

The magazine of the
British Chamber of
Commerce in Japan

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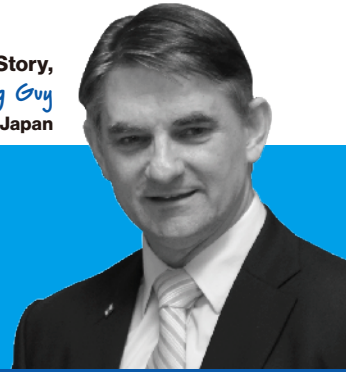
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The British Chamber of Commerce in Japan

BCCJ MISSION

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

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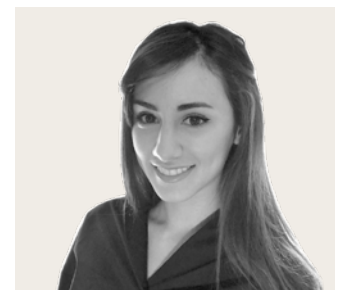
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Osaka's weekend as the centre of the world

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



World leaders flew into Osaka on 27 June amidst a heavy rain storm. We huddled under our umbrellas, waiting for the Prime Minister and Mr May to come down the steps of the aircraft. Our motorcade, with police outriders, sped back into the centre of Osaka. Impressive how fast you can move through a city when they close the motorway to other traffic. Osaka Castle looked splendid towering above the metropolis, as always.

It was not the easiest meeting for the Japanese hosts. There were fierce debates on issues like trade and climate change, but they managed to find a way through and emerge with a consensus communiqué that maintained momentum on climate change commitments of the 2015 Paris Agreement.

Outside of plenary sessions, an important element of these big international meetings is the opportunity for leaders to meet each other individually. At the Intex Osaka exhibition centre, where the summit was held, famous faces—Presidents Trump, Xi Jinping, and Putin—swept past with their entourages.

Theresa May had meetings with a number of counterparts, including Prime Minister Shinzo Abe, who spoke warmly about the strengthening of the UK-Japan relationship during her term of office.

Minister visits

Earlier in the month, we had a particularly busy weekend in Tokyo when three British ministers came through for separate G20 meetings. Chancellor Philip Hammond spent a day in Tokyo meeting members of the Keidanren—the Japan Business Federation—and key business leaders, including Masa Son of SoftBank, a major investor in the UK. Then he travelled down to Fukuoka, where Finance Minister Taro Aso was hosting his ministerial colleagues on his home patch.



Trade Secretary Liam Fox was in Tsukuba for the trade ministers' meeting. It was his third visit to Japan since I have been here—a sign of the priority that he attaches to Britain's trade and investment relationship with the country.

Margot James, minister of state at the Department for Digital, Culture, Media and Sport was also in Tsukuba for a meeting of digital ministers. The two groups of ministers joined for a session to discuss the important issues around trade in digital services, a growing concern for the international community. Prime Minister Abe picked up the theme in Osaka, with his call for "Free data flows with trust". The excitement of the summit may now be over, but Japan still has four more G20 ministerial meetings to host in the autumn.

Just to make that weekend even busier, former Prime Minister David Cameron dropped by my Residence. He was in town delivering a speech. I was able to give him a briefing on recent developments in UK-Japan relations.

Theresa May had meetings with a number of counterparts, including Prime Minister Shinzo Abe.

METI links

Some 30 years ago, when I was first living in Japan as a young embassy language student, I was fortunate to have the rare opportunity of doing a three-month secondment to the Ministry of International Trade and Industry, as METI—or the Ministry of Economy Trade and Industry—was then called. It was a fascinating experience, to see the work of a ministry which, at the time, was famed around the world for its role in Japan's post-war economic miracle.

So it is always a pleasure to be working with METI nowadays. We have a number of areas of collaboration. METI Minister Hiroshige Seko (right) came round to my Residence for a very enjoyable private dinner in June. Earlier that day, we had both taken part in an event called J-Startup. This involves a group of promising young Japanese start-up companies who are expected to have significant growth potential. For the second year running, we have invited these companies to take part in a study tour to the UK so they could see for themselves the potential for working with Britain.



Another important trade partner is the British Market Council. This group was formed by the leading Japanese trading houses more than 25 years ago to help identify opportunities to promote British exports to Japan. The rotating presidency is currently held by Teruo Asada, Chairman of Marubeni Corporation. The Council is a valuable source of advice and networking, but it also generously contributes to a fund which enables us to organise specific trade promotion initiatives. In June, it was a pleasure once again to host their annual general meeting at the embassy.

Back in London

I was briefly back in the UK in mid-June to attend the annual Foreign Office leadership conference when British ambassadors from around the world gather back in London. We heard from the Foreign and Development Secretaries, and various senior officials. This year's celebrity guest was Professor Mary Beard, the Cambridge classicist and television presenter, who talked very persuasively about female inclusion.



Whilst in London, I called on a number of ministers and senior officials. I joined several colleagues from other Asian posts in briefing members of



It is always a pleasure when one of Britain's many great museums is able to loan objects from its collection for an exhibition in Japan. This month, we enjoyed going to Bunkamura to see an exhibition called "Towards Impressionism", featuring items on loan from the famous Burrell collection in Glasgow. After Tokyo, the show will move on to Hiroshima and Shizuoka.

the Inter-Parliamentary Union committee at the Houses of Parliament. And I did a briefing for the Japanese press corps in London. My predecessor, Tim Hitchens, who is now the head of Wolfson College, Oxford, kindly invited our Ambassadors in Beijing and Seoul, as well as me, to Oxford for a day of seminars on political and economic aspects of North-East Asia.

Global affairs

Fernando Arias, the director-general of the Organisation for the Prevention of Chemical Weapons, came through Tokyo, and I was able to attend a lecture which he gave under the auspices of the Japan Institute of International Affairs. His important international organisation, based in The Hague, was less well known to the general public before the Salisbury chemical weapons attack on 4 March, 2018. Since then, it has, of course, become much better known and played a key role in helping to identify the Novichok nerve agent. Japan, like the UK, has been a strong supporter of the agency. 🇬🇧

PHOTO: LEOBOUY VIA WIKIMEDIA



Welsh lamb

I have mentioned before that we have just secured access to the Japanese market for Welsh lamb. It was a pleasure to host a dinner at my Residence, with a 10-course tasting menu composed largely of Welsh lamb prepared in different ways. To be honest, I had not realised that there were so many ways you could prepare lamb. The event was attended by food buyers and chefs from top Tokyo hotels and restaurants. They seemed very impressed by the lamb on offer, and we hope this will develop into a promising new export channel.





Glass ceiling smasher

Many firsts for female role model Haruno Yoshida

SIMON FARRELL | simon@custom-media.com

Haruno Yoshida passed away on 30 June. She was 55. Haruno had served on the Executive Committee of the British Chamber of Commerce in Japan (BCCJ) and was the first female leader of two very influential organisations, as president of BT (British Telecom) Japan Corporation and vice chair of the Board of Councillors at the Japan Business Federation (Keidanren).

I usually met Haruno during meetings with the Executive Committee of the British Chamber of Commerce in Japan at the British Embassy Tokyo. When she wasn't late or leaving early due to other appointments in her hectic schedule, she would sometimes—often in comical fashion—text under the table or whisper urgent phone calls. That was Haruno, doing it her way, juggling her busy life, and good for a laugh.

While researching her career for this piece, I was impressed by her many diverse and demanding roles, including single motherhood and corporate leadership. Haruno was no token appointment. She was deeply involved in high technology, communications and innovation in Japan and North America when the dotcom sector spectacularly boomed

and crashed between 1995 and 2000, and then recovered. And she was based in New York when terrorists attacked the World Trade Center and other targets on 11 September, 2001.

She won many accolades for her work with women, leadership, innovation and diversity, becoming one of *Fortune's* World's 50 Greatest Leaders in 2017. That honour acknowledged her:

- Reality and hope
- Gathering followers
- Building bridges

And she was always keen to gain more education and experience, starting her PhD in Womenomics just last year at the University of Oxford. 🇬🇧



Haruno Yoshida

- 1965:** Born in Tokyo
- 1984:** Keio University (BA in Human Sciences)
- 1987:** Motorola Mobility LLC, Tokyo
- 1994:** Married, gave birth; marketing manager at Westel Communications, Vancouver
- 1999:** Divorced; joined Nippon Telegraph and Telephone Corporation (NTT) Group America, New York
- 2004:** Section chief at NTT Communications, Tokyo
- 2008:** General manager, Verizon Business; vice president, Women's Association of Verizon Employees
- 2010:** MBA from Imperial College, London
- 2012:** CEO of BT (British Telecom) Japan Corporation
- 2012:** Chair of the Telecommunications Carriers Committee, European Business Council in Japan
- 2014:** BCCJ Executive Committee
- 2015:** Vice chair and advisor at Keidanren; chair of committee on gender diversity
- 2016:** Council for Regulatory Reform that advises the Cabinet Office on economic and social policy
- 2017:** One of *Fortune's* World's 50 Greatest Leaders
- 2018:** PhD in Womenomics at Saïd Business School, University of Oxford
- 2019:** Co-chair for W20 Japan Committee that recommends policies to the G20



Haruno Yoshida was a speaker at The 20th International Conference for Women in Business in Tokyo in July 2015.

“Haruno Yoshida was a sadly all too rare female face when CEOs of the top British companies in Japan gathered around my table for our regular breakfast meetings. In addition to her deep international business insights, her lively personality always added an extra sparkle. She was an outstanding advocate for women in Japan, and her leadership on the W20/WAW 2019 Conference will be a lasting legacy. RIP Haruno-san”.

Paul Madden CMG, British Ambassador to Japan

“I have so many happy memories of working with Haruno on all sorts of projects, from Philip Hammond’s visit to the BT facilities during his time as Foreign Secretary to the many events where she inspired young women to break through the cultural barriers to pursue their professional goals. I will always remember her for her huge energy, positive mindset and sense of style—but also for her personal warmth and wicked sense of humour. Truly one of the greats. My heartfelt condolences to her family for their loss.

Sue Kinoshita, British Embassy Tokyo

The BCCJ Executive Committee has asked BCCJACUMEN to express its deepest condolences to Haruno’s family and friends.

“Yoshida-san was an incredible life force and truly amazing character. She could light up any room and brought tremendous energy to our community over the years. Words cannot express our deep sense of shock and loss at the passing of our friend, mentor and role model. Sending our most sincere condolences to Yoshida-san’s family”.

Lori Henderson, BCCJ executive director

“I think all of us are in shock at hearing this. Yoshida-san was a leader and pioneer who was simply not satisfied to accept the status quo. A trailblazer, role model and personality of tremendous influence. UK business has long been proud to feel blessed by a special connection to Yoshida-san because of her long-held position at the helm of BT in Japan”.

