

The magazine of the
British Chamber of
Commerce in Japan

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GUY PERRYMAN'S STAR-STUDED CAREER 22





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September 2016

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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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New editor

For a new era

SIMON FARRELL | simon@custom-media.com

I am delighted to introduce the new editor of *BCCJ ACUMEN*, Christopher Russell. Chris is an experienced journalist who recently moved to Tokyo after nearly five years in China, where most recently he worked as managing editor of a business magazine. I think you'll agree that it's great to see some talent coming in this direction for a change, especially one of Chris's calibre. Chris is also passionate about music, as you'll see from this issue. Well travelled and an avid football fan, Chris looks forward to meeting you at British Chamber of Commerce in Japan (BCCJ) events to hear what you would like to read in *BCCJ ACUMEN*. Over to you, Chris.



Chris Russell
russell@custom-media.com

As I settle into my new post, I look forward to getting to know more of the BCCJ's secretariat, executive committee, members and volunteers, as well as the myriad organisations that

contribute so much to UK-Japan ties. Of course, there is also the much-anticipated British Business Awards (BBA) to look forward to in November (see page 10), a prime chance to further strengthen ties within the community, as well as recognise the hard work by all concerned over the past year. Incidentally, BBA tickets are selling fast and nominations are being accepted.

Following the momentous EU referendum decision in June, the UK-Japan relationship is undoubtedly entering a new era. I look forward to being at the helm as *BCCJ ACUMEN* charts the significance of, and opportunities presented by, this event to both countries, as well as the British businesses operating in Japan. In many ways, they are leading examples of the new mindset and approach that their counterparts back home will have to take.

In this issue

Our top story (page 16) looks at how sport is fostering inclusion and development, and the important role that both the UK and Japan are playing in achieving those goals. Indeed, they have much to learn from each other.

Inclusion is also at the heart of our piece on office spaces in Japan (page 26). For all firms, access to a full range of talent is an important goal, and ensuring the work environment accommodates individuals with different abilities and work styles is increasingly a consideration for firms when considering their base of operations.

Music to my ears

From The Beatles' first Tokyo performance, to collaborations between the likes of Ryuichi Sakamoto and David Sylvian, the musical links between the UK and Japan are long, diverse and enduring.

Fittingly then, in this issue we are fortunate to have not one, but two interviews with stalwarts of the British music scene in Japan—Guy Perryman and Peter Barakan (pages 22 and 24). Both have made a huge contribution to the presence of British music in Japan and, as you will discover, that is just one part of their work here.

I hope you enjoy my first issue, and I look forward to hearing your comments as I work to make *BCCJ ACUMEN* even better in the future. 🍀

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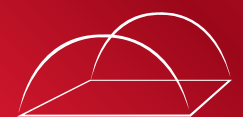
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MEDIA

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Hitachi train to Scotland



A Hitachi Class 385 EMU has departed for the UK

The first Class 385 electric multiple unit train cars produced by Hitachi, Ltd. for ScotRail have set sail for Scotland, the *International Railway Journal* reported on 5 August. The train forms part of an order for 70 trains worth £370mn.

The train was manufactured in Yamaguchi Prefecture, at the firm's Kasado plant, where a further six trains will be made. The remainder will be constructed at the new Hitachi factory at Newton Aycliffe in North-East England.

The three- and four-car trains are due to enter service in autumn 2017.

Daily Dreamliner flights added to London-Tokyo route

British Airways announced the launch of 787-9 Dreamliner flights on its route from London Heathrow to Japan's Narita International Airport. In a press release, the firm said the service was launched at a 19 August event, attended by British Hollywood star Orlando Bloom (page 40).

The flights will run seven days a week, with ticket prices of ¥70,000 and 350,000 for economy and business class. Until January, first class return tickets are priced from ¥1,090,000.

British Airways has been flying to Japan for 68 years. The airline operates 14 weekly flights between London Heathrow and Tokyo, where it has landing rights at both Haneda and Narita international airports.

Rakuten opens Belfast centre

Internet company Rakuten has opened a research centre in Belfast, Northern Ireland, the firm announced in an 18 August press release. The lab will research the potential uses of the blockchain, the main technology behind the digital currency bitcoin, in the fintech industry and for e-commerce.

The establishment of the research centre follows the earlier acquisition of blockchain-related intellectual property from the digital-payments operator Bitnet Technologies.

Brits distill Kyoto's first gin

The Kyoto Distillery revealed the details its first gin, KI NO BI (The Beauty of the Seasons), in a 17 August press release. This followed the distillery being awarded its production licence, which the company believes to be a first in Kyoto.

The gin, production of which is overseen by the firm's Head Distiller Alex Davies, will be released domestically in October, and in other markets later.

"We have worked hard to make a delicious dry gin, from local botanicals where possible, which does justice to the culture of craftsmanship for which Kyoto has been famed for over 1,000 years", said David Croll, a partner in the distillery.



The distillery's stills are of German make

British football may return for 2020 Olympics in Tokyo

British Olympic officials will again try to persuade the UK's four football associations to enter British men's and women's football teams for the Tokyo 2020 Olympic and Paralympic Games, *The Guardian* reported on 21 August.

The English FA was in favour of entering teams for the Rio Games, but the respective associations of the remaining Home Nations were against such a move, due to concerns it would affect their independent status, despite reassurances from the sport's governing body FIFA. Their opposition may scupper hopes of British teams competing in Tokyo as well.

Sony buys London music label

Sony Music's UK arm has acquired the dance music label Ministry of Sound through its UK division, *Billboard* reported on 10 August. The deal will see the major label acquire Ministry of Sound's roster, back catalogue and successful compilation series—one in every six compilations sold in the UK is released by Ministry of Sound.

The label is one of the world's largest for dance music, with cumulative album sales topping 70mn. The deal with Sony will enable it to expand further its international presence.

Healthcare firm tops "doing good" list

GlaxoSmithKline (GSK) has been ranked number one on *Fortune's* 2016 "Change the World" list of firms performing well by doing good, the British pharmaceutical company's Japanese subsidiary revealed in a press release on 29 August. Last year, GSK ranked 6th in the same list.

A number of the firm's initiatives contributed to the improved ranking, said GSK Japan President Philippe Fauchet OBE, who also serves on the British Chamber of Commerce in Japan Executive Committee. Among them were GSK's research and development projects, its vaccine candidates for Ebola and malaria, and initiatives in developing countries to improve access to the firm's medicines and strengthen those countries' healthcare systems.

The "Change the World" list was first issued in 2015.

Nissan's UK future hangs on Brexit deal



Vehicles are still rolling off Nissan's Sunderland car plant assembly lines

Carlos Ghosn, Nissan chairman and chief executive, said in a BBC interview published on their website on 5 August that the carmaker's future investment in the UK will depend on the post-Brexit terms agreed for customs, trade and the free movement of goods. "That will determine how, and how much, we will invest in the UK", he said.

But Ghosn said he remained optimistic, and that the UK would continue to be a "big partner" for the EU. "Common sense will prevail from both sides," he said.

Nissan's Sunderland plant, which produced 500,000 cars last year and employs 6,700 people, exports most of its production to Europe. It is the biggest car plant in the UK.

Scotland and Nagasaki agree rugby link

Scottish Rugby, the sport's governing body in Scotland, has inked an agreement with the city of Nagasaki, the *Herald Scotland* reported on 25 August. The national team will conduct a 10-day training camp in the city ahead of the 2019 Rugby World Cup in Japan.

The deal also opens the door to possible tours of Japan by the Glasgow Warriors, Edinburgh Rugby, and Scottish all-age sides. More coaching and refereeing exchanges—there have been some in the recent past—are also in the offing.

"The confirmation of this camp, with exclusive use of world-class facilities,



PHOTO: SNS/SRU

presents an excellent foundation for our campaign", said Gavin Scott, the Scotland team manager.

Arsenal loan out Asano after work visa problem

Just weeks after joining Arsenal football club, Takuma Asano has been sent on a season-long loan to Bundesliga side Stuttgart, ESPN reported on 26 August. The move comes after the 21-year-old striker's work permit application was rejected.

Asano signed for Arsenal from Sanfrecce Hiroshima in July, and was named J-League rookie of the year for 2015 after he and his teammates claimed the league title.

The forward scored two goals for the Japanese national team at the Rio 2016 Olympic Games.

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Passing the baton

Maternity leave plan

LORI HENDERSON MBE

Preparing for maternity leave is not only an interesting personal journey, but also a unique opportunity for our team to review BCCJ strategic developments, organisational efficiency and operational metrics.

Six months into the financial year, before passing the Executive Director baton to a new employee, I'm pleased to report that we are on track.

Membership numbers are growing modestly, with ever-increasing engagement of Japanese members, as well as Platinum partners—our “Champions of British Business”.

Our events programme continues to offer a diverse spread of learning and development opportunities—as well as fun.

And our community work is having a positive impact on marginalised groups in Japan, such as youth living in care homes but seeking education and jobs.

Depending on the date of our new arrival, I may miss this year's British Business Awards (11 Nov), but our solid project management platform means we are ahead of the game on bookings and nominations. Financial support from Jaguar Land Rover (headline

sponsor), Michael Page International and Thermo Fisher (Silver Sponsors) is resulting in a healthy budget.

People

We can feel really proud of what the BCCJ achieves with just three employees.

We're lucky, too, to be supported by a progressive-minded Executive Committee of 15 members—who've allowed me the flexibility I've needed over the past few months to attend doctor's appointments and work remotely. The supportive environment has made my pregnancy an enjoyable adventure—and helped me feel motivated to work “normally” for as long as I can.

And we are eternally grateful for the pro-bono advice from member firms, each of which bring skills and experience that help our community function, particularly during times of transition. Freshfields and HR Advisory have been particularly supportive in advising on matters related to Japan's labour laws, and maternity and paternity leave and benefits.

Interim executive director

Our Interim Executive Director Emma Hickinbotham will bring to the team more

than 20 years of experience working between the UK and Japan.

She will be ably supported throughout the maternity cover period by our BCCJ office team, Sanae Samata and Joanna Lundt, as well as our three winter interns, from Temple University and Showa Women's University. We will undoubtedly discover talents we never knew we had, and benefit from Emma's fresh perspective.

As I bid you sayonara for six months, members are invited to attend a casual reception in mid-October to welcome Emma to the Chamber. More details can be found on www.bccjapan.com.

Please make our new team member feel as welcome and valued as I have felt over the past five and a half years.

Blooming marvellous

Thank you to British Airways for inviting us to celebrate the launch of the Dreamliner service between the UK and Japan on 29 August, allowing us to rub shoulders with global superstar Orlando Bloom.

