

The magazine of the  
British Chamber of  
Commerce in Japan

35  
2018 Recruitment  
International Awards

42  
British Embassy Tokyo:  
Queen's Birthday Party

46  
The JET-set:  
Teachers arrive in Japan

# ACUMEN

SINCE 2009

BUSINESS  
EMBASSY  
HISTORY  
AWARDS  
ARTS  
MUSIC  
OPINION  
TRAVEL  
COMMUNITY  
EVENTS  
and much more

A-LIST  
RECRUITMENT

bccjacumen.com

## Keen on Cruising

Japan joins the latest global travel trend 27



# HAYS JAPAN ARE PROUD TO BE NAMED THE BEST LARGE RECRUITMENT COMPANY TO WORK FOR 2018

After a record-breaking FY18, we have been awarded 'The Best Large Recruitment Company To Work For 2018' in the RI Recruitment Industry Awards Japan. This award is validation of our continued commitment to powering the world of work in Japan. We placed 1,500 professionals across 15+ sectors providing 700 clients with our specialist recruitment expertise in FY18.

Our success is attributed to our people and our high performance culture in each of our Tokyo, Yokohama and Osaka offices. We love what we do and we are honoured to be recognised for our achievements in the industry.

We display a genuine passion for people and we pride ourselves on building valuable and meaningful relationships. We focus on training and development, a career path that models our core values and a commitment to our corporate social responsibility.

We also recognise the value of diversity with our workforce representing 29 different nationalities from across the world and 55% of women in managerial roles. We know that a diverse workforce made up of different outlooks and experiences positively influences performance.

**If you are currently looking for your next career move or you wish to find the best professionals for your business, find out what we can do for you by visiting our website.**



# CONTRIBUTORS

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



**Paul Madden CMG**  
United Kingdom Ambassador to Japan since January 2017 (page 8).



**David Bickle**  
A tax partner with Deloitte Tohmatsu Tax Co. and president of the British Chamber of Commerce in Japan (page 15).



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



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



**Jordan Allen**  
Custom Media's editor of *BCCJ ACUMEN* (pages 7, 16, 27).  
[jordan@custom-media.com](mailto:jordan@custom-media.com)



**Julian Ryall**  
Japan correspondent for *The Daily Telegraph* (page 46).



**Noriko Hama**  
Professor at Doshisha University Graduate School of Business in Kyoto (page 23).



**Peter Bacon MBE**  
Worked with British electronics firms dealing with Japan from the 1980s to the 2000s (page 19).



**Guy Perryman MBE**  
Radio broadcaster, voice actor and events producer who has been based in Tokyo since 1990. (page 38).



**Kiyoko Morita**  
Office manager and media coordinator at Custom Media, she handles distribution and the Arts section (page 40).



**Megan Casson**  
Editorial intern at Custom Media, publisher of *BCCJ ACUMEN* (pages 24, 33, 35).



**Antony Tran**  
A Tokyo-based photographer specialising in events, commercial, portraits and street photography for LIFE.14 (page 33, 35, 45).

# July 2018

VOLUME 9, ISSUE 7

## 7 EDITOR

### Summer sun

Awards, parties and rock 'n' roll art

JORDAN ALLEN

## 8 DESPATCHES

### A Tokyo Summer

PAUL MADDEN CMG

UK AMBASSADOR TO JAPAN

## 10 MEDIA

### UK-Japan news

## 13 EXECUTIVE DIRECTOR

### A platinum event

LORI HENDERSON MBE

## 15 PRESIDENT

### Trade, taxes and tariffs

DAVID BICKLE

## 16 ENTREPRENEUR

### Start up in Japan

How the country is ready to welcome entrepreneurs

## 19 HISTORY

### Coals to Newcastle ...

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

PETER BACON MBE

## 23 OPINION

### New labour laws set to create 21st century ninjas

NORIKO HAMA

## 24 ART

### Rock 'n' roll icon

How David Bowie is represented by Japanese art

MEGAN CASSON

## 27 TRAVEL

### Keen on cruising

Japan joins the latest global travel trend

JORDAN ALLEN

## 33 JMEC

### Japan Market

### Expansion Competition

Trials and tribulations of creating a business plan

MEGAN CASSON

## 35 AWARDS

### The 2018 Recruitment International Awards

Celebrating the industry in Japan

MEGAN CASSON

## 38 BEHIND THE MIC

### The ABC of making your own world

GUY PERRYMAN

## 40 ARTS

### UK events in Japan

- Exhibition
- Art
- Theatre
- Shakespeare
- Music
- Film

## 42 QUEEN'S BIRTHDAY PARTY

## 44 COMMUNITY

## 46 EDUCATION

### The JET-set

British teachers start their lives in Japan

JULIAN RYALL



27 PHOTO: CUNARD



33 PHOTO: LIFE. 14



23



24

PHOTO DUFFY ©DUFFY ARCHIVE & THE DAVID BOWIE ARCHIVE™ ©UKIYO-E PROJECT



42 PHOTO: BRITISH EMBASSY TOKYO



35 PHOTO: LIFE. 14



44



40



The British Chamber of Commerce in Japan

**BCCJ MISSION**

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

**LEADERS**

President: David Bickle  
Deloitte Tohmatsu Tax Co.

**EXECUTIVE STAFF**

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

**EXECUTIVE COMMITTEE 2018-19**

Alison Beale | University of Oxford Japan Office  
David Bickle | Deloitte Tohmatsu Tax Co.  
Mark Dearlove | Barclays Securities Limited  
James Dodds | KPMG  
Will Farquhar | Aston Martin Japan  
Philippe Fauchet OBE | GSK K.K.  
Iain Ferguson | Lloyd's Japan Inc.  
Susumu Kaminaga | Individual Member  
Tove Kinooka | Global Perspectives K.K.  
Dr. Florian Kohlbacher | The Economist Group  
Heather McLeish | EY Japan  
Reiko Sakimura | Clifford Chance Law Office  
Noriko Silvester | Candlewick Co., Ltd.  
Richard Thornley CBE | Individual Member  
Trevor Webster | Taylor Brunswick K.K.

**EX OFFICIO**

Chris Heffer | British Embassy Tokyo  
Matt Burney | British Council Japan

**BCCJ ACUMEN**

Editor in Chief: Simon Farrell

**HONORARY INDIVIDUAL MEMBERS**

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

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

*BCCJ ACUMEN* is the magazine of  
the British Chamber of Commerce in Japan



**decade of digital**

Publishers of *BCCJ ACUMEN* for the British Chamber of Commerce in Japan, Custom Media is a digital content-creation and communications agency celebrating its 10th anniversary. Our focus is on print and digital publications, marketing solutions, social media, branding, websites, apps, and videos in three areas: strategy, creation, and digital.

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

PUBLISHER  
Simon Farrell

PRESIDENT  
Robert Heldt

ART DIRECTOR  
Ximena Criales

SENIOR EDITOR  
Jordan Allen

GRAPHIC DESIGNERS  
Michael Pfeffer, Alex Sanson

ADVERTISING  
SALES MANAGER  
Edvard Vondra

ACCOUNT MANAGERS  
Denis Sigal, Garreth Stevens

BUSINESS  
DEVELOPMENT  
DIRECTORS  
Anthony Head  
Leon van Houwelingen  
Kotaro Toda

HEAD OF  
PROJECT MANAGEMENT  
Megumi Okazaki

WEB DEVELOPERS  
Brian Susantio  
Devin Surya Putra

MEDIA COORDINATOR  
Kiyoko Morita

PROJECT COORDINATORS  
Yoshiki Tatezaki  
Ayako Nakamura

To advertise or order *BCCJ ACUMEN*: [inquiries@custom-media.com](mailto:inquiries@custom-media.com)

**WARNING/DISCLAIMER**

Custom Media and the BCCJ will not accept liability for any damages caused by the contents of *BCCJ ACUMEN*, including, but not limited to, any omissions, errors, facts or false statements. Opinions or advice expressed in *BCCJ ACUMEN* are not necessarily those of the BCCJ or Custom Media.



Printed on paper certified by the US Forest Stewardship Council with vegetable oil ink certified by The Japan Printing Ink Makers Association.

© 2018 Custom Media K.K.



## Summer sun

Awards, parties and rock 'n' roll art

JORDAN ALLEN | [jordan@custom-media.com](mailto:jordan@custom-media.com)

In recent weeks, Tokyo has played host to a number of ceremonies marking the achievements of individuals in a variety of fields. Wishing to be among those feting the many accomplishments, *BCCJACUMEN* attended the 24th Japan Market Expansion Competition (JMEC) awards as well as the Recruitment International (RI) Awards, both held at the Tokyo American Club.

The JMEC awards recognise the achievements of groups of professionals who had been tasked with devising business plans for firms in Japan.

Now that the lazy, hazy days of summer are here, some of us will be thinking about holidays.

Participants gave up free time and much more to draw up cutting-edge plans. But the sense of satisfaction and achievement—to say nothing of the prizes awarded—made it all worthwhile. You can read about the event on page 33.

The RI Awards are designed to recognise the efforts and talent of people in Japan who work in the recruitment industry. The ceremony saw accolades handed out for 14 categories, with some firms winning more than one prize. Read about the event on page 35.

### Say hello to summer

Readers in Tokyo can't have failed to notice that summer has arrived. The air conditioning is on, short-sleeved shirts are donned and summer parties have begun.

And what better summer gathering for *BCCJACUMEN* to feature than the annual Queen's Birthday Party which is held at the British Embassy Tokyo. Turn to page 42 to

find a spread of photographs to mark this event, which featured food, drinks, cars, music and a robot, all showcasing the very best of British.

Now that the lazy, hazy days of summer are here, some of us will be thinking about holidays, or even planning ahead for an autumn break. With that in mind, we bring you a look at cruise operators currently serving Japan, and what they are offering guests.

### Rock 'n' roll art

Japan is never short on events and exhibitions. One that caught this editor's eye in recent weeks was an exhibition of *ukiyo-e* prints featuring British rock legend David Bowie.

Done in the style of traditional Japanese woodblock art, the prints have been created by the Ukiyo-e Project, which has produced similar works featuring Kiss and Iron Maiden. Our interview with the project founder can be found on page 24. 🇬🇧

## PUBLICITY

The Chuzenji Kanaya Hotel lies less than an hour away from Tobu-nikko Station, in the area of Okunikko, a location renowned for its breathtaking beauty and stunning scenery—an excellent place to take in Japan's four seasons.

This traditional resort hotel in the popular sightseeing region of Nikko offers a wide range of creature comforts.

And there is no better place in Japan to try windsurfing than Lake Chuzenji, which lies just a stone's throw away from the Chuzenji Kanaya Hotel. Here you can truly indulge your love of watersports.



For more information: [www.kanayahotel.co.jp/eng/ckh/](http://www.kanayahotel.co.jp/eng/ckh/)  
+81-288-51-0001

# A Tokyo Summer

Garden parties, visits and visitors

BY PAUL MADDEN CMG  
UNITED KINGDOM AMBASSADOR TO JAPAN  
PHOTOS: BRITISH EMBASSY TOKYO



From left: Takashi Hibino, chairman, Daiwa Securities; Paul Madden CMG, UK Ambassador to Japan; Sir Peter Williams, chairman, the Daiwa Foundation



Ambassador Madden and his wife Sarah met Yamagata Governor Mieko Yoshimura and enjoyed a festival.

A speech at the Queen's Birthday Party (see page 44) is one of the big events of the year for most ambassadors, taking place in front of hundreds of VIPs and important embassy contacts. So I suppose it was a bit brave to give up part of mine to a synthesised version of my voice, speaking random sentences written by party guests. All in the interests of promoting our Innovation is GREAT AI campaign.

The technology, developed by Japanese tech firm Toshiba Corporation and the University of Cambridge, is pretty impressive. I had to record 100 sentences in Japanese, from which the programme could then synthesise a very realistic version of my voice, saying any Japanese text typed into it.

Bizarrely, if you typed in English text, it made me speak English in my natural voice, but with a heavy Japanese accent. It's a fascinating insight into how foreign speakers' pronunciation of a language is influenced by the stresses and cadences of their own language. You could even adjust the emotional tone to warm, angry, or sad. Naturally I went for warm.

Fortunately, the party guests were kind and the sentences spoken by my voice were fully appropriate—apart from a rogue one by my team promising all embassy staff a 100% pay rise. Nice try. Our guest of honour, Internal Affairs and Communications Minister Seiko Noda, Japan's most senior female minister, seemed most impressed.

## Garden parties

Many people associate a British June and July with garden parties and summer fetes. So, in addition to the Queen's Birthday Party, it's not surprising that I end up hosting a number of such events for British-related organisations here at this time of year.

The biggest ones, which both had events last month, were the Japan-British Society and the Cambridge & Oxford Society. We are fortunate to have members of the imperial family engaged in both societies.

Sadly HIH Crown Prince Naruhito was unable to attend the Cambridge & Oxford Society event, out of respect for the victims of the Kansai earthquake. But later, HIH Princess Akiko was at the Japan-British Society event, as its patron.

I always enjoy spending time with members of both organisations, who often have very happy memories of living, working and studying in Britain, and remain personally engaged in promoting links between the two countries.

Of course Britain has many other great universities beyond Oxbridge nowadays, and there are a number of other alumni groups in town. I hosted an event for University College London alumni last year, when their vice chancellor was here. There is also an active group of alumni of the Foreign & Commonwealth Office's own Chevening Scholarship scheme, many of whom work in government.

It is always a pleasure to get together with other British organisations here. The Japan Scotland Association also just held its AGM and reception at the embassy. Some Japanese form their own groups, often with highly specialised membership. I was guest of honour last year at the St James' Kai, which comprises former Ministry of Economy, Trade and Industry officials who served in London. And I have hosted members of the Club Hiraeth, for Japanese business people who have been posted in Wales.