David Bickle, BCCJ president

“It is so very sad—she was so young and was in very good form when she was on the panel at the BCCJ’s international women’s day event, so this comes as a shock to everyone. She leaves quite a legacy, though—what an inspiration she was, especially to women leaders in Japan”.

Tove Kinooka

“What sad news and a big surprise. I saw her in the newspaper just a few days ago. I have only very good memories of having joyful chats with her at BCCJ events and other occasions”.

Susumu Kaminaga

“A terrible shock to hear such a young and vibrant woman has been lost. Yoshida-san had this incredible skill to marry absolute authenticity

and a touch of eccentricity with uncompromising business smarts and leadership impact. A pioneer who will be missed, but talked about and studied for years to come. A rare mix of being absolutely unique and credible—her absence leaves a gap in the business world that will be hard to fill, but her legacy lives on”.

Sarah Furuya

“I can’t believe that we have lost such an amazing person from our society. She had great passion and the power to influence Japanese businesspeople into being reborn as global citizens”.

Noriko Silvester

“I am so glad to have seen her in person earlier in the year and to have admired her from the BCCJ table that morning. I think it would be wonderful to pay tribute to her”.

Catherine O Connell

“I’ll never forget her very fierce yet charming personality and humour. There won’t be another one like her, and we are so lucky meeting the one and very special Haruno in this lifetime”.

Miko Liggayu



Haruno Yoshida speaking at a BCCJ special event marking International Women’s Day 2019.

MEDIA

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

UK EXPORTS TO JAPAN HIT £16BN

UK exports to Japan grew nearly 7% in 2018-19 to more than £16bn, according to the Department for International Trade (DIT). The rise was thanks to new initiatives and a reduction in barriers by the Japanese government, according to Business Link Japan Chief Executive Steve Crane writing in *The Telegraph* on 11 July. His team is behind Export to Japan, whose Premium Partners are the DIT, Japan Airlines and Custom Media, publishers of *BCCJ ACUMEN*.

Firms in a range of sectors—including electrical machinery, fashion, food, drink, transport and pharmaceuticals—have seen benefits from Tokyo’s

warmer welcome. Cultural changes are also making it easier to enter the Japanese market. An increase in the number of English-speaking staff at Japanese firms, coupled with a desire to cut costs, means that, in many cases, it is no longer necessary to partner with a large local business.

In London, the DIT offers support to small and medium-size enterprises looking to do business in Japan and elsewhere. This includes trade missions, informative events and trade advisers, all of which can help UK firms big and small get a piece of what looks to be an even stronger market in 2019.



Great Britain’s unified team of England, Northern Ireland, Scotland and Wales became the first European women’s squad to qualify for the Tokyo 2020 Olympic and Paralympic Games with the Lionesses’ 3-0 win over Norway on 28 June. The victory came in the quarter-final of the FIFA Women’s World Cup France in Le Havre. (BBC, 29 June).

PHOTO: LONDARTOIS (CC BY-SA 4.0) VIA WIKIMEDIA COMMONS



JRA JOCKEY BEATS BRITONS

Nanako Fujita, the only female jockey licensed by the Japan Racing Association, has won the Women Jockeys’ World Cup in Stockholm.

The 22-year old competed in Sweden against riders from seven countries, including the UK, which was represented by Jane Elliott and Georgia Cox.



NEW SUMO FILM

British filmmaker Matt Kay premiered *Little Miss Sumo* on 30 May at the Short Shorts Film Festival in Tokyo.

As *The Mainichi* highlighted in a 3 June story, the film documents the journey of 21-year-old sumo champion Hiyori Kon as she prepared for the 2018 Sumo World Championship in Taiwan.

EAT CREATIVE JOINS FUSION



Alison Jambert and Fusion CEO Simon Norman

Communications agency Eat Creative, founded in Tokyo in 2000 by former British Chamber of Commerce in Japan President Alison Jambert along with Ayako Chujo and Steve Martin, has become part of the Australia-based Fusion Group according to a 28 June story in *Campaign Asia*.

Looking to grow in Japan and Asia-Pacific, Fusion sees the addition of Eat's experience in the challenging Japanese market as a key asset. "The partnership for Eat means we can offer our clients an extended range of services across Asia-Pacific, allowing us to develop a broader knowledge of retail disciplines and channels and expand the geographical footprint of our agency," said Jambert. "Being part of the Fusion family also gives us the opportunity to partner with our sister agencies and deliver a best-in-class team, allowing Eat to focus on our core services".

NEWS BRIEFS

RUGBY TACKLES TATTOO BAN

While body ink has long been taboo in Japan—particularly in hot springs—its prevalence in other countries has led the operators of *onsen* facilities to rethink the usual ban. The financial prospects of some 400,000 expected Rugby World Cup (RWC) visitors may be spurring change.

Dozens of baths in the towns of Beppu and Yufuin, Oita Prefecture, have already announced that they will allow tattoos during the six weeks of the RWC 2019, which kicks off on 20 September. (*The Guardian*, 8 July)

“ Dozens of baths ... will allow tattoos during the six weeks of the RWC 2019. ”

SACRED FIGURES IN LONDON

As part of the UK in Japan 2019-20 initiative, the British Museum will display 15 rare Buddhist and Shinto sculptures.

All the sculptures are on loan from Nara Prefecture and date from the seventh century. The collection, which includes Japanese National Treasures and Important Cultural Properties, can be seen this autumn. (*Broadway World*, 13 June)



ENVOY VISITS WALES

Japanese Ambassador to the UK Koji Tsuruoka visited the Sony UK Technology Centre in Wales. According to a 20 June article in *Business News Wales*, this marked his first visit to the facility. Afterwards, Tsuruoka stopped by Tri-Wall Limited, a manufacturing firm in Monmouth, before attending a reception in celebration of the long-standing friendship between Wales and Japan. The reception, hosted by the Welsh government, is part of the kick-off of the Japan-UK Season of Culture 2019-20 initiative.



N. IRISH PRIEST GETS RISING SUN HONOURS

Father Jude McKenna, a Capuchin Franciscan priest from Northern Ireland, has received the Order of the Rising Sun, Gold and Silver Rays, from Japanese Ambassador to the Republic of Ireland Mari Miyoshi.

The 84-year-old judo expert lived in Zambia from 1966 to 2017. During his mission there, he promoted the martial art, and for that the Ballymoney native caught the attention of the Japanese government. The

Order of the Rising Sun is given annually to people "who make a very significant contribution to the spread of Japanese culture". (Catholic News Agency, 8 July)



SCOTCH DRAWS KYOTO NATIVE

Highlander Inn owner Tatsuya Minagawa's love of whisky brought him from Japan to Speyside in 1998.

According to a 27 June article by *Scottish Licensed Trade News*, Kyoto-born Minagawa began working at the inn in 2005 and purchased the hotel in 2015. Under his management, the Highlander Inn expanded its collection from 70 to more than 300 whiskies. Today, travellers from all over the globe visit to taste the extensive range of blends curated by Minagawa.



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Be responsible

Bringing BCCJ 5.0 to life

LORI HENDERSON MBE

As the British Chamber of Commerce in Japan (BCCJ) pursues our BCCJ 5.0 initiative, the Executive Committee (Excom) has this year been asked to break with past governance structures and divide into three taskforces:

- Diversity and Inclusion
- Digital-Tech Innovation
- Responsible Business

Each of these is now working to bring their pillar to life, striving to create ever more effective opportunities and platforms for business exchange and networking.

As with all Excom taskforces past and present, the sub-groups' objectives will be designed to benefit the BCCJ membership at large and bolster the greater UK-Japan commercial relationship.

Getting started

The Responsible Business group held their first meeting on 1 July. Topics ranged from banning single-use plastics to cross-industry mentoring programmes. SDG 17 Partnership for the Goals, employee well-being, regional revitalisation, and the workplace of the future were also on the agenda. The team considered the journey of good corporate behaviour from the perspectives of charity, corporate social responsibility and creating shared value, as well as environmental, social and governance criteria.

And to that they added positive impact. Of course, what is deemed to be responsible business differs greatly from one organisation to another, and depends on size as well as factors such as corporate culture.

The first action point for this taskforce will be to survey BCCJ members on the responsible business topics that matter to them. This will ensure that we are delivering the messages and programmes which are relevant to your businesses. The Responsible Business Taskforce members are:

- Will Farquhar (Aston Martin)
- Tove Kinooka (Global Perspectives)
- Kentaro Kiso (Barclays)
- Noriko Silvester (Candlewick)
- Trevor Webster (Taylor Brunswick)

Responsible tourism

As many *ACUMEN* readers will know, Japan has become the world's fastest-growing major travel destination. In 2016, having achieved the goal of attracting 20mn inbound tourists annually—a target initially set for 2020—Japanese Prime Minister Shinzo Abe doubled the goal. The aim now is for 40mn foreign arrivals by the end of 2020 and 60mn by 2030.

With the sharp increase in foreign visitors, though, come heightened responses from the public, private and non-profit sectors—not to mention local communities. The country and its people are now grappling

with the government's plan to develop the travel and tourism industry into a new pillar of the economy even as over-tourism threatens to burden historical sites and infrastructure.

Can Japan balance the massive economic opportunity with social and environmental impact? Is the current situation really sustainable? How will the country's regions react and secure their piece of the pie? And what impact does this all have on the future of the country as a whole? On 29 July, we will launch the BCCJ's Travel Tourism Think Tank, welcoming various Japanese and global industry players to analyse how businesses can leverage the nation's incredible tourism boom in a responsible way. This event is designed for anyone with an interest in Japan's regional revitalisation plans.

Positive impact

The 2019 British Business Awards is rapidly approaching and will be held this year on 8 November at Hotel Gajoen. The categories returning are: Company of the Year; Entrepreneur of the Year; UK-Japan Relations; and Digital-Tech Innovation. Plus, we are adding a brand-new category: Positive Impact.

Be sure to put your firm in the running for a trophy—particularly if you've made a notable contribution to society, communities or the environment. Learn more at www.bccjapan.com 🇬🇧

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Shared interests

G20 delivered optimism for UK and Japan

DAVID BICKLE | @BCCJ_President

Earlier this month in Osaka, G20 leaders committed to “strive to realise a free, fair, non-discriminatory, transparent, predictable and stable trade and investment environment, and to keep [their] markets open”.

As pointed out in *The Financial Times*, however, the sense of ambition in the communiqué is somewhat less than the more purposeful pledge issued 10 years ago after the G20 summit in London, when leaders committed “not to repeat the historic mistakes of protectionism of previous eras ... and refrain from raising new barriers to investment or to trade in goods and services”.

Sign of the times

The mere fact that the Japanese G20 hosts were able to secure a unanimous communiqué—of any kind—on trade is a tangible victory for the diplomacy and preparation of Prime Minister Shinzo Abe’s administration.

This will further burnish Japan’s global reputation which, *The FutureBrand Country Index 2019* says, is the best in the world.

