that massive pain is inbound?

What about when people let you down? The news arrives that a certain item hasn't been completed on time, on budget or to the required standard by one of the team. You were hurtling down the highway of happiness, fully charged with control of your day, and now this train wreck appears on the horizon to derail your positive mood.

## Respond, not react

The boss is not allowed the luxury of reacting. As the boss, you can only respond. That means engaging both the head and the heart. It means super control over your moods, so as to intentionally have an impact on both yourself and your team. The discipline to do the things you need to do and when you need to do them is the objective. The boss is not perfect, but has to appear so to everyone else attached to the oars on the galley deck.

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# UNEASY LIES THE HEAD



## Should the queen follow the emperor and step down?

BY IAN DE STAINS OBE

**E**arly last August, in an unprecedented and unexpected move, Japan's emperor took to the nation's television screens to address the nation. It was only the second time he'd done so during his nearly 30-year reign. He wanted to share his concerns over his declining health and his growing fear that he may not continue to have the strength to fulfil his duties to the best of his ability.

The immediate public reaction was broadly one of sympathy and understanding for the 83-year-old monarch, who is a widely admired sovereign. Akihito, as emperor, is not permitted to make political comments, so could not directly address the sensitive issue of abdication. Nevertheless, his allusions were understood. But this is uncertain territory.

Technically speaking, abdication is not permitted under law: the last emperor to give up the throne did so 200 years ago. So the Imperial Household Agency and the government were faced with a dilemma. The great debate began. Should there be a general overhaul of the law to permit abdications in future? Or would it be safer to have an ad hoc law covering this specific case?

Almost a year later, the Diet unanimously voted in favour of the latter option. Accordingly, the emperor is expected to step down at the end of 2018 on reaching his 85th birthday, in favour of his eldest son, Crown Prince Naruhito. The Heisei era will come to an end and a new, as yet unnamed era will begin. There is already debate over what name should be used for the retiring emperor and empress, since there has been no recent precedent for this. The most likely title is Daijo Tenno.

### What about the royal family?

Meanwhile in the UK, the queen's consort, the Duke of Edinburgh, has announced that he is stepping down from his formal duties this autumn. Prince Philip, who has just



PHOTO: IRISH DEFENCE FORCES

turned 96, has supported the queen faithfully and diligently ever since he married her as Princess Elizabeth in 1947. With very few exceptions, he has been at her side on important state occasions and has been a popular, if occasionally controversial, consort.

He has something of a reputation for putting his foot in it and has never hesitated to speak his mind. Quite what the queen thinks of that, we do not know, but theirs has been an enduring and by all accounts happy marriage. Elizabeth has enjoyed Philip's stalwart support over all these years.

As Philip chooses to step down from his official duties—and there are many of them—we must raise the question: Should the queen abdicate? She is, after all, in her nineties. But we must remember that on the occasion of her 21st birthday she promised to serve the country all her life—"whether that be short or whether that be long".

And, unlike many politicians, Her Majesty has a reputation for keeping her word.

"Abdication" is hardly her favourite word: she would not, I am sure, want to be compared to her uncle Edward VIII, and it is rumoured that she was displeased when Queen Juliana of the Netherlands abdicated in 1980.

### The case against

Hugo Vickers, writing against abdication in the monthly general interest magazine *Prospect*, said: "Think of the countries of the world that would give anything to have a head of state such as ours. We are living at the tail end of a golden age, and we should not seek to shorten it; rather we should enjoy every minute of it and count ourselves lucky".

Perhaps the people of Japan may reflect a little on the same as they contemplate their emperor's abdication, while wishing him a happy retirement. 🇬🇧

# CHILDREN FIRST

## Affordable, flexible education at Camelot International School

BY KAYOKO SUGAWARA  
DIRECTOR OF CAMELOT INTERNATIONAL SCHOOL



Since its founding in 2006 as a pre-school, Camelot International School has stayed true to its child-first, parent-friendly ethos, and as a result grown to include an elementary school. That will be joined by a middle school in September—further evidence of Camelot's appeal to parents looking to give their children an education that embraces their individual needs and strengths.

This child-first approach can be found in many of the school's operations, from its flexible approach to class schedules to the school curriculum.

### In focus

Class size is key to Camelot's child-first philosophy of education. With a maximum of 20 pupils per class, teachers can provide students with more focused attention, and it also allows for more focused group work. It also helps with classroom management, with fewer distractions for children and less time for any problems to escalate.