I wave a temporary farewell to the BCCJ, preparing for motherhood, and feeling blessed in more ways than one. 🇬🇧

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STARBUCKS LOSES FAVOUR

Japan's first Starbucks outlet, in Ginza, Tokyo, opened on 2 August, 1996. By 2013, it had opened more than 1,000 outlets in the country, and currently boasts 1,198. The company's 20th anniversary celebration, however, was tainted by some unhappy news. While a survey of the Japanese Customer Satisfaction Index undertaken by SPRING found Starbucks rated number one in the café category in 2014, by the following year, reports *Nikkan Gendai* (18 August), it had dropped to third place, behind Doutor and Veloce cafés.

"In the past, the atmosphere and customer service at Starbucks was analogous to business class aboard an airline," commented journalist Rika Kashiwagi. "As the company expanded, the quality of staff has declined, and there are also many customers who hang out there just to work, using the Wi-Fi, and it's not the kind of place where you can relax.

With the slow economy more people are trying to pinch pennies, and it has the image of being higher priced, so it shouldn't be surprising that customer satisfaction has declined".

A small latte bought for ¥330 at Starbucks, for example, can be obtained at Doutor for ¥250. The ¥80 difference can count for a lot to a salaryman. The average *kozukai* (pocket money) doled out monthly to wage earners by their wives has declined over the past seven years. It is down nearly ¥8,000 from ¥45,775 in 2009 to ¥37,873 in 2016, according to figures obtained from Shinsei Bank.

"Middle-aged and elderly customers who want to sit in a café and read will appreciate the brighter lighting in Doutor outlets compared with the gloom in Starbucks," said Kashiwagi, adding, "in these severe times, an extra few yen are enough to give one the impression that a place is overpriced".



Starbucks interiors have been criticised for being too dark.

ENGLISH RANKS HIGH ON STUDY POLL

An online survey in the weekly "be between" feature in the *Asahi Shimbun* took up the subject of whether adults were engaged in learning or study. Out of 1,915 valid responses to the question, "Are you currently learning something?", only 34% replied yes, compared with 66% who said no. The most popular activities mentioned by respondents are yoga or Pilates (97 replies), followed by English conversation or simply English (95), singing in a chorus (46), dancing (43), calligraphy (42) and cooking (41). The main motivation for

such efforts was given as self-improvement and/or upward mobility in one's job.

Among those who said no, however, 83% admitted to having studied in the past. The main reasons they weren't doing so any more included: "It costs too much" (588 respondents); "No time for study" (486); "Can't think of anything I want to learn" (337); and "Too difficult at my age" (218).

To the question, "Was there something you tried but failed to learn?", while 545 people gave negative replies, in second place,

with 461 votes, was English conversation and English.

The survey also asked, "If you could revert to childhood, what would you learn?", the top answer, with 661 votes, was—you guessed it—English conversation or English.

A 27-year-old Tokyo female noted with satisfaction that not only did she obtain certification as a yoga instructor, but her newly acquired English skills came in handy as well. "I was able to get hired by the company where I wanted to work," she told the pollster.

LEISURE WHITE PAPER TRACKS NEW GROWTH SECTORS

The 2016 issue of the *White Paper on Leisure*, issued annually by the Japan Productivity Center, notes that total outlays for recreation and leisure last year showed a gain of 1.0%, having reached ¥72.299 trillion.

In terms of the number of participants, the 10 most popular activities (with the 2014 ranking indicated in parentheses only when it differs from that of 2015), were as follows: domestic travel, eating out, motor trips (4); reading (3); cinema (7); visiting shopping centres and outlet malls; visiting zoos and

museums (8); listening to music (12); walking and karaoke (13).

Among the gainers were athletic shoes and sportswear, which—reflecting the growing popularity of jogging and running in marathons—leapfrogged from 28th place in terms of the number of participants in 2014, to 19th last year. Visitors to theme parks and amusement parks grew for the third straight year, setting a new record for takings of ¥764 billion. Among those reporting a drop were *pachinko* businesses, down 1.5% year on year.

The white paper reports that operators of *pachinko* parlours are attempting to bring back customers by installing machines with more generous payouts.

Tokyo’s hosting of the 2020 Olympic and Paralympic Games is expected to result in greater sports-related outlays over the next several years. The issue also features a special report on how the declining birth rate is affecting leisure activities among children.

The full, 192-page white paper may be ordered from Amazon Japan for ¥7,560.

VEGGIE DEMAND DECLINES, BUT SALADS ARE POPULAR

It has been observed, at various times in the past, that the ups and downs of the economy tend to have an impact on the outlays of what Japan’s consumers perceive to be healthy eating. Citing Ministry of Agriculture, Forestry and Fisheries data, the *Nikkei Marketing Journal* (24 August) noted that consumption of vegetables in 2015, calculated on a per person basis, was 90.8kg. This marked a 1.4% decline from 2014, and 5.7% from a decade ago.

Explanations for the decline in vegetable consumption ranged from there being a higher percentage of elderly people, who tend to eat less of everything, to vegetables being less popular among young people.

The so-called green-yellow vegetables, such as pumpkin, acorn squash and spinach, have shown a particular dip in popularity over the past two years. That is in contrast to tomatoes, the household consumption of which has risen 3.9% over the past decade. This may also suggest that vegetables which can be eaten without extra preparation are popular. Such a view is borne out by the declining popularity of root vegetables, especially burdock root, the consumption of which has fallen 16.4% over the past 10 years.



My Salad Factory is enjoying growing financial health as salads become more popular.

One bright spot is the growing popularity of salads. More restaurants are featuring menu selections in which a salad serves as the main dish. Osaka-based Fujio Food System Co., Ltd. will open the first outlet of Singapore’s Salad Stop restaurant franchise in Tokyo in October, and has set the target of 20 shops in operation by 2019. SFP Dining has opened My Salad Factory in a west Tokyo suburb. A large chopped salad is priced at ¥950, with toppings such as cheese

bits and chicken morsels available for an additional ¥200–250.

Demand for vegetable juices has been recovering from a slump. Kagome, which commands about 50% of the domestic market, began identifying the functionality of juice products on their labels from February in line with recently adopted government guidelines, and this has boosted their healthy image. They are said to appeal to people aged 40 and over. 🇯🇵

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Britain is a leader in the world of sport

DAVID BICKLE | @BCCJ_President

For Japan-based sports fans who have been gorging themselves on a television diet of Olympic coverage from Rio, the calm following the end of the Games will have provided a welcome respite. Now is the time to reset body clocks after an extended period of late night and early morning viewing across several time zones. It is hoped that treasured memories of Team GB's Olympic gold rush will more than compensate for any disruption to sleep patterns.

Highlights are too numerous to mention. Cyclists, athletes and rowers (to mention just a few Team GB competitors who excelled) delivered performances that met the most demanding of public expectations.

Perhaps even sweeter, though, were the performances of individuals and teams that defied more modest expectations. They won medals with breathtaking displays of quality and competitiveness that fans could hardly have dreamed of ahead of time. The triumphant British women's hockey team and male gymnasts are shining examples of what can be achieved with total dedication and self-belief.

And for those looking for the secret of Team GB's success, gold medal rower Mohamed Sbihi let slip the key to being a true champion—"you do it for pride, honour, and the prestige".

Cross-border issues

Purity of motivation aside, modern professional sport is a business. And like many businesses of a global nature, international cooperation is required to regulate it. We are reminded of this by the Brexit briefing paper published last month by the House of Commons Library. The briefing includes 183 pages of analysis on the impact of Brexit on policy areas. This includes not only the frequently debated

matters of trade, employment, energy and immigration—but also sport.

Following the Lisbon Treaty, sport is an area of EU competence, with programmes for combating cross-border issues such as doping, violence, match-fixing and racism. Just as the UK should continue to work proactively and effectively with the rest of Europe and the world on the headline issues of economic, environmental, and security policy, it is hoped that it will remain equally engaged in the fields of culture and sport.

UK consultancies have particular practical skills and experience with which to address the challenges that must be tackled by the organizers of global sporting events, and there will doubtless be opportunities for them to employ these for the benefit of the tournaments to be hosted in Japan at the end of this decade.

For those operating in the fields of sports venue design/build, management, operations, security and technology, the Stadia & Arena Asia Pacific 2016 conference and exhibition at the Yokohama Arena (26-28 September) will be a timely reminder of the opportunities at hand. 🇬🇧

It is hoped that [the UK] will remain equally engaged in the fields of culture and sport

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Mexico emerged victorious from the Homeless World Cup in Glasgow

Partners for progress

Collaboration between the UK and Japan is helping sport achieve social goals

BY JULIAN RYALL



Mel Young, president of the Homeless World Cup

The headlines emerging from the Olympic and Paralympic Games in Rio de Janeiro have largely focused on sporting endeavour and success—hardly surprising, in Great Britain’s case, given our athletes’ remarkable success at the XXXI Olympiad. But there have been equally impressive demonstrations of sportsmanship.

Nikki Hamblin, representing New Zealand in the 5,000-metre race, stopped to assist Abbey D’Agostino when the American runner fell in agony. Earlier in the race, D’Agostino had helped Hamblin to her feet after they had collided and fallen.

Neither runner completed the race, but they did win a thunderous round of applause from the thousands of onlookers packed into the Olympic stadium.

A short while later, the International Olympic Committee

announced that it was awarding both Hamblin and D’Agostino the prestigious Pierre de Coubertin award. Also known as the International Fair Play Trophy, it has only been handed out 17 times since it was first awarded in 1965.

The images of the two women assisting each other have been shown around the world and help to underline the message of sportsmanship, as well as sport’s ability to foster social change.

And with the next Olympic Games to be held in Tokyo in 2020, there are a number of international organisations that are looking to achieve just that.

Mel Young, president and joint founder of the Homeless World Cup, visited Japan in December 2015 to attend the Third International Symposium on International Development

There are no more barriers to Japan hosting the Homeless World Cup than any other nation doing so.

and Peace through Sport. He has since said he hopes the annual tournament might come to Japan within a couple of years.

“We had some very creative conversations with people here about Japan hosting the tournament, although nothing definite has come out of those talks yet,” he told *BCCJACUMEN*. “At this point, it really is up to Japan whether it wants to go ahead and host the Homeless World Cup, but I certainly hope it does happen.”

This year’s tournament was held in Glasgow, with the teams from Mexico winning both the men’s and women’s competitions. The 2017 tournament will be in Oslo but, after that, a host city in East Asia—which has never staged a Homeless World Cup—would be a welcome development, said Young.



The competition helps change views of homeless people

It is, after all, a great deal more than a kick-about among players who are homeless.