The index measures and ranks the strength of perception about the reputation of the World Bank’s top 75 countries. Japan is, of course, famed for its quality of service, rich culture and exquisite food. Beyond that, the burgeoning growth in visitors

It is right and proper that the UK continues to be a powerful advocate for solutions to the challenges that stalk the international community.

from abroad suggests that numerous facets of Japan chime favourably with the choices and beliefs held by an increasing number of people in the global community about lifestyles, values, the environment and technology.

The UK, meanwhile, has slipped a number of places down the ranking to 19th. The report suggests that divisive politics have harmed the UK’s popularity, despite it being “among the most advanced, democratic and diverse countries in the world”. The optimists among us, however, should take heart from FutureBrand’s chief strategy officer, who indicated that brands and businesses have an opportunity to shape the value system, taking “country-making” into their own hands and ensuring that investment and tourism flourish in the future. As active participants in the UK-Japan business relationship, the British Chamber of Commerce in Japan and its members have an important role to play.

UK leadership

Notwithstanding the headwinds, it is right and proper that the UK continues to be a powerful

advocate for solutions to the challenges that stalk the international community. Combatting climate change, for example, is a field in which the UK continues to show strong leadership, with its target to reach net-zero greenhouse gas emissions by 2050 passed into domestic law this month. Welcomed widely by business leaders, climate change experts and environmentalists, this makes the UK the first G7 country to legislate to end its contribution to climate change.

In combination with its domestic initiatives, the UK remains a strong advocate for international cooperation, as evidenced by its joint bid with Italy to co-host COP26, next year’s UN Climate Summit. It will be the largest-ever gathering of world leaders to drive progress towards the goals set out in the 2015 Paris Agreement on climate change.

With its leading concentration of scientific, civil society and business expertise on climate change, the UK is well placed to help develop the programme and objectives for the summit—ready, as always, to engage with its partners on the world stage in pursuit of our shared interests and future. 🇬🇧

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ROLLS-ROYCE

Breakfast meeting with Ben Story

BY NATHALIE MUTO



The majority of people in the UK are internationalists and are open. People are misreading it; they think that half of the UK is inward and closed. It's not.

With a history in Japan spanning more than a century, British industrial technology firm Rolls-Royce has operations in Tokyo, Osaka, Nagoya and Kobe, and collaborates closely with Japanese heavy industry firms to design and manufacture an array of gas turbine components.

On 7 June, the British Chamber of Commerce in Japan (BCCJ) hosted a breakfast meeting with Rolls-Royce Strategic Marketing Director Ben Story, who shared updates from Rolls-Royce headquarters in London. Topics included the future of the UK-Japan and EU-Japan business landscape and his views on Brexit.

In her opening remarks, BCCJ Executive Director Lori Henderson said: "Ben Story has more than 25 years of investment banking experience, working with clients around the world on privatisations, M&A, restructurings, equity raisings and financings. Throughout most of his career, he has focused on the industrial sector, including aerospace, defence and transport".

During the event, Story highlighted two key trends:

- Digitalisation
- Electrification

Utilising both trends to its advantage is part of Rolls-Royce's strategy for the future, and he explained how the firm aims to do so.

Digital first

Rolls-Royce's unwavering commitment to be at the forefront of cutting-edge technology is one reason the firm has ventured into digitalisation. "That's something that's dear to my heart, because I'm responsible for that at Rolls-Royce. We are shifting from being a physical to digital company".

In 2017, for example, Rolls-Royce partnered with Indian multinational Tata Consultancy Services Limited (TCS), which provides information technology and business solutions for its clients, to develop a new digital solution for Rolls-Royce.



Trant XWB virtual-reality engine training

PHOTO: ROLLS-ROYCE PLC

But TCS is just one of more than 650 firms in the Rolls-Royce digital ecosystem—a curated network of start-ups and technology firms the company has built over time. This partnership approach optimises customer service and accelerates breakthrough opportunities. One way in which Rolls-Royce is using digitalisation to improve quality is through what the firm calls a “digital twin”—a digital replica of an engine.

“We can actually manufacture digitally before we manufacture physically,” said Story. Among many things, Rolls-Royce uses the digital twin to predict engine behaviour in extreme conditions and to improve prototypes prior to creating a physical model. “We have achieved an alert accuracy of 96%, allowing us to accurately predict what will happen in an engine before it happens for a number of scenarios. We’re trying to get that number higher and higher, and we can manufacture goods completely digitally—in the sense that we can describe exactly what the outcomes will be.”

With each physical engine costing tens of millions of pounds to build and test, Rolls-Royce cherishes sustainability and efficiency.

Pioneers of power

While electrification—the trend across industry of utilising greater amounts of components run from electrical power rather than thermo-mechanical power—is not a cure for climate change, a reduction in carbon emissions can help, and Rolls-Royce is persistently seeking environmentally friendly energy alternatives.

About fostering a sustainable future, Story said: “We call ourselves pioneers of power. If you look at what pioneers do, pioneers love big challenges. There’s nothing that engineers or technologists like more than big challenges. And, we’ve always risen really well to challenges at Rolls Royce”.

One such challenge Rolls-Royce is currently tackling is climate change.

“If you think about the biggest challenge facing the Earth at the moment, it is global warming,” said Story. Rolls-Royce is pushing boundaries towards microgrid electrification, a promising alternative to generating and preserving energy. The firm is



PHOTO: ROLLS-ROYCE PLC

Children learned about engineering from Rolls-Royce at the Big Bang Fair 2018 in Birmingham.

kept on the idea of microgrids—a localised grid comprising energy resources.

“We are moving towards being a microgrid company,” said Story. “We are creating real capability. We are generating supply chains and relationships which will sustain us in the aerospace business among other markets in the years to come. That’s a big trend for us in electrification, and that is affecting all of our business”.

Rolls-Royce’s strategy to champion electrification is seen in its Accelerating the Electrification of Flight (ACCEL) initiative, which is working on developing the world’s fastest all-electric-powered, zero-emission aircraft with a target speed of 480kph and a range of more than 320km.

Another project, being undertaken in partnership with Siemens and Airbus, is the E-Fan X programme, which aims to create a hybrid-electric technology flight demonstrator. Rolls-Royce is responsible for the turboshaft engine, 2MW generator and power electronics. Both aircraft are expected to take flight in 2020.

Beyond Brexit

Amid the uncertainty of Brexit, Story shared his insights about the vote to leave the European Union and its impact on Rolls-Royce. “If you look at Brexiteers, there are, no doubt, a large majority of people in the UK who feel globalisation hasn’t helped them or has left them behind. A lot of people forget that there’s a big chunk of Brexiteers who want to be in the world more and want the UK to be more open,” he explained. “The majority of people in the UK are internationalists and are open. People are misreading it; they think that half of the UK is inward and closed. It’s not”.

In terms of the potential impact on Rolls-Royce, Story said: “The UK has been growing strong, and people are getting along with business day-in and day-out. We’re getting along with business. A lot of colleagues can’t believe the way businesses carry on with working, and we’re not panicking”.

And the numbers back him up. In 2018, Rolls-Royce recorded the highest annual sales in the firm’s 115-year history. 🇬🇧

Rolls-Royce’s strategy to champion electrification
... has led to development of the world’s fastest
electric-powered, zero-emission aircraft.



PHOTO: ROLLS-ROYCE PLC



Anglo-Australian mining and metals firm Rio Tinto knows what it takes to stay relevant in a changing world. And on 5 June, Chief Executive Jean-Sebastien Jacques spoke on the topic at a joint-chamber event hosted by the British Chamber of Commerce in Japan and the Australian and New Zealand Chamber of Commerce in Japan at the Roppongi Hills Club.

During his presentation—entitled *Disruption, Expectation and Complexity: The 21st-Century Business Imperative*—Jacques shared with the more than 100 attendees his views on how industries must respond to complex and constantly changing realities.

According to Jacques, four themes define the era of complexity:

- Growing geopolitical tensions
- Changing economic development
- Technological disruptions
- Higher societal expectations

The environment and climate change are top of the agenda.
The next generation of employees want to work for companies with purpose.

Global forces

Acknowledging geopolitical uncertainties—particularly in the realm of trade—Jacques said: “The first [theme] is the rise of powerful global forces which are impacting geopolitics and trade. Geopolitics have become more complex, and we have seen a breakdown of political consensus in several major economies”.

He noted that Japan, Rio Tinto’s third-largest market, is an exception to geopolitical tensions. As one of the largest suppliers of raw materials to the country, the firm established a corporate office here in 1966 and has since fostered an indestructible relationship. Today, Japanese firms are joint-venture and technology partners in various Rio Tinto projects around the globe, including

AutoHaul™, the world’s first automated heavy-haul long-distance rail network, which has been deployed in the Pilbara region of Western Australia.

In addition to geopolitical tensions, he stressed the negative consequences of political shifts. “The rise of protectionism is threatening global trade,” he said. “Globalisation has led to many major companies relying solely on complex supply chains, which means that products often cross borders many times before the finished item is ready for sale”.

Expanding east

The second theme, according to Jacques, is that global growth will remain biased towards emerging markets as economic power shifts from West to East. Experts predict that by 2030 China will become the

world's largest economy, followed by India. In the face of this anticipated growth, Japan is expected to drop from being the world's third-largest economy to being the ninth. Jacques, however, remains optimistic about Japan's ability to take advantage of opportunities.

"There is absolutely no doubt that Japan is well placed to capitalise on this shift," Jacques said. He then praised Japan's leadership for initiating free trade and bringing the 11-nation Comprehensive and Progressive Agreement for Trans-Pacific Partnership (TPP11) to fruition despite the US having abandoned the original plan.

Disruption

"Technology, in all its forms, will play an ever-greater role in both enabling and disrupting industries," said Jacques. As Japan pioneers Society 5.0—a super-smart society—the importance of technology will remain high. In particular, he suggested that Japan leverage technology to address the drop in labour productivity and shortage of skills that come with an ageing workforce.

He also suggested that businesses practice internal disruptive innovation to stay relevant and competitive. Though not all leaders who make bold decisions will be successful, it is important to embrace change. "Leaders must take bold decisions to embrace change and learn to disrupt themselves while not distracting their cash-generating core business".

And, in the disruptive mindset, Rio Tinto began building its first "smart mine", Koodaideri, in the Pilbara region. Once completed, Koodaideri will



Though not all leaders who make bold decisions will be successful, it is important to embrace change.

have autonomous trucks and drills, as well as data analytics capabilities. It will also have a digital twin—a virtual simulator of the mining operations. Koodaideri is expected to deliver its first iron ore in late 2021.

High expectations

This year, Rio Tinto published its first report on climate change, using as a framework recommendations by the G20's Task Force on Climate-related Financial Disclosures. In doing so, Rio Tinto established four key ways the company intends to transition to a low-carbon future:

- Supply essential metals and minerals
- Reduce its carbon footprint
- Identify and assess physical risk exposures
- Partner and advocate policies that advance climate goals

In highlighting the importance of a low-carbon future, Jacques said: "The environment and climate change are top of the agenda. The next generation of employees want to work for companies with purpose".