Small classes are well suited to children who have struggled in larger classes, under less

personal systems of education. Smaller numbers also help those who have experienced bullying or who have other personal issues, and so need additional support from the teacher.

Camelot also takes a flexible approach to education, recognising that even in small classes, the range of abilities can be broad. With the more time teachers have and the more focused the attention that each child can receive, even struggling pupils can attain a lesson's main goals. Stronger students, meanwhile, can be encouraged to think beyond those goals through extension activities. As a result, students of all abilities are well supported.

### Cambridge system

Although Camelot embraces a friendlier environment than many other schools, the education delivered is nonetheless underpinned by a strong curriculum. The school is working towards adoption of the qualifications offered by Cambridge International Examinations, which is part of Cambridge Assessment, a

department of the University of Cambridge. Students will begin to take International General Certificate of Secondary Education (IGCSE) exams and International A Levels in the 2018–19 school year.

Mirroring the UK national curriculum, the Cambridge system provides a clear developmental path from nursery through to the age of 18. Clear standards are set, offering a globally trusted external standard by which Camelot's students can be assessed.

Following the A Level system dovetails with Camelot's child-first philosophy, with students able to focus on their strengths by choosing the subjects they are best at and most interested in. That contrasts with other examination systems, where students are forced to pursue certain subjects, which they might not be so strong at, and so risks bringing their grade point average down.

### Open to all

Camelot's approach to education appeals to a wide range of parents, from families looking for non-Japanese-language education and those who are globally minded, to returnee Japanese families and those with children who are more likely to achieve in an English-language environment. The school's offerings are also considered attractive by those seeking an approach that values creativity and critical thinking.

While this kind of international education usually comes at a significant cost, Camelot is striving to remain accessible to a broad spectrum of families by keeping what it charges below market rates. In addition, there are bursaries and, in some cases, financial support for families that would still struggle to meet payments.

Camelot accepts admissions on a rolling basis and requires no entry tests aside from an English comprehension test. 🇬🇧

# The A-List of Education



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Nagano-ken 399-9301

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- Snowshoe Tours
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- Chemical
- Automotive
- Manufacturing & components
- Energy & infrastructure
- General management & consultancy
- Human resources
- IT & online
- Sales & marketing
- Retail
- Luxury & consumer goods
- Healthcare
- Supply chain
- Logistics

# ARTS

## UK EVENTS IN JAPAN

COMPILED BY  
KIYOKO MORITA  
AND SOPHIA KIRTLEY

### 1 13-29 JULY

#### *Ninagawa Theatre: Macbeth*

This screening is part of a memorial series showcasing the work of acclaimed Japanese theatre director Yukio Ninagawa, who was known for his Japanese language productions of Western classics, particularly Shakespeare. This performance is based on his 2015 production of *Macbeth*, which tells the story of a Scottish general who becomes obsessed with a prophecy that he is to be the King of Scotland.

#### Sainokuni Saitama Arts Theater

3-15-1 Uemine  
Chuo-ku, Saitama  
Various times  
Adults: from ¥9,000  
<http://ninagawamacbeth.com/>  
048-858-5500

### 2 22 JULY

#### *Ballet Asters 2017*

This annual showcase invites professional Japanese dancers from overseas for a rare opportunity to perform to a Japanese audience at the New National Theatre, Tokyo. Music by the Tokyo Philharmonic Orchestra, conducted by David Garforth, will accompany the dancers. Garforth is a British conductor who studied at the Royal Manchester College of Music. He has previously worked with the English National Ballet, and has conducted for the Paris Opera and Deutsche Oper Berlin.

#### New National Theatre, Tokyo

1-1-1 Honmachi  
Shibuya-ku, Tokyo  
3pm  
Adults: from ¥4,320  
[www.nntt.jac.go.jp/english/productions/detail\\_010325.html](http://www.nntt.jac.go.jp/english/productions/detail_010325.html)  
03-5352-9999

### 3 25 JULY-19 OCTOBER

#### *Billy Elliot the Musical*

Set in northern England during the 1984-85 miners' strike, *Billy Elliot* tells the story of an 11-year-old boy with a tough upbringing who dreams of dancing and being on stage. The film was adapted in 2005 for the West End stage, where it became an instant hit. This performance, a Japanese version of the modern classic, features four talented young Japanese boys playing the character Billy.