“Our statistics show that, for the people who get involved, a huge percentage then go on to get out of the situation that they are in,” he said. “Many of them get a job, they get a home.

“Another thing that we do is to destroy the stereotypical view of homeless people, because these are teams from all over the world, [the members of which] become stars in their own right very quickly after they start playing.

“As soon as the game starts, the spectators simply forget that they’re homeless; they are each a human with personalities and abilities and [the spectators] warm to them.”

Some 48 men’s teams took part in Glasgow, as well as 16 women’s



Players wowed the crowd with their skills

squads, although Japan did not field a team.

“They have competed previously, but they’re not particularly good because homeless people in Japan tend to be older than elsewhere,” Young said. “But the winning does not matter—although Japan usually wins the fair play award and are big favourites with the crowd.”

Young says there are no more barriers to Japan hosting the Homeless World Cup than any other nation doing so, although homelessness is viewed rather differently in this society.

“Some countries try to deny its existence, while others almost embrace it,” he said. “Look at the United States; it’s a shocking problem there, but they don’t hide

it and everyone from the president down knows it’s a problem.

“Others know they have a problem, but they don’t want to talk about it—and unless they do start to talk about it ... those societies are not going to find any solutions,” he added.

A number of Japanese organisations are similarly attempting to use sport to bring about positive social change. Many were in attendance at the December symposium, which was organised by the University of Tsukuba; the National Institute of Fitness and Sports in Kanoya, Kagoshima; and the Japan Sport Council.

Sport for Smile, for example, encourages people to think about the wider world and people who

L

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Nicola Sturgeon, Scotland's First Minister, centre, attended the Homeless World Cup.

are less fortunate than themselves, said Mie Kajikawa, founder of the non-profit organisation.

"Our mission is to assist people to achieve their goals by suggesting ways to utilise the power of sport as a global language for [attaining positive change in] society", she said in a statement. "Our ultimate aim is to serve as a platform to create communities, as well as to link optimal projects that encourage more people to become actively involved".

The Sport for Tomorrow consortium, under the Japan Sport Council, has around 70 member organisations, ranging from the All Japan Archery Federation to the Urawa Red Diamonds J-League football team, and is building momentum towards 2020.

The programme has three pillars: encouraging international cooperation and exchanges through sport; developing a sporting academy for tomorrow's leaders; and, under the Play True 2020 banner, promoting a message of opposition to doping in sport.

In addition to strengthening international networks and enhancing dialogue, one of the aims of the December conference was to share knowledge and expertise in the field of "sport for development and peace", according

to Satoshi Shimizu, a professor at the Faculty of Health and Sport Sciences, University of Tsukuba.

And Britain's experiences in this area are of critical importance to Japan.

"Since NGOs, academic institutions and other organisations in the UK have led initiatives in the field of sport for development and peace for a decade, Japanese organisations can learn extensively from UK organisations, both in terms of research and practice", said Shimizu, who also chairs the university's joint masters programme in International Development and Peace through Sport.

"As an academic institution, in particular, we have been implementing great collaboration with universities in the UK in research and education," he explained, with projects under way with Loughborough, Durham and Southampton Solent universities.

One of the areas in which Shimizu and his colleagues are particularly interested in fostering cooperation is the long-term legacies of major events that serve to assist local communities. The legacy of the London 2012 Olympic Games is widely considered to have been one of the most effective in achieving precisely that, with

huge regeneration projects revitalising some of the most deprived areas of East London and giving more people access to state-of-the-art sporting facilities.

"Sport has a long history of playing a culturally significant role in society", Shimizu said. "Sports such as baseball, football and volleyball have contributed greatly to connecting people and building communities.

"They can serve as tools to bring people, who have different social and cultural backgrounds, together", he added. "Social change through sport can also include the reintegration of former child soldiers, social inclusion of marginalised populations, empowering of girls in society, and so on".

Richard Giulianotti, a professor of sociology in the School of Sport, Exercise and Health Sciences at Loughborough University, also took part in the conference and said Japan needs to better communicate the benefits of sport—in areas ranging from improved public health to developing communities, improving cross cultural understanding and empowering women.

"It will be important to provide evidence, to get some very strong testimony from people who have been affected by positive social change, and to show how sport has acted as a catalyst for that", he said. "If we can do that in Japan, then sport could evolve into a powerful force for change". 🇬🇧



Many players are able to escape from their situation

WHO ARE BCCJ HONORARY MEMBERS?

Handling of Brexit, embassy ties, and *BCCJ ACUMEN* are key functions

BY BRANDI GOODE

In addition to the listed categories of membership in the British Chamber of Commerce in Japan (BCCJ), a special classification is reserved for individuals who have gone above and beyond in developing UK-Japan relations.

As of 2016, the BCCJ recognises six lifetime BCCJ honorary members: Ian de Stains OBE; Hiroaki Fujii; Sadayuki Hayashi GCVO; Kazuko Kon MBE; Robin J. Maynard MBE and Masaki Orita.

There is no singular act of service that defines these honorary members, but each has made significant contributions towards the overarching BCCJ goal of aiding members and strengthening UK-Japan ties. The first mention of honorary members appears in the 1974 BCCJ Constitution, which states that the designation thereof must be agreed upon by a majority of the Executive Committee (Excom).

David Bickle, BCCJ president, said: “Although these members have stepped down from positions of leadership within the Chamber, they remain trusted and respected figures in the business and diplomatic

community. With uniquely impressive depth and breadth to their career experiences, they remain important figures in the field of UK-Japan relations. The BCCJ is delighted that they remain supportive of the Chamber, and part of its thriving network”.

In addition to the current six honorary members, the BCCJ recognises the late Sukeyoshi Yamamoto’s invaluable contributions as the first Japanese elected to Excom, in 2000. Yamamoto served 12 years in the BCCJ leadership, during which time he prepared much-appreciated “weather reports”— economic summaries of what was happening in Japanese business and industry.

Chamber role

Ian de Stains, the first elected executive director of the BCCJ, who also oversaw the first honorary

member appointment in 1991, admits there was never a defined role for these individuals.

“When the system was introduced, it was principally for returning Japanese ambassadors to the Court of St. James’s. Only slowly were other members brought in, and it was more by way of recognition,” he said. De Stains served as BCCJ executive director for nearly 25 years, and was granted a Lifetime Achievement Award at the British Business Awards in 2010, the year before his retirement.

Masaki Orita, Japanese ambassador to the UK from 2001 to 2004, says the role of honorary members is that of advisor to the BCCJ, based on their personal experiences as diplomatic or corporate leaders. During his tenure at the embassy, Orita constantly organised events designed to encourage networking and information sharing among the Japanese and British business communities. He often gave detailed speeches about Japan’s economic situation, as well as that of the international community, in order to promote UK-Japan relations in addressing wide-ranging commercial issues.

There is no singular act of service that defines these honorary members



Hiroaki Fujii



Ian de Stains OBE



Kazuko Kon MBE



Masaki Orita



Robin Maynard MBE

Orita was instrumental in convincing the UK government to participate in the Aichi World Exposition in 2005. At that time, he says, the war in Iraq was the government's main concern, and persuading officials to allocate budget to the expo was not easy.

Hiroaki Fujii also served as Japanese ambassador to the UK and subsequently as president of the Japan Foundation. He follows the news in *BCCJ ACUMEN* and still attends events, as part of his role as honorary member. Today, Fujii is president of the Mori Arts Center, and as such serves as a trustee for various organisations with UK-Japan ties. Promoting the Chamber as a business advocate for its members is the enduring role of all honorary members.

Then and now

Reflecting on the BCCJ's progress since its 1948 inception, Robin J. Maynard says: "In 1978, when I joined, the BCCJ was like a stuffy club for old gentlemen. The committee met at the offices of its members by rotation, the magazine comprised sheets of outdated and stapled green paper, and women were a rare species hardly spotted at events".

Maynard is credited with giving the Chamber its first dedicated office at the headquarters of his own company, charging what he calls a "peppercorn rent", in consideration of the BCCJ's weak finances at the time. He then became a "Mr. Behind-the-Scenes" to the Chamber, encouraging firms and individuals to join the blossoming organisation.

"We now have women in leadership roles, advanced technology and a really decent, informative magazine. In tandem with the British Embassy, and given the size and volunteering nature of the current BCCJ, I believe that the Chamber is now maximising its role of promoting business in Japan", Maynard emphasised.

Orita and Maynard see the Brexit decision as a defining moment in the Chamber's history

De Stains also highlights the key relationship with the British Embassy Tokyo.

"The BCCJ has remained a strong presence in the Japanese market and has grown rapidly, especially in recent years, which is really good to see. The enduring relationship it has with the British Embassy is just one reason for its prominence in promoting UK business interests", he says.

Kazuko Kon was awarded BCCJ Lifetime Honorary Membership at her retirement reception in 2009, after having worked an impressive 40 years as a commercial officer at the British Embassy. One of her primary responsibilities was nurturing the relationship with the BCCJ, an organisation considered a strategic contact with the business community.

"From 1988 until around 2002, the embassy worked hard to promote UK exports to and investment in Japan, under several trade missions such as the Opportunity Japan Campaign. During that period, we received many VIPs and prime ministers, as well as Royal Family members and senior business leaders. On each occasion, BCCJ members were involved in organising events, meetings and receptions", Kon said.

She recalled: "For me, the most remarkable event was the opening ceremony of Yokohama Business Park's British Industry Centre, which was attended by Prime Minister Tony Blair in January 1997".

Like Maynard, Fujii mentions the expansion and improvement of the BCCJ's flagship magazine, *BCCJ ACUMEN*, as a point of pride.

"The BCCJ has been working [harder and harder] to cement UK-Japan ties, which I believe represents one of the most important relationships in the world. In particular, the quality of *BCCJ ACUMEN* magazine has improved remarkably. It is a rare magazine [that enables] many Japanese to learn what non-Japanese living in Japan are thinking", he said.

Finally, Orita applauds the BCCJ's growth and importance when compared with other chambers of commerce in Japan.

Where next?

All honorary members agree the Chamber's ultimate priority is promoting the interests of its members.

"I believe the BCCJ does this with tremendous professionalism", de Stains said.

Orita and Maynard see the Brexit decision as a defining moment in the Chamber's history. "The most important function of BCCJ today is explaining the implications of the Brexit vote to Japanese people, especially from a business point of view", Orita said.

Maynard concurred, citing the BCCJ's role in ensuring "the calm and adroit handling of all Brexit issues, in tandem with the British Embassy". As one of the longest-serving commercial officers at the embassy, Kon also emphasised the need to continue developing the BCCJ-embassy relationship, as well as ties with other BCCJ partners, such as the British Council Japan and the European Business Council in Japan.