Looking ahead

After almost 150 years of pioneering exploration, expansion, diversification and innovation, Rio Tinto has become one of the world's largest producers of essential materials and a major force driving human progress.

In addition to the four themes, Jacques addressed how to capitalise on opportunities:

- Embrace complexity
- Partner in different ways
- Connect with society

While the presentation was largely about tackling the key components of excelling during the age of complexity, the main takeaway was the willingness to partner. "I believe success in this new era will require a type of leadership. One that embraces complexity and partnership in all its forms". 🇬🇧



Jacques with moderator Kaori Takahashi, deputy editor of Nikkei International News



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UNITED EFFORTS

UK, Japan lead G20 talks on tech and environment

BY C BRYAN JONES

“We, the Leaders of the G20, met in Osaka, Japan, on 28–29 June, 2019, to make united efforts to address major global economic challenges. We will work together to foster global economic growth, while harnessing the power of technological innovation, in particular digitalisation and its application for the benefit of all.”

With those words, Prime Ministers Shinzo Abe and Theresa May, together with leaders from 37 countries and international organisations, began their declaration at the conclusion of the two-day G20 Summit, held for the first time in Japan.

In addition to technology, the leaders discussed climate change, environmental issues and energy, among other matters.

Abe and May kicked off the summit with a 20-minute meeting to commemorate UK–Japan relations and to discuss how the two nations can work together to meet global challenges.

Digital taxation

A globally fair, sustainable and modern international tax system is seen by many G20 members as vital to a healthy global economy. Digitalisation, led by tech giants such as Google LLC, Apple Inc., Facebook, Inc. and Amazon.com, Inc. poses new challenges to many countries whose current frameworks were not designed for digital commerce. Using existing rules, they cannot easily capture tax revenue from multinational companies conducting cross-border business in cyberspace.

In the lead-up to the Osaka summit, UK Chancellor of the Exchequer Philip Hammond proposed a global sales tax. During the G20 Finance Minister and Central Bank Governors Meeting in



PHOTO: NUMBER 10 [CC BY-SA 2.0] VIA FLICKR

Fukuoka on 8–9 June, he said, “Global tax rules should still aim to tax business based on where they create value, not just on where they make sales”.

Zero carbon

If the warming of the planet is not brought under control, other issues, such as taxing digital purchases, may not matter in the long run.

Leading the session on climate change, May attempted to rally her counterparts to the cause. The UK has committed to a carbon-free future, and the prime minister asked others to do the same. “I urge other G20 countries to follow Britain’s lead and set similarly ambitious net-zero targets for their own countries”.

The initiative to reach zero carbon emissions by 2050 became an amendment to the UK’s Climate Change Act 2008, making Great Britain the first industrialised country to do so.

Japan joined Britain’s pledge prior to the summit. Although the country has not committed to a target year, it aims to achieve zero carbon emissions in the latter half of the century.

During the Osaka summit, 19 of the 20 leaders—the exception being the United States—agreed with May’s statement, which committed them to the “irreversibility” of the 2015 Paris Agreement.

Plastic problem

Another issue gaining widespread attention these days is the accumulation of plastic in the oceans. According to the non-profit organisation Ocean Conservancy, plastic has been found in more than 60% of all of seabirds and 100% of sea turtles that have been tested. They mistake the plastic for food or become entangled in bags. This is a problem that the UK and Japan have both identified as critical and are taking steps to address.

Last year, the UK government committed £61.4mn to global research into ways of stopping plastic waste from entering the oceans. Some 150mn metric tonnes of plastic are in the world’s oceans, and an estimated 8–9mn more enter the waters each year.

As the G20 host, Japan, the world’s second-biggest producer of plastic waste per capita, proposed an ambitious strategy. Called “Osaka Blue Ocean Vision,” the framework aims to reduce additional pollution by marine plastic litter to zero by 2050.

In addition to this framework, Abe announced Japan’s support—through the MARINE initiative, an acronym of sorts that stands for:

- Management of waste
- Recovery of marine litter
- Innovation
- Empowerment

Through the initiative, Japan hopes to lead efforts to clean up the oceans by providing assistance to developing countries and training 10,000 waste-management officials around the world by 2025, among other efforts. 🇬🇧

Abe and May kicked off the summit with a 20-minute meeting to commemorate UK–Japan relations.

ALL I WANNA DO IS ... BICYCLE!

Queens and kings of the road

BY MIHO SAINOKI
PHOTOS BY IVAN DOHERTY

On 13 June, Lycra-clad men and women from many walks of life gathered to embark on the 2019 Knights in White Lycra (KIWL) four-day charity bike ride. Now in its seventh year, KIWL was formed in 2013 as a fundraising effort for victims of the Great East Japan Earthquake and Tsunami of 11 March, 2011.

Since then, the group has grown enormously, evolving from 10 Brits cycling 320km to the 42 men and women, representing 14 countries, who rode 500km this year. I had the honour of being not only the first Malaysian to ride, but also the first woman to represent Custom Media, a long-time corporate sponsor of KIWL and publisher of *ACUMEN*.

New horizons

The 2019 ride marked many firsts. It was the first time KIWL has supported the non-profit organisation YouMeWe, a charity that helps children learn essential career skills, such as creative problem-solving through coding and design challenges. This gives them employable skills and new levels of confidence in the digital age.

It was also the first time the event began from Takasaki, Gunma Prefecture, with riders assembling bright and early to begin this gruelling physical challenge. The weather was kind to us, with clear skies and sunshine as we began the 112km ride to Yuzawa, Niigata Prefecture.

The journey

The first day was no easy feat, with a solid 20km climb covering more than 1,753m of elevation. Be warned: If you have ever considered joining the KIWL, sufficient training is essential—even for the triathletes among us. After a long day of climbing, the descent into the green valleys of Yuzawa was a welcome gift.



Rob Williams leads the Knights.

The second day was described as a “rest day” by route master Egon Boettcher of SMBC Nikko Securities Inc., as the route promised largely flat stretches of riding along the picturesque countryside. However, when faced with cycling 146km to the day’s end point in Niigata City, the idea of rest quickly became laughable. The ride was largely uneventful, bar one crash by me—when I realised that helmets are indeed very sturdy and

absolutely necessary—and all riders arrived at the ANA Crowne Plaza in Niigata where a seafood dinner, organised by a Niigata local, awaited.

On the third day we woke to grey, rainy skies, and the weather only worsened as the day went on. A few hours in, the ride had to be brought to an emergency halt due to dangerous 50kph winds. This brought another first: three riders were thrown from their bikes—one being blown into the path of an oncoming truck—and another suffered bruised ribs. With great disappointment, the Knights were forced to disembark their bikes and board trains to Aizu-Wakamatsu, Fukushima Prefecture. However, many gamely got off at later stations where weather conditions were more favourable, and were able to get in a respectable 80km of the original 150km route to the beautiful Hataraki Ryokan.

Though we were damp, and slightly worse for the wear, many riders felt better after a refreshing dip in the inn’s hot springs, a traditional *kaiseki* (course) dinner and a spot of karaoke. I had the pleasure of sharing an amateur rendition of “Up Where We Belong” from 1982’s *An Officer and a Gentleman* with the mastermind behind this whole endeavour: Rob Williams of AP Advisers Ltd. If you were wondering if there are any limitations to his many talents, prepare to be disappointed. Rob has a lovely voice and could give Joe Cocker a run for his money any day.

This year, KIWL raised ¥10.5 million for disadvantaged children, bringing the fundraising total since the group’s inception to an incredible ¥62.5 million.





Arrival

Although we were again greeted by rain on the morning of the fourth day, there was little that could dampen KIWL's spirits on this final leg. After 92km of thrilling descents down wet mountain slopes, all 42 riders gathered at a gym in Fukushima to prepare for the final—and arguably most important—part of the whole experience: our entrance into the Fukushima Aiiikuen children's home.

Riding in as a convoy, bike lights flashing, we were greeted by a parade of children waving handmade flags representing all our nations.

Many riders had tears in their eyes, but you could not blame them. It was difficult to feel anything but overwhelmed by emotion when seeing the children's smiling faces as they curiously inspected our bikes and tried on our helmets.

We were treated to a wonderful welcome party, with the children using their digital skills to put together a thoughtful and informative presentation about our home countries. We were also gifted with certificates and laser-cut thank you letters. When I look back on this amazing experience, there are countless memories that I cherish, but none more so than receiving my letter. It is a manifestation

of why we each undertook this endeavour. We did so not to push the limits of our cycling skills or to be thanked and recognised, but to have a positive impact on the lives of so many children. This year, KIWL raised ¥10.5 million for disadvantaged children, bringing the fundraising total since the group's inception to ¥62.5 million.

As the muscle aches dissipate and the tan lines fade (coincidentally the first time I discovered my legs could be three different shades of brown), all I can say is that the physical challenge and spiritual fulfilment of the KIWL journey has to be experienced to be truly understood. 🇬🇧



TRACKS TO NIKKO

Tobu Railway makes a historic getaway quick, easy and comfortable

BY JULIAN RYALL

The dog days of summer have settled over Tokyo, with the heat and humidity sapping strength and will from even veterans of this climate. It is little wonder that previous generations of expatriates, seeking respite from the elements in those pre-air conditioning days, fled to the mountains and lakes above the historic town of Nikko in Tochigi Prefecture.

The area's shrines and temples have been designated World Heritage sites by UNESCO, and visitors come to see the Nikko-zan Rinno-ji Temple and the Nikko Toshogu Shrine in particular. The latter features an impressive five-storey pagoda that was first dedicated in 1650, and rebuilt in 1818 after having been destroyed by fire. The always-popular carving of the three wise monkeys can also be found on the Shinkyusha, the stable that houses the shrine's sacred horses.

Diplomatic retreat

Many people fail to realise, however, that further up the steep and winding hill beyond central Nikko is a completely separate part of the town with its own special charm. Known as Okunikko, this area spreads around the shores of Lake Chuzenji as the steep-sloped Mount Nantai rises above.

In the early years of the Showa period (1926–1989)—a mere 50 years after Japan had finally opened up to the outside world—diplomats stationed in Tokyo discovered Okunikko and had summer retreats built for themselves on the lake's pebbled shores. The area became popular with Tokyo's diplomatic corps, and it was widely held

The villa was subsequently passed on to the British Embassy Tokyo and used by countless diplomats until it was handed over to the local government in 2008.

that foreign nations' diplomacy with Japan was conducted here throughout the summer months.

Sir Ernest Satow, a British diplomat who served in Tokyo from 1862 to 1883, first visited Okunikko in 1872 and immediately fell in love. He later wrote a guidebook to Nikko and, in 1896, his villa on the shores of the lake was completed, beginning the trend of spending summers amidst these mountains. The villa was subsequently passed on to the British Embassy Tokyo and used by countless diplomats until it was handed over to the local government in 2008.