#### TBS Akasaka ACT Theatre

5-3-2 Akasaka  
Minato-ku, Tokyo  
Various times  
Adults: from ¥9,500  
[www.billyjapan.com/](http://www.billyjapan.com/)  
03-3490-4949

#### ◦ Free gift

We are giving away five *Billy Elliot the Musical* clear files.







4

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

4  
**28-30 JULY**

*Fuji Rock*

Iconic rock festival Fuji Rock celebrates a diverse range of music, inviting artists from all over the world to perform in a tranquil outdoor environment surrounded by the mountains of the Naeba Ski Resort. The festival always attracts well-known British artists and this year is no exception. Gorillaz and Aphex Twin will be headlining the first two days, and other UK artists including The XX, Rag'n'Bone Man, as well as Catfish and The Bottlemen also will be performing. In addition to music, there will be quality food and drink, camping and fun for all ages.



5

**Naeba Ski Resort**

Yuzawa  
Niigata  
Opens: 9am  
Adults: from ¥19,000  
<http://fujirock-eng.com/>

5  
**FROM 11 AUGUST**

*Spider-Man: Homecoming*

This film follows the adventures of Peter Parker, played by the young British actor Tom Holland, as he navigates high school, dealing with being both a teenager and Spider-Man. Holland, who is 21 years old, grew up dancing and acting. His most notable performances to date include his London West End debut as Billy Elliot in 2008 and his role in the 2012 film

*The Impossible.*

PHOTO: © MARVEL STUDIOS 2017 / 2017 CTMG. ALL RIGHTS RESERVED.



6

**Shinjuku Wald 9**

(Among other locations)  
3-1-26 Shinjuku, Shinjuku-ku, Tokyo  
Various times  
Adults: from ¥1,800  
[www.spiderman-movie.jp/](http://www.spiderman-movie.jp/)  
03-3569-4955

◦ **Free gift**

We are giving away a *Spider-Man: Homecoming* magnet.

6  
**26-27 AUGUST**

*The Mikado*

*The Mikado* is a comic opera written by the renowned composer Arthur Sullivan and dramatist Sir William Gilbert in 1885. Set in a Japan as understood by a 19th-century British audience, the opera tells the story of Nanki-Poo, the son of the Mikado (an old term for the Emperor) who disguised himself as a travelling musician after fleeing his father's court, and his love interest Yum-Yum. This rendition of the opera will also be performed on 5 and 6 August at the Biwako Centre for the Performing Arts.  
PHOTO: FABIO PARENZAN

**The New National Theatre Tokyo**

1-1-1 Honmachi  
Shibuya-ku, Tokyo  
Various times  
Adults: from ¥5,400  
[www.nntt.jac.go.jp/opera/performance/9\\_009646.html](http://www.nntt.jac.go.jp/opera/performance/9_009646.html)  
03-5352-9999

◦ **Free tickets**

We are giving away one pair of tickets for each performance at The New National Theatre Tokyo.



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## Queen’s Birthday Party

Dignitaries and other guests joined British Ambassador to Japan Paul Madden CMG on 14 June at the British Embassy Tokyo to celebrate Queen Elizabeth II’s official 91st birthday (page 7). On display were examples of great British design and innovation.

PHOTOS: BRITISH EMBASSY TOKYO

- 1 (From left:) Paul Madden CMG, British ambassador to Japan, the singer-songwriter KT Tunstall, who performed at the party, and Madden’s wife Sarah.
- 2 Caterham Seven (front) and Lotus Exige
- 3 Aston Martin V8 Vantage S
- 4 Norton Commando 961 Sport MKII
- 5 Brompton and Moulton bicycles



1



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## UK-Japan events

### 1 | AWARD

Japanese Ambassador to the UK Koji Tsuruoka presented Dr Eric Albone MBE, director of the Clifton Scientific Trust, with the Order of the Rising Sun, Gold and Silver Rays, on 6 June for strengthening and developing relations between the UK and Japan.

PHOTO: EMBASSY OF JAPAN IN THE UK

### 2 | BCCJ EVENT

Vanessa Holden (left), content manager at Export to Japan, and Joanna Lundt, the British Chamber of Commerce in Japan's (BCCJ) outgoing membership and marketing co-ordinator, at the BCCJ's Great British Pimm's Party on 6 July at the Hilton Tokyo Odaiba.