I also just held a reception to celebrate the 30th Anniversary of the Daiwa Anglo Japanese Foundation, established by Daiwa Securities. It has done a fantastic job of providing grants to many individuals and organisations to promote links between the two countries across a wide range of spheres. And its flagship Daiwa Scholars programme has now seen 170 outstanding young Brits learning Japanese and being placed here in their chosen fields. This year's batch includes a sword maker and a space academic (well, I said to him, it's not rocket science).



## I knew Japan was famous for its cherry blossoms, but was less aware of its strengths in producing delicious cherries.

People sometimes comment on the fact that FCO rules now require that we have to charge on a cost-recovery basis for events that used to be free or subsidised for British-linked organisations. I'm afraid that is a consequence of operating in a resource-constrained environment. But we do sweat the assets hard: I share my home with up to 20,000 people a year.

### Visits and visitors

I have now been to more than half of Japan's prefectures since arriving last January. Sometimes I am invited to fascinating local festivals. In June, Sarah and I were up in Yamagata Prefecture with Governor Mieko Yoshimura (one of Japan's all too few female governors) for their annual *sakuranbo* event. I knew Japan was famous for its cherry blossoms, but was less aware of its strengths in producing delicious cherries. Apparently, the fruit trees are a completely different species, though they belong to the same plant family.

I will be travelling down to Kumamoto shortly to address the Japan-British Society there, one of 20 or so such organisations around the country.

Last month I also paid my first visit to the Tokyo Racecourse, to present the trophies for the Epsom Derby Cup, which marks the link between the Japan Racing Association and its UK counterpart, as was featured in the June issue of *BCCJ ACUMEN*. It was the Brits who introduced organised horse racing to Japan in the 1860s. Nowadays, the races are big business, and there are increasingly lucrative ties between the two nations' horse racing industries.

After diligent perusal of form and the horses' appearances, we placed a selection of bets on horses whose names we liked. So it was not surprising that we ended the day down to the tune of several hundred yen.

July visitors include Charles Bowman, 690th Lord Mayor of the City of London, with a delegation from the asset management sector. During his year in office he is travelling the world promoting the UK's financial services.

Fiona Hyslop, Cabinet Secretary for Culture, Tourism and External Affairs in the Scottish Government, has been here to promote many aspects of Scotland's relationship with Japan.

Liam Fox, International Trade Secretary, is due in Tokyo for the third time in my first 18 months in office here, a reflection of the importance of our future trade relationship with Japan, particularly at a time of growing trade tensions around the world.

We will be able to start negotiating a new Free Trade Agreement as soon as we leave the EU on 29 March, 2019. It could come into effect at the end of the Brexit implementation period in December 2020 and will largely be based on the new EU-Japan Economic Partnership Agreement that Japanese Prime Minister Shinzo Abe is travelling to Europe to sign in July. I suspect that some of Dr Fox's Japanese interlocutors will be extolling the virtues of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

So, a busy month as the Tokyo weather gets hotter and stickier. 🇬🇧



Ambassador Madden met two *maiko* at a lunch hosted by Governor of Yamagata Prefecture Mieko Yoshimura.



At the Tokyo Racecourse to present trophies for the Epsom Derby Cup.

# MEDIA

These summaries of media reports are in the public domain and reproduced under the general principle of "fair dealing".

## Maker of new engine hopes to attract Japanese car firms

Representatives of a British manufacturer of a new type of engine for cars have been holding meetings with automakers in Japan, according to a 15 June report in *Forbes*.

Roger Stone and Mark Gostick of Camcon met with staff from Toyota Motor Corporation, Honda Motor Company, Ltd. and Mazda Motor Corporation to show off their Intelligent Valve Actuation (IVA) system.

The IVA engine combines the fuel economy of a diesel engine with the emissions and power of a gasoline unit, the report said.

The firm, a small start-up based in Leamington Spa, has spent seven years developing the technology, and is now testing it out with a Jaguar prototype in the UK.

## Hitachi seeks partners for new N facility in Wales

Hitachi, Ltd is looking for partners to help share the cost of building a new nuclear complex on the Welsh island of Anglesey, the *Nikkei Asian Review* reported on 16 June.

The cost of the Wylfa Newydd is expected to be around ¥3tn (£20.5bn). The British government has already pledged to arrange ¥2tn in loans.

Hitachi has been in talks with the Development Bank of Japan and a number of Japanese energy firms about funding the project.

The article suggests, however, that gaining a commitment from Japanese power providers will not be easy.

## Glasgow firm bought by Arm



The firm manufactures processor chips and semiconductors.

Scottish Internet of things (IoT) firm Stream Technologies has been bought out by Japanese software and semiconductor manufacturer Arm, *The Herald* reported on 13 June.

The Glasgow-based firm was set up in 2000 by Nigel Chadwick and deals with platforms allowing data transfers between different machines, such as smart meters, cars and vending machines.

Arm, which was bought by SoftBank Group Corp. in 2016, said the deal would help expand its IoT connectivity and device management capabilities, the report said.

The value of the deal has not been disclosed.

## NHS to use robots

The NHS is to follow Japanese health services and begin using robots to assist patients who have dementia, *The Telegraph* reported on 1 July.

Then-Health Secretary Jeremy Hunt said the UK should follow Japan's example in embracing technology to produce "world beating" outcomes, and helping people stay healthy for longer, the report said.

As well as robots, virtual health coaches will be used to encourage families to lead healthier lifestyles.



SoftBank Group's robot Pepper has been used in dementia care trials.

## Sawfly threat to UK elms

The zigzag elm sawfly is threatening British elm trees after having made its way across Europe, *The Daily Mail* reported on 22 June.

The pest, which originated in Japan, feeds on elm leaves, and is known for the signature zigzag trail of destruction that is left on the leaves, the report says.

It added that, while the sawfly rarely kills trees, it can defoliate them. This, in turn, causes problems for other creatures living among the trees and prevents photosynthesis from taking place.

Evidence of the pest has been found in Surrey.

## Welsh and Hyogo castles to be twinned

North Wales' Conwy Castle is to be twinned with Himeji Castle in Japan's Hyogo Prefecture, the BBC reported on 17 June.

The report says the mayor of Himeji was preparing to travel to Conwy to sign an agreement on the plan.

Jim Jones, managing director of North Wales Tourism was quoted as saying Himeji Castle was "absolutely stunning" and that both castles shared a bond, given their construction started at a similar time.

He said the twinning move was the first for Wales, and possibly the first for the UK.

Himeji Castle features in scenes from the 1967 James Bond film *You Only Live Twice*, the report says.



Tourism and historic sites officials posed with Japanese tourists at Conwy Castle, Wales. PHOTO: NORTH WALES TOURISM

## Princess completes studies

Princess Kako has returned to Japan after completing her studies at the University of Leeds, *Japan Today* reported on 16 June.

The princess, a granddaughter of Emperor Akihito and Empress Michiko, studied performing arts for one academic year at the School of Fine Art, History of Art and Cultural Studies as an exchange student.

"I had an enjoyable and fruitful nine months in Britain. I will treasure my experiences there," she is reported to have said.

While in Leeds, besides taking classes, the princess travelled to Spain and Portugal for holidays, the report added.

## Japan House culture centre opens in London

A new cultural centre showing off all things Japanese has opened in London, *The Asahi Shimbun* reported on 22 June.

Japan House showcases food, art, design and technology, the report said, with examples of products on show ranging from bonsai trees and traditional tea cups to freshly made sushi and whisky.

It is the third Japan House to open, following those in Los Angeles and Sao Paulo, Brazil.



Japan House London sells and exhibits a range of items from Japan. PHOTO: JAPAN HOUSE LONDON

## Japan's tidy habits lauded

The behaviour of Japanese fans at the 2018 FIFA World Cup should be an example for the UK to follow, according to a 1 July opinion piece in the *Crewe & Nantwich Guardian*.

In the piece, the writer detailed a trip to Alderley Park in Cheshire during which they spotted litter and cigarette butts discarded around flower beds, and compared this to the way Japan fans pick up their rubbish at the end of football games and take it with them.

Fans of the Japanese side made headlines around the world when they were filmed tidying up around their seats after Japan's games.

## England dodge Japan for World Cup knockout stage

Talk was focused on whether England would face Japan in the knockout stages of the football 2018 FIFA World Cup, after both teams led their groups after two games at the group stage.

*The Daily Mail* was one of the many news outlets speculating on the possibility of the two sides meeting in its report on 28 June. It described Japan's last game of the group stage, against Poland, as "farical" due to a lack of action by the Blue Samurai.

England were defeated by Belgium in their last group stage match. This left England to face Colombia and Japan to face Belgium in their first knockout matches. 🇬🇧



## Opening 16 July, 2018

# Oakwood Apartments Nishi-Shinjuku, Tokyo

Oakwood Apartments Nishi-Shinjuku, Tokyo is a new serviced apartment in central Tokyo's Shinjuku area. Centrally located, guests can conveniently access the subway line (Oedo/Marunouchi) and the nearby JR Shinjuku Station, connecting one to the rest of Tokyo and Japan. Choose from a fully furnished and serviced studio or one-bedroom apartment and experience the best the city has to offer.

Monthly Promotional Rates Available from JPY 210,000 ~  
(limited time offer)

7-18-8 Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023  
(Pre-Opening Office) TEL: +81-3-5412 3131 | FAX: +81-3-5412 3130  
general.apartments-tokyo-nishishinjuku@oakwood.com | OakwoodAsia.com

Australia | China | India | Indonesia | Japan | Malaysia | Singapore | South Korea | Thailand | Vietnam





## A platinum event

Celebrating the best of the UK-Japan relationship

LORI HENDERSON MBE

In our 70th anniversary year we are aiming to host the biggest and best event in the history of the British Chamber of Commerce in Japan (BCCJ): the 2018 British Business Awards (BBA).

Launched in 2008, our not-for-profit gala event recognises excellence while showcasing success and innovation across all industries. The event also acclaims the important social contributions made by organisations through their commitment to community, ethical behaviour and sustainability.

For more than a decade, the BBA has been a lively celebration of British activity in Japan and a hearty sign of the strength of the UK—Japan commercial and cultural partnership. It is an event that you, your colleagues and friends do not want to miss.

For the second consecutive year, our black-tie gala will be held in the Grand Hyatt Tokyo's main ballroom.

We promise guests a 5-course meal, matching wines and the chance to win fabulous door prizes. And, thanks to the hotel's General Manager Steve Dewire and team, lots of visual surprises!

An early-bird discount on tables for the 2018 BBA will run until 31 July 2018. More than 150 seats have now been booked.

For more than a decade, the BBA has been a lively celebration of British activity in Japan.

### Are you a champion?

From 31 July, you can put yourself in the running to win a 2018 BBA trophy—a *hanko* of approval for your business and a conversation starter for clients and friends for many years to come.

Submitting a nomination to win a BBA trophy provides organisations with the opportunity to review business performance and highlight core strengths, setting a benchmark for industry standards.

Nominations are judged against specific criteria, founded on the BBA values of success, innovation and ethics. The BBA employs a well-defined and tested framework to ensure that the judging process is fair and free of influence.

### Full circle sponsorship

We are so pleased that the headline sponsor of the 2018 BBA is KI NO BI Kyoto Dry Gin.

KI NO BI, or Beauty of the Seasons, was co-created by David Croll, a long-term member of the BCCJ and previous BBA winner, having lifted the trophy for Best Entrepreneur in 2011.

A veteran of the British and Japanese drinks scenes, Croll has been a consistently generous in-kind sponsor of the BBA for several years, providing guests with a martini bar in 2012, gin and tonic stand in 2014, and even a bottle of whisky for each table at our particularly lively 2015 BBA.

He promises all of this year's attendees a very special treat.

Croll said: "We are delighted to be able to showcase KI NO BI Kyoto Dry Gin, a real example of UK—Japanese collaboration, at such a prestigious event."

With KI NO BI's tagline "inspired by tradition", there could be no more appropriate sponsor for our 70th anniversary gala. 🍷

If you are interested in joining, sponsoring or nominating for the 2018 BBA, please email the BCCJ team on [info@bccjapan.com](mailto:info@bccjapan.com)



OCTOBER 5-10

Japan's Elite Supercar Rally Experience



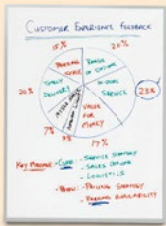
Six nights of the best roads, finest dining, and five-star accommodations. Bring your own supercar or hire one from our fleet.

Don't miss this supercar rally first, packed with special events for an elite clientele!

Space is limited.

Registration closes September 6.

[contact@elusiverally.com](mailto:contact@elusiverally.com)  
[www.elusiverally.com](http://www.elusiverally.com)



# FT Weekend

World-class writing



# Trade, taxes and tariffs

Why the EU-Japan Economic Partnership Agreement matters

DAVID BICKLE | @BCCJ\_President

**N**otwithstanding the recent imposition of punitive tariffs between the world's largest economies, the UK remains a steadfast champion of global free trade. The nation's stance is reflected in its wholehearted commitment to the EU-Japan Economic Partnership Agreement (EPA).

The EPA will enter into force following ratification by Japan, and approval by the European Council and European Parliament.

Although ratification by the British parliament is not required, the EPA has recently been the subject of scrutiny and debate by UK lawmakers.

As part of this process, Minister for Trade Policy George Hollingbery called on members of parliament to support the EPA in a speech on 26 June. Without losing sight of the fact that Japan and all EU members stand to benefit, the minister's speech provided a timely summary of the anticipated gains from a British perspective.

Quoting from the government's impact assessment, the minister indicated that the EPA is expected to boost UK exports by £5.4bn each year. This is due largely to the elimination of existing tariff barriers, with 91% to be removed as soon as the EPA goes into force.