The property has since been renovated and turned into a museum about Sir Ernest and the British diplomatic community. Upstairs, the full length of the building opens to incredible views of the lake. Fittingly, the small restaurant serves tea and scones.

A short stroll further along the shore is the Italian Embassy Villa, which has also been restored and turned into a museum. From the three upstairs bedrooms can be seen the lake and a wooden jetty, where in the past ambassadors would moor their yachts. The downstairs has an elegant dining room, living room and study with a stone chimney.

On the opposite side of the lake is a wooden building constructed partly over the water. It was completed in 1947 for the US occupation



authorities. Modelled on similar properties in the US, the Lake Chuzenji Boat House was immensely popular with the local boating fraternity. Today, it is operated by the nearby Chuzenji Kanaya Hotel, which can arrange receptions and events on its spacious decks.

As the fame of Okunikko grew, other famous visitors to Japan insisted on paying a visit.

Unbeaten tracks

The pioneering English writer Isabelle Bird (1831–1904) tramped through Nikko in 1878 on her way to the wild north of the country and recorded her positive impressions in the famous travel tome *Unbeaten Tracks in Japan*.

Bird stayed at the venerable Kanaya Hotel, which still greets guests with old-fashioned grace and has hosted architect Frank Lloyd Wright, author Natsume Soseki, American aviator Charles Lindbergh and, more recently, Britain's Princess Anne and US golfer Jack Nicklaus. In 1922, Albert Einstein was a guest when he received a cable to inform him that he had been awarded the Nobel Prize in Physics.

The Chuzenji Kanaya Hotel is the sister property to the Kanaya Hotel and is situated amidst old-growth cedars at the foot of Mount Nantai, just yards from the edge of Lake Chuzenji.

The rooms are spacious and have balconies from which the lake can be spied through the trees. There is a snug, wood-panelled bar and a huge fireplace in the lounge-lobby area that must throw out an impressive heat in the winter months. And don't miss the open-air *onsen* filled with hot milky-white water from the hotel's own hot spring.

Not far away, work is nearly complete on what will be The Ritz Carlton Nikko, scheduled to open its doors in the summer of 2020. Each of the 94 rooms will have views of the lake and the mountain, with the entire complex designed to mesh with the natural landscape.

Trails and tracks

The 97m Kegon Falls is the biggest attraction in this part of the town and is where the water from the lake plummets into the valley to begin its journey through Nikko to the ocean. A number of pleasure boats criss-cross the lake in the summer season, when there are pedal boats and canoes that can also be taken out by visitors.

The region is also renowned for its hiking paths, which allow for a complete 25km circumnavigation of the lake. Another trail leads the energetic visitor to the 2,486m peak of Mount Nantai. The uphill

Not far away, work is nearly complete on what will be The Ritz Carlton Nikko, scheduled to open its doors in the summer of 2020.

leg takes about four hours. Other routes pass by the far less frequently visited Lake Sainoko and through the protected Senjogahara moorland.

Getting to Okunikko in Sir Ernest's time would have been a long—and probably rather uncomfortable—journey, but that is no longer the case thanks to Tobu Railway Co., Ltd. The firm operates the Limited Express Spacia train,

which takes 110 minutes to travel between Tokyo and Tobu Nikko Station, where a shuttle bus can deliver guests to either of the Kanaya hotels.

And for anyone who wants to make the attractive journey that little bit more special, reserve one of the private four-seat compartments and watch the urban sprawl of the capital give way to the green and mountainous Tochigi countryside.



Nikko open for business

Thanks to its proximity and easy access with Tokyo, as well as high-quality accommodation, dining and entertainment options, Nikko is also emerging as a preferred spot for meetings, incentives, conferences and exhibitions (MICE).

"The Lake Chuzenji Boat House can be used as a unique venue for dinner parties or receptions for MICE groups, while the British Embassy villa can be used outside regular hours for groups," said Hiroko Kawamura, supervisor of Tobu Railway's corporate planning division.

"Nikko brings together Japanese and international history and culture with the magnificent natural surroundings of a UNESCO World Heritage area," she said, adding that active visitors can also enjoy hiking, water sports and—inevitably—the district's hot springs.

Hotels in the area are also geared up to meet the needs of MICE groups, including being able to cater to corporate gatherings. The Ritz Carlton

Nikko will enhance these accommodation and dining options when it opens next year.

Kawamura also believes that the easy journey from the hustle and bustle of Tokyo to the peace and quiet of Nikko gives it added appeal to busy executives and their families, who can catch a train from Asakusa Station on a Friday evening and escape for two days of utter tranquillity.

"I also strongly recommend Nikko as a place to visit for people who are in Japan to attend the Rugby World Cup or the Tokyo Olympic and Paralympic Games next year," she said. "It has so much history and culture to experience, while also providing a very different image of Japan than they will see in the big cities".

In addition, she points out, autumn comes slightly earlier to Nikko than other parts of the Kanto region, thanks to its elevation, so the mountains will have started to take on their seasonal shades by the time the first rugby ball is kicked on 20 September. 🍁

Accommodation: www.kanayahotel.co.jp/eng/ckh/
Getting there: www.tobujapantrip.com/en/nikko_kinugawa/access

UK AND SAPPORO: BOND OVER BEER AND RUGBY

BY NICOLA JONES

Katsuhiro Akimoto, the mayor of Sapporo, is a keen fan of cinema and likes to cook. He also loves sport and is very passionate about his clean, green city playing host to two matches in this year's Rugby World Cup: one between Australia and Fiji and the other between Tonga and England.

To find out more about how the city is preparing and what he hopes the event will bring to Sapporo, Akimoto sat down with *ACUMEN* for an exclusive interview.

What connects Sapporo to rugby?

Until recently, the sport of rugby wasn't that well known among our citizens. However, on 30 April, 2018, we hosted a match between Keio University and Meiji University. Then, on 2 June, 2019, two professional teams from the Japan Top League—the Panasonic Wild Knights and the Toyota Verblitz—battled it out here. Both matches were held at the Sapporo Dome, giving locals the opportunity to enjoy watching rugby live.

As a city, we are working hard to provide a good environment for live sports. We also have a large group of adults and children who want to welcome rugby fans, officials and players to our city and make this tournament a success. We have the honour of hosting previous Rugby World Cup winners Australia and England, giving us a



It is my hope that the 1.9mn Sapporo locals will warmly welcome visitors.

fantastic opportunity to see top-level rugby here in Sapporo. We want fans to really feel the powerful rugby atmosphere at the Sapporo Dome.

Where do most of your visitors come from?

Recent statistics show that 83.8% of inbound tourism to Sapporo comes from five main places.

These are South Korea with 26.1%, mainland China with 22.2%, Taiwan with 20%, Hong Kong with 8.6% and Thailand with 6.9%. We hope the Rugby World Cup will be an opportunity to share some of the special things about our city with visitors from the UK, other parts of Europe and Oceania.



SAPPORO DOME RUGBY MATCHES

21 SEP | 13:45

Australia v Fiji

22 SEP | 19:15

England v Tonga

We hope the Rugby World Cup will be an opportunity to share some of the special things about our city with visitors from the UK.



How will you show *omotenashi*?

We have a special welcome prepared for visitors to Sapporo. A team of locals spent time folding *origami* paper into cranes and making message cards that we will give to visitors.

We plan to arrange volunteers to support those who come, so I encourage people with any concerns or questions to ask for assistance there. It is my hope that the 1.9mn Sapporo locals will warmly welcome visitors.

What connects Sapporo and the UK?

I think beer is our common bond! Sapporo is the home of the brewing industry in Japan. You can sample many beers around our city. I have heard that people from the UK love beer, so I'm sure they will become fans of Sapporo after they sample some of our tasty local brews.

A great chance to do that is the Autumn Fest, held at Odori Park throughout September. This is a festival at which you can sit back, relax and enjoy a range of gourmet food and beer. There are also many *izakaya* (Japanese pubs) and bars in the centre of the city, so visitors will have the chance to enjoy a drink or two with the locals.

Which sightseeing spots do you recommend?

Sapporo hosts events all year round. In spring, the Lilac Festival attracts flower lovers. In summer, we set up beer gardens. The Autumn Fest comes next in September and then, in February, there is the famous Snow Festival. These main events are all held at Odori Park in downtown Sapporo and offer a range of tasty meals and beverages found only in Hokkaido. The Autumn Fest will take place during the Rugby World Cup, so I encourage everyone to visit Odori Park and join in the fun! 🍀



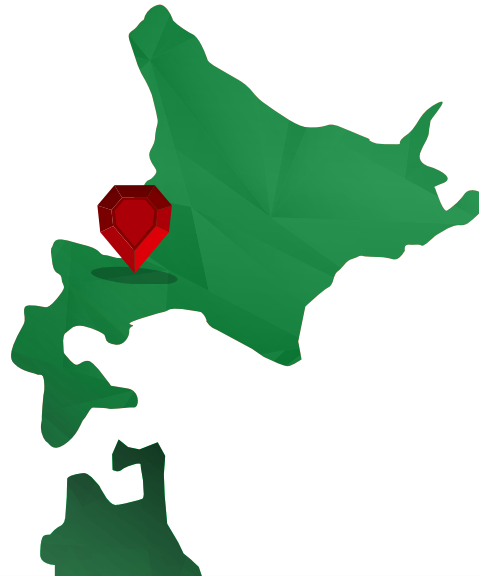
Mayor Akimoto (right) with Brave Blossoms captain Michael Leitch



NORTHERN GEM

Sapporo's surprise charms

The largest city on the island of Hokkaido and the fifth-largest in Japan, Sapporo offers a wealth of activities for travellers of all stripes. It's a haven for foodies, a destination for festival fans and home to one of the country's most impressive night views. As visitors will quickly discover, Sapporo celebrates the seasons in style and really knows how to have a good time.



NIGHT VIEWS

Last October, Sapporo was recognised as providing one of the three major night views of Japan for the second time since 2015. As Sapporo is located on the Ishikari Plain, travellers can admire a panoramic view of the city. There are many places to enjoy nature, the crisp night air and views of the skyline. These include Mount Moiwa, the JR Tower Observation Deck T38. While visitors are welcome to explore on their own, Sapporo is also home to the Night View Navigators, an organisation of more than 50 guides who lead night tours.



JOZANKEI

Located just one hour by car from downtown Sapporo, Jozankei onsen is a healing spot where you can enjoy both rich nature and soothing hot springs. Crowded together in the village are many hotels, each with its own special character. Just beyond, many activities can be enjoyed in Shikotsu-Toya National Park.



SUSUKINO

Lively Susukino is one of Sapporo's best-known districts. Some 5,000 stores—with a heavy focus on restaurants—make up the largest entertainment district north of Tokyo. Innumerable neon lights set the area aglow, and there are many bars where you can enjoy beer. Noodle fans should drop in at Ramen Yokocho (alley), where plenty of regional varieties can be found.