### 3

Neil Slater (see page 25), chief executive officer of Standard Life Investments (Japan) Limited, with winners of a signed shirt at the British and Irish Lions versus New Zealand All Blacks event co-hosted by the BCCJ and the ANZCCJ at the New Zealand Embassy, Tokyo on 1 July.

### 4 | SPORT

Dignitaries at the annual Epsom Cup Race held on 11 June at the Tokyo Horse Race Track.

PHOTO: JAPAN RACING ASSOCIATION

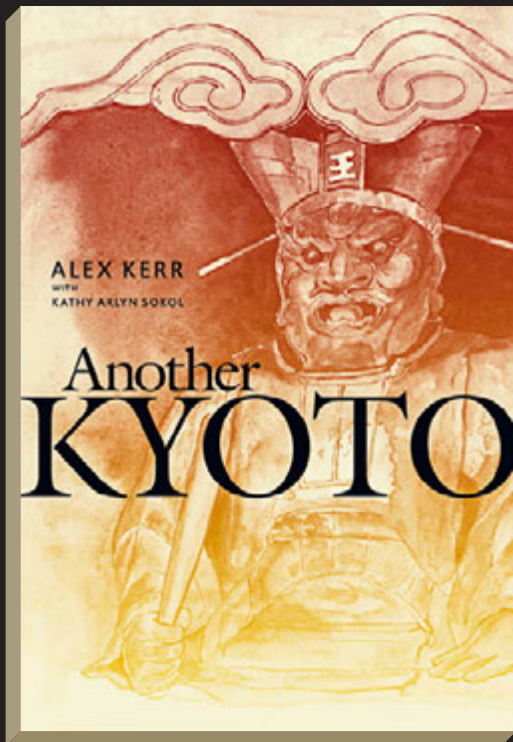
### 5 | PARTY

Hogan Lovells Tokyo partners Rika Beppu (left); Jacky Scanlan-Dyas (BCCJ British Business Awards Person of the Year 2016); and Wataru Kamoto at the firm's Tanabata party on 6 July at Canal Café in Kagurazaka, Tokyo.

PHOTO: HOGAN LOVELLS

**BCCJ ACUMEN** readers are welcome to email recent UK-Japan event photos with captions and credits for the editor to consider: [russell@custom-media.com](mailto:russell@custom-media.com)

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



## An Alternative View

*Another Kyoto*  
 Alex Kerr  
 With Kathy Arlyn Sokol  
 Sekai Bunka Publishing Inc.  
 ¥1,700

Kyoto served as Japan's capital and the location of the imperial residence between 794 and 1868. It is now the country's seventh-largest city, with a population of 1.4mn people and some strikingly modern architecture.

Over the centuries, Kyoto was destroyed by many wars and fires, but due to its historic value, the city was dropped from the list of target cities for the atomic bomb and spared from air raids during World War II. The fact that countless temples, shrines and other historically priceless structures survive in the city make it a magnet for millions of tourists who visit there every year.

The ancient capital attracts foreign and domestic visitors alike and supports a thriving industry. Contributing to that are the many hundreds of publications about the city and its history: bookshelves are lined with them. And now here comes another volume. But this time it is something quite different.

Alex Kerr is an unconventional observer of things Japanese and in his writings he invites us to share his views. In this particular case, a rather unusual approach was taken that was inspired by fellow writer and longtime Kyoto resident Kathy Arlyn Sokol, with whom Kerr regularly visited temples.

"We decided to create a book that wouldn't be written but,

rather, spoken. We sat down with a recorder and, over the years, I would talk and Kathy would record and transcribe. She sent edited transcripts to me and I used these as a base for an expanded text, which Kathy edited again. Back and forth it went, until finally we completed these nine essays," Kerr writes in the introduction.

The tone of those essays is closer to a conversation than a regular text and the subjects are wide-ranging, from gates and walls to floors and *tatami* mats, from *fusuma* (sliding panels) to screens.

All of Kerr's writing is informed by his half-century of living in Japan and it has benefitted, too, from talking with Zen monks and Shinto priests, Japanese literati and expat personalities. The promotional blurb for the book claims—rightly—that "Kerr turns what we thought we knew about Kyoto inside out, revealing the inner ideas behind simple things like walls, floors and sliding doors. After this book, one can never walk through a Zen gate in the same way again."

Interestingly, the book is published simultaneously in Japanese, so it is not simply something for the foreign visitor or resident, but also for any curious Japanese who wants to develop a deeper understanding of Japan's ancient capital. 🇯🇵

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