Sectors primed to increase export volumes include chemicals, automotive, food and drink.

Beyond the trade in goods, the EPA also includes a chapter on corporate governance in which Japan and the EU reaffirm their commitment to the Organisation for Economic Co-operation and Development's Principles on Corporate Governance. These are principles that the UK played a key role in agreeing at the G20 summit in 2015.

## Fans aplenty

As with all aspects of the UK's future international relations, we must be cognizant of the impact of Brexit. In this respect, it is welcome that the European Council has determined that EU agreements, such as the EPA, should continue to apply to the UK throughout the transitional period of its departure from the EU.

Beyond that, the UK will need to focus on its bilateral relationship with Japan. We are fortunate that this is anchored by shared values, and that there is the highest level of political commitment from Japanese Prime Minister Shinzo Abe and UK Prime Minister Theresa May to work quickly to establish a new Japan-UK economic partnership based on the terms of the EPA.

The opportunity lies ahead, therefore, for both countries to be ambitious and creative about seeking further trade-offs that unlock areas of mutual advantage.

There has never been a more important time for UK firms to raise their game.

In addition to tackling remaining tariff barriers, it is to be hoped that they will address regulatory alignment and the removal of non-tariff barriers.

For UK exporters, prized access to the Japanese market on an increasingly level playing field awaits. Local competition, however, is world class, with Japanese firms ranking among the fittest and most skilful in the world.

Football metaphors come easily to those of us revelling this month in the excitement of the 2018 FIFA World Cup, and so, in sporting parlance, there has never been a more important time for UK firms to raise their game.

A commitment to understanding the Japanese market and a willingness to finesse a product, service or business model for the Japanese consumer are key.

Opportunities abound, and with the right tactics, UK firms can find fans aplenty here in Japan. 🇯🇵



INSIGHTS  
PEOPLE  
SUCCESS  
OPINION SKILLS  
LEADERSHIP

**BIJ.TV** the first and only bilingual video channel on Business in Japan

For our full report: **BIJ.TV**

NEW SERIES  
NOW ONLINE!  
[www.bij.tv](http://www.bij.tv)

## Knights in White Lycra 37 riders, 500km, 2 great causes

Business in Japan TV was given an exclusive look at Knights in White Lycra's annual charity ride from Kinugawa Onsen to Ichinoseki. Thirty-seven riders spent four days cycling 500km to raise money for Esperanza and Mirai no Mori.

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



## START UP IN JAPAN

How the country is ready to welcome entrepreneurs

BY JORDAN ALLEN

**T**okyo is open for business—and the city wants entrepreneurs and their start-ups. That was the message from the city’s governor, Yuriko Koike, at a recent event looking at the support Tokyo is giving to people launching newly emerged firms.

Speaking at one of WeWork Japan’s office-sharing locations in the capital, Koike said efforts were being made to attract foreign entrepreneurs to set up firms in Tokyo.

“We established last year liaison offices named ‘Access to Tokyo’ in London, Paris and San Francisco. By gathering information on prospective companies by using different local contacts we can securely attract [foreign firms] to Tokyo,” Koike said.

“We also have an accelerator programme. In this programme we invite foreign successful new ventures to Tokyo and help them to further improve their business plan by providing them with advice from Japanese major companies and also by supporting matchups with companies in Tokyo”, she added.

At the event, Koike waxed lyrical about Tokyo’s benefits and positive points. “This is a place where manpower, goods, money and information concentrate. For example, about half of major corporations in Japan are based in Tokyo”.

So Tokyo is a great place to live and work and bring your business. But what if you are hoping to set up in the capital? How do you overcome the daunting task of incorporating and getting everything done properly and legally?

The Tokyo Metropolitan Government (TMG) has its own service for helping people to launch new firms, and it’s a service that is offered in English with the aim of assisting foreign entrepreneurs, too.

The Tokyo One-Stop Business Establishment Center (TOSBEC) is based in Akasaka, and has satellite centres in Marunouchi and Shibuya. The facility offers a complete service, helping with all the documents and procedures necessary for setting up a business in Japan.

“They offer one-stop support in procedures required for setting up a business in Tokyo, so that you don’t have to make unnecessary mistakes or [have a] lack of stamps or seals”, Koike said.

TOSBEC assists with such items as company registration, filing tax returns, immigration matters, employment insurance, health insurance and certification of articles of incorporation for the setting up of a business.

Visitors to the centre can speak to members of staff for each item they need to complete, and can use computers to make online applications. Bilingual consultants are available.

### Power of entrepreneurship

Koike explained that the city also had launched its Tokyo Startup Station, which she described as “a place where entrepreneurs can visit without any reservations to [obtain] the necessary information through a variety of events and seminars”.

“Please come to Tokyo, this is the message from our government”, Koike said. “These days the power of entrepreneurship is considered one of the barometers of national power.”



Tokyo Governor Yuriko Koike says Tokyo welcomes start-ups.



## “You can always go back to TOSBEC and you can always ask questions and learn.”

Koike’s speech at the event showed that Tokyo is ready to accept foreign entrepreneurs and will make efforts to help them set up new firms in Japan.

But how helpful is TOSBEC from the perspective of those seeking to set up their own firms?

Waka Ohashi, president and CEO of Ouchi Detox spoke at the event about her experience of setting up her own interior coordination firm in January 2018. She said she chanced upon one of the TOSBEC offices when shopping at a supermarket, and did an internet search to find out what was on offer.

“On 5 January this year I established the company at TOSBEC and I don’t want to forget the feeling I had that moment”, she said, explaining that she had gone from sole proprietor to CEO of a company through the move.

“I started my company last January, so I don’t have much experience, but I learned a lot of things,” she added, explaining that she had gone from working as a nurse, to setting up her own business with the help of TOSBEC.

Ohashi said TOSBEC had helped her achieve some of her life goals. “I was able to achieve one goal, which is that my salary became more than the salary I made when I was working as a nurse. So that goal has been achieved. Then from the sole proprietor to become the president of the company”.

### Ask questions

Another positive account of using TOSBEC to set up a firm came from Ere Yedwabnick of Webguru, a firm billing itself as creating websites from global perspectives.

Yedwabnick said the firm offers “web development for companies looking to enter the Japanese market or global companies looking to enter the global market, as well as [help for] entrepreneurs to do the same”.

He said Webguru employs nine people, “all bilingual professionals living in Japan and around the world”.



Waka Ohashi said TOSBEC helped her achieve life goals.

“Why TOSBEC? Why would I go through all the trouble of making a corporation by myself when I could have just paid someone ¥60,000 to do it?” Yedwabnick said. “By not using any corporation services we were allowed to save a lot of money and then pass that on to our customers. Through TOSBEC we were able to achieve this.”

“If you don’t know the process, you could be getting ripped off. So I was confused. I was just searching on the Internet, ‘how do you do this’? A friend from university said ‘you should go to TOSBEC’”, he added. “I’m very impulsive, so I said ‘let’s do it’. I went there, the staff was very nice, [they] sat me down ... they showed me how to do it, they offered translation services which you need.”

He said TOSBEC helped to advise him that some of the forms and articles of incorporation had been drawn up wrong, and helped to get them corrected.

“It was very helpful, and then the same day I was able to submit everything and I had a company a week later. There’s a lot of paperwork to do in Japan to set up a company. It’s horrendous. TOSBEC is a very valuable place to go to minimise that pain if you’re going to do it yourself”.

Yedwabnick heaped praise on TOSBEC during his speech at the end, and explained that “you can always go back to TOSBEC and you can always ask questions and learn. You’re still going to need to when you have to pay somebody, you’re going to have to pay social insurance and that’s even more



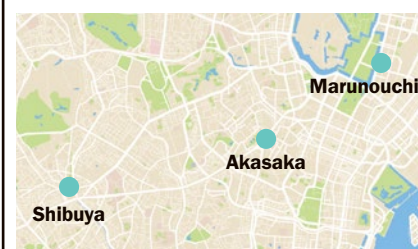
Erek Yedwabnick used TOSBEC to set up his firm.

paperwork. Tax returns are even hard for Japanese people to understand.”

Koike pointed out that one magazine had listed Tokyo at the top of a list of 25 best cities to live in for three consecutive years. She said this might be as a result of the city’s fantastic *sushi*, but if you’re looking to start up a new company, the services of TOSBEC and the TMG might look a little more attractive than a plate of *sashimi*. 🍣

Watch the video:  
[www.bij.tv](http://www.bij.tv)

### TOSBEC offices:



[www.tosbec.com/english/](http://www.tosbec.com/english/)

### TOSBEC offers information on:

- Company registration
- Filing tax returns
- Immigration matters
- Employment insurance
- Health insurance
- Certification of articles of incorporation

# HONG KONG TAILOR VISITING OSAKA AND TOKYO



**EURO AMERICAN  
FASHIONS**  
*Limited*

Schedule a fitting  
with suit connoisseur  
Vinod Bahrnani  
during his Osaka  
and Tokyo visit  
on September 3-8  
sales@eutailors.com  
080-4130-0091  
(on visit dates)

**Appointments at:**

**Tokyo American Club**  
2-1-2 Azabudai, Minato-ku  
Tokyo (September 3-5)

**ANA InterContinental Hotel**  
1-12-33 Akasaka, Minato-ku  
Tokyo (September 5-6)

**InterContinental Osaka**  
3-60 Ofuka-cho, Kita-ku  
Osaka (September 7-8)

[www.euromerican.com](http://www.euromerican.com)

suits from \$395  
blazers from \$275  
tuxedos from \$595  
overcoats from \$650

trousers from \$135  
shirts from \$69  
(minimum of four shirts)

Other superfine quality  
suits from  
\$550 to \$2,900

Prices in US dollars  
(excluding shipping);  
delivery in two weeks

# COALS TO NEWCASTLE ...

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

TEXT AND PHOTOS BY PETER BACON MBE



Prime Minister Tony Blair opened the British Industry Centre and Electronics Link Asia Ltd (ELA) office in Yokohama in January 1998.



A typical meeting with customers during a Japanese Electronics Business Association mission

To mark the 70th anniversary of the British Chamber of Commerce in Japan this year, we are bringing you a range of articles looking at the history of the chamber and UK-Japan ties.

This month we present the second part of a chapter written by Peter Bacon MBE and originally published in *Britain & Japan: Biographical Portraits Volume X*, which was compiled and edited by Sir Hugh Cortazzi GCMG, former ambassador to Japan. The book was published in 2016 by Renaissance Books.

The article looks at how British electronic component manufacturers sought to sell their products to Japanese firms during the 1990s and the first decade of this century, the lessons they learned and successes they celebrated.

We would like to thank Sir Hugh and the Japan Society in London, owners of the book's copyright, for allowing us to reproduce the following excerpt and for supporting our project. The first part of this piece was featured in the June 2018 issue of *BCCJ ACUMEN*. We will carry the third instalment in the August 2018 issue.

## How to engage with the Japanese

The first lesson learnt was that business with the Japanese companies was really possible. We had to have good technology or products to

offer. Meticulous preparation, persistence and willingness to answer the seemingly endless questions were needed. We had to understand that the Japanese companies, with which we wanted to do business, were totally committed to perfection, and that their questions were not intended to deter us but to ensure that we could meet their high standards. Japanese companies such as Sony Corporation were ready to work with their UK suppliers to improve them. Long-term partnership, such a key feature of Japanese business, was seen as benefiting both sides. At one Japanese Electronics Business Association (JEBA) suppliers meeting at Panasonic Corporation facilities at Cardiff, the purchasing director Terry Davies explained to us that they had only "let go" of three suppliers in 20 years, and this was only after huge efforts had been made to try to keep them on.

In some cases, members of these missions found that they could succeed more quickly than they had expected, so long as they really understood what was required and responded quickly and flexibly. We also learnt the importance of strong personal relationships and came to realise that we should not depend on written contracts to do business. Members saw that those who spent time in growing these relationships gained long-term success.

Complaints from Japanese customers should be used as a learning opportunity and responded to in the positive spirit intended. We were told that rather than see complaints as a negative, we should see silence as the real negative, in that the Japanese company had given up trying to improve us.

We also learnt about face, *honne* and *tatemae*, when to push and, for many suppliers, when to listen more ... and how to listen. And the importance of after 5pm business discussions, the reason Kirin and Asahi [beers] are such vital participants in Japanese business life.

## Next steps: Move to a business venture

I was encouraged by the British Embassy Tokyo to take this successful programme forward, and to persuade British companies to support this work financially, in other words to develop a business. This depth of

We also learnt the importance of strong personal relationships and came to realise that we should not depend on written contracts to do business.



**ARE YOU LEADING A  
TEAM IN JAPAN?**

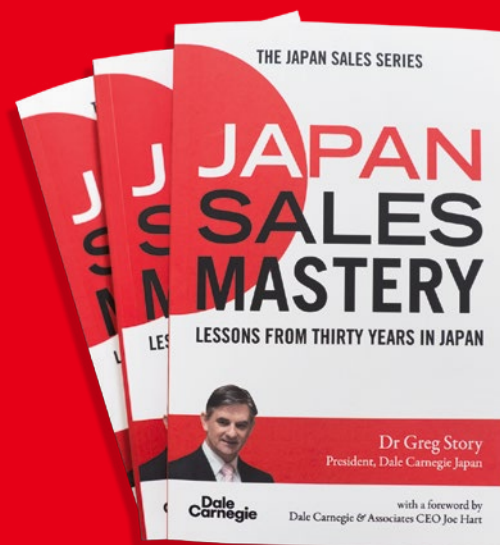
**DO YOU WANT TO BE  
MORE SUCCESSFUL?**

Watch the Cutting Edge  
Japan Business Show  
released every Tuesday

**Subscribe on  
YouTube**



[YouTube.com/JapanDaleCarnegie](https://www.youtube.com/JapanDaleCarnegie)



**ARE YOU SELLING TO  
JAPANESE BUYERS?**

**DO YOU WANT TO BE  
MORE SUCCESSFUL?**

To sell to Japanese Buyers, you need to:

- Create long-term partner-level trust or NO SALE.
- Fully understand Japanese buyers' real needs or NO SALE.
- Convince buyers with your solutions or NO SALE.
- Overcome their hesitation, fear, and doubt or NO SALE.
- Know how to ask for the order or NO SALE.