BEER

One of the first cities where beer was brewed in Japan, Sapporo is now home to an impressive selection of local craft beers. There is also the Sapporo Beer Museum, the only museum in Japan dedicated entirely to the beverage. It's the perfect place for enthusiasts to gain insight into the beer-making process before visiting one of the many brewpubs in the city. And if you're interested in taking home some quaffable souvenirs, many specialty taprooms are stocked with local varieties that you can take away. Want to enjoy a beer outdoors? During summer, Sapporo hosts a 1km-wide beer garden in Odori Park with space for 13,000 attendees!



SNOW FESTIVAL

An average of 485cm of snow falls on the city each year, and that snow is put to particularly picturesque use at the Sapporo Snow Festival, which began in 1950 and takes place in early February. A 1.5km stretch of Odori Park is decorated with spectacular snow and ice sculptures that depict everything from cartoon characters to figures from Japanese history. Some of the most elaborate creations measure more than 25m wide and 15m high. At night, the venues are lit by colourful lights and projection mapping to create a magical atmosphere that is enjoyed by more than 2mn people each year.



CUISINE

Hokkaido is known for the high quality of its seafood, and Sapporo's many sushi restaurants make it easy to enjoy. Your options are almost limitless, from high-end choices to more casual *kaitenzushi* (conveyor belt sushi). *Jingisukan*—fresh lamb barbecued with vegetables in a special pan—is another popular Hokkaido dish, and Sapporoites enjoy it with beer at BBQ restaurants. And as noodle lovers may know, miso-flavored ramen originated in Sapporo and has become a signature food not only of the city but Japan itself.



AUTUMN FEST

Launched in 2008, the Sapporo Autumn Fest has become one of the city's most popular. It is held in September and draws millions of visitors each year to Odori Park. The event is a grand celebration of food from Hokkaido, and features everything from sake and wine to dairy products. Of the many areas, one of the most popular is the Chef's Kitchen, where booths are set up by some of the city's best-known restaurants. Live dance and music performances keep attendees in a festive mood. And, the event will coincide with the Rugby World Cup 2019, giving sport fans plenty to savour away from the matches.

LAKESIDE LUXURY

Ao no Za resort offers a bit of paradise

BY EDWARD COOPER



As soon as I set foot in Ao no Za, an exclusive resort that overlooks the spectacular Lake Shikotsu in Chitose, Hokkaido, I knew that I was in for something special. One of the first things you see upon entering the lobby is an eight-metre-wide wall that features imagery from the Jomon period (14,000–300 BC), the earliest recorded era of Japan's history. The design of the lobby was inspired by Hokkaido's indigenous Ainu culture, brought together with a modern sensibility. After taking time to enjoy my surroundings, I was greeted by a courteous member of Ao no Za's staff, who helped me check in and then showed me to my room.

Rooms with a view

I was even more impressed when I walked into the spacious 100m² suite furnished with two double beds, sofa, coffee table and dining table. From the spacious balcony, I could see a stunning view of Lake Shikotsu's deep blue waters and quickly understood why the lake had inspired its own colourful name: Lake Shikotsu Blue. This is also

I felt as if I had packed a month's relaxation into a single weekend.

the inspiration behind the name of the resort itself. As the staff member who helped me check in explained, *ao* means blue in Japanese, while *za* means gathering.

I was a little tired after the morning's journey from Tokyo, and thought that the perfect way to relax was to soak in the suite's two baths. First, I tried the indoor jet bath, which was blissfully soothing and melted away all my cares. I didn't think that things could get any better, but next was the room's private *rotenburo*—or open-air bath—which offered a perfect combination of views and relaxation. Surrounded by the natural beauty of the lake and Mount Eniwa, along with the luxurious warmth of the natural hot spring water, it was far too easy to lose track of time. Now fully relaxed and refreshed, I decided it was the perfect time to curl up on the bed and take a nap.

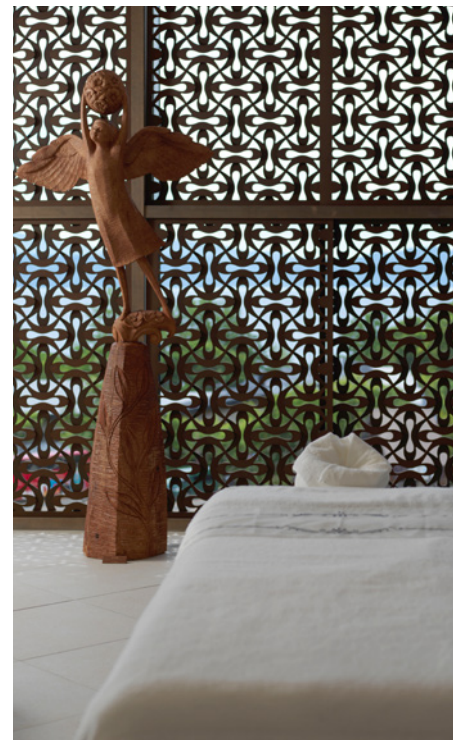
Fine dining

When I awoke, it was time for dinner. I made my way downstairs to a private dining room where I was treated to a splendid *kaiseki* (Japanese course meal) dinner. Each dish put a spotlight on Hokkaido's renowned seafood and produce—from succulent crab to farm-fresh local vegetables—and was as much a delight for the eyes as the palate. My dinner was accompanied by a magnificent local sake, which complemented the flavours of the diverse ingredients perfectly. I took advantage of the *rotenburo* one more time before calling it a night.

After a restful sleep on my exquisitely comfortable bed, I felt ready for a bit of exploring. I went on an invigorating walk along the shores of Lake Shikotsu and admired the scenery, which included the peaks of Mounts Fuppushi and Tarumae, off the southern shore of the lake. Later in the day, I took a drive out to visit the impressive Moichan Falls and went on another short hike around the area.

Creature comforts

Following my little adventure, I returned to the resort and decided to indulge at Tamao, Ao no Za's spa. After taking a look at the extensive body and



Lake Shikotsu Tsuruga Bessou Ao no Za

Shikotsuko Onsen, Chitose, Hokkaido

0123-25-6006 | aonoza.com



facial treatments on offer, I opted for the Thémaé Harmony package, which combines a 60-minute full-body massage with a Hydration Strategy facial treatment. First, the expert masseuse worked all of the tension out of my body, leaving me more relaxed than I've felt in months. The facial treatment, which includes a three-stage washing process, left my skin absolutely radiant and translucent.

That evening, I went to the resort's teppanyaki counter, where I feasted on masterfully grilled Hokkaido *wagyu* beef. I decided to try a local craft beer with the steak, and it was excellent. It was hard to decide which meal I enjoyed more—the *kaiseki* delights of the night before or tonight's selection of local beef. I knew that I would be leaving the next day, so I decided to make the most of it, spending a good part of the evening relaxing in the *rotenburo*,

Each dish put a spotlight on Hokkaido's renowned seafood and produce.

gazing out across the lake and up at the stars in the clear night sky.

The next morning, at check-out, I found myself already looking forward to the next opportunity to come back to the resort. Perhaps I will return with a group of friends to stay at one of the even more luxurious executive villas. Some are twice as large as the resort's suites and truly provide the feeling of staying in one's own personal vacation home.

Given everything Ao no Za had to offer, I felt as if I had packed a month's relaxation into a single weekend. 🇯🇵



I AM MUSIC

Virtual vacation with Maxi Priest

BY GUY PERRYMAN MBE



Spending time listening to the soul-infused music of Maxi Priest—or having a conversation with the London-born reggae legend, with his lilting British Jamaican Patois accent—is a bit like taking a short summer holiday.

When I met up with Priest backstage before a show in Tokyo, we had a chilled-out chat about his life in music, global travels and delight at being back in Japan.

Music is life

“It’s a home to me. The people, the support, the whole hospitality, the culture—there’s so many things about Japan that I think the rest of the world could learn from.”

He acknowledged the Japanese people’s love of music.

“Big time, big time, an appreciation for whatever it is that they like. They have such a great appreciation for it.”

Priest also acknowledged his own appreciation for music, and I wondered if he could imagine a life without music?

There’s so many things about Japan that I think the rest of the world could learn from.

“No, not really. No way, in fact. No way! It would be strange for me anyway. In every situation, music has been a saviour to me. [Here’s] one of the reasons I know for a fact I couldn’t live without music. I can remember, as a kid, when I realised I could sing or express myself through my vocals. It took me through my happy times, my emotional times, my sad times, and just gave me an opportunity to express myself in so many different ways and so many different feelings. So I could never live without it.”

London influence

Priest grew up in a large extended family in South East London, and throughout the conversation he acknowledged their influence on his music and life.

“How and when did music and I come together? I don’t even know how to tell you that. I guess my household—growing up in church, nine brothers and sisters—was just an amazing atmosphere with music and the different genres of music that they all liked. I guess from the day I was born.”

It was also family influence that evolved his musical style, fusing soul with reggae.

“I would say it was all natural. At the same time, the intention was to learn from all the different genres of music that I had the privilege of growing up with and listening to, and the appreciation of the art of music—especially the artists singing,” he said.

“So, for me, it was how did I feel at the time? What I was going through at the time emotionally lent itself to all the different genres that lent themselves to how I wanted to express myself. As I said, I couldn’t do without it. I mean, there’s no form of divorce or anything like that from me and music.” He added with a laugh, “I am music.”



If you're going to London go to South East London. Go and see the people out there, because the folks out there are beautiful.

Tie-ups

Priest has collaborated with a number of incomparable artists, including soul singer Roberta Flack, Jamaican rhythm and production duo Sly and Robbie, jazz guitarist Lee Ritenour, Jamaican singer and DJ Shaggy, British pop stars UB40 and Jazzie B, founder of Soul II Soul.

I asked Priest if there was a favourite memory of performing with one of these artists. He laughed.

"I think it would be wrong of me to pick any one particular favourite moment. They are all favourite moments with different experiences, and I have an appreciation for their support. Also sharing a vibe with them has been amazing".

And does he have a wish list of whom he'd like to work with?

"That would be too long. We'd be here all day. There are just so many. So many that have gone and so many that are still around," he said. "Music's always evolving and new folks coming into it, so it's never-ending for me".

Wonderful world

Being on the road—or in the air—is also never-ending for Maxi Priest and his band. When we met, they had just come from performing in Bermuda. Well, someone has to do it!

"Bermuda's a beautiful place, it's a wonderful place. But then so is the rest of the world. I see the world as one big garden for me. The world is mine



as the world is yours is how I like to see. But we are always touring—year in, year out. There's always somewhere to go and we're always being called, which we have to give thanks for".

Time to relax?

Thinking of how he spreads his particular summer vibe around the world non-stop makes me wonder when Priest takes time out to holiday.