Fujii added, "Japan needs to open the country further to enhance diversity. As such, the BCCJ can make a significant contribution by letting us know—naturally, in a polite, Japanese way—about barriers that hinder business here, as well as those that hamper the private lives of its members." 🍀

DON'T STOP THE MUSIC

Guy Perryman's
star-studded career

BY JULIAN RYALL

Sitting with Guy Perryman for more than 15 minutes can make a workaholic feel like a sloth. A comment sparks an idea and the idea swiftly evolves into a plan; mention anyone in Japan's music or media world and he is guaranteed to know that person; name a significant British pop musician from the past 30 years and Perryman will almost certainly have interviewed them.

Speaking with *BCCJ ACUMEN*, Perryman agrees that, ever since he got into the music business, there have not been enough hours in the day to achieve everything that he has wanted to do.

And now that he has joined the Executive Committee of the British Chamber of Commerce in Japan—which he did in April—he intends to bring the same energy to his new role.

"I first came to Tokyo in 1990 with Virgin Megastores to be the in-store DJ in their Shinjuku flagship and I really did see that as just a step in my career as I went to London," explained Perryman, who got his start in radio in Australia.

"But that never happened and I guess I'm still on my way there, although I guess what I do now—which involves playing a lot of British music on the radio—means I'm in the ideal situation of having [a connection to] both Japan and the UK."



Guy Perryman has interviewed many stars, including Coldplay, Paul Weller (top right) and Judi Dench (bottom left)

Although born in Scotland, 51-year-old Perryman grew up in Suffolk, London, Singapore and Australia—a function of his father being an officer in the Royal Navy—and found himself studying art, drama, geography and media in sixth form college in Canberra.

“We were able to experiment with radio, TV and print media, and that’s when I fell in love with radio,” he said. “I got a job straight out of school with the triple j radio station in Sydney”.

Describing the station as “anarchic, fun and a great place to learn the trade,” Perryman started out as a programming assistant, but couldn’t wait to get his own turn in the studio. To speed up his apprenticeship, Perryman volunteered for some shifts on a local public radio station, which soon asked him to take on the drive time slot and to present a club music show on Monday nights. Both were a roaring success.

But the lure of London—still the hub of the global music scene—remained strong and he

saw his arrival in Tokyo in 1990 as a stepping stone to that ambition.

Instead, Japan became home. And Perryman couldn’t be happier.

“Tokyo today really feels like it has become an international city, on a par with London or New York—and in many ways better than both of those.

“I look around now and I like seeing the cooler element among people; not everyone is an office lady or a salaryman,” he said. “There are some really visionary entrepreneurs, little companies that are incredibly creative, a café culture and so on. I live in Harajuku and it’s great to see the district going through this new phase of little fashion stores, cafés, galleries and really developing a street-culture feeling”.

Professionally, radio still remains Perryman’s first love and he is a regular on InterFM, playing UK music on his London Hit Radio show.

While still with Virgin, he was the founder of Radio On, which subsequently grew into a bar in Gaienmae, where DJs could put on their own

events. The arrival of the Internet saw the station close down, but Perryman soon put his talents into new ventures, including event production and narrations.

Another project that is nearing completion is the publishing of a book about some of the hundreds of pop stars whom he has interviewed during his career.

From Rick Astley—“a fun guy who just laughed at himself”—to Bananarama, Coldplay, The Chemical Brothers, Noel Gallagher, and Sting and Andy Summers of The Police, Perryman has enough anecdotes to fill several volumes.

Perhaps the hardest task in compiling the book is finding a way to carefully word the sections on his more difficult guests so as not to reveal too many of their “I’m a celebrity” foibles.

But Perryman’s newest project gets him back onto the airwaves, although it will entail less music and more chat. Instead of introducing people from overseas to a Japanese audience, he will be turning the tables and putting the spotlight on people in Japan for an overseas audience.

“Rakuten are launching a radio platform and are looking for content, so we are planning to create an interview show,” he said. “I will be meeting interesting people and interviewing them for about 60 minutes for a global audience”.

Perryman intends to use his skills and knowledge now that he is a member of the chamber’s Executive Committee.

“I’ve been a member of the chamber for many years, but only joined the committee this year,” he said. “I’ve volunteered to help out in expanding the media database and reaching out to more Japanese media to increase their interest in what the chamber is doing”.



DON'T STOP THE MUSIC II

Music stalwart looks back on his illustrious career

BY JULIAN RYALL



Peter Barakan has lived in Tokyo since 1974

From his first job working at a record store in Earl's Court to a stalwart of Tokyo's radio and television scene, Peter Barakan has spent his entire adult life surrounded by music.

And music has provided "the best job in the world," Barakan told *BCCJ ACUMEN*.

"I have been really lucky from start to finish," the 65-year-old Londoner said. "I had a full-time day job until 1986, when I went freelance, so I had a paycheck every month and there was no pressure on me to be commercial with my music choices.

"I suppose you could say that I got into radio so I could impose my musical tastes on other people," Barakan says with his easy smile. "There are a number of people who find what I do interesting, and that has led to me constantly being able to work.

"And that is something of a surprise, because the music industry is in dire straits and people are expected to toe the corporate line and that is something that I have never done," he added.

Born in central London, Barakan's family moved around the north of the city throughout his childhood before he decided, for reasons that he still finds hard to fathom, to study Japanese at the University of London's School of Oriental and African Studies.

"It seemed like a reasonably interesting thing to do, but I never chose to study Japanese because I had the intention of coming here," he said.

A natural affinity for languages, plus a background in Latin and Greek, with some French and Russian thrown in, enabled Barakan to master Japanese, a tongue that he describes as logical and "not as difficult as it first looks".

Barakan admits that after graduation, when working at a record shop, where the pay was

poor and the hours were long, he had twinges of concern about his future. Then, in 1974, fate intervened and he was offered a job with a music publishing company in Tokyo.

“I arrived without any sort of plan. I’m quite bad at making plans and tend to do things on the spur of the moment, but I did not expect to be here for the long term”, he said.

The fact that Barakan was, in his own words, “a total music freak,” served him well in his new job. But it involved a great deal of paperwork, as he negotiated with music publishers in other parts of the world in those days before email.

Six years later, he was given the opportunity to host his first radio show and he has not looked back since.

“I think I’m pretty good at picking music and, if you are able to talk about music, then I find being a DJ enjoyable and easy. But I’m not so good if I have to read from a script”, he said. “I much prefer ad-libbing”.

Barakan first hosted a radio show on FM Tokyo before taking on additional slots

Barakan says his musical tastes are rooted in the sounds of the 1960s

at NHK and a music video broadcast for TBS. For 25 years, he has also been hosting the Japanese edition of *60 Minutes*, the US current affairs programme.

Barakan says his musical tastes are rooted in the sounds of the 1960s, but stretch across rock, soul, blues, folk, jazz, gospel and even “as I get older” country.

“Basically I like any genre, but I am pretty picky about what I do and don’t like within each genre”, he said. “And I never liked heavy metal or commercial pop, and was never a big fan of hip-hop”.

Pressed to name a favourite musician to listen to, he identifies Little Feat and Donny Hathaway.

Barakan also considers himself fortunate to have been given the opportunity to interview some of the biggest names of the music world, such as Georgie Fame and the late Jaco Pastorius, the legendary bassist who played with Weather Report in the 1970s.

When it comes to Japanese musicians, Barakan plumps for slightly more obscure bands, such as the Ainu musician Oki, and the young funk band Black Wax, from Miyakojima in Okinawa.

“They do original material mixed in with a variety of covers of Western stuff, running the gamut from ’50s R&B to bossa nova to Sonny Rollins to Herbie Hancock’s ‘Chameleon’”, he said.

“They are a little rough still at times, but they have a pretty original groove and I think they could do really well in clubs, and maybe festivals, around the world if someone with a little entrepreneurial flair took notice”. 🌸



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Ryozan Park is one of the firms promoting shared office space • RYOZAN PARK

Freedom to be flexible

Office space that boosts communication is catching on in Tokyo

BY RICHARD SMART

In the comic strip “Dilbert”, the characters are all consigned to cubicles, where they either get on with their work or slack off. Their supervisor has his own office, away from the drudges, where he can talk to people higher up and generally make sure he retains his importance without doing much to improve the lot of the company.

The office layout is fundamental to the strip’s premise. Without its absurdity, isolation, reinforcement of hierarchy and creation of an atmosphere in which workers attend, but do not communicate (at least outside of the meeting room), the characters who inhabit Dilbert’s universe would have to change their ways and cooperate more.

Dilbert continues to strike a chord globally with workers who find their office environments oppressive. And for much of the 20th century, the office space Dilbert inhabited was not too different from that which the average worker experienced. However, that is changing, together with workplace practices as office spaces are upgraded and interiors designed with consideration given to flexibility, accessibility and a more communicative environment.

One firm that is helping to drive the change, and benefiting from it, is Regus Japan K.K. According to a survey by the firm of 40,000 business people around the world, 78% said flexibility in the office environment also helps to improve productivity. “We see that demand,

and provide products that meet market requirements”, said Satomi Kawasaki, Regus’s marketing director.

But the government also has a role to play.

“Nowadays, in order for office buildings to get permits to build, there are certain incentives given for accessible design, which offers advantages for the developer or owner”, said Christopher C. Brooks, an office designer and executive officer at Garde. “In accepting the incentives, the developer or owner must then mandate that all tenants comply with similar accessible design criteria. While there is no law enforcing this, it has now been fixed into the general building rules and regulations for all tenants”.



Regus Japan office space is meeting new worker demands • REGUS

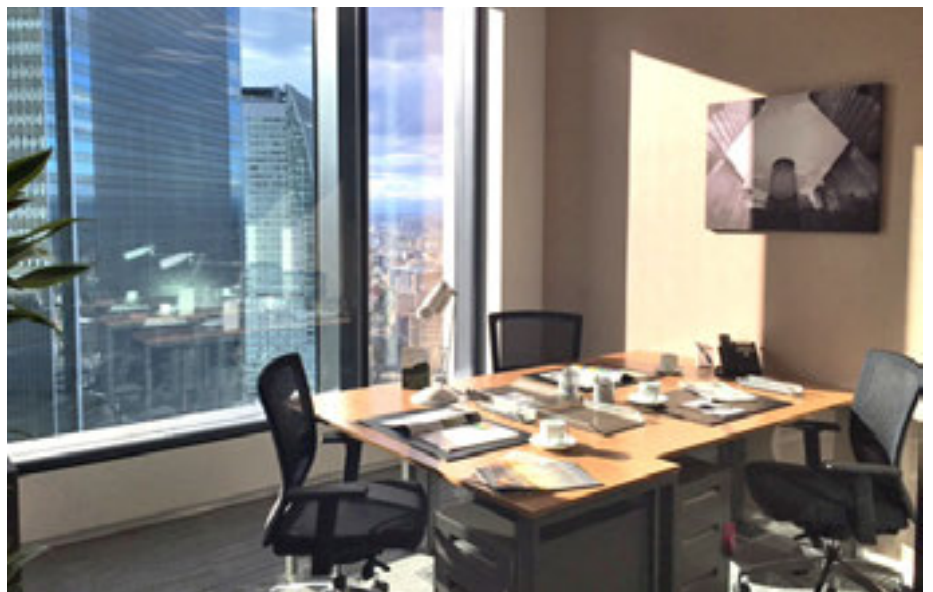
It is not just individual firms that are bringing about innovations. “Office design is seeing a major shift, as people continue to become more and more mobile, and the biggest shift is the rise of co-working environments”, said Mark Dytham MBE, co-founder of Klein Dytham architecture.