Ensure re-orders and life is good.

When you don't know what you are doing,  
Japan is a killer for salespeople.

**DON'T GET KILLED.  
READ THIS BOOK.**

[info5@dale-carnegie.co.jp](mailto:info5@dale-carnegie.co.jp)

## Japanese companies had good networks, research offices and technology scouting operations in the United States, but often didn't know what was available in the UK.



ELA's office was in Yokohama's British Industry Centre

involvement and continuous follow-up work for UK companies was beyond the resources that the Department of Trade and Industry (DTI) and the embassy could provide for just one business sector. But it was the route to success. So after my secondment from Koninklijke Philips N.V. to the DTI ended in 1996 I set up Electronics Link Asia Ltd (ELA).

Under the Action Japan programme there were up to nine other export promoters covering a variety of sectors. This led to the establishment of the British Industry Centre (BIC) in Yokohama, as a first base in Japan for UK electronics companies.

Our next step to demonstrate our commitment was to set up an office for ELA in Japan. The natural place for this was the BIC, which was backed by the embassy under the ambassador's leadership. Jon Elliott from the embassy provided effective support at working level.

The BCCJ in Tokyo managed the BIC under embassy supervision. DTI gave a financial guarantee to the landlord Nomura Holdings, Inc. As we grew our client list, we offered a base for any JEBA member visiting Japan and as a service to the DTI and the embassy continued to promote JEBA in Japan. The visibility of the British electronics industry had been low in Japan; JEBA helped to improve this.

Sir David Wright, the British ambassador at the time, opened our office at the BIC in January 1998, together with Kanoi Nobuo, executive vice-president of Sony and chairman of Aiwa. This followed immediately after the opening of BIC by Tony Blair, then British prime minister. Key UK clients were present including David Milne of Wolfson Electronics, and Rodney Scott of Philips Printed Circuits.

As Sir Ivor Cohen has explained [in *Britain & Japan: Biographical Portraits Volume X — Part I: Selling to Japanese manufacturers investing in Britain*], Mullard Ltd, as part of the multinational Philips Company, had an office in Japan, which was crucial for developing sales to the Japanese inward investors in the UK. This office, although located in Tokyo, was not a sales office for Japan as such. It was a liaison office, which engaged closely with the design centres of Japanese companies, so that the Philips components could be incorporated into the TV products at the design stage, i.e. designed-in. ELA performed a similar function for other British electronic component manufacturers who wanted to develop business with Japanese firms. ELA, like JEBA, introduced UK suppliers directly to the key designers in the Japanese factories and ensured that opportunities for British firms, including firms new to the market were followed up. ELA was not an agent or a distributor, but a liaison company, which acted like a *nakodo*, the go-between who still plays a role in many Japanese marriages. Our clients face to face in Japan did the selling. Our role as a go-between was a key to success.

Our clients simply wanted sales. But they had to learn how to prepare, how to manage

the meetings, how to avoid misunderstandings, how to follow up, and what not to do. In this way we were definitely part of the sales process but not direct salesmen. We would introduce and help UK companies. We were a non-partisan source of information to Japanese companies. This kept the door of their design centres open to us, and we would often be asked for advice such as “do you know any UK company who does X?”

Japanese companies had good networks, research offices and technology scouting operations in the United States, but often didn't know what was available in the UK. Together with the embassy and the consulate-general we were able to explain what Britain could provide. Our Japanese staff consisted of retired employees of Japanese companies who had worked in the UK or US. Our first and most senior staff member was Awaya Takahiko, who had been design director for Panasonic TV in the UK. They were not employed to sell British products. Their role was to act as links and intermediaries with Japanese business. The retired manager of the Philips liaison office in Tokyo, Tanaka Hisao, joined us from the start of this venture; his reputation and contacts gave us additional gravitas in Japan. 🍀



Making things clear to Japanese customers.

## The Most Popular Souvenir in Japan.



With a history spanning four generations, Asakusa cutlery maker Kamata Hakensha knows how to slice it. The company's 800-strong product lineup includes top-grade handmade, as well as factory-produced, knives.



Japan.  
Tax-free  
Shop



### Hand-engraving

We are pleased to offer additional services for knives purchased, with free hand-engraving, and deeper sharpening (fee required) available. We are looking forward to hearing from you.

Established in 1923

# KAMATA

kappabashi

TEL: 03-3841-4205

2-12-6 Matsugaya Taito-ku, Tokyo 111-0036 JAPAN

Opening Times: 10 am - 6 pm

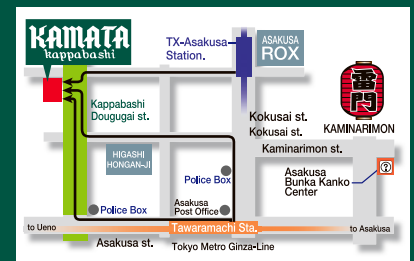
[www.kap-kam.com/index\\_english.html](http://www.kap-kam.com/index_english.html)



Third generation owner and master craftsman  
**Seichi KAMATA**

Please feel free to contact me if you have any questions.

Painted by Hiro Yamagata



## We're bringing our pies to you!

**Do you feel like something different for lunch?**  
**Swan & Lion has started an office delivery service.**

Choose one of our proper British pies, add creamy mash potato, peas and our homemade gravy for a delicious lunch.

You can also order the same for take home!

Fluffy scones, apple crumble, sticky toffee pudding and our range of jarred products are also available for delivery!

Minimum order of 10 lunches, so round up the troops and place your order now! Contact us at [info@swanandlion.com](mailto:info@swanandlion.com)  
We also provide catering for office meetings, staff parties, etc.

# SWAN & LION

PROPER BRITISH PIES

[swanandliontokyo](https://www.swanandlion.com)  
[www.swanandlion.com](http://www.swanandlion.com)



# NEW LABOUR LAWS SET TO CREATE 21ST CENTURY *NINJAS*

BY NORIKO HAMA



A series of labour reform laws has just passed through the Diet. The package consists of three pillars: equal work-equal pay; statutory limits to overtime work; and the promotion of flexible and diverse work styles.

It is the third pillar of the scheme that the government of Prime Minister Shinzo Abe has always been most keen to push through. The other two pillars represent a concession to the opposition and trade unions.

The Abe team justify their recognition of the first two pillars by saying they are a means of raising labour productivity. It is a hallmark of the present government that it is reluctant to commit itself to anything that looks like protection of workers' rights per se. Indeed, it has been its persistent and explicit position that labour reforms have more to do with economic growth than social justice.

From this perspective, the introduction of "flexible and diverse work styles" takes on crucial importance. It is the Abe team's solution to the demographics-induced labour shortage.

The third pillar aims to facilitate the expansion of the workforce by giving people more choices about working hours, opening up wider possibilities for working from home, and making it easier for people to take on second and third jobs without violating their lifetime employment contracts.

## Gig economy

A major element in the labour reform legislation which reflects this line of thinking is the "highly professional workers scheme", whereby certain professionals will be paid for results rather than hours worked. Another way in which the government is trying to introduce "flexibility and diversity" into the Japanese labour market is through encouraging people to

## The *ninjas* were always brutally at the mercy of their employers.

work freelance. The gig economy comes to Japan via policy inducement, in other words.

All this is very well. Flexibility and diversity are certainly good things. And yet, when you go back to the underlying motive behind all these ideas, a touch of the sinister creeps into the picture. The government's insistence that labour reforms are more growth strategy than the pursuit of social justice is really very worrying.

If this is the aim, the promotion of flexibility and diversity starts to look like a means of pushing people out of the legally protected workplace so that they can be hired, used, and fired more cheaply by firms that the government considers of value to its growth strategy.

The "highly professional workers scheme" will, for the moment, only apply to people earning considerably above-average salaries. The government claims that this limitation will prevent the measure from being used as a way to introduce limitless overtime through the back door.

But people are rightly suspicious. Moreover, even for the high-earners, there is no guarantee that the pay they receive for their supposed superior output will always exceed the pay for hours worked had they stayed within the conventional wage system.

For the most part, high quality output demands large quantity input. A lot of hard work, over long periods of time, is usually necessary to arrive at innovative solutions and creative ideas. That is the norm as scholars, journalists, system engineers, market analysts and, indeed, economists know only too well.

It is also highly questionable whether it is the job of the government to encourage people to enter the gig economy. Certainly, policy discussion is underway in all major countries concerning how to regulate the gig economy. But this is in response to the increase in the number of gig-style workers and a growing need to protect them from abuse and unfair work practices. Nowhere outside Japan does one see government policy involved in the business of gig work promotion.

## Artisans

Having gone through the government's very many documents on their idea of "flexible and diverse work styles", I am now convinced I know what these people are trying to do. They are trying to make *ninjas* out of us all.

The *ninja* is a very well-known figure in Japanese history. They were the guerrilla-style secret agents with enormous and sometimes even magical physical skills that helped warlords spy on each other and win wars. They were undoubtedly highly professional people. They were most certainly not paid for hours worked. They were paid for results and results only. They were all gig workers moving from job to job as their diverse roles demanded.

There was no such thing as a *ninja* dedicating his or her whole working time to the profession. They all had second and third jobs. A lot of them were farmers. Many of them were artisans skilled in a wide variety of crafts.

For all their highly developed professionalism the *ninjas* were always brutally at the mercy of their employers in terms of pay and treatment. *Karoshi* (death from overwork) was an everyday occurrence for them. We ought to keep all this in mind as "flexibility and diversity" enter the Japanese workplace. 🇯🇵

出火吐暴威变化競



上野屋





# ROCK 'N' ROLL ICON

How David Bowie is represented by Japanese art

BY MEGAN CASSON

**U***kiyo-e*, a traditional genre of Japanese art popular since the 17th century, uses woodblocks to print images on paper. The process involves many elements that are provided by a variety of skilled professionals. However, due to the lack of demand, the number of individuals trained in the art of woodcarving and printing has dwindled. As has the number of families—at an all time low—still making *washi*, traditional Japanese paper.

This is what motivated Yuka Mitsui to start the Ukiyo-e Project.

On 22 June, *BCCJ ACUMEN* attended the opening night of a weeklong exhibition at Bookmarc, Jingumae. Here, the Ukiyo-e Project displayed its newest subject, British musician David Bowie.

Bowie's deep admiration for Japanese culture played a large part in the decision to use him as an *ukiyo-e* subject. Previously having worked with Iron Maiden and Kiss, the Ukiyo-e Project mixes the traditional art with modern culture.

The team of people who were involved in this yearlong process was also present at the event, and there was a small DIY printing station for guests to try.

Afterwards, we asked Yuka Mitsui, the founder of the Ukiyo-e Project, a few questions.

## When and why did you decide to start the Ukiyo-e Project?

I first started the Ukiyo-e Project about four years ago. I have always had a deep love for Japanese culture, and it has been a personal mission of mine to try and bring this culture to people outside of Japan, and to forge international



The Ukiyo-e Project uses traditionally carved woodblocks  
PHOTO: ©MARC JACOBS PHOTOGRAPHED BY KOHICHI OGASAHARA

connections through arts and culture. Most of my career has been working in music, and I studied overseas in Los Angeles, which further increased my motivation in this respect.

Several years ago I became interested in *ukiyo-e*, and I learned that there are only a handful of artists in Japan who continue making *ukiyo-e* in the traditional way, having learned the techniques passed down by masters over generations. One of the most revered and iconic historical art forms in Japan, the *ukiyo-e* genre has been an important part of Japanese culture since the 1600s. In recent years, the few remaining artists were considering [giving] up their craft due to lack of demand, and I felt compelled to try to do something to support them. I started the Ukiyo-e Project with the aim of helping these artists, and introducing *ukiyo-e* to new audiences around the world, to find new appreciation for the art.

## Is there a particular process you go through when deciding which public figures to approach for collaboration?

During the Edo Period in the 1600s–1800s, *ukiyo-e* historically depicted news of the times, often scenes of entertainment, fashion, travel, Kabuki actors, sumo wrestlers, and beautiful women. Our contemporary *ukiyo-e* stays true to this spirit by depicting iconic musicians.

When considering collaboration, we evaluate the artistic opportunity from an aesthetic perspective, ideally where there is some element of cultural fusion, and in the case of Kiss and Iron Maiden, we were happy to work with musicians who had great respect for Japanese culture and who were passionate about the project.

Bowie is known to have had a strong cultural relationship with Japan. He collaborated with Japanese artists.

## How important was Bowie's connection with Japan when choosing him as a subject for the prints?

For quite some time it was a dream of ours to create Bowie *ukiyo-e*. Bowie is known to have had a strong cultural relationship with Japan. He collaborated with Japanese artists throughout his career, took aesthetic inspiration from Japanese art and theatre, and he loved and respected Japan. With this in mind, we felt it would be a perfect opportunity to bring these artistic worlds together, paying homage to Bowie and creating new artwork.

## Why did you pick the Bowie photos?

We reviewed several iconic images of Bowie, and discussed the options with Masumi Ishikawa, who is the *ukiyo-e* illustrator. With his artistic input, we aimed to choose photographs that would be appreciated by Bowie's fans, and allow for creative interpretation and lend themselves to adaptation in the *ukiyo-e* style and with incorporation of Japanese historical storylines, as would have been depicted in traditional *ukiyo-e*.