"Everyone keeps asking me about holidays. I don't really do very well with holidays, because, I don't know, I guess from how we grew up in a very large family and not very rich. We were not rich at all, we were very working class. I guess there's

been a trend in my family situation that we tend to keep working and trying to create another opening for the next generation to come.

"I'm not really good at holidays, but, as I said, the world is a beautiful place. There's so many beautiful places where you have different cultures that we all can learn from and we can all have an appreciation for. But, for me, I don't really do well on beaches and stuff like that, chilling out. Even though I do—because obviously, when we're on tour, we might take a day or something like that—but two weeks on the beach and all that I get a little bit frustrated. I feel like I've got to be doing something, got to be working. When I'm on holiday, I find that I'm doing over time coz my brain's going 'whoosh' I want to be somewhere else!"

His answer was a surprise considering his chilled Jamaican demeanour. I suggested that his music allows listeners to have the tropical holiday on his behalf.

"Yeah, I guess my imagination has much more of an appreciation, I think".

So, Maxi Priest's music takes us all on a virtual vacation. But what if we were to join him in the real world for a quick break? Where would he suggest we go?

"I was brought up in South East London, so I'm going to say if you're going to London go to South East London. Go and see the people out there, because the folks out there are beautiful". 🇬🇧





SOUNDS OF BUSINESS

Midori Komachi develops a musical bridge with UK brands

BY C BRYAN JONES

Music takes us on a journey—sometimes to unexpected places—as was the case for violinist Midori Komachi. Born in Tokyo, she now calls London home and is known as an authority on 20th-century British music. And like a great composition, the twists and turns of her story take disparate themes and bring them together.

First movement

It was business that set up the motif that would lead Komachi to the Royal Academy of Music. Due to her father's work, she moved in 1991 at the age of three to Hong Kong, where she would take up the violin. Five years later, her father was transferred to Zurich, and five years after that to London. By then, Komachi had become an accomplished young violinist and soon found herself on the path that would define her future and make the UK her home.

"It was quite a natural process for me to study at the Royal Academy because, before entering there as an undergraduate, I was already studying there as a Junior Academy student. They have a junior department where aspiring musicians under the age of 18 go every Saturday for music training," she told *ACUMEN*. "It is just one day a week, but they provide all possible music-related classes, from aural to theory to piano. I entered when I was 13."

When she was 14, Komachi's parents suddenly had to move back to Japan. She stayed behind.

"They asked if I wanted to go back with them to Tokyo, but I chose to stay in London because, at that time, I had just passed the audition to study with a renowned professor at the Royal Academy. That was a really important opportunity for me," she said. "The situation of studying with a professor at the Royal Academy was already quite serious, and I thought, okay, at this point there's no turning back. Luckily, my parents gave me the choice of whether to go back to Tokyo or to stay in London.

"But then I had to find a boarding school. There's this school just outside London called Marymount International School. They had a boarding house. So, I moved there and every Saturday I would go up to London to the Junior Academy. That was really hard—balancing my academic studies with musical training—but it gave me the chance to gain experience and become really independent."

One more way in which Komachi is trying to build bridges between the UK and Japan is related to gender diversity.

Discovering Delius

After six years of undergraduate and post-graduate study at the Royal Academy, Komachi emerged in 2010 with a Master of Arts and a deep knowledge of classical music. But with the next movement not yet written, it would be a chance encounter that opened the door to her converging artistic and business paths.

"One of the composers I became really interested in was Frederick Delius, a British composer from the early 20th century. But I actually didn't come across his music until I saw a painting at the Courtauld Gallery. Their collection includes a painting by Paul Gauguin called *Nevermore*. I found out that the painting was first owned by Delius, and I became really interested in the exchanges between Delius and Gauguin. I started doing a research project based on this topic and produced a concert series with the support of the Courtauld Gallery."

This collaboration propelled Komachi to start doing her own concert series that would serve as a bridge between cultures. Her interest in Delius—and the research she had done—got her thinking about how classical music is viewed back in Japan.

"I realised that Delius was not quite well known yet in Japan. Even though there are a lot of Delius fans there, his music is rarely featured in the main concert programmes. So, I thought that there is still a lot to do in introducing British music in Japan, and also in the UK itself. There are so many neglected pieces yet to be featured.

"Sometimes there is a narrow perception that Mozart, Beethoven—these mainstream 'famous' composers—are the only classical music worth listening to. But I thought that the audience will never know about the inspiring work of the unfamiliar British composers if we performers never introduce it to them."

Taking flight

Sharing British music with the world became a passion for Komachi as her research expanded beyond Delius to other composers. And, as her

reputation as an expert on 20th-century British music grew—thanks in part to her writing on the subject—opportunities to do so began to take form. With the help of BBC producer Nick Luscombe, she presented an idea to British Airways.

The airline was already featuring her second album, *Warp and Weft*, which brings together a variety of violin works by 20th- and 21st-century British composers, and this had opened the door to suggesting another in-flight entertainment option.

"I thought that this sort of music would be perfect for a platform like British Airways' in-flight entertainment, where people are thinking about their journey, their destination," she explained. "Many of the 20th-Century British composers themselves were inspired by landscapes and different architecture around Britain. So, the music itself is connected to particular places around the UK. I thought it would be really interesting to connect that theme of journey—of landscapes around Britain—with music. And it's the right kind of listeners who would be listening on British Airways."

The idea was well received, and *Midori Selects* on British Airways is now available on all long-haul international flights. The seasonal programmes run for three months and feature a selection of music by UK composers curated by Komachi. She also presents background behind the works, providing an immersive and educational experience. The current programme features compositions by Frank Bridge, Benjamin Britten, Doreen Carwithen, Edward Elgar, Gerald Finzi, Ivor Gurney, EJ Moeran, Vaughan Williams and, of course, Delius.

Healing sounds

Another British firm with which Komachi is collaborating is Lush, the cosmetics retailer whose headquarters is in Poole, Dorset. Lush's largest market outside the UK is Japan, where it has more than 90 shops, including a new concept store which it opened in Harajuku last November, and a new flagship shop that just opened in Shinjuku in July.

The Great Rebrand

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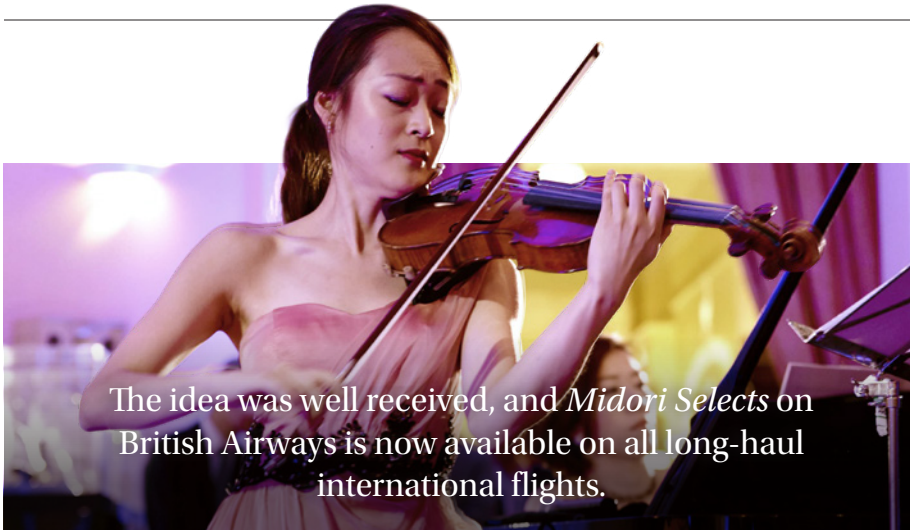
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The idea was well received, and *Midori Selects* on British Airways is now available on all long-haul international flights.

In conjunction with the launch of the Shinjuku location, Lush is introducing a Japanese head massage, which will be offered not only in Tokyo but also in the UK. They asked Komachi to collaborate in making original music inspired by Japan to go along with the service and set the mood.

“It has to sound Japanese, modern and have a healing element to it,” Komachi said of the composition on which she is working. “They wanted some music that connects the UK and Japan. When the customers have their massage done in the store, the Lush staff will put on the music. The treatment itself is meant to go along with the music.”

She has also composed for Maggie’s Centres, which provide free practical, emotional and social support to those suffering from cancer.

Luscombe, the producer and host at BBC Radio 3, realised Komachi’s potential as a composer, and—over the years—has produced several projects for Komachi, furthering their underlying mission of bringing Japanese music closer to the UK.

“I think he was quite interested in how I could write for these kinds of briefs, and at the same time the project emerged with Lush, which has always been a brand that incorporates a lot of music into their treatments and products. So, he introduced me to the Lush team.

“They told me about the store that’s opening in Japan, and they wanted to add a Japanese element to the music for this new treatment. Nick suggested maybe I would be the suitable artist for this collaboration. So, I was like, okay, why not? This music already had a purpose, it has a theme to it, and that intrigued me. And not only that, I have always liked the Lush brand itself. So, I thought, okay, it’s interesting”.

Komachi was on her way back to London to record the music for Lush the day after speaking to *ACUMEN* in Tokyo.

Musical diversity

One more way in which Komachi is trying to build bridges between the UK and Japan is related to gender diversity. BBC Proms has announced that by 2022 they aim to have 50% of the new commission go to female composers.

“You know, that kind of thing never gets talked about in Japan. People rarely talk about gender equality in music programming,” Komachi said. “Maybe in the past it was difficult to choose works by female composers, simply because there was less output of orchestral works—maybe for orchestras it was hard to find the scores—but right now there are a lot of female composers active in Japan. Yet there is still a significant inequality in new commissions and programmes. So, I think there needs to be a change. UK and Japan are quite different in that sense, but initiatives in the UK could bring a positive wave to Japan”.

Komachi would like to change this situation and believes her position as a London-based, Japanese graduate of the Royal Academy, as well as her business connections and successes, can help her raise the stature and visibility of these women.

“There is substantial interest on the UK side, but the language barrier is a problem. A lot of Japanese female composers can’t find opportunities in the UK because of the difficulty in communication. So, I think this is where I come in, and it is my responsibility to introduce these composers to the UK,” she said.

“One of the composers I’m trying to introduce further in the UK is Makiko Kinoshita, who is a distinguished, highly respected composer—particularly in choral instrumentation. She is so widely known in Japan, yet outside Japan her music is rarely heard. So, I’m trying to introduce more of her works in the UK. Even with her high calibre and most beautiful music, she says that being a female composer has not always been easy”.

Coda

With British Airways, BBC Radio, Lush and her efforts as a diplomat of sorts for UK and Japanese music and composers, Komachi has a full plate. But that isn’t slowing her down.

She is currently working on her second book, this one about the late British composer Ralph Vaughan Williams OM (1872–1958), to commemorate the 150th anniversary of his birth in 2022. To go along with the publication of the book, scheduled for 2021, Komachi is working on The Vaughan Williams Project, a collaboration bringing together artists, music experts and the audience.