The push to share office space is being driven by a number of forces—an improved environment for startups, independent workers and smaller businesses—that probably will continue to be a factor in Japan’s economic development, as the era of the *keiretsu* conglomerates begins to look increasingly out of date.

“Over time, the overall characteristics, regulatory structures and social norms of Japan have shifted from being highly unfavourable to a vibrant startup ecosystem, [to being] a far more supportive environment”, according to Kenji Kushida. A research associate at Stanford University’s Walter H. Shorenstein Asia-Pacific Research Centre, Kushida made the comment in a recent report, where he added: “A generational shift is accompanying social normative changes that are becoming more supportive of entrepreneurship and high-growth startups.”

That shift has led to opportunity. Rachel Ferguson of Ryozan Park says her company has seen huge demand for shared spaces. “We opened up our share office about five years ago, [and it] took about six months to become full. [We started] others in 2014 and ’15”, she says, explaining that, “They took about a year to fill up”.

Her firm, which has office space for around 310 people in the less upmarket northern area of Tokyo, has found success by fostering community—making sure those in shared spaces know each other—and by giving an opportunity to those who perhaps otherwise would not be able to work. “We try to get people to collaborate with each other”, >>



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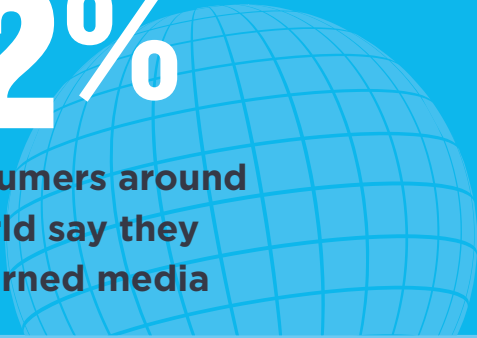
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she says. “We encourage that as it really helps things work”.

They have, for example, parties where those renting the office space can use tokens they earn from Ryozan Park to buy beer and food. To earn the tokens, renters must give presentations on their current work and introduce new people to the facility to do other things in order to encourage more collaboration.

“This may not be the trend, but it is certainly something we have succeeded in by providing a niche market”, she says.

One Ryozan Park office has pre-school facilities for young children. “With [this office], there was only one other place that we knew of”, Ferguson says. “But in the year it took between conception and opening [of Ryozan Park], another two or three [similar sites] have popped up, and it is probably even more than that now. Being able to keep women in work remotely at satellite locations during maternity leave—those who do not want to be out of work—is really heartening”.

Offering workers a space which allows more independence is what sells best

Kawasaki of Regus says her firm has found that offering workers a space which allows more independence is what sells best. “Companies that have barrier-free offices can be recognised easily [as having a certain type of] culture and policy”, she says.

There is plenty of reason to believe that Tokyo is going to continue to develop more offices—it always does. Earthquake protection, IT requirements, the 2020 Olympic and Paralympic Games and the government’s economic policy have all helped bring about a building boom. But it is now at such a level that making sure the office is above standard is essential.

“Although the rental market, not least for offices, is still tight, growth in rents is expected to slow, due to new supply and increasing uncertainty over the macroeconomic outlook”, according to the latest survey conducted by CBRE, a commercial real estate services firm. “Consequently, further yield compression is likely to be limited, especially for prime assets in central Tokyo”. In other words, Japan is again becoming a renters’ market.

For Dytham, the idea of a firm selling its office space on the barrier-free concept is a strange one. “Barrier free—it should not be a question, really. All projects have to be barrier-free, have been for years ... even in Japan. Standards are pretty worldwide these days”.

As such, modern-day jobseekers are probably looking beyond the layout of the office to the removal of barriers surrounding gender inequality, more tolerant in-house attitudes and HR flexibility. Workers of the future are likely to be confused regarding how Dilbert managed to get a giggle from so many people. 🍀



New office designs enable mothers to continue working • RYOZAN PARK

ANNOUNCING OUR 10TH ANNIVERSARY EXTRAVAGANZA

Explore Cool Japan and support Shine On! Kids

BY HEATHER MCLEISH

Shine On! Kids, an organization dedicated to making life better and brighter for sick children in Japan, is marking its 10th anniversary in 2016. To celebrate, you are cordially invited to join the Cool Japan Extravaganza on 1 October at Tokyo American Club.

It is my great honour to work with Shine On! Kids as volunteer organiser of their 2016 fundraising gala. The Queen Bee role is one I take very seriously, and I am thrilled about what will be a fun and exciting event. As part of my work on the Climate Change & Sustainability team at EY Japan, I focus on creating win-win situations between communities and companies. Helping local NPOs succeed in their mission benefits communities and supports friends and families. There is nothing more win-win than that.

This year's theme—Cool Japan—is a concept close to my heart. My 15 years in Asia have been primarily spent in Japan, and it is the rise of individual social conscience alongside corporate interest in creating shared value with the communities in which they work that I see as one of the most important shifts in Japan.

Working to support communities—in this case kids whose lives have been touched by cancer or other serious illnesses—is very important, and I feel strongly about helping this great group of dedicated people expand their reach and meet their ambitious goals.

Through the kind support of generous patrons, Shine On! Kids has been a beacon of hope and happiness

for kids and families for the past decade. This year's event is a way for us to say thank you to those who have given us support, and to give others an opportunity to be involved in this inspiring group. I hope to see many readers of *BCCJ ACUMEN* at the event. You won't want to miss it!

About Shine On! Kids

Certified by the Japanese government as a Nintei NPO in 2012, the Tyler Foundation—as it was known at the time—was founded in 2006 by Tokyo American Club members Kim Forsythe and Mark Ferris. The organisation was inspired by the smiles and courage of their son Tyler, who spent much of his short life battling leukaemia. After losing Tyler, they realised they could take his struggles and their experience and create something positive for families enduring what they had.

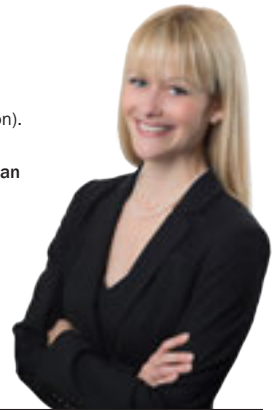
Shine On! Kids has established a range of unique programmes over the years with the goal of improving the quality of life of, and empowering, children and families affected by serious illness. They also aim to create awareness of the struggles these families face.

“In the next 10 years, we would like to see our support programmes in every paediatric hospital in Japan”, said Forsythe. “Reducing a child's stress and trauma associated with treatment in hospital not only makes it easier for the medical staff and family caring for them, but it can have far-reaching positive effects months and years later, when the child resumes ‘normal’ life”. 🇯🇵



Visit sokids.org for details and tickets (¥25,000 per person).
Subscribe for updates at
facebook.com/shineonkidsjapan

Heather Mcleish
volunteer organiser



HOW TO INSPIRE INTERNS

GlaxoSmithKline's Orange Internship Programme helps people with disabilities or diseases be welcomed in society

BY CUSTOM MEDIA

GlaxoSmithKline (GSK) Japan is a member of the science-led GSK global healthcare group of companies with around 98,000 employees in 150 countries. It is working to fulfil its corporate mission to benefit society, while nurturing human resources through community partnership programmes.

One of the ways that the company inspires people is through its Orange Internship Programme, in operation since 2013. This aims to give people with psychological disabilities a training opportunity so they can engage in meaningful work. They are able to gain experience, learn in a business environment and prepare for employment by instilling self-confidence.

Candidates for the programme who have received sufficient treatment to allow them to work will receive six to 12 months pre-training at General Partners Co., Ltd., who also support matching for candidates and organisations. Once matched, candidates go through interviews to ensure both parties are comfortable, and, if successful, this is when the one-year training internship programme begins.

GSK's Orange Internship Programme offers those students an opportunity to work for the firm, and at the same time learn about what it takes to work in the organisation and how to communicate with colleagues in a business environment.

The Orange Internship Programme provides extensive care and communication to ensure interns are comfortable with the balance of work and treatment. This is done by closely working with General Partners, healthcare professionals and supervisors at work. For example, regular meetings are set among supervisors, interns and General Partners, treatment progress and doctor's advice will be

shared, any concerns that the interns may have are identified and solutions to support their development are found.

"People with psychological disabilities who have little or no experience as adult members of society may feel a great deal of anxiety toward taking a job", observed a GSK Japan HR professional in charge of the Orange Internship Programme. "During their extended internship they come to feel a sense of purpose and responsibility, and through resolving issues on a day-by-day basis achieve growth that reduces that anxiety. So I think our programme is able to contribute to society by helping to instil a sense of self-confidence in them as adults in society.

"Furthermore, as company employees they are able to confront their condition. While doing their best through the process of trial and error, they perform their jobs together with other disabled individuals, and so they can mutually support one another. This creates a favourable opportunity for them to overcome their disability through meaningful work, respect for co-workers and so on".

After having satisfactorily completed the one-year internship and probationary work period, the interns are helped to find positions with new employers.

A recent graduate of the GSK programme expressed his satisfaction with the results, writing: "Through the GSK internship programme, I was able to take my first steps to becoming a member of society. Initially, I'd felt uncomfortable as I had never worked in an organisation before and was not sure if I could perform like anyone else, and the idea of working while struggling with my illness caused a lot of anxiety.

"However, the people at the firm went out of their way to make me feel welcome. Gradually I was requested to undertake more tasks. So, by

the end of the programme, finding I was able to accomplish the work with which I had been entrusted made me feel self-confident.

"At present, I am working at another firm. Thanks to my experience at GSK, I am so glad that I have a job that enables me to contribute to society".