The *Aladdin Sane* and *Diamond Dogs* photographs were perfect for this. We are so thrilled to see this collaboration come to fruition, and it is really an honour having this opportunity to incorporate the work of such revered photographers.

More information about the Ukiyo-e Project and details on how to purchase the artwork can be found at:  
<https://ukiyoe.today/>



Previous subjects have included Kiss and Iron Maiden  
PHOTO: ©MARC JACOBS PHOTOGRAPHED BY KOHICHI OGASAHARA

OPPOSITE PAGE: PHOTO DUFFY ©DUFFY ARCHIVE & THE DAVID BOWIE ARCHIVE™ ©UKIYO-E PROJECT



# The Highest Standard

Experience the ultimate in luxury at Shiroyama Hotel Kagoshima. The finest is around every corner, whether you're enjoying a wide variety of expertly prepared cuisine, relaxing in the elegantly appointed rooms, or basking in an open-air hot spring as you gaze out at the hotel's spectacular view.

Shiroyama Hotel Kagoshima  
 41-1 Shinshoin-cho, Kagoshima-shi,  
 Kagoshima 890-8586  
 Telephone: +81-99-224-2200  
[www.shiroyama-g.co.jp](http://www.shiroyama-g.co.jp)



SHIROYAMA HOTEL  
 kagoshima



*Is this really Japan?*

*How can Japan have a place like this!*

- Just a real British town.
- Why not explore this fairy tale-like natural world?
- Have dinner in luxurious surroundings.



**Welcome  
 to  
 British Hills!**



*British Hills*

1-8 Aza Shibakusa, Oaza Tarao, Ten'ei-mura,  
 Iwase-gun, Fukushima 962-0622 Japan

0120-131-386

<http://www.british-hills.co.jp/>





The Queen Victoria, Queen Mary 2 and Queen Elizabeth • PHOTO: CUNARD

## KEEN ON CRUISING

Japan joins the latest global travel trend

BY JORDAN ALLEN

**C**ruising is a big industry, with millions of people getting on board countless luxurious vessels around the world each year. And while Japan might not be the first destination you think of when considering a cruise, the country is becoming more popular and it's people keener on cruising.

With an array of ports offering easy access to some of the country's tourist hotspots, it's perhaps no wonder that a growing number of people are opting to sail around Japan, or to choose a vessel which stops off in Japan while it makes its way around North Asia.

One of the leaders in this new wave of Japanese cruises is British Chamber of Commerce in Japan member Cunard Line.

BCCJACUMEN asked Vice President of UK Sales and International Development David Rousham how important Japan is for the firm.

"Japan has become quite a positive market for us in terms of sourcing", he said. "We've experimented a couple of times in recent years, this year and last year, on what we term to be a loop deployment—which is circular—so home port out of Kobe in 2017, and Osaka in 2018."

"Both of those occasions have created a lot of positive PR, but not only that, it created a lot of bookings, a lot of interest from the local Japanese

markets", Rousham said, adding that 2019 will see a doubling of capacity on sailings in and around Japan, with two loop journeys setting sail from Yokohama.

"Those Yokohama loops will be attracting Japan-sourced guests. At the same time, we're marketing in other parts of the world, so we do expect some Brits, Americans, Australians, Germans, which are four of our other big markets, to find Japan a good place to go to", he added.

Rousham said Japanese guests come to Cunard looking for the British pageantry seen on occasions such as the recent royal wedding.

"We don't hide away from the fact that our linkage with the royal family, our linkage with British heritage, is very strong and that is what the Japanese passengers want to see," he said, adding that the vessels have

The country is becoming ever more popular and it's people ever more keen on cruising.



## EASY SOLUTIONS FOR HIRING

From job posting and candidate database access to full-support service. We provide customized solutions to match your hiring needs. With over 17 years of experience, we are firmly established as leaders in online recruitment for bilingual professionals in Japan.

 **03-5217-3900**

 **info@careercross.com**

 **www.careercross.com**

### Highly Academic Preschool

Ages 0 to 6  
Door to Door School Bus



[www.chateau-school.com](http://www.chateau-school.com)

Near Grand Hyatt Roppongi Hills  
TEL: 03-6434-9689 [info@chateau-school.com](mailto:info@chateau-school.com)

School Hours: 8 am - 6 pm  
Door to Door School Bus: 6 am - 7 pm

### NEW INTERNATIONAL OF JAPAN SCHOOL

- \* Highly innovative Preschool, Primary & Secondary School, Age 3 to Grade 12.
- \* Dual Language: English and Japanese. Mandarin Chinese as an elective.
- \* Multi-age by design with a three-year age range of students and two teachers per class of about 20 students. Vygotskian style of multi-age education.
- \* Spacious classrooms equipped with interactive whiteboards, computers, and an abundance of resources for active learning.
- \* 40,000-volume library. State-of-the-art music, drama, and visual arts program.
- \* Integrated, thematic approach using Scottish Curriculum for Excellence.
- \* Graduates enter colleges or universities in Japan or abroad.
- \* Check website for orientations and seminars open to the public.
- \* Visitors are also welcome by individual appointment.



<http://newis.ed.jp>

3-18-32 Minami-Ikebukuro, Toshima-ku, Tokyo 171-0022  
Tel: 03-3980-1057 Fax: 03-3980-1154

Accredited by the Middle States Association of Colleges and Schools  
& the Council of International School (CIS)

## The Japanese market is Cunard's fifth-largest by passenger numbers, after the UK, the United States, Australia and Germany.

British pubs on board, to which at certain times of the day “the Japanese flock for a bit of British pub grub in a Cunard style”.

Rousham said that Japan is increasingly becoming important in terms of where travellers on Cunard's vessels are coming from, but also as a destination for its cruises.

“We've seen interest all the way back to the late 1980s when the *Queen Elizabeth 2* was berthed in Yokohama harbour for a six-month period”, he said. “QE2 marked the start of luxury cruising. It was very much symbolic in the world of shipping and the Japanese fell in love with her and felt that they wanted to have her in the harbour, and lots of weddings took place on board and lots of trips were made to see QE2”.

He said the *Queen Elizabeth 2* has continued to attract more Japanese travellers than the other two regal vessels, the *Queen Mary 2* and the *Queen Victoria*.

### Afternoon tea

Rousham explained that, although still quite small, the Japanese market is Cunard's fifth-largest market by passenger numbers, after the UK, the United States, Australia and Germany.

In terms of what makes the trips around Japan special, Rousham explained that a number of the ports at which the ships call put on special events. And at some, the local mayor or prefectural officials board the ship.

To bring a distinctly British touch to the journeys, classes in making afternoon tea are offered, as well as other cultural activities. In return, lessons in how to wear the Japanese *yukata* are offered to guests.

Meanwhile, Cunard's *Queen Mary 2* is also popular with Japanese people, thanks to its dance floor, which is the largest at sea. This attracts Japanese dance enthusiasts who enjoy private lessons or social dance events on board.

Cunard first arrived in Japan in 1922 when the *Lanconia* went on a round-the-world tour, stopping off at Yokohama and Kobe. The *Queen Elizabeth 2* first visited Japan in 1975.

Another operator currently serving Japan is Celebrity Cruises. Andy Chua, the firm's senior marketing executive, Asia Pacific, said the vessel *Celebrity Millennium* this year had visited Japan in April, and was due to do so again in September and October. The vessel offers 13- and 14-night cruises to ports including Yokohama, Aomori, Kobe, Shimizu and Hiroshima.

Chua said most of the passengers on the firm's cruises in Asia are from Europe and the United States, while Japanese passengers often are attracted to European voyages.

“We see great growth opportunity in Japan, especially for our European sailings, particularly *Celebrity Edge*, which sails out from Barcelona for seven nights”, he said.

“We have very popular sailings during Japan's cherry blossom [season], attracting lots of Europeans and Americans to Japan”, he added.

In terms of catering to Japanese travellers on board the firm's ships, Chua said: “on board Celebrity Cruises, Sushi on Five offers authentically prepared sushi and other Japanese specialities from a menu crafted by expert restaurateur and *sushi* chef Yoshikasu “Yoshi” Okada, using locally sourced ingredients. On top of that, we have a stellar list of imported sakes to pair”.

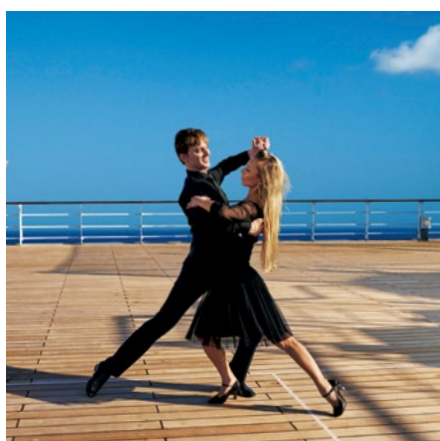
As for what the future holds for cruising in Japan, Chua said that “we have seen a healthy growth in the Japanese market and will continue to focus on working with our partners to attract affluent consumers who will appreciate Celebrity Cruises' modern luxury-product offering”.

### Lesser-known destinations

Chin Ying Duan, corporate communications manager for Royal Caribbean Cruises (Asia) Pte Ltd, Celebrity Cruises' parent company,



Guests can enjoy afternoon tea.  
PHOTO: CUNARD



Some cruises have facilities for social dancing.  
PHOTO: CUNARD



Royal Caribbean Cruises covers 23 Japanese ports.  
PHOTO: ROYAL CARIBBEAN CRUISES LIMITED



Computer Futures  
*"Best IT & Technology Recruitment Company"*

Real Life Sciences  
*"Best Healthcare & Life Sciences Recruitment Company"*

Awarded by Recruitment International

SThree K.K. delivers world-class recruitment services that adapt to your changing needs. For over 30 years, we have provided comprehensive solutions that strengthen our partnership with you.

Combining our global reach and resources with strong local knowledge and industry specialisation, we are able to support companies of all sizes, from large MNCs to start-ups, and provide a personalised recruitment solution tailored for your business, industry and Japan hiring needs.

**Huxley**

**Banking and Financial  
 Services Recruitment**

[www.huxley.com](http://www.huxley.com)

T: 03-4520-4040

E: [contactjapan@huxley.com](mailto:contactjapan@huxley.com)



**Life Sciences Recruitment**

[www.realstaffing.com/jp](http://www.realstaffing.com/jp)

T: 03-4520-4002

E: [contactjapan@realstaffing.com](mailto:contactjapan@realstaffing.com)



COMPUTERFUTURES

**Technology Recruitment**

[www.computerfutures.com/ja](http://www.computerfutures.com/ja)

T: 03-4520-4001

E: [contactjapan@computerfutures.com](mailto:contactjapan@computerfutures.com)



**Executive Search Japan**

**Unleash your Potential**



**Executive Search Company  
 of the Year since 2014**



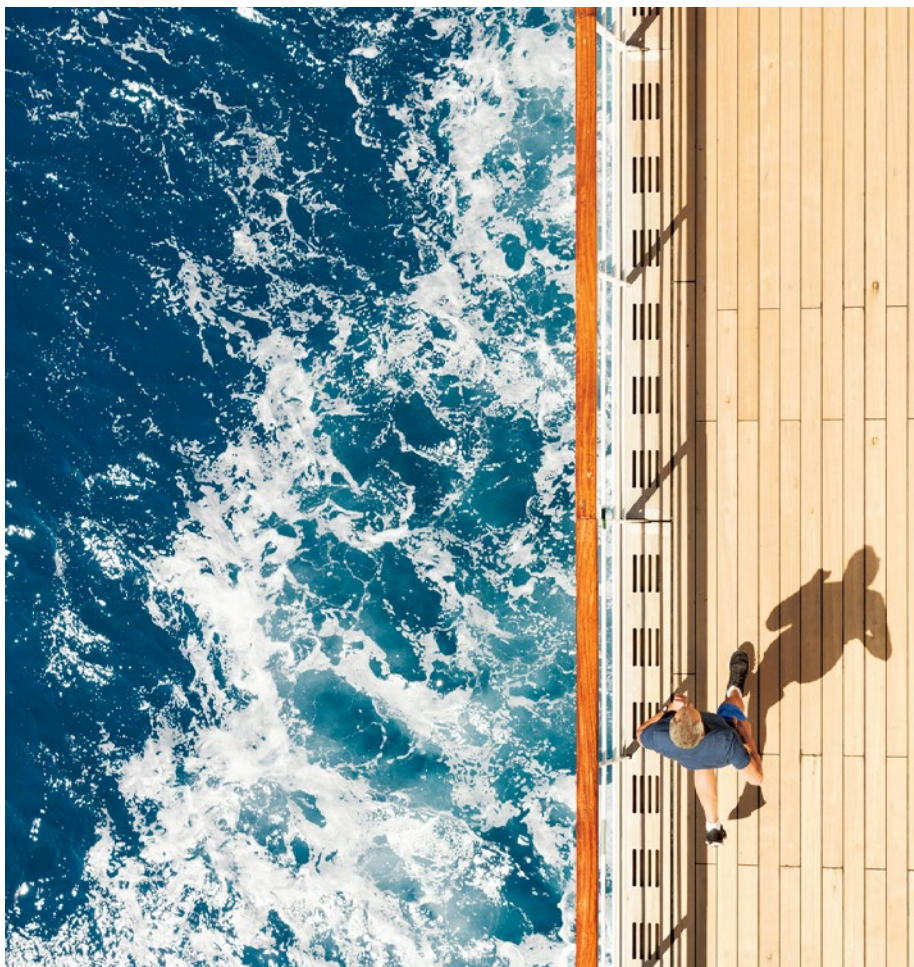
[www.rgf-executive.jp](http://www.rgf-executive.jp)  
 Tokyo | Osaka



Royal Caribbean is increasing its presence in Kyushu.  
PHOTO: ROYAL CARIBBEAN CRUISES LIMITED



Cruises offer a traditional English pub. • PHOTO: CUNARD



Passengers can keep fit on deck. • PHOTO: CUNARD

told *BCCJ ACUMEN* that, “Japan is one of our top markets in North Asia. For our brand Royal Caribbean International, we cater well to Japanese guests in terms of hardware especially with Asia’s largest and newest ships here in the region, like the Quantum Class ships.”