“This project involves a lot of different aspects like concerts, some writing, and also performing and recording. So, I’m working towards that,” she said. “Hopefully, I’m also going to be writing more music for other projects that connect Japanese traditional music and British music. And, as a performer, I hope to continue playing in both countries. But, mainly, my focus is on introducing music from both countries and working with contemporary composers”.

This autumn, Komachi’s album *Colours of the Heart* will be featured for sale at the Tokyo Metropolitan Art Museum together with a new compilation CD—*Masterpieces of Impressionism*, released by King Records—as part of the museum’s Courtauld Exhibition. 🇬🇧



We have three autographed copies of *Colours of the Heart* to give away.

Please email your name, address and telephone number by 12 August to: coordinator@custom-media.com

Winners will be picked at random.

ARTS

UK CULTURE IN JAPAN

COMPILED BY:

MEGAN CASSON
megan@custom-media.com

MISA YASHIRO
coordinator@custom-media.com

1 UNTIL 23 SEPTEMBER

Julian Opie

One of Britain's most influential living artists, Opie produces landscapes and portraits defined by simple, schematic lines and blocks of colour. He also uses modern mediums, including computer-aided design, LED installations and LED screens. This is the first time in 11 years that Opie's work will be shown in a Japanese museum.

PHOTO: TOWERS 1. 2018

Tokyo Opera City Art Gallery

3-20-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-1403

Price: ¥800-1,200

03-5777-8600 | www.operacity.jp/en/ag

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



2 23 JULY

John Lynn

For one night, the hilarious Irish comedian John Lynn will perform his comedy skits in Tokyo at the British bar Good Heavens! Lynn has made numerous television appearances, including on the BBC's *One Night Stand* and *The Craig Doyle Show*. In addition to his theatre and film work, Lynn recently completed his first novel.

Good Heavens!

5-32-5 Daizawa, Setagaya-ku, Tokyo 155-0032 03-3411-6774

Price: ¥2,500-3,500

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3 25 JULY-12 AUGUST

Wars of the Roses

The theatre company Kakushinhan will be hosting two performances based on Shakespeare's first historical tetralogy, which deals with the conflict known as the War of the Roses, between the House of Lancaster and the House of York for control of the throne of England. One storyline is based on *Richard III* and the other on *Henry VI*.

PHOTO: SHOTA SAITO, L.LOVESR.CO., LTD.

Theatre Fushikaden

2-1-10 Nakaochiai, Shinjuku-ku, Tokyo 161-0032

Price: ¥5,000

03-5912-0840 (J-Stage Navi) | www.fuusikaden.com

office@kakushinhan.org

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To apply for giveaways, please send an email with your name, address and telephone number by 31 July to:

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Winners will be picked at random.



4
3-5 AUGUST

The Monster

New National Theater Drama Studio and the Manchester School of Theatre will present Ágota Kriszta's *The Monster* as an international collaboration between drama school students from the UK and Japan this summer.

The Pit, New National Theatre

1-1-1 Hon-machi, Shibuya-ku, Tokyo 151-0071

Price: ¥1,000-3,240

03-5352-9999 | www.nntt.jac.go.jp/english

◎ **FREE TICKETS:** We have **one pair of free tickets** for this event.



5
13-14 AUGUST

Nick Lowe

British producer, singer and musician Nick Lowe—famous for his collaboration with Elvis Costello—will bring his country- and blues-inspired “pabrock” sound to Billboard Live Tokyo. With a new EP, *Love Starvation/Trombone*, released in May, this performance will be one to see.

Billboard Live Tokyo

Tokyo Midtown Garden Terrace 4F

9-7-4 Akasaka, Minato-ku, Tokyo 107-0052

Price: ¥8,500-9,500

03-3405-1133 | www.billboard-live.com

◎ **FREE TICKETS:** We have **one pair of free tickets** for this event.



6
FROM 30 AUGUST

Tolkien

British actor Nicholas Hoult stars as J.R.R. Tolkien, author of the legendary novel *The Lord of the Rings*, in a film depicting his formative years. Written by Irish theatre writer David Gleeson and British writer Stephen Beresford.

PHOTO: ©2019 TWENTIETH CENTURY FOX

TOHO Cinemas Hibiya

Tokyo Midtown Hibiya 4F

1-1-2 Yurakucho, Chiyoda-ku, Tokyo 100-0006

Price: Varies

050-6868-5068 | www.tohotheater.jp



UK-JAPAN EVENTS

1 Lawyer Catherine O’Connell (front centre) spoke about how to successfully transition from being an employee to becoming your own boss at the British Chamber of Commerce in Japan (BCCJ) event Small is GREAT XV: Law and Disorder at the BCCJ Hub in Tokyo on 6 June.

2 The Welsh Government and British Ambassador to Japan Paul Madden CMG hosted a Welsh Food and Drink promotion event and business reception on 19 June at the British Embassy Tokyo. The event was part of the 16-21 June Food and Drink Trade Development Visit to Tokyo, organised by Food & Drink Wales.

3 The BCCJ participated in the Canadian Chamber of Commerce in Japan’s annual summer cocktail event on 7 June at Roppongi Hills Club. With 13 other chambers of commerce participating, it was a wonderful chance for members to network with the Tokyo business community.

4 Tech Hack: UK-Japan Innovation Ecosystems in 2019-2020 took place on 9 July at the BCCJ Hub. Tying into the BCCJ 5.0 initiative’s Digital and Tech Innovation pillar, the hackathon format was designed to promote creative thinking, problem solving and innovation through diversity and inclusion by bringing together members of the BCCJ and other foreign chambers of commerce in Japan with leaders from the Japanese public and private sectors.



5 and 6

Two images of British armed forces in Yokosuka were announced among winners of the annual Royal Navy Peregrine Trophy Awards on 1 July. Royal Navy winchman James Watson takes part in a winching serial aboard HMS *Sutherland* (5) and Royal Marines from HMS *Sutherland* participate in a boarding serial with the Japanese destroyer JS *Suzunami* (6).

PHOTOS: SAM SEELEY / ROYAL NAVY

7

The Webb Ellis Cup, the trophy awarded to the winner of the Rugby World Cup (RWC), was on display at the British School in Tokyo on 2 July. Sharing the prize with students were, from left, RWC 2019 Executive Director Rob Abernethy, outgoing BST Principal Brian Christian and RWC 2019 General Manager Koji Tokumasu.

8

Custom Media (CM) and Dow Jones & Company (DJ) launched *Mansion Global Japan*, a premium real estate and luxury lifestyle magazine, at Academy Hills on 8 July. Pictured from left are: CM President Robert Heldt, DJ Partnerships Director Masumi Obi, CM Creative Consultant Edvard Vondra, DJ Relations Manager Sonia Liang, CM and BCCJ ACUMEN Publisher Simon Farrell, Business Development Manager Jody Pang, DJ Vice President of Asia-Pacific Joe Martin and marketing projects team member Masako Osabe.

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



IN SEARCH OF THE CARING ECONOMY

Lessons to be learned by the new from the old

BY NORIKO HAMA

All sorts of economies coexist these days. There is the gig economy, the platform economy, and the sharing economy. The last gets talked about a lot. And then there is the on-demand economy, which also attracts a fair amount of attention. These are all new and are all very 21st century.

Or are they? A quick look at Japanese history reveals some startling similarities between the new economies of today and the established practices of Japan's nearly 300 years of seclusion during the Edo period (1603–1867).

For one, the gig economy was all the rage in Edo period Japan. Pretty much everyone was a gig-style worker in those days. Except for the samurai classes. The samurai were salarymen. They worked on lifetime employment contracts—and not for single generations, either. Employer and employee both were hereditary positions. My master's father was my father's master, and my master's son shall be my son's master, and so on.

Getting the gig

But this was not so for the non-samurai citizenry. Unless you ran a business of your own, you were basically a gig worker flitting from job to job. Servants, housemaids, cooks, gardeners, builders, butlers and all sorts of assistants, among others. People were either self-employed or hiring themselves out on time-limited contracts.

The Edo period economy was also a platform economy. Platform businesses matching gigs to gig workers were a popular and profitable pursuit. The Japanese word for the Edo-version platformer was *kuchiireya*. *Kuchiire* means “speaking for” and *ya* stands for “house”. These people would put in a word for the gig providers and the gig workers who registered with them. The other name for the *kuchiireya* was *keian*, after the physician Keian, who is said to have invented the business of matchmaking.

Japanese history reveals some startling similarities between the new economies of today and the established practices of Japan's nearly 300 years of seclusion during the Edo period (1603–1867).

What's yours is mine

Sharing was also an everyday feature of Edo period life. You borrowed everything from everybody. From soy sauce and rice to the formal wear needed to attend weddings, you could not hope to get through life without the sure knowledge that you could borrow from others. Your next-door neighbour's knives and forks—or in this instance chopsticks and rice bowls—were your own and vice-versa. You minded their children and they minded yours. The widespread availability of the communal bath meant you did not need to have a bathroom of your own to keep yourself nice and clean throughout life.

The on-demand concept was one that was very familiar to the Edo populace. Be it large merchant houses or prosperous retired senior citizens, people never fretted about the availability of competent servants or helpers. They knew such people would always be provided on demand by shrewd and well-connected *kuchiire* platformers. The same would apply to job-seekers on the other side of the platform. Either for festivities or for mourning, clothing for the special occasion was always supplied on demand by rental or second-hand clothing shops.

Third verse, same as the first

So, there we are. There is nothing new under the sun. There is, however, one notable difference between the various economies of Edo Japan and those of the globalised 21st century. The overlapping area among the new economies of today can actually be quite a hazardous place. A would-be gig worker places his skills on internet-based platforms. There is no knowing what kind of working conditions await them. And the intense competi-

tion means there is always a race to the bottom in terms of pay. The sharing economy is all very well, but quality control is, at best, patchy and more likely non-existent.

The on-demand economy is but another name for the expendable economy. However supreme your performance, you are discarded once the immediate requirements for your skills are met. Life is highly precarious for people who step into the multi-layered zone where the new economies meet. This becomes a potential danger zone for people's rights and personal safety, due to one other economy which is conspicuous for its absence in this whole picture.

The caring economy

The platformers make a point of making it clear they take no responsibility for the risks people take in putting their wares and skills on their stalls. Nor, indeed, for the people who look for on-demand items among the line-up of goods on offer there. People participating in the sharing economy do not, for the most part, really care about the counterparties to the sharing transaction.

By contrast, Edo citizens shared things with the people they cared about. The *kuchiire* platformers prided themselves in the care they took in the search for compatibility between gigs and gig workers. Nor did they stop there. They would negotiate with gig providers to ensure decent pay for the gig workers. They would continue to keep watch so that gig workers were treated fairly by their employers. The people of Edo Japan seemed to know instinctively that sharing without caring was not really sharing, and that careless platforms could all too easily turn into a marketplace for slave trading. We need to learn from history. 🇯🇵

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