On 3-4 August, 2016, GSK welcomed Hayaki Okuhira, a 13-year-old junior high school student from a small island in Okinawa Prefecture, to the firm's Okinawa sales office. Hayaki spent two days at GSK under the career education programme his junior high school offers, and which aims to allow students to gain experience at firms so they can see what careers are all about and what it takes to work at a company.

GSK provided various programmes for Hayaki, ranging from an overview of GSK's operations, business manner, communications, call centre operations and sales to the clinical operation, science and safety of drugs. What was unique about the programme was that throughout Hayaki was connected with GSK's Tokyo head office, where the majority of lecturers operate via Live Meeting web conferencing.

At the end of the second day, Hayaki presented what he had learned over the last two days to all the lecturers via Live Meeting.

"I have really enjoyed the last two days. It was a great opportunity for me to learn so many things, and especially learning how the drugs are developed and experiencing the call centre operator demo were something that I will never forget. This unique experience has made me become interested in learning more about such careers".

For GSK, this is one of the ways the firm contributes to society and inspires an interest in science for people with or without disabilities. 🇯🇵

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THE 106cm COLD CALLER

BY DR GREG STORY
PRESIDENT, DALE CARNEGIE TRAINING JAPAN

Salespeople are world-class whiners. They are the most creative group among all professionals for coming up with excuses about why they can't meet their targets. The sales life requires a constant stream of new buyers. Marketing is permanently inhabited with ne'er-do-wells, who are sabotaging the sales department's efforts with underdone campaigns and inept promotions. When the leads are few and far between, desperate measures are called for and the chief villain of the piece is cold calling. Everyone will assure you that you can't cold call in Japan.

Salespeople everywhere are delicate blossoms. They get a rocket from their boss about their poor results and try to cold call potential clients on the phone. They get total, irreversible rejection and quit phoning after the third call. There is a variety of cold calling that is even more debilitating, and that is *tobikomi eigyo*.

You have probably seen some seriously stressed out younger person in the reception hall of your office, hanging around looking totally out of their depth and out of place, getting the bum's rush from the most lowly person on your firm's totem pole. That was a *tobikomi eigyo* salesperson, someone who just drops by unannounced, devoid of an appointment, and is then unceremoniously shown the door.

Invisible sales

Imagine you were so short that the receptionist can't even see you unless she stands up and peers well over the counter. Or, that the typical unmanned reception phone and organisational chart are at such a height and distance that you can't even use them. This presumes you can even get into the building in the first place.

Toshiya Kakiuchi was born with a crippling brittle bone disease that confines him to a wheelchair. He applied for jobs, found the going tough, then one day a firm that built websites accepted him as an employee. He expected to be comfortably seated at his desk, building websites in the safe bosom of the office. His boss sent him off to the sales department, saying, "You have to get out there and cold call offices door to door, *tobikomi eigyo*-style, looking for firms that need a website".

Seated in his wheelchair, he was only 106cm high and found that most buildings were difficult to access because of vertiginous stairs. His sales comrades were seeing up to 100 firms a day, and he was only seeing five—if he was lucky. Yet, in a short space of time, he became the top salesperson in that company.

After he had given a talk at an Economist Corporate Network event, I asked him how he had managed such sales success. With only a limited number of calls he could make in a day, he had to really make every post a winner. He found a way to turn his disadvantage into an advantage.

We have *tobikomi eigyo* people coming to our office every month, trying to sell us one thing or another. Like everyone else, we send forth the lowest person in the chain of command to shoo them away (nicely, of course, because we are Dale Carnegie!). Do we remember any of them 30 seconds after they have moved on to the next firm's reception area? No.

Kakiuchi, though, is definitely memorable, distinct, differentiated. You are not going to forget him turning up to your office. He told me that he had to just keep going back again and again. Eventually, he would get to talk to a decision-maker who could buy. And they did buy.



Stop whining

So, for all those able bodied salespeople out there whining into their suds about how tough sales is, stop it right now—you have nothing to complain about. Kakiuchi found a way through by differentiating himself, by having grit and stick-ability to keep going back, despite being constantly rejected. He was physically weak, but mentally tough.

Today he runs his own company, Mirairo, that researches, designs and consults on the needs of the disabled. He has produced an app called Bmaps that tells the disabled where there are lifts or stairs and other physical barriers on the way to their destination. His book Barrier Value tells the story of how he overcame his challenges. With our ageing population, we will all be needing his firm's services in the future, as our hips and knees weaken and those stairs come to look like Mount Everest.

So salespeople, don't complain about cold calling. Read Kakiuchi's book and reflect on how lucky you are with so many sales opportunities right in front of you.

Engaged employees are self-motivated. The self-motivated are inspired. Inspired staff grow your business, but are you inspiring them? 🍀

MAKING CONNECTIONS

Service upgrade brings partnership opportunities to Japan-based firms

BY KACEM JLIDI

[Firms] can also access a growing network of in-market partners

On 8 August, Export to Japan unveiled the biggest upgrade yet of its online resource for firms looking to do business in Japan (www.exporttojapan.co.uk).

The updated website introduces three new intuitive navigation paths. Users can browse relevant content and events sorted by industry sector, as well as check a comprehensive step-by-step guide to exporting to, and doing business in, Japan. They can also access a

growing network of in-market partners offering a range of key services.

Export to Japan's step-by-step guide allows firms of any size, regardless of stage in their export journey—from first-time exporters to businesses with an established presence overseas—to easily find the resources they need to do business in Japan.

The revamped site boasts a number of other improvements, too, such as providing easier



The revamped site ... [provides] easier access to Japanese market experts

access to Japanese market experts. A powerful new search function facilitates access to a growing library of on-demand webinars, videos and content packed with useful market insights and advice.

New opportunities for all sectors

Export to Japan, an award-winning community interest company, is expanding its range of resources and services with a distinctive partnership programme.

“Export to Japan is always evolving to accommodate our members’ needs and preferences. We are the go-to place to access services, events and information on doing business in Japan,” said Steve Crane, Export to Japan’s chief executive.

“We want to partner with Japan-based companies whose services can benefit new market entrants. Our platform has been a catalyst enabling many companies to enter the Japanese market by connecting them to relevant service providers,” he explained.

Export to Japan’s revamped partnership programme is embedded in the website’s new layout. Partner firms specialising in any sector of benefit to exporters can acquire a presence on the site and sponsor useful content.

“Such an approach can generate organic interest and sales leads by positioning our partners as true experts in their fields. This also helps Export to Japan become ever more useful and extends its ability to cater for enquiries and serve new and existing exporters,” Crane added.

Formed in July 2013, Export to Japan is a partnership between several bodies: the UK Department for International Trade (formerly UK Trade & Investment), the British Chamber of Commerce in Japan, British Airways and Business Link Japan. It is endorsed by the Rt Hon William Hague; British Ambassador



Export to Japan founding partners (from left): Steve Crane, chief executive, with non-executive board of directors: Lori Henderson, British Chamber of Commerce in Japan; Esther Williams, UK Department of International Trade, Japan; Jonty Brunner, British Airways; and (seated) British Ambassador to Japan Tim Hitchens CMG LVO.

to Japan Tim Hitchens CMG LVO; and chief executive of the International Airlines Group Willie Walsh.

Export to Japan membership

Those interested in membership need to create a new account and specify their sectors of interest by going to <http://bit.do/export>.

Membership grants access to in-depth reports, member-only videos and live webinars with industry experts.

Partner with Export to Japan

Partnering with Export to Japan can position your firm as an industry leader, raising the profile of your business in the process. It can also help attract new relevant leads through niche targeting.

For partnership requests, send an email to info@exporttojapan.co.uk. Export to Japan teams in the UK and in Japan can assist and explain the programme details. 🇬🇧

Three Intuitive Paths for Navigation

	<p style="text-align: center; margin: 0;">Search by Industry</p> <p style="font-size: small; margin: 0;">Access industry relevant content. Speak to market experts.</p>
	<p style="text-align: center; margin: 0;">Step by Step Guide</p> <p style="font-size: small; margin: 0;">Find out how you can do business in Japan. Resources for established and first time exporters.</p>
	<p style="text-align: center; margin: 0;">Partner Programme</p> <p style="font-size: small; margin: 0;">A growing network of in-market partners offering a range of key services.</p>

Export to Japan in Numbers

- 130,000+ Website Visits and Growing.
- 330,000+ Page Views.
- 6,000+ Member Companies.
- 100+ New Members per Month.
- 850+ Enquiries Received.
- 19 Industries.
- 16 Market Experts.

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SUMMER RETREAT

Symbol of UK–Japan friendship is reborn

BY JULIAN RYALL

Renovated and retaining its spectacular views over Lake Chuzenji, the British Embassy Tokyo's former villa in Oku-nikko, Tochigi Prefecture, has been opened to the public.

The property, built in 1896 by British diplomat and Japanologist Ernest Satow (1843–1929), was donated in 2010 by the embassy to the prefectural government. Some ¥419mn was then spent over six years to upgrade the building.

In a ceremony on 28 June to mark the imminent reopening of the villa, British Ambassador Tim Hitchens CMG LVO said he was “delighted” to see a landmark that dates back 110 years being given a new lease of life.

He added that visiting the wooden, two-storey villa brought back “unforgettable memories”, as he had stayed there during his own father's posting to Japan as military attaché in the late 1970s. He was again a guest over a weekend in the summer of 1988, at the invitation of then-British Ambassador Sir John Whitehead.

“Everyone at the embassy had a fondness for the villa, particularly before air conditioning was invented, and [during the summer] this served as a replacement for the embassy in Tokyo”, he explained.

“Unfortunately, the building has aged and it became very difficult for the embassy to carry out the required maintenance work”, Hitchens said.

The tough decision to hand over the property to the prefecture was taken by Sir David Warren KCMG, Hitchens' immediate predecessor, in order to preserve it.

“I am very pleased that this villa will remain on the shores of Lake Chuzenji as a testimony to the long friendship between Japan and the United Kingdom”, Hitchens added.



PHOTO: NIKKO NATURAL SCIENCE MUSEUM

Tim Hitchens CMG LVO, British Ambassador to Japan, reopened the British Embassy Tokyo's villa in Nikko.

Satow selected the site for the 467m² building to escape the stifling heat of Tokyo summers. A number of other embassies subsequently followed his lead, including the Italian mission to Japan. That legation constructed a similar summer residence nearby for diplomats.

Satow used some of his time at the villa to compile the region's first English-language manual for tourists, *A Guide Book to Nikko*, published in 1875.

The district in and around Oku-nikko became so popular with diplomats that, “The foreign ministry moves to Nikko in the summer” became a common refrain.

Satow bequeathed the villa to the British embassy when he left Japan.