“All of our Japanese customers are fly-cruise guests, who fly out of Japan to home ports in Singapore, Shanghai, Tianjin, Hong Kong and Australia”, she said.

“Currently all our three cruise brands operating in Asia, namely Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises only visit Japanese ports as ports-of-call. Our ships visit a wide variety of Japanese ports which are very popular with our guests in general”, she added.

Representing Azamara Club Cruises and Royal Caribbean Cruises, Marketing Communications Executive Michelle Xing said: “Japan has always been one of Royal Caribbean Cruises Ltd.’s top destinations in the region. We cover as many as 23 ports across the country currently, a mix of popular and lesser-known destinations such as Kyoto, Sakaiminato, Kochi, Shimonoseki and Fukuoka”.

“Royal Caribbean International signed a memorandum of understanding with Kumamoto in 2017 and Kagoshima in 2018 to develop the port facilities. With increasing port developments in Japan, we are expecting our ships to be able to berth at more ports in the future”, she added.

Meanwhile, the Italy-founded, Switzerland-headquartered MSC Cruises is also offering voyages around Japan.

Hiromi Tomioka of MSC Cruises Japan Ltd.’s PR & Press Department said 2018 marked the first year for cruises to and from Japan. “We serve two cruises by ourselves and four cruises chartered by travel agents in 2018. In 2019 we will have two 8-9 night Japan cruises, three mini cruises and six chartered cruises”.

And it isn’t just the well-established major ports that are seeing an increase in cruise passengers. Alex Bradshaw, Public Relations Manager for Shimadzu Ltd., which operates Sengan-en stately home and gardens, said Kagoshima in the south of Kyushu is seeing growth in the market.

“We had a total of 108 visits from cruise ships last year”, he said. “The larger vessels often have passengers from Taiwan, sometimes mainland China, and also Japan and western nations as well.”

He said Kagoshima has two ports: “Marine Port Kagoshima is a little way outside the city, but the newly opened Kagoshima Honko Port is right in the middle of the city, meaning the ships pass in front of active volcano Sakurajima before calling at the port. This makes access to destinations like Sengan-en and the vibrant city centre much easier”.

“Kagoshima also has a large number of stunning tropical islands, suitable for access by the smaller cruise ships”, he added.

So while cruising in Japan is still a relatively new concept, you can expect the industry to grow in the coming years. 🍀

# Japan's No.1 ATS/CRM for Recruitment Agencies



Are you looking for more productive ways to manage your recruitment process? HR-Business Cloud lets you register unlimited data, match Candidates to Jobs and vice versa, high customization, accurate CV-parsing, invoicing module and many more functions! For detail, please visit our website at

[hrbc.porters.jp/en/](http://hrbc.porters.jp/en/)



**HR-Business Cloud**

**PORTERS Corporation**

TODA BUILDING Aoyama 3rd floor 8-5-34 Akasaka, Minato-ku, Tokyo 107-0052 Japan  
TEL: +81 3-6434-0017 Email: [globalsales@porters.jp](mailto:globalsales@porters.jp)



# JAPAN MARKET EXPANSION COMPETITION

Trials and tribulations of creating a business plan

BY MEGAN CASSON  
PHOTOS BY LIFE.14

On 6 June the Tokyo American Club hosted the 24th annual Japan Market Expansion Competition (JMEC) award ceremony, with the winners announced and the hard work of the participants celebrated.

Founded by the Australian and New Zealand Chamber of Commerce in 1993, JMEC is now supported by 18 foreign chambers of commerce in Japan, including the British Chamber of Commerce in Japan.

The programme involves participants crafting a high quality business plan tailored specifically for the Japanese market. It is designed to expand the development of foreign businesses based in Japan, while deepening the participant's knowledge in specific industries and improving their business skills. Participants work in teams and attend a variety of lectures and workshops, and eventually work with project clients—firms based in Japan or abroad—to develop their plans.

Tom Whitson, chairman of JMEC, opened the event by congratulating the participants. "You join an alumni group of over 1,100 participants who have preceded you, and have successfully completed the JMEC programme."

The judges, Rike Wootten, Deborah Hayden and Georg Loeer, had a hard task choosing the winner, with the top three teams coming within 6% of each other in their final scores.

Wootten described the process, saying, "The quality of the oral presentations was fabulous, and this was really what was the deciding factor in the winners."

Mentioning the variety of plans, Wootten said: "This year the plans were quite diverse,



Team Five, winners of JMEC 24

and the team members working on the plans oftentimes had no idea at all about the industry they were about to become an expert in. And you know what was amazing? How, at the end of this process, when we were looking at the plans and we were seeing these presentations, how well they did."

## Prizes

The prize giving started with the Best Presentation award, which went to Infinity Diamonds. Team Areti and Team Entry Japan K.K. were both awarded a Best Market Research prize, and Skidata won Best Marketing Plan.

In third place overall was Team DSM, winning a satchel and a ticket to an American Chamber of Commerce in Japan (ACCJ) "nomenclature" event. Accepting the award was one of the three team members Nagisa Nakamura. "I'm really surprised that we got this prize, because we were the smallest team at JMEC 24. So sometimes we had some conflicts and difficulties, but now that we've made it and we could win the prize, I'm really relieved."

Second place went to Team CGI K.K. They won an HP EliteBook Folio G1 Tablet and a 1-year ACCJ membership. Mark Colby from CGI K.K. spoke on the remarkable progress the participants in the team had made: "Over the several meetings that we had, it was amazing the way that things congealed. None of them knew anything about our business

It was a great way to benchmark my business skills against other people ... in Tokyo.

and the sector that we're in. And it was incredible to me to see them become subject-matter experts in the diagnostic area."

The first place prize went to Team Cortus, who were supported by mentor Fabrizio Mura and consultant Brian Burns. They won a round-trip ticket to any Finnair European destination, a one-year membership to the ACCJ and one ticket to an ACCJ event. Matthew Kish, a member of the team, spoke about how he found the process, saying, "For me, it was a great way to benchmark my business skills against other people who are working at really good companies in Tokyo and see how I compare and fit in, and it was a great learning experience."

The teams spent some 800 hours on their business plans, with the average time per person estimated at more than 200 hours. Whitson commented: "They've given up a lot in the last seven months. They've given up social life, family, friends, and sleep but I would hope that they would all say that the learning experience and camaraderie has been worth the effort and sacrifice."

JMEC 25 starts in September, with a fresh batch of participants beginning their business journey. 🇬🇧



Judges Deborah Hayden, Rike Wootten, Georg Loeer

# The A-List of Recruitment



C.C. Consulting Co., Ltd  
Jinbocho Mitsui Bldg. 15F  
1-105 Kanda Jinbocho  
Chiyoda-ku, Tokyo 101-0051

Martin Gistren  
03-5217-3900  
martin.gistren@careercross.com  
www.careercross.com

CareerCross is one of the leading online job boards for bilingual candidates, serving the Japan-focused global business community. We combine the power of modern internet technologies, simple interfaces and proactive marketing to ensure top-level service.



TODA BUILDING  
Aoyama 3rd floor 8-5-34 Akasaka,  
Minato-ku, Tokyo 107-0052

Kumiko Komatsu, Marketing Global Manager  
03 6432 9829  
kumiko.komatsu@porters.jp  
<http://hrbc.porters.jp/en/>

Porters Corporation, established in 2001, is one of the leading software companies in Japan and we support more than 1,300 Recruitment and Staffing Agencies over the globe. Our product "HR-Business Cloud" brings advanced Japanese technology especially with high customisation of the CRM and ATS services which helps you improve the recruiting process.

#### FIRM SPECIALISATION

Our product "HR-Business Cloud" brings advanced Japanese technology especially with high customization of the CRM and ATS services which helps you improve the recruiting process.



New Horizon Ebisu Bldg.,  
3-14-20 Higashi, Shibuya-ku,  
Tokyo 150-0011, Japan

Struan McKay, Representative Director/CEO  
03-4563-1700  
struan.mckay@rgf-executive.com  
www.rgf-executive.jp

RGF Executive Search Japan is a leader in bilingual executive search and recruiting services. Since 1998, we have built an unparalleled track record of sourcing, attracting, and securing the best talent for our clients, from startups to multinational corporations. As part of the Recruit Group, we have been a trusted partner on search assignments for C-Suite and senior to mid-level management roles for over 20 years.

Our experienced consultants, based in Tokyo and Osaka, execute assignments with a proactive and targeted approach that presents our clients' businesses and overall objectives effectively to qualified professionals.

We are proud to have been recognized by Recruitment International as Japan's Executive Search Company of the Year consistently since 2014.

#### FIRM SPECIALISATION

- Technology
- Digital Media & Services
- Consumer Goods & Retail
- Healthcare & Life Science
- Real Estate & Property Service
- Industrial & Manufacturing
- Financial Services
- Professional Services
- Finance & Accounting
- HR & GA
- SCM
- Legal & Compliance

# THE 2018 RECRUITMENT INTERNATIONAL AWARDS

Celebrating the industry in Japan

BY MEGAN CASSON

PHOTOS BY LIFE.14



Matt Nicholls of RGF Professional Recruitment Japan: Business Leader of the Year



The team from Robert Walters picked up three awards.

On 29 June, the Tokyo American Club hosted the Recruitment International Awards (RIA), which was co-produced by Custom Media, publisher of *BCCJ ACUMEN*. The black-tie gala brought together a variety of recruitment firms to celebrate the hard work that had been put into their industry over the past year.

Due to the international nature of the awards, they are the biggest recognition in the recruitment sector in Tokyo. The judging panel comprised 14 industry experts, with 18 awards being handed out to 14 firms, which had been shortlisted from a large number of nominees.

Encouraged to nominate themselves and their most successful individuals, firms wanting to be shortlisted are finding it increasingly harder as the RIA gains greater acclaim within the industry.

The purple trophies, in the shape of a letter R, that are handed to each winning firm are seen as an iconic accolade. Recognised as a symbol of appreciation of teams' hard work and accomplishments, the trophies are highly regarded in the industry.

Working in recruitment in Japan is extremely popular among members of the international

community. The industry is both helping to boost the influx of non-Japanese to the country, and to increase accessibility to jobs for them through international recruitment firms.

Given its ageing society, Japan will noticeably benefit from international workers feeding in to the economy and diversifying the workplace. Diversity and inclusion has been a key goal in Japan, and recognising firms with the RIA is a great way to encourage recruiters to contribute to this objective.

As diversity becomes more important, so the recruitment industry increases its involvement in inclusivity by bringing a range of talented individuals to the attention of large firms.

The Diversity & Inclusion award went to Michael Page, a recruitment firm that was

established in London in 1976. Listed on the London Stock Exchange with a gross profit of £711.6mn, it expanded its offices to Asia in 1994 and now has a global presence. The possibility of winning a progressive award such as this encourages and drives firms to consider recognising diversity and ensuring inclusion for their employees.

Tony Moore, a British managing director and co-founder of Boyd & Moore Executive Search spoke about the multiple accolades his firm received.

Taking home the Technical & Industrial and RPO Provider awards, Moore said: "It's nice to get industry recognition from your peers", particularly in such a competitive industry such as recruitment.

"The team worked very hard and these prestigious awards, well supported by Custom Media, are the place to be, so thank you very much!" he said.

Robert Walters picked up three awards. The Director of its Commerce & Industry Division, Jeremy Sampson, said "It's obviously a testament to the hard work of all of our guys. The consultants in the front and the back office [are] doing a great job."

**For one night, all of the biggest recruiting firms in Japan came together to celebrate their industry.**

# The A-List of Recruitment



ThinkPark Tower 6th floor 2-1-1  
Osaki Shinagawa-ku Tokyo,  
Japan 141-6003

RGF Talent Solutions Japan K.K.,

Matt Nicholls, managing director  
03-6422-4400  
matt.nicholls@rgf-professional.com  
www.rgf-professional.com

RGF Professional Recruitment Japan, a Recruit Group Company, strives to be the recruiter of choice for bilingual professionals and global organisations in Japan.

The Recruit brand name allows us to attract the best bilingual Japanese candidates on the market and helps us forge long-lasting relationships with market-leading clients.

Our challenge is to harness the incredible resources we have at our disposal and give our clients access to the best candidates on the market. We want our clients to feel a tangible difference in the level of quality we can deliver compared to our competitors.

## FIRM SPECIALISATION

RGF Professional Recruitment Japan covers all functional specialisms and industry sectors, from specialist roles to management positions. We have a track record of supplying talent to leading international and domestic firms in Tokyo.



Robert Walters Japan K.K.  
Shibuya Minami Tokyu Bldg. 14F  
3-12-18 Shibuya  
Shibuya-ku, Tokyo 150-0002

David Swan, managing director  
03-4570-1500  
info@robertwalters.co.jp  
www.robertwalters.co.jp

Robert Walters is one of the world's leading specialist professional recruitment consultancies for permanent and contract recruitment.

Robert Walters Japan possesses the distinct advantages of size and a proven track record, allowing you to tap into an unparalleled global network that enables clients and candidates to come together in the most efficient and productive way possible.

Our Tokyo and Osaka-based offices are active in building integrated partnerships with clients and bilingual professionals. We consistently deliver the most relevant match of skills and culture—our ultimate goal.