After undergoing substantial renovations—including the introduction of a café, but retaining the original brick fireplace—the building opened to the public on 1 July.

“Visitors are now able to enjoy the scenery and feel the emotions that Ernest Satow enjoyed during his days here”, Fumiyo Suzuki, a spokesman for the prefectural government, told *BCCJACUMEN*. “Tea and scones are served and visitors are now able to feel just as Satow did when he sat on his sofa”.

“At twilight, the sunset from the villa is wonderful—more than words can describe”, he added.

“It is also good for visitors to take a sightseeing boat on the lake, while there are many other things for tourists to do in the surrounding district, such as visiting the Italian Embassy Villa Memorial Park, the restored lakeside boathouse and Kegon Falls, one of the three most famous waterfalls in Japan”.

Over the first 20 days after the villa was opened to the public, more than 8,200 people visited—with many saying how impressed they were with the view across the lake, Suzuki said. 🇬🇧

ARTS

UK EVENTS IN JAPAN

COMPILED BY
KIYOKO MORITA

1 1-16 OCTOBER

Lettice & Lovage

This comedy, by the acclaimed playwright Sir Peter Shaffer CBE, centres on the fanciful stories told by Lettice Douffet, the tour guide at an uninteresting British mansion. Soon her embellishments cause a run-in with her fact-conscious employer, as well as a series of adventures.

EX Theater Roppongi

1-2-9 Nishi-azabu
Minato-ku, Tokyo

Various times
Adults: from ¥9,800
(standard ticket)

»www.parco-play.com/web/play/lettice
03-3477-5858

2 5-10 OCTOBER

Barakura Harvest Festival

Mark the beginning of autumn with local foods, harvest displays and a visit to the festival's arts and crafts market. Her Majesty's Royal Marines Band Service, the musicians of the Royal Navy, will be on hand to provide a lively musical accompaniment.

PHOTO: ROYAL MARINES ASSOCIATION
CONCERT BAND

BARAKURA English Garden

5047 Kuridaira, Kitayama
Chino-shi, Nagano

Various times
Adults: from ¥1,400
»www.barakura.co.jp
0266-77-2019

◦ Free tickets

We are giving away 10 pairs of tickets to this event.

3 9 OCTOBER- 27 NOVEMBER

Okayama Art Summit 2016 "Development"

This is the first edition of a new triennial contemporary art exhibition to be held in Okayama. For the inaugural art summit, the English conceptual artist Liam Gillick has been invited to perform the role of artistic director. In total, 31 contemporary artists will be displaying their works.

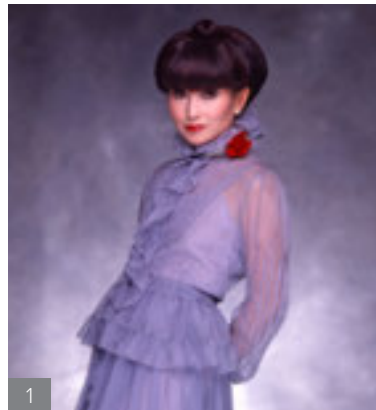
PHOTO: ©ANDREA ROSSETTI. ©PIERRE HUYGHE, EXHIBITION VIEW, DOCUMENTA 13, KARLSAUE PARK, KASSEL, GERMANY, 2012. COURTESY OF THE ARTIST AND ESTHER SCHIPPER, BERLIN

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(among other locations)

9-24 Tenjincho
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9am-5pm

Last entry 30 minutes prior to close
Closed: Mondays (except 10 Oct)
¥1,800
»www.okayamaartsummit.jp/en
086-221-0033





4

◦ To apply for free tickets or gifts, please send an email with your name, address and telephone number by 30 September to: coordinator@custom-media.com. Winners will be picked at random.

4
13-16 OCTOBER

The Tragedy of Macbeth

The Tokyo International Players, the oldest and largest English-language theatre company in Japan, is well placed to perform what is arguably Shakespeare's most infamous play. Portraying one man's single-minded pursuit of the Scottish throne, *Macbeth* is a story of ambition and temptation, and the disastrous consequences they can precipitate.

PHOTO: RONNIE BAKER

Theatre Sun-Mall
Sun-Mall Crest Bldg. B1
1-19-10 Shinjuku
Shinjuku-ku, Tokyo
Various times
Adults: ¥4,500
»tokyoplayers.com
03-3490-4949

◦ **Free tickets**

We are giving away one pair of tickets for this play.

5
19-26 OCTOBER

The Scarlet Pimpernel

Based on the story by the English writer Baroness Orczy, this Broadway musical tells the tale of the eponymous leader of a band of English aristocrats. Set in the time of The Terror in 18th-century France, the group seek to rescue their French counterparts before they can be killed by the country's new revolutionary government.

Akasaka ACT Theater
(among other locations)
5-3-2 Akasaka, Minato-ku, Tokyo
Various times
Adults: from ¥9,000
»www.umegei.com/the-scarlet-pimpernel
0570-077-019

6
FROM 6 OCTOBER

The Man Who Knew Infinity

This British biographical drama tells the story of the Indian mathematician Srinivasa Ramanujan (1887-1920), and is based on the 1991 book of the same name by Robert Kanigel. Having gained admittance to Cambridge University, the self-educated Ramanujan continued to pioneer in mathematical theories under the supervision of his friend and mentor, Professor G.H. Hardy (1877-1947).

Kadokawa Cinema Yurakucho
(among other locations)
Yomiuri Kaikan 8F
1-11-1 Yurakucho
Chiyoda-ku, Tokyo
Various times
Adults: from ¥1,800
»<http://kiseki-sushiki.jp>
03-6268-0015

◦ **Free tickets**

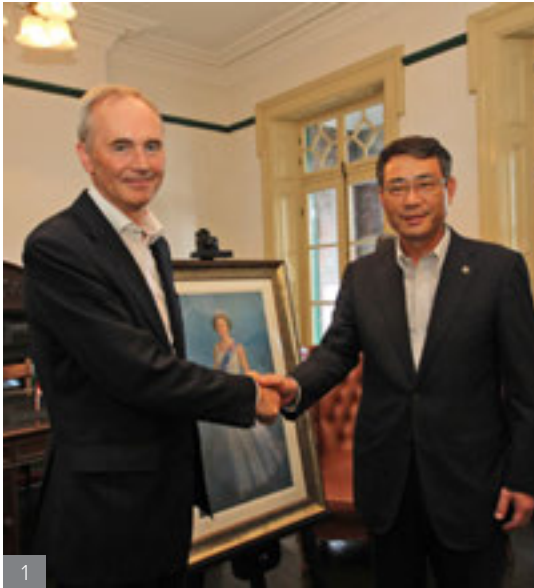
We are giving away five pairs of tickets for the preview on 6 October in Tokyo.



5



6



UK-Japan events

1 | EMBASSY

On 9 August, the British Ambassador to Japan Tim Hitchens CMG LVO presents Shimonoseki City Mayor Tomoaki Nakao with a portrait of Queen Elizabeth II. The painting commemorates the Queen's 90th birthday and the 110th anniversary of the completion of the British Consulate in the city.

PHOTO: SHIMONOSEKI CITY

2 | LAUNCH

Flanked by cabin crew, Hollywood star Orlando Bloom and Jonty Brunner, BCCJ Executive Committee member and British Airways Regional Commercial Manager for Japan and Korea, celebrate the launch of the airline's 787-9 Dreamliner flights on the London Heathrow-Narita International Airport route on 19 August in Tokyo (page 8).

3 | BCCJ

On 2 September, BCCJ were joined by two new interns, Estefany Ramirez (left) from Temple University and Yumiko Takeda from Showa Women's University.

4 | CONFERENCE

Tomas Olsson, chief executive of Ve Interactive Japan, gives a talk in partnership with the British Embassy Tokyo at Ad:Tech International, a marketing conference, in Tokyo on 23 August.



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5 | EDUCATION

The British School in Tokyo's (BST) Head of Secondary, Brian Platts, spoke at the first assembly of the year on 29 August. The school's expanding secondary student body of 370 enthusiastic students gathered for the occasion.

6 | Sixth Formers from BST volunteered at a local school in July during their summer holiday. The students spent a Saturday interacting with children from the local community.

7 | In July, year one students participated in BST's Summer Holiday Programme.

8 | FOOD & DRINK

The 1066 food stall, run by Jane Best OBE, was again present at the Fuji Rock Festival, serving up British favourites. Best, who is now chief executive of Refugees International Japan, has been running the stall ever since the festival's founding.

PHOTO: REY VENTURA

9 | MUSIC

UK folktronica band Haiku Salut, from the Derbyshire Dales, performed at O-Nest in Shibuya, Tokyo, on 4 September as part of their first Japan tour.

PHOTO: JIM BINGHAM

BOOST YOUR TEAM

Corporate mystery-solving fun

Excitement rises as we don our Sherlock Holmes-style cloaks and deerstalker hats and are shown into a room, from which we have to flee within 60 minutes. Looking for clues among the furnishings—all in keeping with a special theme—anticipation gives way to survival: we need to solve the mystery.

Our hosts are Escape Hunt Japan, Ltd. The firm celebrated its first birthday in August 2016 and, given the popularity of escape games worldwide, has big ambitions. These games are increasingly seen as the ultimate team-building activity: accessible, engaging and relying on grey matter rather than muscles.

As the only business in Japan with such offerings in English and

Japanese, Escape Hunt has drawn global brands, such as Microsoft, Google and Nike.

The Japan office of a luxury brand contacted the firm after a merger left departments fractured and staff anxious about their positions. Working closely with its human resources team, Escape Hunt created an event to relieve stress, unveil personality traits, foster understanding, develop teamwork and communicate values.

Thought to have been started about 10 years ago, escape games have taken the corporate world by storm, in particular, given their value as a tool in supporting brainstorming, collaboration, creativity, trust and feedback. 🇯🇵



THE ESCAPE HUNT EXPERIENCE TOKYO

KN Asakusa Bldg. 6F

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MENINGITIS IN THE UK AND JAPAN

BY DR TOM LOMAX

Public health campaigns in the UK have consistently maintained a high level of awareness regarding the signs of meningitis and, as a consequence, British parents will usually seek medical advice quickly if their children show some of the classic warning signs—high temperature, vomiting, headache, a blotchy rash, neck stiffness and drowsiness. Equally, doctors providing primary care, as well as those in accident and emergency hospital departments, in the UK are trained in the importance of treating potential meningitis cases with the utmost urgency.

However, British parents concerned about meningitis who go to a Japanese hospital may find that their doctor doesn't realise that wanting to exclude meningitis is a major reason for their visit. This is mostly because meningococcal infections—which cause some of the most severe meningitis cases in younger children and babies—are much less common in Japan than in the UK. In fact, most doctors trained in Japan will have little or no clinical experience of meningococcal disease.

"Meningitis" is an umbrella term referring to any infection of the meninges, the membranes surrounding the brain and spinal chord. Meningococcus—scientific name, *Neisseria meningitidis*—is a bacterium that normally lives



in the nose and throat of healthy people, but occasionally breaks into the bloodstream, with devastating consequences.

All types of meningitis cause severe symptoms, but meningococcal infections carry a much higher risk of death or permanent disability than, for example, viral meningitis. Because of this and because the UK has historically experienced relatively high rates of meningococcal infections compared with other developed countries, combating this disease has been a high priority for decades.

The UK's continuing battle against meningococcal infections played out in a particularly dramatic manner in the UK media earlier this year. Bexsero, a new vaccine to protect against

Meningococcus B (Men B), one of the most prevalent strains of the disease, was introduced as a universally available vaccine in September of 2015.

This is an expensive vaccine and, as such, public funding for it was limited to those at the highest risk of infection—children up to 12 months old. While older children can become infected with Men B, it was not deemed cost effective to offer vaccinations beyond the first year of life.

Babies in the UK are currently vaccinated against Men B three times: at two, four and 12 months. In addition, they receive a vaccine against Men C at three and 13 months. As with Bexsero for Men B, the UK was the first country to introduce universal Men C vaccination for children, in 1990.

Shortly after the introduction of Bexsero, the parents of Faye Burdette, a two year old who tragically died of Men B this February, called for the vaccine to become available more widely. A parliamentary petition was launched, entitled "Give the Meningitis B vaccine to ALL children, not just newborn babies", and attracted a then-record number of signatures—over 800,000 by the time the petition closed.

In the end, though, the conclusion of the parliamentary debate that followed the petition was not to extend funding for Bexsero. The current strained nature of public health finances no doubt had a bearing on this decision.

Currently, Japan does not offer routine vaccination during childhood against either Men B or Men C. But, given the very low rates of meningococcal infection, this should not be of special concern to parents, unless of course they plan to return to the UK or another country with a higher level of meningococcal disease.

Meningitis infections do occur in Japan, but different bacteria or viruses typically cause them. As such, the best protection for children solely resident in Japan is to complete all of the vaccines provided on the local immunisation schedule. 🇯🇵

SAKURA INTERNATIONAL SCHOOL

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“Meeting and learning from different people is crucial to becoming open-minded”, explains Kumiko Nakamura, founder and director of Sakura International School. With prominent neuroscientist Ken Mogi as an advisor, KIA’s Curriculum Lab takes this idea to heart. Founded in 2001, KIA comprises Sakura International School (SIS) and Kansai International School, and has 16 years of experience offering an English–Japanese bilingual education. The schools are staffed by an international team, and each class is headed by not one but two instructors: one teacher from abroad and one

Japanese teacher who is fluent in English.

A bilingual education is at the core of KIA’s philosophy. English is the main language in the early learning and kindergarten classes, and Japanese instruction is also provided. From elementary school onward, 50% of classroom communication is in Japanese.

Three Tokyo wards are home to SIS campuses: Bunkyo, Chiyoda and Minato. These campuses currently cater to students through the end of kindergarten, and each classroom is equipped with a library corner and an iPad. Daily visits to nearby parks, gym classes taught by specialist physical education teachers, a multimedia

room for enhanced learning and extracurricular activities such as violin, piano or French and Chinese language studies round out the Tokyo campuses’ offerings.

Culturally, the schools take advantage of the 20 nationalities represented on staff to share special holidays such as Thanksgiving, Halloween and Tanabata, as well as cultural traditions such as *mochi* (rice cake) pounding.

Communication with the families of students is a priority, and teachers maintain daily contact with parents.

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Kumiko Nakamura, founder/director

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SHOULD THE EMPEROR ABDICATE?

Japan wrestles with issues of the monarchy, as the UK did in the 1930s



BY IAN DE STAINS OBE

According to a Kyodo News survey in July, some 86.6% of respondents were in favour of a system that would allow Emperor Akihito of Japan to abdicate. Currently, under the Imperial House Law, which governs the status of the Emperor, there is no legal mechanism for abdication.

Yet in his televised address to the nation on 8 August—only the second time during his reign that he has directly addressed the people—Emperor Akihito hinted broadly that, in due course, he would possibly like to step aside in favour of his son Crown Prince Naruhito.

The address was necessarily ambiguous: the Emperor is a symbol of the nation and is forbidden from involvement in politics. But his sincere and heart-felt message has touched the people and stirred a debate on whether or not the constitution should be amended to allow an abdication.

Akihito became Emperor in 1989 on his father's death. He has proved to be a popular monarch, readily mixing with the people at times of natural disasters for example. There has been extensive coverage of the Emperor on his knees comforting those who have been left homeless and there is no doubting his compassion. Together with the Empress he has also visited such locations as Hiroshima and Nagasaki, as well as overseas



venues to express regret regarding Japan's wartime history and pledge peace in the future.

But he is now 82 years old and has been treated for prostate cancer and undergone heart surgery. In his August address, he admitted that his age and failing health were of concern to him, and wondered how long he could continue the pace required by his duties as Emperor: "When I consider that my fitness level is gradually declining, I am worried that it may become difficult for me to carry out my duties as the symbol of the State with my whole being as I have done until now".

The question is, what measures should be taken? Should there be a complete overhaul of the part of the constitution that covers imperial status? Or should there be—as some have suggested—an ad-hoc law that applies to the present Emperor alone?

A revision of the Imperial House Law could be very time consuming and opponents are concerned that it could open up a debate on other issues, such as whether women should be allowed to take the throne.

As of late August, Prime Minister Shinzo Abe's administration appeared to be in favour of creating a special law that would apply exclusively to the current Emperor, allowing him to hand over the Imperial Throne to Crown Prince Naruhito.

There would appear to be little appetite for a complete overhaul that would permit abdication as in certain European countries such as Spain or the Netherlands, which have seen recent changes of monarchy. And there would appear to be no lessons to be learned from the abdication of King Edward VIII, who gave up the British crown in order to marry the woman he

loved, Wallis Simpson. Further, as Sir Hugh Cortazzi—a former British ambassador to Japan—has written, "any suggestion that Japan should follow the precedent set by Pope Benedict [who resigned at 86 due to physical infirmity] would, of course, be anathema to Shinto ritualists".

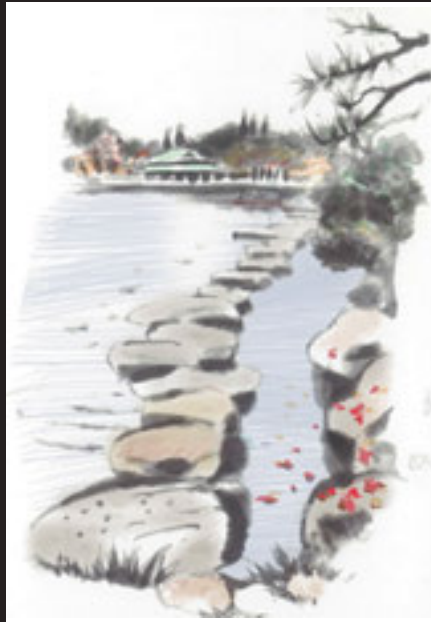
Yet abdication is not, in fact, without precedent. A recent Japan Times editorial points out that "roughly half the emperors in Japan's history are believed to have retired and handed over their position to a younger successor—for a variety of reasons". Still, there has not been an Imperial abdication since 1817 when Emperor Kokaku stepped down.

According to The Japan Times, one reason imperial abdication was explicitly banned under the Meiji government "is said to have been to avoid the risk of a dual power structure in which a retired emperor continued to effectively control his successor ... as happened frequently in mediaeval times". Under the post-war constitution, however, the Emperor wields no political power. So such behind-the-scenes activity seems highly unlikely.

Thus the debate goes on. But it is clear that the Emperor's message struck a chord in the hearts of a great majority of the Japanese people who would like to see him able to retire when he himself wishes. 🇯🇵

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ILLUSTRATIONS BY TAKASHI KASAJIMA

The English Willow and Japan

A traditional Japanese *haiku* is a three-line poem with 17 syllables, written in a five/seven/five syllable count. A “Twaiiku” is quite simply a *haiku* that has been tweeted.

This beautifully produced volume is a collection of such tweets, composed by British Ambassador Tim Hitchens CMG LVO, using the pen name Eiryu.

“I’d always liked brevity bounded by rules”, writes Hitchens. “Foreign Office telegrams are a classic form of disciplined concision. So an ancient literary form, with its own set of constraints, plus a new literary form, bounded by 140 characters, seemed a perfect match”.

Hitchens goes on to explain that using Twitter in Japanese has

the advantage of fitting in a great deal more than you can in English, since “a single Japanese character compresses the meaning of a whole word in it”.

So here are *haiku* composed by Hitchens between 2012, when he was posted to Tokyo, and 2015. The collection, as he says in his introduction, is “a mix of fairly standard ‘nature’ poems, with some personal observations”.

The book is neatly organised by season and each section starts with a brief essay in English and Japanese centred on the season as it is enjoyed in Japan and Britain. Each section also has its own colour—distinctly Japanese—with a brief meditation on the appeal of

the colour, from the delicate shade of Spring’s plum blossom—so celebrated in the literature of the Heian period—to the cinder colour of winter.

The poems themselves are given in the original Japanese with an English translation, and since the five/seven/five syllable scheme of *haiku* means rhythm is so important, the romanised version of the Japanese verse is also provided, so that those unable to read the *kanji* may have a sense of the original sound.

The design of the book is also a delight—there are some wonderful photographs by Michael Feather of the author and his wife, Sara—and it is most beautifully illustrated

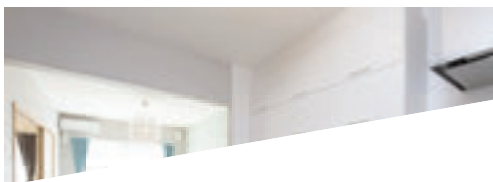
by Takashi Kasajima. Readers familiar with the Ambassador’s Residence will recognise many of the nooks and corners that he has cleverly managed to capture.

It is not uncommon for poets in Japan to take a pen name, and Hitchens has been persuaded to do so, too. He has chosen Eiryu, and a most fitting name it is. The character *ei* echoes that of the character for England, which is singularly appropriate, while that for *ryu* means “willow”.

This book is one of a kind. It would make a wonderful gift for anyone who knows Japan and a tremendous introduction to those yet to become familiar with it. 🇬🇧



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