## FIRM SPECIALISATION

- Accountancy & finance
- Banking & financial services
- Legal
- Compliance & risk
- Engineering
- Chemical
- Automotive
- Manufacturing & components
- Energy & infrastructure
- General management & consultancy
- Human resources
- IT & online
- Sales & marketing
- Retail
- Luxury & consumer goods
- Healthcare
- Supply chain
- Logistics



Hulic Ginza Wall building 8F,  
6-13-16 Ginza,  
Chuo-ku Tokyo

Grant Habgood, managing director  
03-4520-4016  
g.habgood@sthree.com  
www.computerfutures.com/ja  
https://apac.realstaffing.com/ja  
www.huxley.com/ja

SThree K.K. delivers world-class recruitment services that adapt to your changing needs. For over 30 years, we have provided comprehensive solutions that strengthen our partnership with you.

## FIRM SPECIALISATION

Recruitment within STEM (Science, Technology, Engineering, Mathematics). In Japan, we have Computer Futures that specialise in IT & Technology, Real Life Sciences that specialise in the Life Sciences & Healthcare and Huxley that specialise within Banking & Financial Services.



Yasujiro Okano picked up the Hall of Fame award.



Hays took Best Large Recruitment Company to Work For.



Grant Habgood picked up SThree's awards.

Matt Nicholls, managing director at RGF Professional Recruitment Japan, credited the firm's success to its people, saying, "We have got a great brand and I hired great people, and that has worked!"

RGF took home the Business Leader award.

Struan McKay, CEO of RGF Executive Search Japan, spoke about what the awards mean to the firm as a team: "It's a great endorsement, and a testament to all of the work [we have done] as a firm. I think it's awesome."

RGF Executive Search Japan won the Executive Search Company of the Year award.

Recruitment as an industry was virtually non-existent in Japan until Yasujiro Okano founded the pioneering recruitment firm Staff Service in 1960. Speaking at the event, he told us about the gap in the market when he founded the firm and found success. Fast forward to 2007, when Recruit Co. bought the firm for \$1.5bn, making Okano's Hall of Fame win well deserved.

David Head, director of the RI Awards and a man with a long history in recruitment, presented the awards on the night. He spoke about the reason he believes the awards are important for the industry: "It's just the sheer fact that we reward and we look for the best in the recruitment sector. So for people doing their job, day to day for the whole year, it's a great way [for us to say] 'what a great industry we work in, what great people we have in the industry and thanks to you. Well done for winning an award! That's what it's all about.'"

For one night, all of the biggest recruiting firms in Japan came together to celebrate their industry, and the hard work each firm had put into it over the previous year.

The RIA, also hosted in Australia and the UK, is important in that it boosts morale, while acknowledging the work that recruitment firms do and the contribution they make to the workforce globally. 🌍



Struan McKay with RGF Executive Search Japan's Executive Search Company of the Year award



Shinsuke Hoshi of en world was named Outstanding HR & Recruitment Professional of the Year.

The winners		
<b>IT &amp; Technology Recruitment Company of the Year</b> SThree	<b>Best Newcomer</b> The Agency	<b>Best RPO Provider</b> Boyd & Moore
<b>Healthcare &amp; Life Sciences Recruitment Company of the Year</b> SThree	<b>Best Small Recruitment Company to Work For</b> The Agency	<b>Executive Search Company of the Year</b> RGF Executive Search Japan
<b>Best CSR Initiative</b> Morgan McKinley	<b>Best Large Recruitment Company to Work For</b> Hays	<b>Business Leader of the Year</b> Matt Nicholls, RGF Professional Recruitment Japan
<b>Banking &amp; Finance Recruitment Company of the Year</b> Robert Walters	<b>Best Medium Recruitment Company to Work For</b> Apex Inc.	<b>Outstanding HR &amp; Recruitment Professional of the Year</b> Shinsuke Hoshi, en world Japan K.K.
<b>Best Back Office Team of the Year</b> Robert Walters	<b>Specialist Recruitment Company of the Year</b> Apex Inc.	<b>Hall of Fame</b> Yasujiro Okano
<b>Growth Company of the Year</b> Robert Walters	<b>Diversity &amp; Inclusion Champion</b> Michael Page	
	<b>Technical &amp; Industrial Recruitment Company of the Year</b> Boyd & Moore	



# THE ABC OF MAKING YOUR OWN WORLD

BY GUY PERRYMAN MBE

When, in 1982 as a 17-year-old, I first heard *The Lexicon of Love*, the debut album recorded by British New Romantic band ABC, I was immediately swept into a new world of music. It was pop theatrics (a little bit Bowie), vocally dramatic (a little bit West End show or Sinatra) and a highly polished production (very much a new bombastic studio sound by producer Trevor Horn). And yet it was a recognizable place for me; I had grown up in a home with a mother who played show tunes, a father who played Frank Sinatra and sisters who played David Bowie. But it was a totally new sound and became an exciting new world for me and my friends to explore.

I had just started a training course at the local university radio station and was learning how to operate the studio at the same time as discovering this new wave of British music—heavenly sounds to spin while twiddling with the new machinery.

Fast forward to modern day Tokyo, where I meet and interview—for the first time—Martin Fry, lead vocalist of ABC, before one of their shows. We chat about this new world of music.

Fry was delighted to be back in Japan, and surprised it had taken him so long to return since the huge success of ABC in the early '80s. He noted the shiny cleanliness, newness and design aesthetic of the city saying that he loved being somewhere with such “faith in the future”.

## In the moment

One of his standout memories of an early trip to Tokyo was seeing Ryuichi Sakamoto, legendary Japanese musician and founding member of electronic pioneers YMO—Yellow Magic Orchestra—and Grace Jones in the front row of the audience.

Sakamoto was so impressed by ABC's drummer David Palmer that he asked him to join YMO on tour the following year. Fry quipped, “Yeah he nicked our drummer! But David and I are really good friends and it was the musical journey he had to take”. He added that Japan can also steal one's heart: “It's great to be back and a real privilege to stand on stage and play”.

I wondered whether it was intimidating to have other big name artists attending your

“When you get up on stage you've got to create that magic”.

shows. “A couple of times. Stevie Wonder came to a show, and Andy Warhol. But the most intimidating time would have been when David Bowie came to a show. Nobody told me, they let him stand and watch the show in the wings. I would have freaked if I'd known Bowie was there at Hammersmith Odeon”.

But entertainment is bigger than nerves. As Fry put it, “When you get up on stage you've got to create that magic. On stage it's very much just in the moment”. Young people creating their own magical world to disappear into was a key part of the New Romantic scene, which spawned some of the biggest names in British music, including Culture Club, Duran Duran and Spandau Ballet.

ABC's *The Lexicon of Love* album was produced with the spirit of the times. “The moment was right, we wanted to do something that was Sinatra and electronic and very old fashioned at the same time. Rock and roll was all leather trousers at that point. It was coming out of punk rock.

“I had lived through The Sex Pistols and The Clash and The Subway Sect and Siouxsie and the Banshees—she was so stylish—but we wanted to take the music in a different style, in a different direction, which at the time is what was done by a lot of other bands, such as Depeche Mode, The Smiths and The Human League. Those bands were working in a different way and we were the same.

“I think what I like to do is take ideas from other sources and pack them in a pop song. I suppose it is theatrical, but it is built upon artifice and real feelings as well. You kind of create your own world definitely”.



Martin Fry described Tokyo as a city with “faith in the future”.



Martin Fry and ABC will perform in Tokyo in October • PHOTO: SAM NEILL

I wasn't the only person whose musical imagination was lit up by this new world, because *The Lexicon Of Love* went straight to number one on the British album chart in July 1982. It was a defining moment for Fry. If music were a contest you could say ABC knocked Roxy Music off the top spot, but perhaps out of respect for his idol, Fry says he was thrilled that ABC "followed" Bryan Ferry and Roxy Music's *Avalon* album to number one.

#### Therapeutic

Fry is openly grateful for the success he has had and the joy music brings to people. He doesn't wallow in the '80s, because some of his greatest musical moments have taken place more recently, including performing at the Royal Albert Hall in London with full orchestra in 2009, and at a festival which 40,000 people attended in a field in Europe.

Having being diagnosed with Hodgkin's lymphoma in 1986, and subsequently having undergone treatment, his good fortune is not lost on him. He quoted the Pet Shop Boys lyrics, "what have I done to deserve this", to reflect his

"Where do you turn to when you're having a really tough time? You do turn to music".

thanks. "You never ever factored in at all that you'd still be around and in a position to play your music," he added.

I always discuss with musicians the power of music, and ask if it was music that got Fry through the difficult times.

"Totally. There's a song we do called *When Smokey Sings*, which is about how therapeutic music can be. Where do you turn to when you're having a really tough time? You do turn to music; everybody does. That's what your soul is all about, I guess".

There's nothing more thrilling than discovering new music that hits the soul and takes you to a different place, and sometimes it's still exhilarating to listen to a favourite discovery from your teens that immediately transports you to a familiar world you call your own. 🇬🇧

#### Martin Fry bio:

- Born in Lancashire 1958
- In 1978 was invited to join electronic band Vice Versa as keyboardist after interviewing the members for a fanzine
- Vice Versa changed their name to ABC in 1980 while becoming part of the growing New Romantic scene and Fry became lead vocalist
- ABC's debut album *The Lexicon Of Love* went to number one on the British album chart in 1982 and is certified Platinum by the British Phonographic Industry for selling more than 300,000 copies
- ABC have released a total of nine albums to date, *The Lexicon of Love II* being the latest, released in 2016
- ABC have had 10 singles on the British top 40 charts
- In 1986 Fry took a hiatus from music while being treated for Hodgkin's lymphoma
- Fry is the only original member of ABC currently in the band who continues to tour

# ARTS

## UK EVENTS IN JAPAN

COMPILED BY  
KIYOKO MORITA

### 1 2 JUNE-5 AUGUST

#### *The Botanical Illustration Collections from the Royal Botanic Gardens, Kew and Flora Japonica*

The exhibition features selected works from the Royal Botanic Gardens, Kew, which has a collection comprising over 200,000 items of botanical art. The Kochi exhibition includes illustrations by Dr. Tomitaro Makino, who gave his name to the garden hosting the event, and by other Japanese painters.

PHOTO: ©KEW COLLECTION

#### **The Kochi Prefectural Makino Botanical Garden**

4200-6 Godaisan, Kochi-shi,  
Kochi, 781-8125  
9am-5pm  
Adults: ¥1,000  
(plus ¥720 for admission to  
the garden)  
[http://www.makino.or.jp/  
calendar02.html#FloraJaponica](http://www.makino.or.jp/calendar02.html#FloraJaponica)  
088-882-2601

#### ◦ Free gift

We are giving away three pairs of free tickets to the botanical garden.

### 2 14 APRIL-26 AUGUST

#### *Bridget Riley: Paintings from the 1960s to the Present*

British artist Bridget Riley gained recognition beginning in the 1960s for her abstract paintings that employ geometric patterns in order to produce optical sensations. This exhibition presents more than 30 paintings that span her career. This is the first full-scale exhibition of Riley's work in Japan in 38 years.

PHOTO: FROM HERE, 1994 OIL ON LINEN 156.2 X  
227.3 PRIVATE COLLECTION © BRIDGET RILEY 2018,  
ALL RIGHTS RESERVED. COURTESY DAVID ZWIRNER,  
NEW YORK/ LONDON.

#### **Kawamura Memorial DIC Museum of Art**

631 Sakado, Sakura, Chiba  
9:30am-5pm  
(last admission: 4:30pm)  
Closed Mondays  
(except 16 July), closed 17 July  
Adults: ¥1,300  
[http://kawamura-museum.dic.  
co.jp/en/exhibition/index.html](http://kawamura-museum.dic.co.jp/en/exhibition/index.html)  
050-5541-8600

### 3 27-31 JULY

#### *The Winter's Tale*

Theatre Company Kakushinhan presents their newest innovative performance, *The Winter's Tale*, a romance play of William Shakespeare's later years. King Leontes, possessed by a mad jealousy, groundlessly believes his pregnant wife Hermione has been having an affair with his childhood friend King Polixenes, and destroys his family and a lifelong friendship. 16 years later ... a miracle springs from Bohemia.

Company director Ryunosuke Kimura formed Kakushinhan in 2012.

#### **West End Studio**

5-1-1 Arai, Nakano-ku, Tokyo  
Various times  
Adults: From ¥4,200  
[http://kakushinhan.org/  
others/winter](http://kakushinhan.org/others/winter)  
080-4118-1564

#### ◦ Free tickets

We have one free ticket for the 7pm performance on 30 July to give away.







◦ To apply for free tickets and gifts, please send an email with your name, address and telephone number by 27 July to: [coordinator@custom-media.com](mailto:coordinator@custom-media.com)  
Winners will be picked at random.

4  
**8, 9 AND 11 AUGUST**

*Big Country*

Big Country are a Scottish rock band formed in 1981. The band's music is most recognizable for its Scottish folk and martial music infusion, and the band are known for playing and engineering their guitar driven sound to evoke the inspirational spirit of bagpipes, fiddles and other traditional folk instruments. For the first time in over 30 years, Big Country will perform in Japan.

**Billboard Live TOKYO**

Midtown Garden Terrace 4F, 9-7-4 Akasaka, Minato-ku, Tokyo  
8 and 9 August, various times  
Adults: From ¥6,400  
<http://www.billboard-live.com/pg/shop/show/index.php?mode=detail1&event=11071&shop=1>

**Billboard Live OSAKA**

HERIBIS Plaza ENT B2  
2-2-22 Umeda, Kita-ku, Osaka  
11 August, various times  
Adults: From ¥6,900  
<http://www.billboard-live.com/pg/shop/show/index.php?mode=detail1&event=11072&shop=2>

◦ **Free tickets**

We have one pair of tickets for the Tokyo performance at 9 p.m. on 8 August to give away.

5  
**7-8 AUGUST**

*Oxford Shakespeare Players Japan Tour 2018: Twelfth Night*

Oxford Shakespeare Players will present William Shakespeare's *Twelfth Night* on its tour of Japan.

When a shipwreck separates twins Viola and Sebastian, they are thrust into the extraordinary and bewitching otherworld of Illyria and enveloped in the melodrama of its rampant, decadent and wretchedly comic inhabitants in their thirst for power and, above all, love.

**Tokyo Metropolitan Theatre**

1-8-1 Nishi-ikebukuro, Toshima-ku, Tokyo  
Various times  
Adults: ¥2,500  
<http://www.geigeki.jp/performance/theater178/0570-010-296>

◦ **Free tickets**

We have one pair of free tickets for this performance.

6  
**FROM AUGUST 11**

*Victory House*

The final Viceroy of India, Lord Mountbatten, is tasked with overseeing the transition of British India to independence, but meets with conflict as different sides clash in the face of monumental change. The film stars Hugh Bonneville, Gillian Anderson, Manish Dayal, Huma Qureshi and Michael Gambon.

PHOTO: © PATHE PRODUCTIONS LIMITED, RELIANCE BIG ENTERTAINMENT(US) INC., BRITISH BROADCASTING CORPORATION, THE BRITISH FILM INSTITUTE AND BEND IT FILMS LIMITED, 2016

**Musashino-kan Shinjuku**

(Among other locations)  
Musashino Bldg. 3F, 3-27-10 Shinjuku, Shinjuku-ku, Tokyo  
Adults: ¥1,800  
<http://eikokusotoku.jp/03-3354-5670>



**QUEEN'S BIRTHDAY PARTY**



PHOTOS: ©BRITISH EMBASSY TOKYO/JUN TAKAGI

Guest of honour Seiko Noda, Minister for Internal Affairs and Communications, was among some 400 guests at this year's Queen's Birthday Party hosted by HE Paul Madden CMG at his residence on 14 June.

Guests were treated to music from the band of the Royal Regiment of Scotland and the British School in Tokyo's jazz band, a display of luxury British cars, and a showcase of British food, including a lemon and elderflower cake based on the one from the recent wedding of Prince Harry and Meghan Markle.

The theme was "Innovation is GREAT, AI" and guests were entertained by various AI-related visuals and demonstrations involving UK-Japan collaboration.

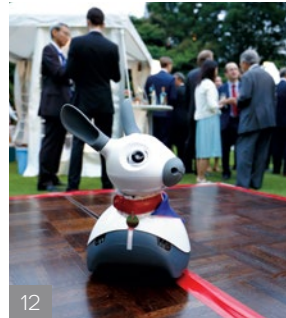
The ambassador's speech described the deepening of the UK-Japan relationship since Prime Minister Theresa May's visit to Japan in August last year, including visits by three Royal Navy ships, and a new trade and investment working group to take forward a future bilateral trade agreement.

The party was sponsored by a number of leading British firms.

**1** Ambassador Madden and his wife Sarah with members of the band of the Royal Regiment of Scotland who performed for guests.

**2** Lemon and elderflower cake as featured in NHK BS Premium programme "Exquisite! Sweets Magic Special on Great British Royal Wedding Sweets".

**3** Ambassador Madden delivered opening remarks at the start of the party.



**4**  
Lemon tarts made by British Embassy Tokyo chefs.

**5**  
British cider, beer and whiskies on display.

**6**  
*Omiyage* bags of chocolates for the guests.

**7**  
Guests were entertained by the British School in Tokyo's jazz band.

**8**  
Ambassador Madden, his wife Sarah and Patrick Bannister, First Secretary, Science & Innovation (far right), with representatives from Toshiba Corporation, showcasing the company's "Talking Head" AI technology.

**9**  
The rain held off and some 400 guests were able to walk around the lawn of the ambassador's residence.

**10, 11**  
A tower of British-themed desserts.

**12**  
MiRo, the fully programmable autonomous robot made by the UK firm, Consequential Robotics.

**13**  
Ambassador Madden and Seiko Noda, Minister for Internal Affairs and Communications, toast Queen Elizabeth II and Emperor Akihito.

**14**  
A selection of luxury and high-performance British cars decorated the embassy plaza.

**15**  
A Triumph Bonneville Bobber motorcycle was on display.



UK-JAPAN EVENTS

**1** Some of the 37 cyclists who completed a 500km Knights in White Lycra ride from Nikko to Ichinoseki were welcomed by people supported by Mirai no Mori, one of the organisations for which the race raised funds.

**2** Mirai no Mori is an NPO helping to empower marginalised youth in Japan. Participants in the race were able to meet some of the young people being helped by the organisation at a care home in Ichinoseki.

**3** Knights in White Lycra riders, led by founder Rob Williams (second right), raised more than ¥8mn through this year's event, and battled rain, wind and fog on their epic journey.

**4** The re-opening of the Television Centre in White City, London, was held on 12 April. The iconic building, former home of the BBC, comprises accommodation, shops and restaurants. The redevelopment was carried out by Japanese property firm Mitsui Fudosan and British developer Stanhope. Attending the event were (from left): Japanese Ambassador to the UK, Koji Tsuruoka; Alistair Shaw, managing director

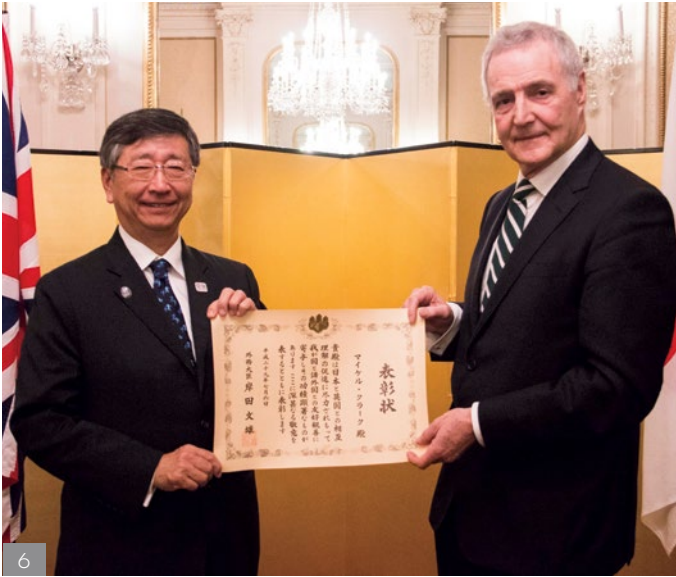
of Television Centre, at Stanhope Plc; Micheal Dal Bello, senior vice president, Real Estate at AIMCo; Takashi Yamamoto, managing director, board member at Mitsui Fudosan Co.; Eiichiro Onozawa, managing director of Mitsui Fudosan (UK).

PHOTO: EMBASSY OF JAPAN IN THE UK

**5** The GREAT British Food Market 2018 was held in Marunouchi, Tokyo on 4-10 June. The event saw British retailers and importers display their products at market stalls.

PHOTO: BRITISH EMBASSY TOKYO

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



**6** Professor Michael Clarke (right) is awarded the Foreign Minister’s Commendation by Japanese Ambassador to the UK, Koji Tsuruoka, on 12 March. Clarke is the former director-general of the Royal United Services Institute, a defence and security think tank. The honour is for his promoting of mutual understanding between Japan and the UK.

PHOTO: EMBASSY OF JAPAN IN THE UK

**7** Lori Henderson MBE and Kaori Sasaki seen at the preparation meeting for the 23rd annual International Conference for Women in Business on 7 July. Sasaki is the founder and chair of the event, and founder and CEO of ewoman, Inc., and UNICUL International, Inc.

**8** A housewarming was held at the new Japan House cultural centre in central London ahead of its opening on 22 June. The facility aims to showcase Japanese products and culture to people in the UK (see page 11).

PHOTO: JAPAN HOUSE LONDON

**9** BCCJ members took part in a study session on 20 June with a representative of the British Council. The topic was Japanese perceptions of the UK before and since the Brexit referendum.

**10** The Custom Media team at the RI Awards (from left): Alec Jordan, editor; Robert Heldt, president; Anthony Head, business development director; Edvard Vondra, advertising sales manager; Megumi Okazaki, head of project management; Leon van Houwelingen, business development director; Yoshiki Tatezaki, project coordinator.

PHOTO: LIFE. 14

# THE JET-SET

British teachers start their lives in Japan

BY JULIAN RYALL



**M**ore than 100 new participants in the Japan Teaching and Exchange Programme (JET) arrived in Tokyo in mid-April to start their careers as teachers or coordinators for international relations across the country. Two representatives of Britain were eager immediately to put their skills to work.

Just 24 hours after landing in Japan, Bethany Scott, 22, from Northwich in Cheshire, and 27-year-old James Boughton, from Bournemouth, were preparing to head to their assignments as assistant language teachers in elementary and secondary schools. Scott had been assigned to two schools in Nara Prefecture, while Boughton was preparing to set out for Kochi Prefecture in Shikoku.

Perhaps unusually, Scott and Boughton had previously spent some time in Japan, and their decisions to apply to become JET teachers were largely inspired by their earlier experiences here.

“I studied chemistry at Newcastle University, but I spent one year of my degree conducting research at Kyushu University in Fukuoka and by the end of my time there I just knew that I wanted to come back again”, said Scott.

Speaking with *BCCJ ACUMEN* during a reception at the Hotel Le Port Kojimachi after a day of orientation and instruction from the organisers of the JET programme, Scott said she was interested in a career in education and had

worked in the office of a local primary school after graduation and while waiting to depart for Japan.

“I am very fortunate because I have had a message from my predecessor in the positions and she has given me lots of information about the schools—one sounds quite traditional but the other one is perhaps more modern—and some tips on what to do and what not to do”, she said.

Scott said she was “a little nervous” about being in the classroom, but was really looking forward to getting involved in the local community in Nara, including the summer festivals, and looking forward to her mother coming to visit at some point during her stay.

“When I was in Kyushu, I made some really good friends. I love the environment in Japan—it feels safe and welcoming and I feel very comfortable—so I am sure I will settle in very quickly”, she said.

And while JET participants are required to complete a minimum of one year in their positions and can stay a maximum of five years, Scott reckons she will be teaching in Nara for three years—“and then I will see how I feel, but it is very possible that I will stay on in Japan”.

## Open-minded

Boughton has similar long-term plans for his newfound home.

“I first came to Japan five years ago on holiday and I immediately fell in love with everything about the country”, he said. “There is just something about the country that is so very different to what I imagine most people are used to—and being here is completely different to being in Bournemouth.

“I love the food, the culture, the history and the people are always so polite and friendly”, said Boughton, who left a career in commercial insurance to take up the teaching post in Shikoku.

“They are most welcome  
and we value their ideas  
and experience”

“I have been back several times since that first visit and each time I have come across something new and really interesting and I just reached the conclusion that Japan is where I wanted to be”, he added.

Boughton did his homework before heading off to Kochi, which is the home prefecture of Sakamoto Ryoma, who helped pave the way to the Meiji Restoration. Boughton says he wants to teach for at least two years, during which time he hopes to “really nail the language”.

“I really enjoy the teaching, but I am also very open-minded about the entire experience and I am looking forward to building new relationships with the people I will be working with and meeting on a day-to-day basis, as well as with my students”, he said.

## Most welcome

Hiroaki Isobe, executive consultant for the Council of Local Authorities for International Relations, which administers JET, says the programme is important for the future of Japan.

“JET helps to internationalise or globalise Japanese society and that is extremely important”, he said. “The programme has been going for more than 30 years now, and in that time it has developed in terms of the quality of the teachers or local coordinators and the work that they do in Japan”.

The JET programme can trace its history back to 1978, when it was exclusively for British university graduates and known as the British English Teachers Scheme. It was broadened out in 1987, taking on its new name and accepting graduates from other countries. The world’s largest exchange programme, it is run by three Japanese ministries—foreign, education and internal affairs and communications—with close to 60,000 participants from 54 countries having taken part to date.

“It can also be said that the JET participants are contributing to the local and national economies of Japan by promoting the towns and regions that they are posted to”, Isobe said.

“For us Japanese, they are most welcome and we value their ideas and experience”, he added. 🌸



# SUNNY MAID SERVICE

*We provide Luxury Housekeeping Services for you  
in your home away from home.*



Highly trained  
Filipino staff  
with native level English  
speaking abilities.

## Dependable Housekeeping Service

### Our Services

#### Daily Cleaning

Cleaning duties such as vacuuming and scrubbing floors, cleaning windows, kitchen, bathroom, and toilet areas.



#### Laundry

Laundry using household washing machines, hanging, folding, ironing, and putting away clothes.



#### Tidying

Tidying rooms and various kinds of support before and after moving.



#### Cooking

Cooking and serving food, clearing and washing dishes.



#### Miscellaneous Support

Shopping, dropping off and picking up dry cleaning and parcels.



- Business hours: 6am to 10pm, 7 days a week.
- Pairs of staff swiftly provide services.

- We provide service on a per-hour basis.
- Express Plan is available on the same day as the reservation.

**SUNNY MAID SERVICE** (NICHIIGAKKAN CO.,LTD.)

Click here for more info ▶

SUNNY MAID

SEARCH

[www.sunnymaid.jp/en/](http://www.sunnymaid.jp/en/)





# ROBERT WALTERS JAPAN

## PERMANENT & TEMPORARY RECRUITMENT

Companies staffing for the constantly changing marketplace demand adaptable business partners like Robert Walters. Since 1985, the Group has offered permanent and temporary recruitment options across all industries and levels of seniority. For a recruitment firm that caters to your company's unique bilingual hiring needs, speak to one of our consultants specialising in your industry sector or visit our webpage at [www.robertwalters.co.jp](http://www.robertwalters.co.jp)

Tokyo (03) 4570 1500

Osaka (06) 4560 3100

[info@robertwalters.co.jp](mailto:info@robertwalters.co.jp)

ROBERT WALTERS